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Storz Modifying Top 40' Format

Continues Policy Change With Teen-Disks Limited; Airs Albums

By JUNE BUNDY

NEW YORK — In a move to clear up "misconceptions" about the so-called "Top 40" disk programming format of the Storz Stations (see story on deejay convention elsewhere in this issue), proxy Todd Storz told The Billboard last week that the chain actually started "modifying" its disk policy a year ago.

All Storz deejays, said the exec, now program a few album selections throughout the day; while some best-selling disks (with lyrics specifically directed at teen-agers) are not played from 8:30 a.m. to 3:30 p.m.—the period most youngsters are in school. Jocks are supplied with lists of platters that fall in this "save till after school" category.

Storz said he would continue to "modify" the chain's disk programming policy from time to time. However, he flatly denied that he contemplated any abrupt change in format (as rumored at the national deejay convention, sponsored by the Storz operation). "Why tamper with success?" he asked, pointing out that all Storz stations chalked up higher individual ratings last month (February) than they ever have in the past.

Storz also said he believes in "personality" jockeys, and looks for that quality when scouting for prospective Storz deejay material. In

reference to some of the violent pro and con arguments about "Top 40"-type formats at last week's convention, Storz opined that there should be room for different types of stations (classical, rock and roll, show music, etc.) to serve different types of people. "It wouldn't be serving public interest," he said "for every station to do the same thing."

Storz expressed satisfaction with the success of the convention last week, and said the chain definitely plans to sponsor another jockey conclave next March. However, if the second convention is any bigger—and general trade feeling is that it's bound to be considerably larger—Storz questioned whether Kansas City would be able to accommodate it, since the Muehlebach Hotel's Grand Ballroom was virtually filled to capacity last week.

If K. C. can't accommodate the crowd, Storz plans to survey representative deejays across the country as prospective convention sites. Personally, Storz said, he views Washington, D. C. as a likely spot. Also under consideration are New York, Miami Beach, Los Angeles and Chicago.

The current Storz station line-up includes WDCY, Minneapolis; WHB, Kansas City, Mo.; WTLX, New Orleans; and WQAM, Miami.

POLL TABS TV EXEC-SCRIPTER RECRIMINATION

NEW YORK—The running battle between TV execs and scripters gets new fodder from the just-released results of an industry poll by Rufus Henry, co-author of this week's "Kraft Theater" drama. Statistician Henry asked writers and producers to list their gripes against each other and here are the top results.

Writers: 1. Rewriting by ad agency and web execs who are unqualified. 2. Secretaries with delusions of grandeur. 3. Failure to return unbought scripts. 4. Insertion by producers of free plugs. 5. Insufficient time for casting.

Producers: 1. Submission of scripts that are illegible, in improper form or full of camera directions. 2. Insertion by writers of free plugs. 3. Refusal to rewrite. 4. Interference in casting. 5. Condescending attitude toward TV.

Asked for their predictions on future relations, both sides generally agreed that web TV needs "some definite rules from a recognized source on authors' rights and limitations" and greater tolerance of each other. Quite a few respondents pointed to legit theater and movies as industries which have "eliminated" friction in this area," says Henry, and adds, "everybody might not agree." "We don't have any trouble at all with composers and lyricists," said several producers. Everybody might not agree to that, either.

New Market Vista Seen in Rise of Musical Therapy

Medicos Find Disks, Radio & TV Effective Aids to Treatments

NEW YORK — A new market for music and TV is developing in the practice of medicine. With no official encouragement from the all-powerful American Medical and American Dental Associations, doctors are introducing recordings, wired music, radio and TV into their offices to distract, encourage, soothe or stimulate patients.

Music used is 99 per cent instrumental, with one internist endorsing Mantovani, Kostelanetz and all "Music To-By" albums. "I lean toward the inoffensive actually. Vocalists are more subject to personal reactions from patients than orchestras," he explains. A nose-and-throat man uses more bombastic works to reach people with pipes and instruments stuck in their tilted heads. His most successful offerings: "1812 Overture" and Wagner overtures. A Boston general practitioner varies the repertoire with the patient's age: rock and roll for teen-agers, kiddie songs for children, operetta for elderly nostalgia-minded folk.

Soothing Effect

"Most patients don't really listen to the music, but it has the unconscious effect of soothing them and making them feel occupied while the dentist is engaged in pro-

longed or painstaking work," says Dr. Robert M. Steiner of Astoria, N. Y. "In specialty or surgery practice, in any but an assembly-line office, music has a definite place. TV is equally as useful, so long as the nurse doesn't get fascinated."

Television has made its greatest strides in dentistry, where the patient sits in one place, and in pediatrics, where reluctant youngsters usually make examinations a horror for the doctor. "The odd thing is, a patient will tolerate talk and even commercials in TV, trapped though he is, but doesn't want them when he only listens," says an Oil City, Pa., medical man.

All the medics questioned bought their own records from open store stock and complained of personal boredom from the limited choice. Those who subscribe to wire services like Muzak chafe less, admitting that they themselves don't listen closely enough to notice whether selections are being repeated.

Strangely enough, the field in which music was first introduced and approved, psychology, is now reluctant about its uses for other than unreachable cases. "Concentration between doctor and patient is intense," says Dr. Allan Fromme, psychologist and Columbia University professor, "and even soft music becomes the wrong kind of distraction. Group therapy for children, where music enhances games or stories, is the only recommended area."

Hospitals have joined the bandwagon, however, and floors which house all but critical cases have piped-in music. One New York doctor has found thru "research and experimentation" that Viennese waltzes are best for the maternity floor, musical comedy for accident and operative cases and formless, beat-less impressionist works best for lung cases (so they don't unconsciously hum or keep time).

Several medical clubs and fraternities
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KGB Up Via Anti-Disk Idea

SAN DIEGO, Calif. — KGB has risen to third place among this market's eight radio outlets, according to the latest Nielsen ratings, with an anti-disk policy. The Don Lee Broadcasting and Mutual affiliate cut its local programming down to one deejay show a day (7 p.m.) and several on Saturdays, heavily increasing air time for news, sports, quizzes and weather.

One result has been a rise in audience composition to no less than 94 per cent adults, and at many hours 99 per cent, as compared with rival averages of 79, 74, 72, 65, 60 and 44 per cent.

KGB has launched a magazine-of-the-air format with the over-all title, "Pulsebeat," including some live music but mostly talk. "It's paying off," say station execs. "In the hot teen-age time period 3-6 p.m., we're the No. 2 station in San Diego."

NEWS OF THE WEEK

Deejay Revolt at K. C. Convention May Bring Basic Changes . . .

The First Annual Pop Disk Jockey Convention, held in Kansas City, Mo., last week, may result in changes in the basic record programming structures of many radio stations across the country. Many jocks were in open and outspoken rebellion against what they termed restrictive elements of so-called "Top 40" programming. . . . Page 2

Harm Wins Decision over Tops; Store Liability Also Possible . . .

Harms Music won a partial summary judgment against Top Records last week in an action growing out of the alleged copyright infringement of the tune "You and the Night and the Music." Decision establishing Tops' liability took cognizance of the recent Goody case establishing liability of stores which sell disks with infringed copyrights. Thus in the Tops case, Woolworth, Sears, Roebuck and Thrifty Drug Stores might also be held liable. . . . Page 2

Key A. & R. Shifts: Thiele To Dot; Avakian to W. Pacific . . .

Two key record company artist and repertoire execs moved over to new labels last week. Coral's a.&r. head, Bob Thiele, resigned that post to become a.&r. chief for Dot Records. Columbia's pop-album director, George Avakian, left the label to join World Pacific Records as veepee and full partner. No replacements have been set. . . . Pages 2 & 3

Free-Lance Disk Men Get Hotter In Frantic Scramble for Hits . . .

Free-lance disk producers are coming into their own, thanks to the race for singles hits. Disk firms, large and small, are grabbing off masters and the men who make them in unprecedented numbers. M-G-M and United Artists last week became the latest disk firms to sign up indie producers on a contract basis, on the heels of numerous similar recent deals. . . . Page 3

Delay Hearings on Senate Juke Copyright Bill . . .

Hearings on the O'Mahoney bill to end juke box royalty exemptions have been postponed until April 23-25. A spokesman for the Senate subcommittee on copyright stated delay was brought about by a conflict in Senate business. . . . Page 64

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REPERCUSSIONS FROM CONVENTION

Deejay Revolt at 'Top 40' May Bring Basic Changes

By JUNE BUNDY
KANSAS CITY, Mo.—It is entirely within the realm of probability that the First Annual Pop Disk Jockey Convention (held here last week—March 7, 8, 9—under the auspices of the Storz Stations) will result in changes in the basic record programming structures of many radio stations across the country.

Many jockeys were in open and outspoken rebellion against what they termed restrictive elements of so-called "Top 40" programming, which they interpret as a move to de-activate them as personalities by confining their duties to impersonal intros for top-selling singles.

In the course of these complaints it became apparent that many imitators and "imitators of imitators" of the pioneer "Top 40" type stations (Storz, Plough, McGlendon, etc.) have instituted disk programming policies which are often far more restrictive than some of the originals are today. (See Todd Storz story elsewhere in this issue.)

There was considerable talk at the convention that many "Top 40" operations are due for revising and

up-dating anyway by management, and it seems highly probable that many deejay and program directors in attendance will convey this line of thinking with varying degrees of urgency—depending upon their commercial stature—to station managements back home.

Contributing in a substantial way to any possible programming re-evaluation was Mitch Miller's speech at the Columbia luncheon Saturday (8) at which he accused his audience of abdicating its programming "to the 8 to 14-year-olds, to the pre-shave crowd that make up 12 per cent of the country's population and zero per cent of its buying power."

Miller maintained, "It must be more than a coincidence that single

record buying went into a decline at the very time the number of stations that program the "Top 40" and other lists climbed to a new high."

Managers Chafed

Altho Miller's speech received the convention's only standing ovation, some station managers present indicated resentment of it during later panel discussions and off-the-floor confabs.

Panelist John Box, executive vicepee of the Balaban Stations, for instance, commented "Who is to know what records are best? Certainly not the record companies. Two thousand years of musical history has proven them contemporary

(Continued on page 8)

Thiele Goes to Dot As Head A&R Man

HOLLYWOOD — Bob Thiele, a.&r. chief of Coral Records, will resign his post with the company to join Dot Records as vice-president in charge of artists and repertoire. The appointment was disclosed by Randy Wood, president of Dot.

Thiele's appointment is the first in a series of highly significant moves expected to be made by the Dot diskery that seem likely to reflect further growth of the label. Thiele will headquarter in New York and will exercise control over all a.&r. functions in the east, in addition to directing the administration of Dot's eastern operations.

Thiele has enjoyed eminent success during his tenure at Coral and his close association with many Coral artists could conceivably bring a number of them into the Dot family at a future date. Prior to his post as a.&r. chief at Coral, he was an assistant to Decca vice-

president Milt Gabler and before that worked with Jimmy Hilliard at the label. While there are no official figures available, it's estimated that Coral's sales were approximately \$3 million when Thiele came into the company four years ago, compared to an estimated gross sales of \$8 million for the year 1957. Among the artists that Thiele was responsible for at Coral were the McGuire Sisters, Teresa

(Continued on page 8)

Orbit Debuts As M-G-M Sub; Sign Winston

NEW YORK — Orbit Records, set up exclusively for rock and roll releases, makes its debut March 31, as a subsidiary of M-G-M Records.

Figuring prominently in the Orbit plans is Jerry Winston, owner of Onyx Records, who sold two Onyx masters this week for release on Orbit. At the same time, Winston was signed to produce a minimum of 15 releases per year using

(Continued on page 8)

Capitol Plant To Be Doubled

HOLLYWOOD — Capitol Records expects to more than double its present pressing capacity when the firm's new plant here is completed and in operation in April, 1959. Label has purchased four acres of land for the construction of the installation, the cost of which is expected to exceed \$1 million.

New plant, in addition to the expansion program for the firm's branches (The Billboard, March 10), will represent a capital investment of \$2.5 million. Site of the plant is at Fletcher Drive and San Fernando Road and is accessible to most traffic arteries in the city.

Until now, the bulk of Capitol's

(Continued on page 8)

Mgrs. Shift At Columbia

NEW YORK—Columbia Phonographs shifted three district managers last week. Reginald Gussman was appointed district sales manager for the Boston, Hartford, Portland, Albany and Syracuse area. The New York branch, formerly covered by Branch Ripley, who has resigned, is now under district manager Henry Stewart. The Baltimore branch was assigned to Frank Richter. Milt Selkowitz, sales manager for the phonograph division made the appointments.

CAMELLIAS WIN PRIZES FOR ACK

NEW YORK — While Billboard music editor Paul Ackerman was on vacation last week, he won first prize for his Camellia exhibit—amateur class—at the International Flower Show held at the Coliseum here. One of the judges of his exhibit was Ralph Peer, head of Peer and Southern Music, and another intensive Camellia grower. Ackerman also won a trophy award for his blooms, which were shown in a 30-square-foot exhibit of potted Camellias, set in peat moss to resemble naturally growing plants in an old-fashioned garden. In addition to his other duties, Ackerman also represented the American Camellia Society at the show. He was a busy cat.

Melcher Gets Arwin Busy

HOLLYWOOD — Arwin Records, label headed by Marty Melcher here, has been reactivated and will begin immediate production of singles and albums, according to Melcher.

Distributors are being lined up, said Melcher, and the first artist, Jack Lewis, an American Airlines pilot, has been signed to a five-year pact. Initial single by Lewis will be released this week.

Melcher names Al Kavelin as general manager of the label, Jerry Simon as the firm's Eastern head, George Greif as vice-president in charge of sales and promotion, and Joe Lubin as a.&r. topper. Label will have extensive financing, said Melcher.

Tops Ruled Liable In Suit by Harms

HOLLYWOOD—Federal Judge Leon R. Yankwich granted Harms Music a partial summary judgment last week (13) in the publisher's action against Tops Records, latter growing out of the alleged copyright infringement of the song "You and the Night and the Music."

Yankwich's opinion is expected to clear the way toward establishing liability in the other actions filed by the Warner Bros. music firms (Harms, Remick & Witmark) against Tops in the past few months. The ruling in behalf of Harms holds subsidiary implications, for in establishing Tops' liability, the court took cognizance of the recent Goody decision in New York and the Supreme Court's de-

cision not to review the lower court ruling. This ostensibly could mean that Woolworth, Sears, Roebuck and Thrifty Drug Stores were also liable. Latter trio of retailers who marketed the infringed copyright disk were also named as defendants in a subsequent action filed by Harms.

Yankwich's opinion held, "The defendants admit that they have recorded this song without specific authorization and claim that by reason of plaintiff's dealings with them they have acquired the status of compulsory licensee, or licensee by estoppel. After the institution of this action the defendants proffered \$30,000 in royalties

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DEEJAY LOSES POWER

'Top 40' Programming Brings Dealer Payola

By BERNIE ASBELL
CHICAGO — Something new is emerging on the payola horizon: Dealer payola. It is more than a local situation, and many cities are affected.

This new form of influence is operating here on a wide scale and is the direct upshot of "Top 40" listings distributed by radio stations. It reflects the fact that since the dominance of top 40 programming, the deejay is no longer the tower of power in making and

breaking new records. He is largely chained to programming the merchandise that's already moving. How does his station find out what's moving? By calling the stores to ask.

So the power to dictate is passing from the deejay to the retailer, and this changeover has wrought some odd changes in the promotional techniques of numerous diskeries and distribs. It has even brought striking changes in the

(Continued on page 8)

Deejay Meet Draws Cheers

NEW YORK — Record manufacturers attending the Deejay Convention in Kansas City last week (March 7, 8, 9) shelled out more than \$30,000 in cuff-o-meat cocktail parties, promotional gimmicks, etc., but a consensus of labor exec opinion indicates they considered it money well spent.

The disk firms were also in agreement that the convention was exceptionally smooth and well-run (Storz program chief Bill Stewart ran the affair.) Practically all indicated their intention of making it next year, RCA Victor, for example, has already its reservation. However, some companies raise the question of whether sponsorship of the event should be limited to the Storz Chain.

More than 1,000 turned out for the convention last week, and it's expected that this figure will be tripled next year, since many jocks who didn't attend are apparently now of the opinion that the convention was more meaningful than they thought it would be.

For instance, Hal Moore, program director of WNEW, New York, which didn't send out jocks to the convention, said they had expected it would be a far less outspoken affair than it turned out to be, (since it was sponsored by the "Top 40" Storz Chain) and in-

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Lengsfelder Assails ASCAP 'Power House'

WASHINGTON—Hans Lengsfelder, dissident writer-publisher of the American Society of Composers, Authors and Publishers, summed up his estimate of the alleged "power house" control of ASCAP by saying of its board of directors: "With the money, they get the votes; with the votes, they make the rules to get still more money." (ASCAP members vote in proportion to their earnings.)

High Fidelity Ups Disk Tag, Plans Reorg

HOLLYWOOD — High Fidelity Recordings will raise its suggested list price of albums for \$4.95 to \$5.95, the increase to become effective April 1.

Move was disclosed by label prexy Richard Vaughn, who declared that the price hike coincides with an upcoming reorganization of many of the firm's operations in the hopes of getting a bigger percentage of the disk and tape market this year. Label grossed approximately \$2 million in 1957, with Vaughn averring that a stepped up operation is necessary to compete with the great amount of material being released by all companies.

An increased consumer ad campaign, the use of heavy polyethylene sleeves, redesign of the label and complete lamination of all jackets are among the immediate plans of the company. Vaughn has also appointed Pete Capleton as national sales manager and has moved the firm to new and larger quarters here.

Vaughn also disclosed the signing of clarinet and saxophone soloist Roger Ralph and the designation of Orbit Records as the name of the firm's new pop singles label. Initial release on the latter label by Scott Engel is expected to be out later this month.

Lutz, Paul Added As Seeco A&R's

NEW YORK — Seeco Records mahoff, Sidney Siegal, took off Wednesday (12) for a two-week safari to Madrid, Paris and London, to record original material for the label. Prior to departure, Siegal announced the addition of Abbot Lutz and Paul Livert to the firm for a.c.r. staff duties. Also announced was an intention to enter the stereo tape field at an early date.

Siegal will arrange sessions in Madrid for the recording of LP's of 10 Spanish light operas, 10 flamenco sets and two albums with motion picture star, Lola Flores. In Paris, the plan is to cut original cast versions of various musicals now playing in Paris theaters.

Sarah on Tracy's 1st EmArcy Date

CHICAGO—Jack Tracy, former editor of Down Beat, supervised his first session as the new head of EmArcy jazz when Sarah Vaughan cut a "live audience" LP at the London House.

Session began at 2:30 a.m., attended by deejays, the press and numerous showfolk including Jimmy Davis Jr., and Carol Shanning.

man Roosevelt said the Subcommittee would try to ascertain if a small group representing a few large publishing houses actually has control of the society, as complainants allege. ASCAP itself is a basic necessity, said Roosevelt, but questions of its control and allocation of royalties need study.

Lengsfelder's 50-page statement accused ASCAP's board and its classification committee and grievance machinery of working hand-in-glove to perpetuate their own control. He accused them of juggling royalty distribution formulas and writer classification to preserve high rates for the elite, while shrouding all records "in secrecy."

Lengsfelder noted that most music writers now find publishing a "must" because the writer award is far outweighed by publisher earnings under the society's "weighted" voting and distribution system.

Lengsfelder scored tie-ins between board members and the film industry: "The movie firms, for the use of music, are paying ridiculously small amounts to ASCAP. At the same time, via their publishing outlets on the ASCAP board, the movie firms are collecting many times these amounts for the performance of the music of these pictures in the U. S. and abroad."

Since the board dominates the networks, Lengsfelder said the only way small publishers can get performances is on the local stations. But because of the "discriminatory way in which the logging is conducted, the newer, smaller publishers receive hardly any royalties."

The ASCAP logging system of broadcast performances is a "random sampling" technique which Lengsfelder said is at once costly and ineffectual. The writer-publisher said his own check-ups on playing of his own tunes, thru station requests for recordings he had made and other notification, showed ASCAP to have logged only a minute portion of his actual performances, which are largely in the field of instrumental music.

Lengsfelder noted that top songwriters on the board are also owner members of top publishing firms. This means, he said, that the 12 writer members and 12 publisher

(Continued on page 8)

AS OF APRIL 1

Columbia, Decca 45's Up Prices

NEW YORK — Decca, Coral and Brunswick Records have announced that all 45 r.p.m. singles from the firms will carry a suggested list price of 98 cents effective April 1. It was also learned that Columbia, with its subsidiaries, Date, Epic and Okeh, will announce a similar price advance on Monday (17).

The Decca group firms will continue to ship to dealers at the old price of 89 cents thru March 31. All other suggested list prices on merchandise from Decca, Coral and Brunswick will remain the same and dealers will continue to receive a 5 per cent return privilege on all 45 r.p.m. and 78 r.p.m. disks on a semi-annual basis.

'EPOCHAL' CARTRIDGE

Stereo Disks Making Big Strides in Japan

TOKYO — Stereophonic sound may soon be a factor in the disk business here as well as in the United States. Latest reports indicate that the Victor Company of Japan, an affiliate of RCA Victor, has exerted considerable research on the so-called "45-45" system of disk stereo on its own hook. Following the cutting procedure announced last October by Westrex in the U. S. A., Victor has worked in co-operation with the American firm to produce "an epoch-making type of cartridge which is the first of the kind here in Japan."

Other companies are also known to be actively watching the stereo field. Columbia, Angel, Mercury and Decca are now reportedly contemplating ordering Westrex cutters "for the purpose of standardizing this system in this tiny island country." The Victor firm on another front, also recently released two seven-inch 16 2/3 r.p.m. disks. In line with this development, both Victor and Columbia are now marketing four-speed changers here.

Another important development

Coral Bloc Stars De Luxe New Series

NEW YORK — Coral Records is releasing a package of nine new albums in a wide variety of styles, to be spearheaded by the first one of what will be known as the Citation series, a de luxe set to retail at \$4.98. Brunswick, the companion diskery in the Coral fold, has a simultaneous release of three new sets.

First Citation release is the original soundtrack of the Academy Award winning short-length film feature, "The True Story of the Civil War." Narration is by Raymond Massey, with music composed and conducted by Ernest Gold and supervised by Elmer Bernstein. The picture, which won an award as Best Documentary Short Subject, features no actors.

It is comprised of actual photos taken during the Civil War.

The package carries an eight-page booklet, maps and photos of Civil War battles and campaigns, and speeches, poems and songs of the era, plus the single LP.

The new Coral release also carries three instrumentals sets by Roberto and Ork, including "I Love Gina," "My Love for Jane," and "Anita My Love." These carry feature cover shots of Gina Lollobrigida, Jane Russell and Anita Eckberg, all of which will get strong visual promotion via special dealer display units. Another instrumental set is "Paris After Dark," by Gallic pianist-conductor Pierre Dorsey.

On the vocal side, the label is issuing "The Jerome Kern Songbook," by Betty Madigan. Jazz releases are by chanter Deno Kannes, tenor sax man Bill Holman, and "Jazz Cornucopia," featuring Manny Albam's Jazz Greats, the Al Cohn Quintet, the Joe Newman Sextet, the Hal McCusick Quintet with Art Farmer, and Anthony Ortega.

The Brunswick package release consists of sets by Terry Noland, a package by Jackie Wilson, titled "He's So Fine," and "Sidney Bechet in Paris."

M-G-M Booms 'Gigi' Albums

NEW YORK—M-G-M Records kicked off a saturation promotion campaign here this week on the "Gigi" soundtrack album and its two companion packages. Others in the group are selections from the score by David Rose and a jazz version by Dick Hyman.

At a press luncheon held Monday (10) at the Park Sheraton Hotel, details of the campaign were announced by the label's prexy Arnold Maxin; sales veepee, Irv Jerome; and promotion topper, Sol Handwerker. Norman Rosemont, manager of Lowal Music, also spoke.

Plans include a sales incentive contest for distributors and their salesmen; a dealer, theater-exhibitor tie-in window display contest with cash prizes; theater previews for dealers and jocks in major markets; plus a concentrated trade and consumer ad campaign.

Later last week, distributor meetings were held in New York, Chicago, Atlanta, Dallas and Los Angeles, with the flying team of Maxin, Jerome and Handwerker present at all five regional sessions.

NAB to Weigh Key Issues

WASHINGTON — Good taste standards, the general business outlook for radio, and the medium's role in national defense will be highlights of the upcoming 36th Annual Convention of the National Association of Broadcasters. Los Angeles will be the site of the meeting, scheduled to run from April 27 to May 1.

On the heels of the conclave, radio broadcasters will kick off National Radio Month in May, stressing a promotional theme of "Radio Is Close to You." NAB is servicing members with complete kits for the drive, with non-members also due to receive certain promotion aids.

Avakian Leaves Columbia, Gets Piece of World Pacific

NEW YORK — George Avakian, head of popular albums for Columbia Records, left there last week to join the World Pacific label. He acquired a substantial interest in Pacific Enterprises, Inc., the firm that operates World Pacific, and has joined the label as a full partner. Head of W-P is Richard Bock. Firm's other partner is Phil Turetsky.

Avakian will handle the New York office of the World Pacific label, and will cut recording sessions in the East. Bock will continue to cut sessions on the West Coast. The label, which up to now has specialized in jazz and in size is one of the largest indie jazz labels, is undergoing an expansion program and will move into the pop field as well.

The career of Avakian, until this week, has been closely tied with Columbia Records. Under his leadership the pop album division has been one of the top money making divisions of the label. Avakian brought to the label such jazz names as Louis Armstrong, Dave Brubeck, Miles Davis and Jay and Kai. On the pop side he signed Johnny Mathis for the label and acquired the Michel Le

Grand Ork for waxings from the firm's European associate, Philips Records.

During Avakian's tenure as head of the pop album unit it produced best selling albums by Benny Goodman, Dave Brubeck, Duke Ellington, Erroll Garner, Johnny Mathis, Doris Day, Percy Faith, Frankie Laine, Tony Bennett, Jo Stafford, and Les and Larry Elgart and others.

Avakian was associated with Columbia Records for almost two decades. He first worked for the diskery when a junior at Yale, when he re-issued jazz records from the firm's vaults. After the war he joined the firm and has been with them ever since. He became head of the pop album department in 1952.

He has gained much fame as a jazz critic, historian and recording man. Sales of his jazz albums on Columbia are estimated to be among the highest of any jazz label.

World Pacific Record's top artists are the Chico Hamilton Quartet, which has just cut an album of "South Pacific" for the label. Chet Baker, Bud Shank and Bob Cooper.

Chess' Trip Is Checkmate

CHICAGO—Last week's Disk Jockey convention in Kansas City held its breath during the drawing for a free vacation to Bermuda for two. The donation was made for some lucky deejay by Chess Record of Chicago.

Unfortunately, the winning name was not that of a lucky deejay at all, but Tommy Schlesinger, publicity director of that other Chicago record company, Mercury.

Tommy confided later that he might send his mother to Bermuda and stay in Chicago himself. "After all," he said, "it might be just the two weeks that I'm needed back here to fight Chess over a record."

Feyer Gets Long Victor Contract

NEW YORK—RCA Victor has signed pianist George Feyer to a long term pact. Feyer, who has been with Vox Records for the past four years, will cut his first date for RCA Victor next week and his first album will be issued in May. In addition to albums Feyer will cut singles for the label.

WANTED: MEN WHO MAKE MASTERS

Companies Racing to Sign Free Lance A&R Talent

By REN GREVATT

NEW YORK—The frantic race for hits is currently producing the wildest scramble for free lance artists and repertoire talent the business has ever seen. Diskeries, large and small, are reaching out across the country, to grab off not only the hot masters that break in many isolated territories, but the men who produce them as well.

Latest example of the indie free lancer trend is the signing of Onyx Records mahoff, Jerry Winston, by M-G-M Records, to produce a minimum of 15 disks per year "using the artists and materials that he controls."

This deal comes hard on the heels of the recent unveiling by Columbia Records of the subsidiary Date label. No Columbia staffer has been assigned exclusively to the label and it's understood that outside talent will be employed, for the present at least, in making the Date disks. Earlier, RCA Victor signed the cleffing, disk-producing team of Jerry Lieber and Mike Stoller on a non-exclusive, guarantee deal to produce pop and rock and roll disks for the label. The pair also have a deal with Atlantic Records.

10th LP Yr.: List 19,830

NEW YORK—There has been a 2,900 per cent jump in the number of listings of LP records from the year 1949 to the year 1958, according to Bill Schwann of the Long Playing Record Catalog. Back in October of 1947, the listings totaled 674, today, the 10th year of LP, the listings total 19,830.

In 1947 there were only 11 record labels manufacturing LPs. As of March this year there are 303 firms. The greatest increase in listings has been in the pop and jazz category.

On the classical hit parade the leader is Mozart, with 868 listings. Second is Beethoven with 865. Next in order are Bach, Tchaikovsky and Brahms. These are the composers whose works have been recorded the most, altho they are not necessarily the best sellers.

Another interesting fact is that the rate of obsolescence of LP records over the past 10 years has been very high. One out of every three recordings release, or 9,999 listings, have been withdrawn from the catalog in this time. Most of the withdrawal is due to new and better recordings — technically or artistically — being made. And, of course, some is due to lack of continued sales, or firms going out of business.

Capitol Plans Dealer Deal

HOLLYWOOD—Record dealers will participate in the Capitol Record Club shortly, with details of the operation of the plan expected to be formally disclosed by Capitol next week.

John Stevenson, a vice-president of the Capitol Record Club, attended a series of meetings with other Capitol executives here last week, conferring on the methods of dealer participation.

Altho the Capitol plan dovetails in some fashion with the existing RCA Victor and Columbia Record club programs involving record dealers, Cap's program is expected to have several new incentives.

This week, too, the new United Artists label concluded a deal with the indie a.&r. team of Frank Slay and Bob Crewe, for disk making, also on a non-exclusive basis. It was noted that the company also expected to sign up additional indie a.&r. talent. The team had previously produced hits by the Silhouettes on Ember and Billy and Lillie on Swan.

Sisters Clicked

It will also be recalled that only a few months ago, disker Morty Craft, who previously had operated the indie Melba label, came up with a smash by the Shepherd Sisters on his Lance label. The disk resulted in a disk pact for the sister group on Mercury, with Craft going along with his talent to the label as an a.&r. man. Later, Craft was tapped by M-G-M Records' Arnold Maxin for the top a.&r. slot with the revamped diskery, but Craft, on an indie basis, still makes

the Shepherd Sisters' disks for Mercury.

Another recent deal involved Dave Rolnick, one of the original producers of the hit, "Short Shorts." Rolnick pacted a deal with Duke Records mahoff, Don Robey, as the Eastern rep of Duke, Peacock and Back Beat, Robey's three labels. In addition to operating as a sales and promotion man, Rolnick will cut masters with Robey getting first refusal rights on all the disks he cuts. On the other hand, Rolnick is still free to wheel and deal on any masters Robey does not tie up.

It can be noted, too, that on the theory that it takes a new label name to make a hit in today's pop single world, London Records recently inaugurated the Felsted label, which carries strictly masters bought from various indie producers, including Joe Leahy. Kapp

(Continued on page 9)

Petrillo Acts in Row With Studios

By BOB SPIELMAN

HOLLYWOOD — War of nerves between the American Federation of Musicians and major motion picture studios in dispute over new contract is continuing, with offensive shifting to the musicians last week.

Invoking an agreement with the British Musicians' Union, AFM President James C. Petrillo bailed scoring on "Vertigo," Paramount film which had been shipped to London for theat purpose. Petrillo is also attempting to get the European Musicians' Federation to honor the strike, altho apparently to no avail so far. Major studios, while still noncommittal, indicate they don't think they'll have too much trouble scoring on the European continent or in Latin America.

At the same time, AFM planted a rumor that Oscar Awards, carried over NBC-TV and sponsored for the first time this year by the Academy of Motion Picture Arts and Sciences, might be boycotted. Presumably, however, this could involve breach of contract AFM has with the nets.

Max Herman, secretary of Local 47, said that the legal ramifications "are under study." He pointed out, however, that no move has been made to hire free-lance musicians for the event. Richard Gra-

ham, legal counsel for NBC, said that the problem has not come to his attention.

The Composers and Lyricists' Guild, altho continuing to hold talks with AFM on the possibility of supporting the action, are so far continuing on a "business as usual" policy. This week, for instance, Jay Livingston and Ray Evans were signed to compose the title tune for the aforementioned "Vertigo."

Only apparent casualties of the strike so far are Paramount's "Five Pennies," starring Danny Kaye and scheduled to roll March 24, and Warner Bros. "Damn Yankees." Twentieth Century-Fox seems best situated of all the studios, with three pix now shooting in Mexico, "Bravados," "Villa" and "Sierra Baron," seeming certain of being scored there. At the same time it's highly probable that "Ten North Frederick" will be shipped south for scoring.

Dissident musicians' group, headed by Cecil Read, has been holding meetings in the meantime, and is urging Petrillo to settle on the basis of eliminating trust fund payments. As pointed out last week, however (The Billboard, March 10), studios are aiming for precedent-setting agreement completely eliminating residual payments to anyone.

DISTRIBUTOR NEWS

By HOWARD COOK

Jerry Herman of Indiana State Record Distributors reports that several items are perking. "Miss Thing" by the Silhouettes on Ember is the hottest new record. "Believe What You Say" by Ricky Nelson on Imperial is a close second. "Dizzy Miss Lizzy" by Larry Williams and Sam Cooke's "That's All I Need to Know" (both on Specialty) are also moving. Herman has two hot territorial records that are among the top 10 in the Indianapolis area. These are "Pickin' the Wrong Chicken" by the Five Stars and "Don't You Hear Me Calling, Baby" by Renna Haig, both on Note.

Jack Mishler, Quad State Distributing Company, Columbia distribs in Des Moines, lists Marty Robbins' "Stairway of Love" as his top-selling new record. Carl Perkins' "Pink Pedal Pushers" is also strong. Mishler states that Carl Smith's "Your Name Is Beautiful" is strong in his area and feels that this could become both a pop and c.&w. smash. According to Mishler, Ronnie Self's "Bop-A-Lena" will be bigger than his former big one, "Ain't I'm a Dog." "There's Only One of You" by the Four Lads, "Sweet Little Darlin'" by Jo Stafford and "Gigi" by Vic Damone are moving well. Johnnie Ray's "Strollin' Girl" and Jimmy Dean's "Starlight, Starbright" are also doing biz. Strongest new albums are Johnny Mathis' "Please, Dear Lord" and the original cast LP of "Oh, Captain." Lou Hummell has joined the firm's sales staff.

At RCA Victor Distributor's in Portland, Me., Mrs. John Milton rates Don Gibson's "Oh, Lonesome Me" as their best seller. Perry Como's "Catch a Falling Star" is still strong. "Lollipop" by Ronald and Ruby and "Teenie Weenie" by Jimmy Dell are moving well. "Anna Marie" by Jim Reeves and Mario Lanza's "Arrivederci, Roma" are also going. The reaction to "South Pacific" has been tremendous according to Mrs. Hilton. Lanza's "Seven Hills of Rome" and Marian Anderson's "The Lady From Philadelphia" are also hot LPs.

Lawrence Salzman, Sunland Supply Company, El Paso, Tex., names Kathy Linden's Felsted waxing of "Billy" as his number one platter. "Lollipop" by the Chordettes is hot. "Dizzy Miss Lizzy" by Larry Williams and "That's All I Need to Know" by Sam Cooke are showing signs of becoming big ones. The Four Coins' "My Love Loves Me" on Epic has been going well. Jimmy McPartland's "76 Trombones" (Epic), "A Very Precious Love" by the Johnson Brothers on London, and "Talk to Me" by Little Willie John on King are doing good business. The outlet serves West Texas, New Mexico and Arizona.

Bill Fitzgerald, Music Sales Company in Memphis, Tenn., has strong platters in the Chordette's "Lollipop" and "Wishing for You Love" by the Voxpoppers on Mercury. Janice Harper's Prep disk, "I

(Continued on page 9)

Tony Randall Starts Firm

HOLLYWOOD — Actor-singer Tony Randall, currently starring in the hit Broadway musical, "Oh, Captain," has entered the publishing business in partnership with his manager, Abby Greshler.

Firm is to be called R-G Publishing Company (ASCAP), with a BMI firm to be set up as well shortly. Randall currently is negotiating with writer Danny Gould for an exclusive writer's agreement, with Livingston and Evans for the publishing rights to a new tune of theirs that he will record for Columbia later this month, and has taken on "Oh, Lonely Road" as the firm's first song, latter penned by fellow thespian Jack Carson.

Actor is soliciting material from amateurs at numerous schools and colleges, asking music department head to have students submit material.

Keel in 2-Year RCA Signing

HOLLYWOOD — Actor Howard Keel has signed an exclusive two-year recording contract with RCA Victor calling for a minimum of two albums a year. First recording sessions will not be done until this summer, it was learned, since Keel leaves this month for England to begin his role in the Arthur Rank production, "Flood of Fear."

Keel has been a very valuable musical star, previously appearing in such films as "Kismet," "Seven Brides for Seven Brothers," "Kiss Me Kate," "Annie Get Your Gun" and "Calamity Jane." In acquiring Keel, RCA ostensibly would have first crack at any sound-track albums in those films in which he appears.

'Disk Would Last Forever'

NEW YORK — Long-play records that would literally last "forever" are a possibility thru peacetime application of atomic energy, says George Fishman, former research physicist now president of pressing firm which makes platters for such labels as the low-price Design line and Cricket.

"We know that exposure to radiation changes the molecular structure of the plastic in records. Thus, correct exposure to radiation could make the records super-hard, so scratches and other imperfections would be impossible," Fishman predicts. "When that happens, records could last forever."

Fishman did not discuss marketing problems that might be raised by an indestructible LP, possibly recalling a similar situation dramatized in the Alec Guinness starer, "Man in the White Suit."

coming next week . . .

1st Disk Jockey Programming Issue

Billboard's March 24 issue will be the Spring Programming Guide for disk jockeys, program directors and station librarians.

Along with complete lists of all the top selling, most played singles and albums in all categories, this Spring DJ Issue will spotlight the trends and developments in the Country and Western field.

Billboard now publishes three Disk Jockey Programming Issues during the year (March, August, November). This new plan is designed to help programming people in stations everywhere keep their shows in step with the season . . . and with the rapid developments in the music/record business.

Westminster Mixes It Up In 26 Albums

NEW YORK — Westminster's March release spotlights 26 packages covering classical, semi-classical, folk and popular albums. These include 22 new sets and four re-releases.

Gershwin, Schumann, Rimsky-Korsakoff, Bach and four contemporary Russian composers are featured in the orchestral line-up. There are four Gershwin albums which include three offerings of the "Piano Concerto in F." In addition to a one-disk, complete recording, there is a set coupled with "Rhapsody in Blue," another with "An American in Paris" and one which couples "Rhapsody in Blue" and "An American in Paris."

There are three sets of Schumann symphonic works with Sir Adrian Boult conducting the Philharmonic Promenade Orchestra. Two of the sets comprise two each of the composer's four symphonies. A de luxe \$9.95 set contains the four complete symphonies.

A \$9.95 volume of Bach's "Brandenburg Concertos" (complete) and a single volume with four concertos are also included. These are with Kurt Redel conducting the Pro Arte Chamber Orchestra of Munich. The two albums of music by contemporary composers include works by Peiko, Suk, Vassilenko and Khrennikov. The final package in the label's orchestral release is Rimsky-Korsakoff's "Scheherazade" with Hermann Scherchen and the Vienna State Opera Orchestra.

The chamber music series includes three re-releases of works by Hindemith, Schmidt and Villa-Lobos. The new opera release is Douglas Moore's "The Devil and Daniel Webster," with soloists and the Festival Choir and Orchestra, conducted by Armando Aliberti.

Two new recordings of works by Handel are also featured in the orchestral release. These are "Israel in Egypt" with Abravanel and the Utah Symphony, and "Highlights from Messiah" with Scherchen conducting soloists, the London Philharmonic Choir and the London Symphony Orchestra.

The three new pop albums are a set of Jerome Kern's music, "The Way You Look Tonight," featuring Joel Herron's ork; an album of Albert Ketelbey's music, "In a Chinese Temple Garden," by A. ese Temple Garden," by Aliberti and the Vienna State Opera Orchestra, and "The Too, Too Marvelous Bea," with Bea Abbott and Hal Otis' ork.

Capitol's 'Ma' Overseas Hit

HOLLYWOOD—While the independent record companies may have a hold on the domestic pop singles business, they've still got a tough fight for sales abroad. And Capitol Records has a near-million seller to prove it.

Label released "Ma, He's Making Eyes at Me," by Marie Adams some months ago as part of its Johnny Otis Show singles promotion. Since its release, disk has racked up sales hovering near the million mark with the bulk of it being recorded abroad. Sales in England, Sweden, Denmark, Cuba, Holland and South Africa have been way above par, according to Cap's international sales department.

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

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



Usual Spring Pattern Taking Shape

By TOM NOONAN

Record sales for the current period (week ending March 1) dropped slightly below the previous week's mark and are now 6 per cent below the "par" line.

Speed-wise, all but 78 r.p.m. again eased downward. This slight decline in unit sales for the other three speeds started three weeks ago. However, the normal sales curve for the spring season of each year follows this very same pattern.

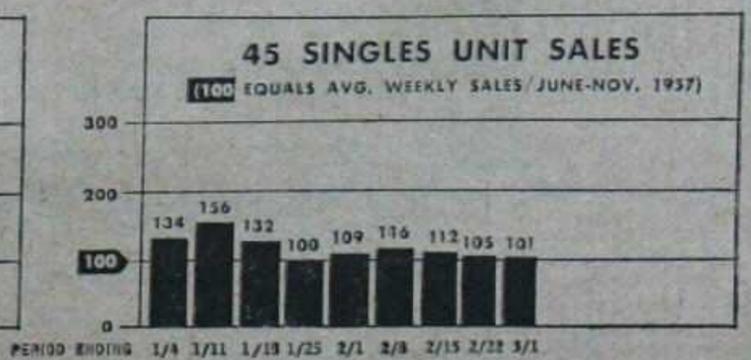
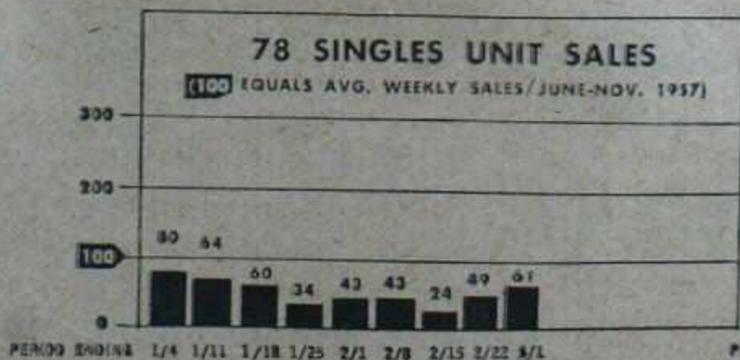
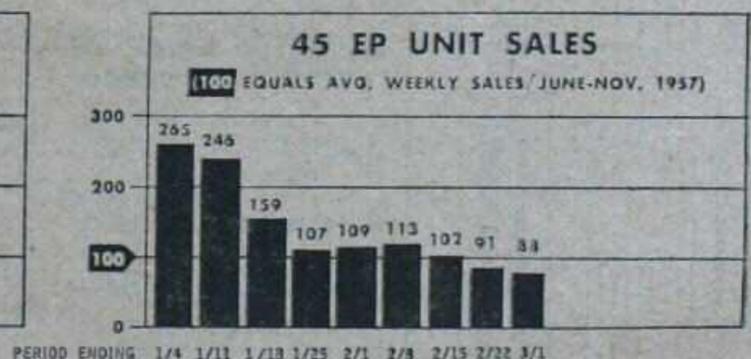
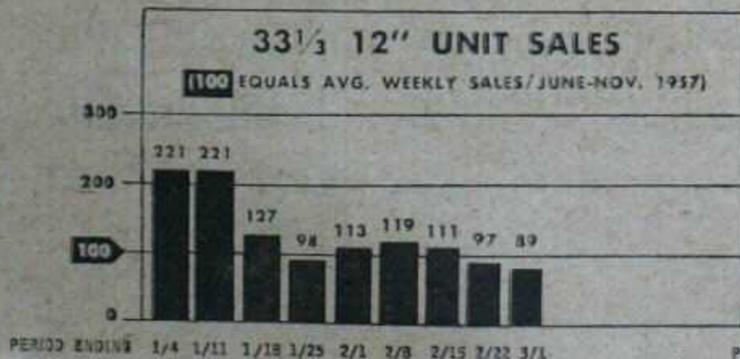
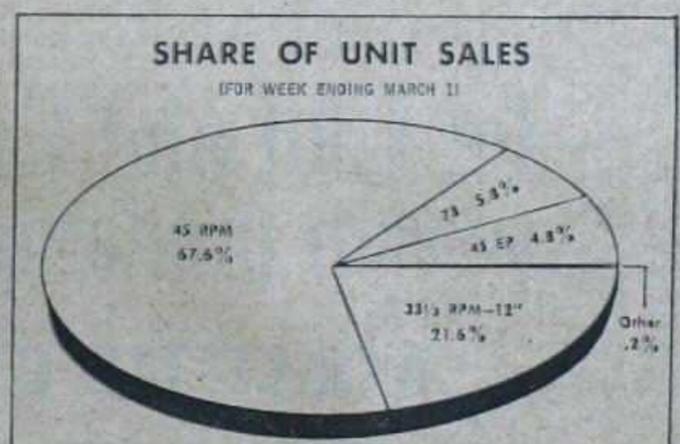
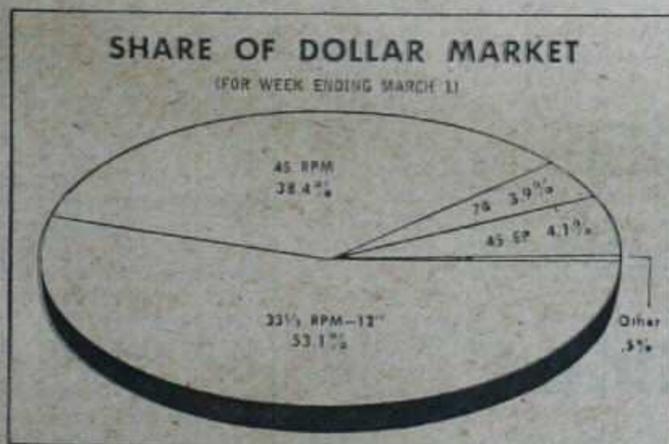
78 r.p.m.'s again went up and are now at a point just 39 per cent below the par line. At their lowest

point this year they were 76 per cent below and while the other speeds are falling slightly, 78's seem to be going in the opposite direction. Aside from dealers unloading this speed, this pattern is odd in view of the price increase instituted at the beginning of the year.

45 singles unit sales are still the only speed holding its head above par. This speed has shown the slightest drop and continues to strengthen its hold in the share of the dollar market. It is at 38.4 per cent this week as compared to 37.2 per cent last week and 36.2 per cent the week before.

The most significant drop has taken place in the 33 1/2 r.p.m.-12" unit sales. This speed has fallen from 19 per cent (19 per cent above par) for the period ending February 8 to 89 per cent for the current period, a drop of approximately 30 per cent. This has, of course, been reflected in the Share of Dollar Market chart. Currently at 53.1 per cent, this speed had registered 55.3 per cent last week and 58 per cent the week previous.

Studying this current pattern, it is easy to see that the dealer's dollar volume is being affected even if his over-all unit sales are holding up.



"A VERY PRECIOUS LOVE"

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"RAINTREE COUNTY"

THE SONG OF RAIN TREE COUNTY

ROBBINS MUSIC CORPORATION

SMATHERS BILL STUDY

Songwriters Blast BMI Before Senate Hearing

Hammerstein And Schwartz Lead Attack

By MILDRED HALL

WASHINGTON — Songwriters battling Broadcast Music interests in Senate hearings last week offered three main themes: 1. New songs of the American Society of Composers, Authors and Publishers are being stifled at the source by deejays favoring BMI tunes. 2. Interlocking interests of broadcasters, BMI and net-owned record companies give their music an unfair competitive advantage over ASCAP tunes. 3. Broadcaster "control" of music is depriving the public of variety and quality in music.

The songwriters, spearheaded by ASCAP "great" Oscar Hammerstein and Arthur Schwartz, presented arguments for divesting broadcasters of all music to the Senate Commerce Subcommittee on Communications.

Effect of Bill

The Smathers Bill would prohibit broadcasters from publishing music, and from manufacture or sale of records. It would directly affect 624 broadcasters owning BMI stock, out of a national total of 4,000 licenses.

The songwriters claimed they were not opposing BMI as such, but only the "broadcast-ownership

PETRILLO NOT CALLED TO L. A.

HOLLYWOOD — AFM President James C. Petrillo will not be required to appear in Los Angeles for the taking of a deposition in the \$19 million suit filed by dissident Local 47 musicians, headed by Cecil Reed, against Petrillo and the AFM trust fund.

Ruling was made by Superior Court Judge Philbrick McCoy, reversing an order he had issued the week previously, on motion by the musicians' attorney, Harold Fendler. This would have required Petrillo to come to Los Angeles for taking of the deposition.

of the copyright pool. ASCAP writer Arthur Schwartz told Subcommittee Chairman Pastore (D., R. I.) that broadcasters have a "public trust," as licensees of the airways, not to plug or sell their own products.

Three Questions

In counterpoint, Pastore had three main questions: Can quality be legislated into American music? Is the ASCAP songwriter complaint basically against unfair business competition—in which case it belongs with an anti-monopoly committee? If a question of public interest is actually involved, would the Smathers Bill be the right type

(Continued on page 9)

Delinquency R&R, Deejays Get Into Act

WASHINGTON — The Senate hearings sailed into the somewhat tricky area of public taste in the current hearings before the Senate Commerce Subcommittee on Communications. The whole question of the big beat, rock and roll, was thoroughly and emotionally gone into. Songwriters and music professors linked it to juvenile delinquency and a general decline in American musical standards.

Vance Packard, author of "The Hidden Persuaders" which lambastes Madison Avenue selling techniques, blamed BMI and broadcasters for rock and roll. He said it had been foisted on "passive" teen-agers by conniving deejays, and was not the youngsters' own choice.

"Cheap Music"

Packard, who said he had been employed by SPA "about a month ago," said the broadcasters had "manipulated" to keep "cheap music" on the air. By cheap music, Packard said he meant the hill-billy, Latin American and rhythm and blues, or rock and roll types, which were cheaply obtained and easy to record.

Pastore asked if Packard had made any spot check, or toured the country to check the alleged

(Continued on page 9)

Disk Vender On the Way

HOLLYWOOD — Practicality of producing a record vending machine is being considered by Splendex Enterprises. Charles Wick, president of the firm, said last week that a mock-up model of a machine has been constructed.

A market analysis which has been undertaken, Wick stated, indicates that the machines would be well received. No distribution talks have been held, however, nor any plans made along this line.

At present Splendex is still waiting for engineering approval to construct a prototype machine from the mock-up. Once this is obtained the project will move ahead.

If the machines are produced according to the mock-up, they would be able to dispense more than 100 different records, presumably both singles and LP's.

Johnson Off Dot; on Own

HOLLYWOOD — G. H. (Jerry) Johnson, for the past two years Western division promotion director for Dot Records, has resigned his post with the company to join Robert Bacon in his independent operation to be known as Bacon-Johnson & Associates.

New firm will specialize in sales promotion, distribution, liaison for indie labels and record promotion. Dot Records is being retained as an independent account.

Both Johnson and Bacon are veterans of the record business. Bacon formerly worked for Columbia Records as Western promotion topper before forming his own company. Johnson had his own firm from 1946-'55 during which he represented such clients as the Modernaires, Tony Martin, Sammy Kaye, Johnny Desmond and Pat Boone.

Nash Firm Now Abco

NASHVILLE — Effective March 15, Murray Nash Associates, Inc., together with its affiliates, Atrna Music Corporation, Buna Music Corporation and Cana Music Publishers, Inc., will operate under the name of Abco Music Company. The firm will continue to operate from its present location, 1707 Division Street, Nashville.

The Murray Nash firm recently underwent a reshuffling, with Murray Nash bowing out of the company, with Ray Scrivner taking over as vice-president and general manager. Abco Music will operate basically as a music publishing firm, handling all types of material, Scrivner says. The company will also strive to develop promising songwriting and recording talent, Scrivner reports.

Roger Miller, composer of "Tall, Tall Trees" and other c.&w. tunes, has joined Abco Music as a r.&r. man.

Anti-Slump Bills Would Help Music

WASHINGTON — A flood of bills introduced in the House last week—primarily as recession halters—will benefit the music industry if they find favor with Congress.

Proposals would repeal the manufacturers excise tax on phonographs, records, musical instruments, and radio and television sets. Bills authored by Representatives Price (Ill.), and McGovern (S. Dak.) — both Democrats — also would increase the amount of the personal exemption for 1958.

An almost identical bill has been introduced in the Senate by Senator Douglas (D., Ill.). Douglas' bill also would repeal admissions taxes and reduce by 50 per cent the present excises on telephone, telegraph, radio and cable services and leased wires.

Bills are being studied by the tax-writing House Ways and Means Committee and the Senate Finance Committee.

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(ASCAP)

NIGHT CLUB

French Cleffer a Waldorf Click

The "And Then I Wrote" format is usually the kiss of death, but in the case of Varel and Bally it makes a smash act. The French writing duo deliver their old and new songs with style, vigor and lots of that je-ne-sais-quoi that makes good Parisian imports very good indeed. Looking like Fernandel and Russell Nype, the two spark the bill in offerings with friendly explanations and personal smiles to ringers, Varel's jumping piano cueing the house ork skillfully. The Empire Room has gone

Varel and Bally with the Chanteurs de Paris, Emil Coleman Ork. Empire Room, Waldorf-Astoria, N. Y. March 11.

cherry blossom for the stand and, amid the floral cheer, the stars are aided mightily by the handsome young septet in tan tux, the Chanteurs de Paris. The group, coached to the smallest syllable and staged with amazing ingenuity on a small platform, makes winning sounds all the way, especially in "Temps de Cerise," "The Sky" and "Toute Ma Vie."

Tout le gang cuts loose on "Qual Gala" with tricolor kerchiefs and winds up with a very funny "Grande Coco."

The one flaw, and it's minor, is the constant pairing of composers and Chanteurs. A couple of numbers delivered separately would create variety. But the 40-minute turn leaves the patrons yelling for more, so a lot of fans should be buying their Angel disks. Sales there will also be hyped by the group's TV guest spots on Ed Sullivan, Patrice Munsel and other stanzas.

Bob Bernstein.

NETWORK TV

'Hit Parade' Revamp Needs Hypo

Widely touted as a revamped schlage, NBC's "Your Hit Parade" maintains the same low-recessure musical charm, and the attractive and imaginative settings or its tunes as have characterized the show in the past. Tho' the over-all format still spells good taste and a listenable production, the drop in ratings now current does not figure to be arrested, despite a weekly "Mystery Tune" contest and a slight change in programming fare.

Your Hit Parade, NBC-TV, Saturday (8), 10:30-11:00 p.m., E. S. T. (caught again).

the other hand, the contest, which offers \$200,000 in prizes for those who guess the mystery tune and send in the best answer in 25 words or less as to why they like the sponsor's cigarettes, may hype ratings temporarily, but a completely fresh format is more likely the permanent answer to rating ills.

With radio so heavily pre-occupied with programming of hits, the road to repair might appear to be two-pronged. Either junk

the idea of "top hit," and program only what might be called the non-rock-and-roll-hit-material of the moment for the benefit of the adult, late-evening viewers, or revert to an out and out pop hit format and fill the studio with teen-age fans who can do the stroll in the TV picture to the accompaniment of a current hit tune. Either way, the regulars, Jill Corey, Virginia Gibson, Alan Copeland and Tommy Leonetti could be worked in via a new concept to good advantage. Current fault lies with format rather than performers.

Ren Grevatt.

NIGHT CLUB

Cooke Scores in N. Y. Nitery Deb

Can a New York cafe audience over 35 find romance with the fresh young sound of Sam Cooke's winging voice?

Stars: Myron Cohen, Sam Cooke, Michael Durso. Copacabana, New York, March 12.

He sings, and sings well. But there's no attempt — probably wisely—at this point to engage in light banter between numbers. Cooke plays it fairly serious, but this in itself has a quiet charm which soon makes the patrons in the well-filled room settle down to pay attention.

Opening with a swiny, finger-snapping "I'm Blue All Day Monday," he shifts vocal mood to

"Canadian Sunset," and a stylish, on-the-offbeat "I Love You for Sentimental Reasons." Then, with the audience nicely with him, he closes the first half of his act with a driving, gospel-influenced "Old Man River." Back to applause, he gives "Tammy" a smooth, haunting sound, shifts to the folk oldie, "Lonesome Road," in a bright tempo, then wraps it all nicely with his platter hit, "You Send Me," a suave "Because of You" and a rockin' rendition of "Mary Lou." Michael Durso's ork backed well.

Charles Sinclair.

NIGHT CLUB

La Syms Sparkles at Bon Soir

Sylvia Syms had a packed house applauding for more at the end of her swinging set. Thruout several numbers that allowed a wide range of vocal techniques, she proved a complete charmer in each.

Sylvia Syms, Jocie Remus, Jimmie Daniels, Phil Leeds. Bon Soir, New York. Reviewed March 11.

Miss Syms registers well in any style she chooses—bouncing and jumping on the swiny tunes, becoming pixie-like on the patter songs and soft on the ballads. Her vocal inflections and phrasing are thoroly enjoyable.

Comedienne Jocie Remus was a ball of fire with a constant chatter that kept the nitery in stitches. Good material, uninhibited expressions and perfect timing makes hers an amusing routine.

Phil Leeds, comedian, did not fare so well. His carbon copy delivery of Milton Schafer's "Momme, Gimme a Drinka Water," the title tune from Danny Kaye's latest album, was his only bright spot.

The bill also includes chanter Jimmie Daniels and regulars, the Three Flames, who are sparked by guitarist Tiger Haines' antics on such fare as "Lazy River," "I'm Gonna Sit Right Down and Write Myself a Letter" and "Hot Dog, That Makes Her Mad."

However, the show belongs to Miss Syms.

Howard Cook.

NETWORK TV

Pat Suzuki Sock Hit for Paar

Jack Paar has had varying degrees of success with his "protoges," but last week he came thru with a sock candidate for stardom in the petite person of young thrush Pat Suzuki. (See Deejay convention review elsewhere on this page.)

Jack Paar Show NBC-TV, 11:15 p.m.-1 a.m., EST. March 11 (Caught again)

conversational gambits with Paar make her a particularly valuable asset for the lengthy Paar show.

Also registering strongly as a "talker" on the show caught (12) was teen-ager Susan Silo, who chatted with pert vivacity about rock and roll, and sang pleasantly.

Champion "talker," of course, was Elsa Maxwell, making her regular Tuesday night visit. Miss Maxwell also played a selection from her new LP, but her vocalizing (hampered by a bad throat) was below the quality mark set by her album performance.

It was a great night for album plugs. Paar made generous pitches for packages by Elsa Maxwell, Joss Melis and Pat Suzuki.

June Bundy.

BENNETT, SUZUKI SPLIT 'DREAM BOAT' HONORS

By JUNE BUNDY

First Annual Disk Jockey Convention and Programming Seminar. Ettaoo, Martin Block. Producer, Dick Linke. Musical Director, Danny Bell and the Bell Boys. (Presented at Grand Ballroom, Muehlebach Hotel, Kansas City, Mo., March 8.)

The real heroes of the "Dream Show" (presented at the First Annual Convention of Pop Disk Jockeys last week) were Danny Bell and the Bell Boys. The ork, which records for Fraternity Records, did an admirable job in view of the fact that—with little or no rehearsal—they played new arrangements and "faked" backing for more than 35 acts thruout a four-hour show.

Veteran warbler Tony Bennett, is polished night club star, scored the biggest hit, while newcomer Pat Suzuki was a close runner-up, followed by Andy Williams, the Playmates, the Four Lads and Eddy Arnold.

Bennett had an added advantage in that he brought his own group, including ace bongo star, Candido. However, the singer is such a powerful visual showman, chances are he would have rated as great a standing ovation working alone.

Vik's charming Eurasian canary, Pat Suzuki was the big surprise of the convention. Her off-beat good looks and exciting delivery made a tremendous impression on the spinners, thereby giving her current LP maximum play-insurance.

Also registering as a "surprise" attraction were Roulette's Playmates, heretofore chiefly known for their rock and roll waxing of "Jo-Ann." The boys showed plenty of sales-savvy, shrewd comedy timing and remarkable versatility—particularly with an infectious special-material-type ditty, "Beep, Beep."

Quality vocal honors went to Cadence's Andy Williams, whose tasteful phrasing and easy authority added a strong element of class to the proceedings.

Another class entry was the effective simplicity of Eddy Arnold (accompanied only by his own guitar) on a moving version of "September Song."

The Four Lads generated considerable excitement with a hand-clapping rendition of "Lonesome Road." Other acts pulling enthusiastic audience reaction were Eileen Rodgers, Lavern Baker, Lou Monte, Roger Williams and the Diamonds.

Martin Block, "Dean of the Deejays," was a gracious, patient emcee; while sole comedy turn on the bill was supplied by non-pro H. Roe Bartle, mayor of Kansas City, Mo. His Honor told jokes; serenaded convention sponsor Todd Storz with Omaha's official anthem; distributed a flock of K. C. Gold Keys, and generally yocked it up for the crowd.

PATACHOU'S GAMIN CHARM PERKS VEST-POCKET REVUE

By CHARLES SINCLAIR

International Soiree

Star, Patachou. Featuring: Hiram Sherman, Marcel Cornelis, George La Faye and Company, Caracolillo and Maria Rosa with Rogelio Requena. Presented by Arthur Lesser. Orchestra, Joe Basile. Opened Bijou Theater, New York, March 12.

Patachou, the dynamic little Parisian blonde whose gamin charm and Rive Gauche voice have been album-waxed by both Columbia and Audio Fidelity, sparkles brightly in "International Soiree" in which she holds the spotlight for the entire second act of this vest-pocket-size revue in New York's smallest legit house.

Working without props or settings, and wearing the blouse and short blue skirt that are her visual trademark, she squares off briskly, and belts out 10 cafe favorites such as "A Paris," "Brave Margot," "Only For Americans," "Mon Homme" and "La Goulante du Pauvre Jean." Most are familiar to her album fans, but she holds audience attention firmly for the better part of an hour, ably backed by a small pit combo headed by accordionist Joe Basile, himself a fast-selling artist on the Audio Fidelity label.

The first act of "International Soiree," termed by emcee Hiram Sherman as "an informal party at which nobody speaks English," serves as a showcase for three bright and visual music hall acts. Pantomimist Marcel Cornelis, from Belgium, fractured first nighters with his impression of an amateur pianist sight-reading a brand-new concerto. Georges La Faye registered as a highlight with an unusual, and show-how spooky, puppet act from France. And, a fiery, swirling display of flamenco dancing by Caracolillo and Maria Rosa serves as a fine Hispanic finish to the initial segment.

FRANKIE 'COULD HAVE SUNG ALL NIGHT' AT LA RONDE

By CHARLES ROBERTS

Frank Sinatra, La Ronde, Fontaine Bleu Hotel, Miami Beach, March 13.

No longer the bashful boy of his Dorsey vocalist days, nor the brash cocksure youth of a few years later, Frank Sinatra, completely won his audience at this top M. B. swankery in the first eight bars of his opening number "Come Fly With Me."

His first five tunes were all of the upbeat variety and with fine swinging backing by Seagas' augmented 18-piece house ork, Sinatra soon had this sophisticated audience snapping fingers and beating feet in tempo. Highlighted in this group were his click disk renditions of "Witchcraft" and "I've Got You Under My Skin."

Sinatra then offered such ballad standards as "April in Paris," "When Your Lover Has Gone," "Violets for Your Furs" and "My Funny Valentine."

Sinatra then featured a great version of "One more for the Road" with a piano-only accompaniment by Bill Miller. Thence a return to up tempo for nine more songs, including "All the Way," "Just One of Those Things" and "Road to Mandalay."

Vocally, Sinatra has never been better, and with his magnificent swinging beat and sense of timing he could have been on all night. As it was, he did 18 songs and left them screaming for more after a full hour on stage.

MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

RUMOR OF THE WEEK

First top-level eruption in the wake of the AB-PT appointment of James Riddell as undisputed broadcast chief looks to be the imminent resignation of Bob Eastman, ABN radio web president. Eastman's live music-variety programming was fresh and welcome but didn't draw sponsors. Now, with Riddell granted powers which make him second only to AB, PT proxy Leonard Goldenson in corporate authority, Eastman is reportedly making an April departure. Two more Eastman live strips vanish at the same time, the Merv Griffin and Jim Backus shows, leaving Herb (Oscar) Anderson the only survivor of the new crop

SNOW AND STATIC

The N. Y. State Board of Regents (if the legislature okays) will operate WOR-TV as an educational station 9-5 Monday-Friday and 9-12 Saturdays, with the outlet continuing commercial evenings and Sundays. . . . Another male bastion falls as WTIG, Washington, announces its baseball sportscaster this year will be Shirley Sager, 57" brunette model. . . . Bernice Thompson begins a colorcast series on WRCA-TV this week, Saturdays 1 p.m., featuring choral and instrumental groups. "She" continues her morning radio strip on WDAS, Philadelphia. . . . Hallmark's "Little Moon of Alban" will feature folk songs of the Irish Rebellion and the debut of tenor Liam Clancy March 24. . . . Daniel Kops, general manager of WAVZ, has been elected veepee of the United Fund of Greater New Haven, Conn. . . . Gannett Company has bought its fourth TV station, KOVR-TV, Stockton, Calif. . . . Veteran legit-TV actor-producer Maurice Evans has formed a firm to produce industrial shows, with George Hoffman as general manager.

REVOLVING DOORS

Hal Murphy new announcer at WHTN-TV, Charleston-Huntington, W. Va. . . . Anthony C. Krayer Jr., named business manager of NBC-Owned Stations and NBC Spot Sales. . . . Wayne Grant appointed account exec by WISN-TV, Milwaukee. . . . David G. Lee, former promotion director of WTCN-AM-TV, is the new public relations chief at KMGM-TV, Minneapolis. . . . Robert Brown upped to national sales manager and Gil Lee local sales chief following John Henry's exodus from KBT, Denver. . . . J. Robert Covington named promotion-publicity veepee for Jefferson Standard Broadcasting Company. . . . Bill Mason and Prem Kapur joining NBC Television Films sales staff. . . . Ed Spitzer upped to merchandising director of Kudner Agency. . . . Bob Snyder new program and promotion head at WTRY, Troy-Albany-Schenectady, N. Y.

AMPEX STAMPEDE

U. S. and Canadian viewers will get the "new look" seven months early because Ampex Corporation has broken thru the production barrier and speeded delivery of its videotape recorders to 100 stations. All three TV webs and 16 stations already have the electronic units, so full critical impact should occur this spring.

WHEELING AND DEALING

TALENT TIDINGS

THIS ROBIN LAYS NO EGGS

Tina Robin, a tiny warbler with a powerhouse voice, has such faith in TV that she gave up \$10,000 in bookings last week to make a kind of "Sing-Along," a CBS-TV hour-long possibility. "Night clubs give you freedom but TV makes you a national name," says the methodical 20-year-old who was a Newark salesgirl a year ago. "It would be Round Two for me. Broadway, movies and that gold record are in the future."

The aqua-eyed blonde doesn't want a teleseries to host. "Girl singers make good guests but usually can't carry their own show," says she. "And who but Dinah Shore is really able to clown, dance, emote and emcee to lend variety to the stanza? I'm glad to be a helper. I sure hope 'Sing-Along' gets bought; host Jim Lowe and I clicked making the audition. And it's the biggest chance in my life to date, inasmuch as I'm not a male rock 'n' roll quartet."

Clucking over talented kids whose sudden disk click leaves them unprepared, Tina lives by the Boy Scout motto as she enters each new field. She has turned down screen tests and European clubs for same; she is brushing up her piano and mimicry but won't add them to her act till she's sure she's ready—which will be about six months after manager Buddy Kaye and her greatest prop, husband Sam, think so. Meanwhile, there's the Ed Sullivan show, Las Vegas, Pittsburgh and her fifth Coral Records session. "By that time, I hope ballads will be back," murmurs the Cinderella whose pipes caused N. Y.'s mayor to cry: "You almost broke my glasses!"

THE DOTTED LINE

Gower Champion is prepping Jane Powell's new cafe act, opening this week at the Havana Riviera. . . . The new production of "Madama Butterfly" will be most played on the Metropolitan's annual tour, April 14-June 4. . . . Fromann Associates is offering scholarships in the new musical comedy school it opens this month. . . . Bach's "St. John Passion" will be performed uncut at Church of the Incarnation, N. Y., March 20, with Russell Oberlin, Judith Raskin and Donald Gramm as soloists. . . . Socialite-actress Mary Hoford bows this week as a film star ("Missouri Traveler") and author ("Missouri Cookbook"). . . . Juliette Greco sings only one tune in the leading role of Darryl Zanuck's "Roots of Heaven." . . . Israeli pianist Daniel Barenboim, 15, gets the Beethoven Medal in London. . . . Meyer Davis and ark again accompanies the swank April in Paris Ball at the Waldorf April 10, with Mamie Eisenhower honorary chairman. . . . With the demise of NBC's Arlene Francis series, the Norman Paris Trio reunites with Julius Monk in his Upstairs Room, N. Y. . . . Over 4,000 theaters are plugging the Oscar telecast by spinning the five song nominees in their lobbies.

Lengsfelder

Continued from page 3

members of the board have almost identical interests. Citing a number of songwriter-publisher tie-ins, including those of Oscar Hammerstein, Irving Caesar, Cole Porter, Lengsfelder said that in this setup, the writer votes contribute to the publisher weight.

Hearings were scheduled to resume Friday (14), with Oscar Hammerstein and Guy Friedman as witnesses.

On Friday (14) it was disclosed the Justice Department will work "in close co-operation" with the Roosevelt Small Business Subcommittee on complaints that ASCAP may be unwittingly or knowingly violating its consent decrees in its method of performance royalty distribution.

Questioning of Oscar Hammerstein by Rep. Brown (D., Mo.) on Friday went strongly to suggest that current performances were not awarded by "objective survey" demanded in the ASCAP consent decree. Instead, ASCAP system was more "subjective," Brown felt, giving only 20 per cent rating to current performance, and 80 per cent based on seniority factors. The proportions weighted performance pay in favor of established members at expense of those supplying current pop tunes, Brown pointed out.

Committee members and Hammerstein were in agreement that a compromise and a re-evaluation of the Society's royalty distribution and logging practices and classification of writers, now under dispute, might be an answer to present difficulties.

Hammerstein stoutly defended the so-called "weighted vote." ASCAP is a "property-owning group, not a democracy where vote is levelled down to equality for all," he said. Brown agreed on importance of property rights, but said: "The rights here are only what the board decides are members' property rights."

Deejay Revolt

Continued from page 2

critics—bearded or otherwise—are not best judges of these matters."

In a similar vein, panelist Chuck Blore, program director of KFWB, Hollywood, a "Top 40" styled station, referred to "long-beard music." Blore also contended that so-called "formula radio" was more flexible—as applied to KFWB—than its detractors realized—winding up with a much-quoted summary of "formula radio" as "the love child of perceptive management."

Block Is Opposed

Blore also referred to KFWB's veteran deejay Al Jarvis as "a contented convert" to top 40 programming. On the other hand, Martin Block, who, along with Jarvis, started disk jockey shows, came out against "Top 40."

Block told the jockeys Sunday (9) that he recently switched from the "Top 40" to "Operation 60,000," a new survey method which he opined permitted him to spin disks on a more flexible basis. A detailed description of "Operation 60,000" appeared in The Billboard last month.

Orbit Debuts

Continued from page 2

the artists and material on Onyx for the new label.

Current Winston-made disks to be released on Orbit include "Remember" by the Velours and "You're the One" by Jimmy Williams. These will be part of the initial release.

Both current M-G-M distributors and new ones will be utilized in the distribution network being set by sales chief, Irv Jerome. Morty Craft will be in overall charge of artists and repertoire.

Deejay Meet Draws Cheers

Continued from page 2

icated there is a possibility that WNEW spinners would attend next year.

Promotion-wise, Columbia made the biggest impression at the convention, via a flock of give-away gimmicks, extolling the label and its artists—cocktail napkins and display cards, balloons, notes on hotel room doors, special brochures, etc. The label even rented a helium tank to blow up more than 1,500 balloons. Next year, tho, other labels are expected to give Columbia far stronger competition in the promotion field.

Artist-wise, RCA Victor probably came off best in terms of building potential spins for new artists, since Vik's Pat Suzuki was the surprise hit of the convention's "Dream Show." (See elsewhere in

this issue.) Victor also scored, via Perry Como's plug for the convention on his NBC-TV show, which was piped into the K. C. banquet hall Saturday (8) night. Thus some 45,000,000 TV viewers heard a network plug for radio.

Most outspoken of the record execs attending the convention was Cadence proxy Archie Bleyer, who attended every one of the panel sessions and quizzed many deejays, program directors and station managers on matters relative to the relationship between labels and jocks.

Deejay Power

Continued from page 2

buying habits of teen-age record customers.

In this city a weekly "Top Forty" listing prepared by WHD has most captured the teenage fancy, with WIND's not-too-close second. Virtually every record shop distributes them free. These sheets have become shopping lists with an influence on new record sales to compare with what a strong deejay once was able to do by actually playing the record. Some dealers report, however that a new tune appearing on the "ulcer sheet"—its new name along Distributor Row—will cause some teen-age hit collectors to buy a disk, sound unheard. More important, however, a listing virtually forces enormous quantities of air exposure automatically.

So the dealer, having become a minor part of king, has enjoyed the unfamiliar sight of the industry bowing at his feet. Free records are gushing his way like fresh spring oil wells. One South Side retailer keeps a special ledger book in which he lists his frequent shipments of records he never pays for. The list is impressively long.

The dealer-payola procedure gets under way every Wednesday morning. The phones of the most active dealers jingle merrily and distributor promotion men are at the other end. Sometimes the distrib man simply puts in an urgent request that the dealer list a promising new tune as a best seller, in bald evasion of his actual sales figures. But this method has become increasingly ineffective, since better persuasions began to appear. They began to offer records in exchange for votes. At first, the proposal was: "List my tune, and if it makes the chart, I'll send you a few."

The question often is raised by skeptics as to whether these methods of hyping can convert a dud into a hit. The answer is usually a shrug, then a comment:

"The only way to get it on the air these days is to make it look like a best seller. Then we hope it sells."

Thiele to Dot

Continued from page 2

Brewer, Buddy Holly, Steve Lawrence, Lawrence Welk, Steve Allen and others.

A & R staff of Dot, in addition to Thiele now includes Billy Vaughn, Tom Mack, Beasley Smith, Milt Rogers, Mac Wiseman, and Lee Hazelwood. Dot proxy Wood will continue to be active in a & R matters.

Altho there was no indication of future plans from Thiele or Wood, the label's album program seems likely to be increased more than ever with the addition of Thiele. Tom Mack will continue to direct the firm's package operation on the coast, coordinating the product and planning with Thiele in the east.

Thiele was the founder of Signature Records in 1940, an indie label that enjoyed great success until the record ban in 1948.

Tops Liable

Continued from page 2

which was not accepted. These admissions and other undisputed facts which appear in the plaintiff's affidavits show the publication without authorization which establishes liability under the Copyright Act."

Yankwich also ruled that "the claimed filing by the defendants of a notice of use ineffective tho it may be, because not directed to the plaintiff, and the proffering of payments, establish the title of the plaintiff to the song, liability for prior unauthorized use, and indebtedness for license fee at least to the amount proffered."

Tops had filed a notice of use on the song which was declared invalid because it was directed to Remick Music and not to Harms.

Judge Yankwich concluded, "This being the situation, the question of liability stands admitted and the plaintiff is entitled to a partial summary judgment on that question, leaving for determination at the trial only the scope of the relief to be granted against the defendants for the admitted unauthorized use, recording and sale of the copyrighted song."

Formal findings for the judgment are being prepared by Arthur Katz, of the Fink, Levinthal & Lavery firm, attorneys for Harms.

It now appears likely that Harms will similarly move against other retailers in this area who also handled the infringed platter. New suits are expected to be filed sometime this week.

Judge Yankwich held against Harms in a second cause of action for unfair competition, saying "the use of the title was incidental to the use of the song. The cause of action is one, namely violation of the copyright thru unlawful and unlicensed recording. It cannot be split into two cause of action with separate demands for relief for each." Harms had asked for damages of \$250,000 for unfair competition.

Capitol Plant

Continued from page 2

album production was quartered at the firm's Scranton, Pa., plant, according to James W. Bayless, vice-president in charge of manufacturing and engineering. Increased demand for albums has prompted the company to substantially add to the production facilities.

Semi-automatic compression presses, new boilers and matrix equipment will be installed in the new Cap plant. Altho the firm has experimented with injection equipment in the past, it has not found such equipment to be satisfactory.

Capitol recently inked a long-term lease on a building near its Scranton plant for use as a finished goods warehouse. Acquisition of the building triples the amount of floor space at the plant.

R&R, Deejays

Continued from page 6

annivance with broadcast stations. He wanted to know "how many people were reached by stations owning BMI stock?" When Packard could produce no statistics, Pastore said he intended to require "exhaustive statistics to prove this thing one way or the other," no matter how long hearings had to go on to do it.

Senators Monroney and Smathers himself also advised songwriters to come up with some "barebone" statistics to prove their claims. Smathers did not appear for second and third days of hearings (12, 13).

'Slur' Is Criticized

The songwriters and Packard leaped into a hole with criticism of hillbilly music. Sen. Potter (R., Mich.) said that out his way they had a "high regard" for country music. Senators Monroney (D., Ala.) and Thurmond (D., S. C.) also objected to the slur on regional tune-smithing. Governor Frank Clement of Tennessee sent a wire protesting the cracks at country music.

Pastore repeated his stand of last summer, noted in a Billboard interview (The Billboard, July 1, 1957): "The only concern of this committee is whether the public has the right to hear what it asks for—and is not forced to hear what it doesn't want."

Hammerstein

Continued from page 6

of legislation to correct the situation?

Further, Pastore questioned if the Smathers Bill is not at fault for getting at networks and net-owned record companies only "by indirect means." Nets are not under FCC regulation, and the Smathers Bill would amend the Communication Act to only affect them by going to the net-owned stations. Pastore and songwriters claimed nets were the "top" of the trouble, and any bill to correct the situation should go directly at the networks.

The strongest songwriter complaint during the hearings went to the alleged discrimination against new ASCAP music." Schwartz said these were killed at the hit-launching point—the turntable of the disk jockey who could "make a break" new tunes. Schwartz said a deejay "naturally favored his boss' music."

Hammerstein told Senators that there were nowadays no "direct prohibitions" by broadcasters against broadcast of music like his "South Pacific." But there was so much "unworthy" music cluttering the air, it crowded South Pacific type music off the air, depriving the public of what it should have. Figures quoted by Schwartz gave BMI gross income of \$10,369,625. Radio and TV license fees made up \$9,586,743, and operating expenses were \$3,866,941. Schwartz questioned one BMI item of \$984,487 for "other," or miscellaneous expenses. Schwartz also questioned a \$8,460,689 item for "performance rights and royalties."

On the monopoly question, Pastore doubted if BMI could survive, stripped of broadcaster support, and still compete with "formidable" ASCAP from scratch.

Hearing resumes this week, March 18 and 19, with SPA attorney Schulman promising hard-fact proof for songwriter claims.

WASHINGTON — A rebuttal statement was issued here last week (13) by Broadcast Music, Inc., in answer to ASCAP songwriter charges at hearings held by the Senate Subcommittee on Communications. (See separate story). BMI said the controversy should never have gone to the Hill, since it is the subject matter of a private \$150-million lawsuit "which is in active pre-trial proceedings" in the New York courts.

DISTRIBUTOR NEWS

Continued from page 4

Time," is starting to move at Music Sales. "Sharin'" by Cincy and Lindy on ABC-Paramount is picking up. Other good sellers are Jimmy Dorsey's "No One Ever Lost More" on Fraternity and the Kendall Sisters' "Yea, Yea" on Argo. "Now and for Always" by George Hamilton IV, on ABC-Paramount is taking off like his former click, "Why Don't They Understand." Fitzgerald feels that the Playmates have another winner with their Roulette effort, "Give Me Another Chance" b-w "Let's Be Lovers." The initial reaction to "After the Hop" by Bill Pinky on Phillips International has been highly favorable.

Johnny Halonka of Alpha Distributors in New York has four new disks vying for top sales: Ricky Nelson's "Believe What You Say," Frankie Avalon's Chancellor platter "You Excite Me," Larry Williams' "Dizzy Miss Lizzy" and Sam Cooke's "That's All I Need to Know." Halonka says that "A Kiss Is a Kiss" on Recorte is a disk that bears watching. Alpha and Vik Records hosted a press party to introduce Pat Suzuki, new Vik thrush, to the press this week.

DENVER: Bernie Gebhardt reports that Bill Davis, head of the Davis Distributing Company, has established a wide regional reputation as a jazz authority by virtue of his nightly two-hour radio show over KTLN, "Cool Bill," as he is known, does a commendable job of plugging all top jazz hits and not just those on the labels which he distributes. This week, in addition to his duties as a jazz impresario, he hit the ultimate in "democratic" selling when he handled the combined promotion for Irving Granz' Rock and Roll Show, which was promoted locally by KTLN. The talent line-up includes Silhouettes, Jerry Lee Lewis, the Four Preps, Roy Hamilton, Bill Justis, the Diamonds, Bobby Helms and the Jimmy Madden Band. None of these artists are on labels handled by Davis' firm.

BRIEFS: Augie De Palma debuted this week with Variety Record Distributors, 752 Tenth Ave., New York. . . . Dave Rothfield, sales manager of Urania Records, has appointed All State Distributors in Chicago to handle record and stereo tape lines in Illinois, Wisconsin and Indiana, effective immediately. Paul Glass and Eddie Manheim of All State have set an all-out kick-off promotion on Urania, with a special dealer offer of 30 key window displays and a special merchandising plan on the Urania "Buy of the Month."

Kay Gee Distributing Company, Baltimore, is celebrating its 10th anniversary. After being primarily in the classical field, the firm is now expanding its operation to include pop records. Jack Cohen will do the firm's pop promotion. . . . Baume-Miller Associates, Inc., Hicksville, New York, have added Barnett Edwards to their sales staff to cover the distributor and jobber field. Edwards was formerly sales manager for the Reco-ton Corporation. . . . Cabot Records recently appointed Joseph M. Zamoiski and Company as their distributors for the Baltimore, Washington and Richmond areas. The Zamoiski Company has re-entered the record distributing business with Mercury Records and are presently considering additional lines.

TERRITORIAL TIPS: Strongest bet this week is "He's Got the Whole World in His Hands" by Laurie London on Capitol. It's leaping in all marts with strongest action in Florida, Oklahoma, California, Idaho, New York and Washington. . . . "Moovin' and Groovin'" by Duane Eddy on Jamie is also blazing with heavy sales in Pennsylvania, New York, Ohio, Illinois and Missouri. Bobby Mitchell's Imperial Waxing "I'm Gonna Be a Wheel" is a real sleeper. It's especially big in New York, Florida, Maryland and Oklahoma. "Dizzy Miss Lizzy" by Larry Williams on Specialty one of the most-mentioned of the new disks on calls and in correspondence this week also looks like a sure thing.

Companies Race to Sign

Continued from page 4

Records' new subsidiary, Trend, has kicked off with several independently produced disks and the same has been at least partially true of Atlantic's East West label.

In the jazz field, the same phenomenon has been noted. Just last week, jazz critic and impresario Leonard Feather signed a deal, also with M-G-M Records, to produce jazz LP's on a non-exclusive arrangement. Feather will also work with RCA Victor in an a.&r. capacity in selecting material from the company's jazz vaults for release.

The trend has been likened in some quarters to a similar trend in the motion picture industry. That field today has many independent producers who either work on an assignment with major studios or actually bring out their own releases with distribution handled by a major studio.

Disk observers have noted the

Ten of the 16 persons scheduled as witnesses claiming a "conspiracy" between BMI and the broadcasters are members of ASCAP, said BMI. "Four of these are plaintiffs in the private lawsuit. Others are financial supporters of the suit."

Tossing monopoly charges back at ASCAP, the BMI release said ASCAP "still has almost a complete monopoly of the music used in

indie trend with the comment that few a.&r. moguls remain who sit in a position of controlling all that they survey. The a.&r. function actually has changed its complexion, one might say, from one of production to one of being able to scout the field and make a smart buy of men and material.

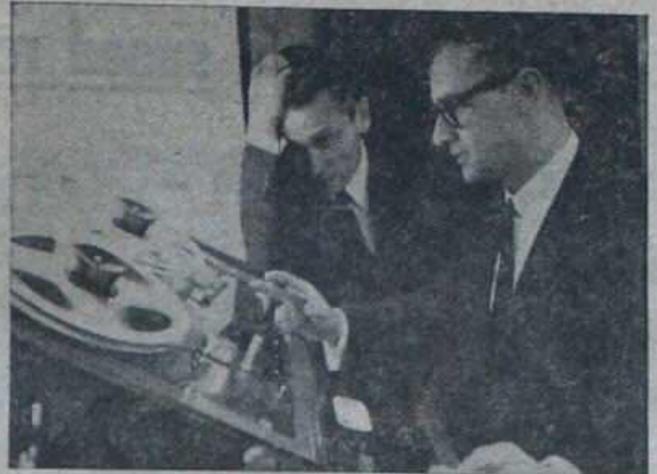
There are many types of deals being made today between indie producers and diskeries. They run the gamut from complete independence, with masters made available to anybody who can meet the price, to assignments to make a given number of releases per year on a contract basis. Whatever the deals, more indie record men are making them today than ever before.

As the late Jack Kapp once said, "There's an a.&r. man on every corner." Now they are grabbing them off the street right and left in constant quest of the smash hit.

Broadway shows and in motion pictures."

Contrary to doing harm, Broadcast Music competition has resulted "in enormously enlarged opportunity and rewards for writers, publishers, independent recording companies and others," said BMI. "Despite this competition, ASCAP continues to be the dominant organization. It receives two and one half times as much money from broadcasters as BMI."

BALANCED PROGRAMMING



THE BARTELL TOUCH: Station group chief Gerald Bartell is thoughtful listener as exec Mort Wagner auditions new idea in music programming.

Bartell Radio Format Sparks Sponsor \$\$

By CHARLES SINCLAIR

"A lot of top ad accounts," one of radio's most jet-propelled execs, Gerald A. Bartell, told The Billboard recently, "are scheduling twice as much for radio campaigns in 1958 than they did last year. And a lot of it's coming out of what had been television money."

An increasing amount of such advertising dollars—one estimate puts the figure at over \$3,000,000 annually—are flowing into the coffers of the half-dozen radio outlets headed up by the one-time educational broadcaster-turned-commercial. And, from the stations today is coming some of the freshest-sounding programming available today to radio dialers.

The secret, according to Bartell, who applies it conscientiously to the stations in the group, is "family participation." This is further defined by Bartell as "a captivating combination of happy musical entertainment, bright news presentation with stimulating editorial material, pleasant reminiscences, games for family fun, interesting revelations of community life, and a constant, never-ending joining of hearts and spirits, moment by moment."

Practical Radio Recipe

In more practical terms, radioman Bartell's formula includes such programming gimmicks as these:

In each half hour of deejay programming, there is at least one record that has topped a million copies in sales, from Nat King Cole's "Nature Boy" to Patti Page's "Tennessee Waltz." The general idea is to remind family members, particularly housewives, of their own younger days.

A record which Bartell's programming execs in Milwaukee, San Diego, Atlanta, Phoenix, Birmingham or Boston have scouted in local record shops as being a potential local sales hit.

A platter from the record lists of "Top Forty" hits in such publications as The Billboard, altho the charts are not used lavishly as the only record programming guide worth bothering about. Deejays also use at least one other current favorite that is marching steadily upwards.

A record "first" of some kind, new on the outlet during that week. This could be a new single, or a track from a hot new album, original cast recording, or what-have-you. It just has to be fresh—and have the sound that would appeal to Bartell's loyal listeners.

An oldie of some kind. This could be a novelty that managed to make it up to the hit levels, like "The Music Goes Round and Around." Again the choice is wide, but it has to be one that reaches back across several years.

A newscast, usually tailored to a five-minute format and prepared by local news staffers from local sources and national wire copy. It definitely is not a straight reading, minus any local angles, of wire service news.

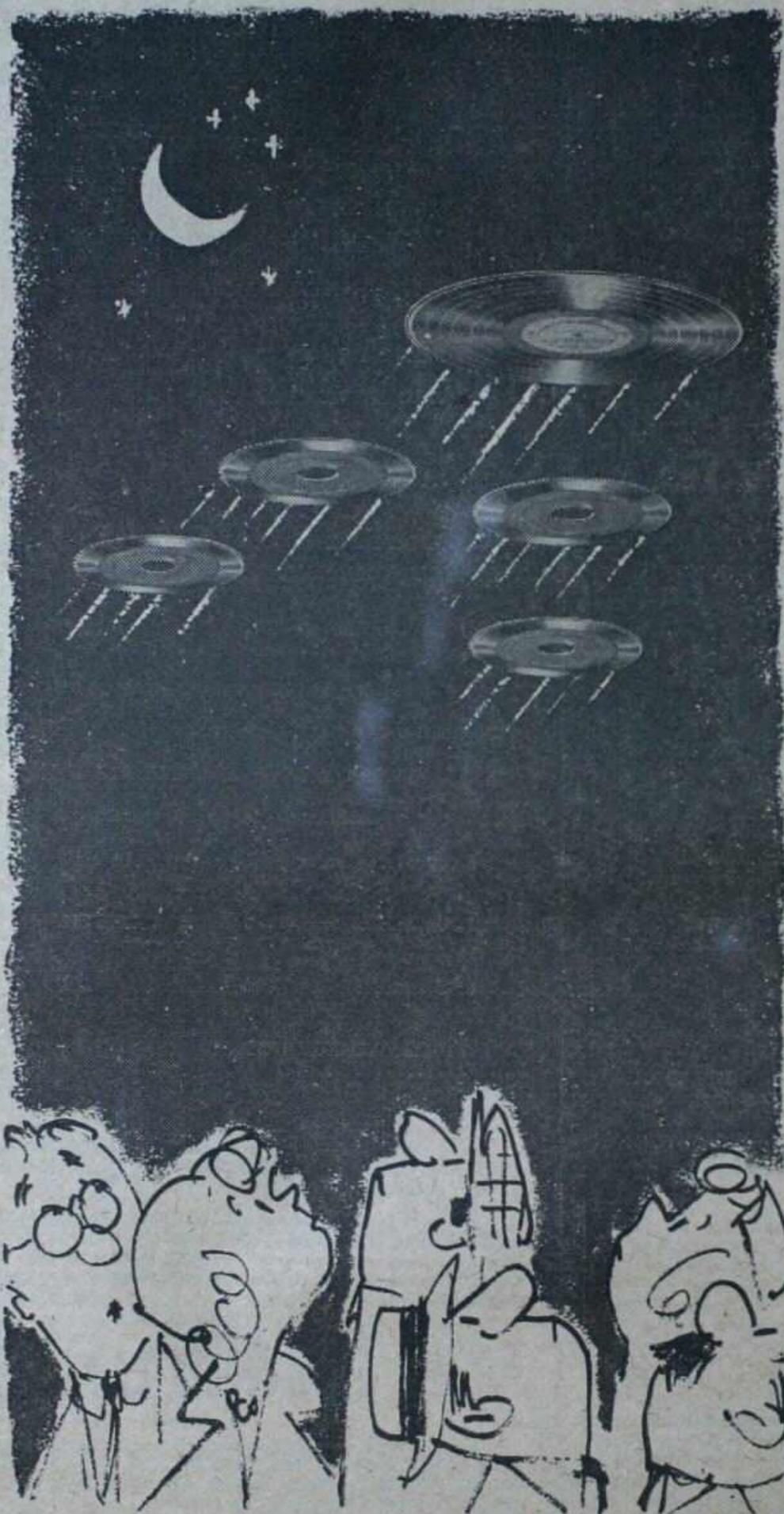
No "Teen-Age" Sound

As these ingredients would indicate, Gerry Bartell, and his brothers, Lee, David and Mel, and sister, Rosa, do not fancy themselves in the title role of "I Was a Teen-Age Program Planner."

"Our 'family-participation' pattern keeps the teen-age element to a minimum, perhaps 15 per cent of total audience, since their buying power represents much less. Similarly, we don't cater only to housewives, young marrieds, kiddies or baseball fans in any time period. We maintain an all-family pattern thruout the schedule," Bartell says.

In addition to the music-and-news elements, the Bartell stations go in heavily for what might be termed "community service." These include plenty of time and weather information, public service features and a variety of gimmicks geared to local audience tastes, such as a "Smile File" of gags sent in by listeners or a collection of dialers' "Pet Peeves."

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455 East 24th St., New York 10, N. Y.—Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill.—Whitehall 4-8215; 4016 N. Sycamore Ave., Hollywood 38, Calif.—Olivefield 4-1660; 600 17th Ave. South, Nashville 3, Tenn.—Alpine 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario. For other foreign offices, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y.—JUdon 6-3800.



Instrument Boom: 37 Million Playing

CHICAGO — More than 37 million amateurs are playing musical instruments these days, according to figures released by the American Music Conference last week. Even subtracting from the total of those in the survey who play more than one instrument, this is an impressive figure.

The figures show that the total piano figure is higher than that of all other instruments combined. Organ, violin and other strings, accordion, harmonica, ukulele, brass instruments, and woodwinds follow in instruments most played. There has been an increase of 70 per cent in the number of musical instruments owned today as against 20 years ago, and a rise of 100 per cent in the number of amateurs playing musical instruments.

Amateurs playing piano account for more than 50 per cent of the increase in those playing instruments. Unit sales for piano jumped from 145,000 units in 1947 to 194,000 in 1956.

The Music Teachers National Association estimates that there are

more than 500,000 music teachers in the country, full and part time. Of these, about 300,000 teach piano.

The survey further indicates that there has been a marked rise in retail business, with the dollar volume building from 81 million dollars in 1939 to over 423 million in 1957.

AMC estimates that more than eight million children are now playing instruments and getting instrumental music instruction in public and parochial schools or with private teachers as compared with two and one-half million in 1947.

In the fall of 1957, it was estimated that schools in the United States had more than 68,000 instrumental musical organizations with 23,000 orchestras and 45,000 bands. Bands have doubled since World War II; and orchestras are up even more, as a result of interest generated thru class instruction. Approximately 85 per cent of the band instruments and 65 per cent of pianos are purchased for use of school-age children, according to the AMC figures. The agency estimates that 90 per cent of the country's schools provide rhythm band training in kindergarten and primary grades.

The increase in instruments played is attributed in part to community orchestras that have sprung up all over the country. In 1955 there were more than 1,100 symphony orchestras composed of community neighbors. Many cities have businessmen's orchestras, some doctors' symphony orchestras and other professional groups. One-third of all these community groups are formed in cities of 50,000 population or less.

Records Waxed In Every State

NEW YORK—They are making records now in almost every State of the Union, according to the latest report from the Music Performance Trust Fund. Up until January of this year the only States that did not have at least one signatory to the MPTF agreement were South Carolina and Wyoming.

As was to be expected, of the 1,680 total licensees, New York (508), California (414) and Illinois (185) led the list. The next five States in order were Pennsylvania (77), New Jersey (73), Michigan (62), Ohio (51), Indiana and Massachusetts tied (28). Tennessee, surprisingly, only had 24 signatories, even with such hit cities as Nashville and Memphis.

North and South Dakota each had one licensee, as did Idaho, Maine, New Mexico, New Hampshire, Vermont and Virginia. Washington had 12.

There were foreign signatories to the trust agreement as well. In Canada there were 29, in Puerto Rico 10, in Hawaii 5, Brazil 1 and England 1.

Columbia, Bud Team on Kaye

NEW YORK — Columbia Records and Budweiser Beer have hitched up to push ork leader Sammy Kaye's newest album "Midnight Serenade." The new album contains the brewery's theme song, "Where There's Life," on one of the bands, as well as a picture of a glass of beer and part of the Bud bottle on the overall cover.

The diskery and beer firm have worked out an extensive ad campaign. Columbia will feature the set as part of its regular album promotion. Bud will use the album in its advertising on radio, TV, in newspapers and magazines. The diskery has worked out extensive point of sale material for dealers, including full color blowups of the LP.

Victor Slates 5 Spring LP's For Bluebird

NEW YORK — RCA Victor's spring release of kiddie merchandise for its Bluebird Series line will consist of five LP's and three single records. The LP's will continue to be priced at \$1.98, the low price set last fall for the Bluebird kid disks, and 49 cents for the single records.

LP's for the spring program include a new set featuring Shari Lewis, titled "Fun in Starland," which marks the TV lass' debut on disks. Other LP's are "Fun for Everyday," "Black Beauty and Other Stories," "The Little Engine That Could," four "Winnie the Pooh" stories, Walt Disney's "Peter Pan" and "Alice in Wonderland."

This new release makes a total of 10 LP's in the Bluebird kid series. To date the Bluebird items at \$1.98 have been most successful, each selling well over six figures. All of the firm's LP's are in four-color covers and housed in polyethylene.

2 BIG BALLADS SELLING SHEETS

NEW YORK — Even tho this is the rock and roll era, publishers with a hit ballad can still sell sheet music. As proof two publishers, both with big ballads, have passed the 200,000 mark for sheet music copies. One is Marvin Music, which publishes "Catch a Falling Star," and the other is Leo Feist, publisher of "April Love." "Star" was penned by Paul Vance and Lee Pokris, and "April Love" by veteran cleffers Sammy Fain and Paul Francis Webster.

AUDITION

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

MUSIC AS WRITTEN

By BOB ROLONIZ

MARKS OFF FOR LATIN AMERICA

Herb Marks, head man of E. B. Marks, leaves Friday (14) for a 30-day business and pleasure tour of Latin America. Marks will check business affiliates and reps in Rio, Sao Paulo and Buenos Aires, and following this will turn tourist for visits in Montevideo, Santiago, Lima and Caracas. He returns here April 13.

GET IN LINE, COLLECTORS!

Thaine Engle, Commander of the Advertising Men's Post of the American Legion (No. 209) in New York, advises us that there are still a few recordings left of the Ad Men's Sensational Jazz Concert held last November 11. This collector's item includes four ad and music industry bands, plus interludes with Benny Goodman, emcee and vocalist Helen Ward. It includes the now classic "Batten, Barton, Durstine and Osborne Blues." Others on the disk are Bill Hecker, ad manager special productions division of the National Biscuit Company; Gordon Cates, senior vicepres of Lennen & Newell; Paul Smith, prexy of Calkins and Holden; Sandy Maccloud, vicepres of Lawrence C. Gumbinner agency and Hal Davis of Grey Advertising. Platters are three skins each and can be obtained from the post commander. Proceeds go to the Herald Tribune Fresh Air Fund.

TO SELECT NAMM SHOW QUEEN

Six guys and one doll will select Miss Music Business of 1958 as the official queen of the National Association of Music Merchants annual trade show and convention at the Palmer House in Chicago July 21 to 24. The judges of fem pulchritude will be: Pat Boone, Lawrence Welk, Woody Herman, Howard Miller, Alan J. Lerner, Fritz Loewe, and Patricia Stevens. Miss Music Business will be crowned at the opening luncheon. She will be selected from employees of NAMM active member firms, and retail store members can enter as many contestants as they wish.

BILL HILL FULL TIME IN FIESTA

Bill Hill, recently sales manager for both Fiesta and Que Records, has left Que to devote all his time to Fiesta, due to expansion of the latter line. Fiesta intends to release Continental music along with its regular Latin American and pop line. The diskery just increased the price of its 45 r.p.m. disks to 98 cents and has discontinued 78's.

HOPE TO COMBAT DELINQUENCY

A group of civic-minded Indianapolis citizens have formed an organization known as the Youth Advisory Council directed toward combatting juvenile delinquency. To raise funds for the drive, the group is bringing the Glenn Miller Orchestra, directed by Ray McKinley, to the State Fairgrounds, Indianapolis, May 10, for a four-hour dance at \$1 a head, with all city and county high schools invited to participate. It is planned to carry two hours of the dance program over one of the local TV outlets. Ross W. Christena, local booker, is mulling plans to introduce the idea thruout the State.

New York

Pubber Jerry Lynn is in Europe for a series of publishing and recording conferences. He is overseas in behalf of his Ad Lib Music Company and his record firm, World Disc Recording, Inc. . . . Crown Records, the \$1.49 LP line has moved into its own offices in Brooklyn. . . . Warbler Pretty Boy has been signed by Big Records, Sid Prosen's swingin' firm. Pretty Boy made many of the demos for Little Richard. . . . Nick Kenny's younger brother Charles was featured at the Five Spot in New York at a jazz poetry session at the club last week. . . . Tilli Dieterle is currently in her sixth month as pianist at the Hotel Wellington in New York. Fernando Sirvent, Spanish guitarist who recently cut his first album for Audio Fidelity Records, alternates. . . . Nat Tannenpol, Mercury rock & roll a.&r. man in New York for recording sessions.

The Gene Krupa Ork is set for three months of location dates, which include the Keyboard Lounge in Detroit, the Brass Rail in Milwaukee, the Orchid Room in Kansas City and the Blue Note in Chicago. . . . Meryl Stoller, wife of Mike Stoller, of the cleffing team of Lieber and Stoller, became the mother of a girl this week. It is the Stoller's first child. . . . The second annual Edwin Franko Goldman Memorial Commission for an original bandwork has been awarded to Vittorio Giannini. Giannini's work is titled "Prelude and Allegro." . . . George Simon, Concert Hall Records jazz expert, is cutting an LP called "The Big Reunion" with Rex Stewart directing an all star group containing many members of the original Fletcher Henderson band.

Erroll Garner played to a completely sold out house in Springfield, Mass., at the 3,200 seat Municipal Auditorium with a concert last week sponsored by the Sigma Alpha Phi Fraternity of American International College. This was one of the largest crowds at any Springfield concert in almost two decades.

Bill Hays will be on "The Big Record" on CBS-TV on March 19. . . . Buddy Basch will handle promotion for the Meyer Davis Ork. First set to be worked on is the orkster's ABC-Paramount LP "On With the Dance." . . . Contact man Doc Berger to be a guest of honor at the annual dinner of the Institute of Promotional Science for "having made the outstanding contribution in promotion of the music business in 1957." . . . Harold Loeffelmacher of the Six Flat Dutchman polka crew was a guest on the March 3 Lawrence Welk show. . . . The Royal Teens are now in the Midwest touring with a one nighter package and practicing for their next recording date.

The tune, "One Step at a Time," published by Earl Barton Music and penned by Hugh Ashley, of Harrison, Ark., is the official campaign song for the 1958 Easter Seal Drive, by the National Society for Crippled Children. . . . R. & B. Records' new label, headed by Frank Huckman, has issued its first release with the Crowns, a new group. Tunes are "Kiss and Make Up" and "I'll Forget About You."

VOX JOX

By JUNE BUNDY

CONVENTION SIDE LIGHTS: Jockeys across the country will be talking about the recent Disk Jockey Convention in Kansas City, Mo., for months to come, and we think all will agree it was a definite success, thanks to the smooth coordination job done by Storz program chief Bill Stewart and the co-operative, serious-minded attitude displayed by practically all deejays in attendance.

Stories on the convention appear elsewhere in this issue, but we would like to go on record with some passing observations on the lighter side of the affair.

Atlantic Records chief Ahmet Ertegun pulled one of the best gags of the week, when—at the Saturday breakfast hosted by his label—he told the deejay guests, "I know this is a 'Hit' breakfast. Mercury's covering it tomorrow."

Dot prexy Randy Wood, who hosted the banquet which preceded the all-star show

(Tony Bennett, Andy Williams and some 35 others) was asked—tongue-in-cheek—how he could afford such a tremendous talent line-up for the banquet. His reply: "The price is right!"

Martin Block, WABC, New York, dramatized his title as "the dean of the disk jockeys," by making his initial entrance in a wheel chair and wearing a long gray beard. . . . Block's son, Columbia's exec Gene Block, helped his "old man" push the piano around during the Saturday show, which Block emceed. . . . Jac Rowzie, Washington, told the crowd (among other things) that his daughter is married to a deejay who works on a competitive station. . . . Don Bell, KIOA, Des Moines, brought his pretty 18-year-old daughter with him, and introduced her and her young husband during his panel appearance.

Mercury Records, which hosted the 8 a.m. Sunday morning breakfast, (following

Saturday night's hectic banquet and show) tacked up a huge banner proclaiming, "Welcome to Hangover Haven."

Mystery of the convention was "what ever happened to Ed Bonner?" Bonner, KXOK, St. Louis, was scheduled to appear on a Sunday morning panel, speaking on the subject "Has the TV Jockey Hurt or Helped the Radio Jockey?" However, immediately prior to the panel discussion, it was announced that he was "indisposed" and could not appear. Bonner himself had told several jocks that his speech would be a "bombshell."

Bob (Coffeehead) Larsen, WEMP, Milwaukee, who did participate in the panel about TV jocks, pulled the funniest one-word crack of the convention. Following an observation by Tom Edwards of WERE, Cleveland to the effect that Larsen, an early morning jockey, doesn't have

(Continued on page 32)

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

One of the first honest-to-goodness trans-Atlantic commuters is Frankie Vaughan. Vaughan is a star of British variety, motion pictures and records. The name is not well known here now, but that may all very well change within a few months.

"I'll be coming here once a month for the next few months," Vaughan, who is here to make TV appearances, told me this week. Tho not a rock and roller nor a rockabilly, Vaughan, who for four years has been one of the brightest of the British stars, has the potential to break out as an important pop artist in America. He has already appeared on the Big Record and the American Bandstand, and he has been invited back to both. Before returning to England, he'll also appear on the Ed Sullivan show on Sunday (30). The third week in April, he flies back here to do the Perry Como show and repeat dates on both the American

Bandstand and the Big Record.

Later, in June Vaughan returns yet again, this time for the New York opening of his film, "The Dangerous Years," and for more TV dates. It's obvious that Vaughan, as a pop artist, thinks much of the American market. "I've had a number of record hits in England," he said, "but most all of them were covers of American tunes. It's not easy to get the kind of song in England that has real pop potential. For that reason, I'm making all my future records in America. Right now I'm doing an LP for Epic here. And for my next picture, "Wonderful Things," we have an American songwriter, Harold Rome, doing the score."

Altho not a particularly swinging type of cat, Vaughan thinks the advent of rock and roll was fortunate. "Authentic, genuine rock and roll, that is," he says, "the kids needed a beat to dance to and dance music had reached bottom

when rock and roll started to catch on." Vaughan singled out Fats Domino as an example of one of the fine artists of the field. On the other hand, asked about Elvis Presley and Jerry Lee Lewis, he felt somewhat "ridiculous."

Vaughan had just returned from the Dick Jockey Convention in Kansas City. "It was fantastic. I never imagined anything like it," he said, "in England we have about half a dozen disk jockeys. Everything is network over there and the few jocks we have reach all over the land. The only other ones are on Radio Luxembourg and in Dublin, which reaches part of the north country and Scotland. To see 1,500 or so jockeys all together was really incredible."

Vaughan has been to British charts what Pat Boone, Johnny Mathis and others have been here—an example of the wide range of tastes of today's

(Continued on page 30)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Having a ball; wish you were here," postals Hubert Long from Hawaii, where he has a c.&w. package, featuring Faron Young and Ferlin Huskey, doing six shows over a 12-day stretch. Rounding out the unit are Jerry Reed and Patsy Cline. "Faron's new Capitol release, 'Rosalie's Goona Get Married,' is the No. 1 pick on KULA, Honolulu," writes Hubert. . . . "Grand Ole Opry's" Flatt and Scruggs are routed for the remainder of March as follows: Springfield, Tenn., March 18; Oak Ridge, Tenn., 19; Portsmouth, O., 20; Bumpus Mills, Tenn., 21; Cleveland, Tenn., 24, and Rogersville, Tenn., 26.

As part of the annual meeting of the Ohio Equity Exchange, a farm co-op blanketing the Buckeye State, "The Red Foley Show" appears in person Wednesday (19) at the Leland-Mansfield Hotel, Mansfield, O. Making the Dow-

sponsored date with Red are Slim Wilson's band, Bobby Lord, Suzi Arden and Uncle Cyp Brasfield. . . . Leesa Carroll, former vocalist with Spade Cooley, has been engaged by Charlie Aldrich to sing with his band at Riverside Rancho, Los Angeles. . . . Onie Wheeler is currently working West Coast dates and may make Southern California his permanent home.

Bill Clifton and His Dixie Mountain Boys will work the CBS "Country Style" show via WRVA, Richmond, Va., Saturday (22) Bill's new Mercury release, coupling "Are You Alone?" and "Blue Ridge Mountain Blues," made its bow March 10. "There seems to be some slackening in the interest in rock 'n' roll and a slight tendency for deejays to program increasing amounts of authentic c.&w. wax thru Central and Northern Virginia," typewrites Clifton from his Charlottesville, Va., headquarters. . . . Skippy Settle has

lanched his own publishing firm, S&M Songs (BMI), in Dallas.

Guests on "Country Music Jubilee," Springfield, Mo., last Saturday (15) were Marty Robbins and Boyd Bennett, with Marty introducing his new record, "Stairway to Love," and Boyd doing his current release, "Click Clack." Leon McAuliffe and His Cimarron Boys, with the Hames Sisters, Toronto trio, are set for this Saturday's (22) show. . . . Louzo and Oscar, of "Grand Ole Opry," show their wares at Lincoln, Neb., March 18, and the following day begin a four-day stand in Minneapolis. They follow with three Florida dates, Miami, March 27; Tampa, 28, and Ocala, 29. . . . Roy Acuff and the Wilburn Brothers stop off in Ownesboro, Ky., March 27.

Tom Tall and His Tom Kats are making dates in the Los Angeles sector and Sunday (23) are set for Riverside

(Continued on page 34)

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

PLUGGING THE LEAK

Dealer's Cure for Disk Theft Threat

- Open displays vs. less booths solve problem
- Clerk-supervised disk auditioning pays off

By BENN OLLMAN

Last week we reported on the fundamental approach to business taken by the Victor Music Store, Madison, Wis., and how it paid off. Now read how the shop combatted pilferage and the three essentials for success in the disk business, according to Mike Victor.

The biggest increase in sales at the Victor Music Store has been noticed in the sales of pop single records. The pop record department was converted into self-service several years ago with gratifying success. It was done primarily to combat an alarming amount of pilferage.

Heavy Losses

"Several years ago we were shocked when we discovered how many records were being stolen from our shop. Our pilferage losses, primarily to teen-agers, we estimated ran as high as \$5,000 in one year. So we tackled this serious thievery problem by removing six of our eight audition booths, putting everything out in islands and browser boxes and setting up a checkout counter and cash register at the door," explains Mike Victor. "To our surprise, not only did the pilferage drop off, but our sales climbed and are continuing to increase all the time."

Customers wanting to audition a pop record bring it to the sales clerk who plays it for them on the counter phonograph. Two auditioning booths in the store were retained strictly for the use of customers who want to check LP's or 45 r.p.m. albums under the supervision of a sales clerk.

One of the incidents of pilferage uncovered which influenced the no-auditioning rule, says Victor, proved highly enlightening. A high school student was caught stealing records. Authorities checked his locker at school and discovered there a veritable record warehouse. He had actually gone into the business of supplying his fellow students with records at cut-rate. His slogan: "I can get any record you want." Naturally, his prices were far below retail list prices because he would first take orders and then he went shoplifting at Victor Music to replenish his inventory.

Beethoven's "Hot"

Switching over to self-service, warns Victor, necessitates more than just placing records all over the store in open display units. "A self-service store has to rely heavily on proper display techniques," he says. Effective use is made of special sections for groupings of types of music such as language, ethnic, opera and ballet. Good results have been obtained via display and browser-box groupings of items by hot artists or composers like Toscanini and Beethoven.

On occasion, as special display of releases by one particular label draws considerable attention from the quality-conscious Victor Music clientele. One such recent display highlighting Angel Records was responsible for a big turnover of that label's merchandise.

One browser-box section is set aside on the main counter for the Top 100 Classical LP's. In this box the top 50 numbers are tagged with identification dividers, and the others by black and white markings.

"Besides boosting sales of merchandise in these groupings," says Victor, "such an arrangement also saves a lot of our clerk's selling time. Customers, for example, (Continued on page 14)



Victor Music personnel is versatile. Classical buyer Charles Lunde specializes in the longhair field, but also is up to date when it comes to the pop numbers. He is shown here trying for a plus sale of an EP to a customer who has already made another purchase. (Benn Ollman photo)

HEARD OVER THE COUNTER

"The other day," writes Ivan Risley, Platter Shop, Chicago, "a woman came in to buy a needle. I asked her what kind of a set she had. 'It's about this big,' she said, indicating with her hands, 'and it's white on the bottom and red on top.' 'You'll have to give me the name or something,' I told her. 'And, oh, yes,' she went on, 'it has a handle on the side.'"

Here are a couple from Berger's Fireside Record Shop—

Customer: "Do you have 'Around the World in 80 Days?'"

Clerk: "Yes, madam. Which speed would you like?"

Customer: "Oh, I guess about like this (singing) la-dee-da-da in 80 days."

We're also indebted to Berger's for this one—

Customer: "Do you have Beethoven's Fifth?"

Clerk: "Yes. On long play?"

Customer: "You mean those large records or those small ones?"

Clerk: "That's the large 33 $\frac{1}{3}$ r.p.m. 12-inch record."

Customer: "Are they both the same price?"

Clerk: "Yes."

Customer: "Oh, then I'll take the large."

Clerk: "By the way, madam, what kind of player have you?"

Customer: "It's the RCA Victor 45 player."

Mail orders have produced some funny written ones. Some of the best remembered are "Bark E Roll" and "Claire de Loon." Currently, we have two promising hits that should do well on their own. "Gigi" has already been requested as "Gee Gee," and not long ago someone wrote in for a copy of the original "Da Killer" instead of "Telquilla."

In the malapropism department we have this one this week. Customer asks: "Do you have single records from movie musicals?" "Well, we have some on single records. Which do you want?" "I want one from 'Oklahoma.' The Surrey With the Syringe on Top."

"I'd like to see some new dance albums."

"Here's one that just came out. Let's Dance With the Three Suns."

"Three who?"

"The Three Suns. They've been playing at the Picadilly for many years."

"I don't know. . . . I just don't care for those family singing groups."

A man entered the Rhythm Room Record Shop, Houston, recently and asked Mrs. Joseph Reed if she had a copy of "Crunchy." Mrs. Reed reports that she was able to make the guy happy by playing Ernie Freeman's "Raunchy."

Henry Seigel, The Music Box, Gadsden, Ala., writes: "Back about three or four years ago, Willie Mabon had a blues record called, 'Poison Ivy.' One day, one of my girls played record after record for a blues customer. Nothing pleased him. Finally, in desperation, she asked: 'Do you have 'Poison Ivy?'" His answer was classic. "No, ma'am," he said. "Ah just itches a little bit."

Fran Gates, Gates Village Music Shoppe, Oak Park, (Continued on page 14)

Sound Off!

If you're a dealer, distributor, salesman, rack jobber or manufacturer send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

Wants Factory Controls To The Editor:

Let me ask you, since you invite opinions, if the "Gold-Dust Kids," of the recording industry, are so hot-panted for a buck that they neglect proper and ordinary factory controls so that 45 singles must end up in a dealer's shop off-pressed, double-labeled, warped, cracked and scratched?

One of these days, this glorious, multi-million dollar industry, milking dealers, distributors and consumers right thru its multi-million dollar false front, is going to fall flat on its much-less-precious prat and will have to answer questions such as the above.

And while I'm at it, I am one of those dealers who did not appreciate the editorial in Edition, March 3, "Killing the Sale." As the proprietor of a real music shop, I am in league with the employee who knew enough about music to attempt a polite rapport with a customer interested enough to ask such questions. If Mr. Kupper doesn't return to that store, he might find music appreciation courses at New York University and Juilliard helpful. If not, to beg a laugh, at the A&P.

George A. Jarvin
Laconia Music
Laconia, N. H.

• Aw, c'mon, George! That editorial said nothing about attempting "polite rapport" with the customer. Polite rapport never killed any sale. If that's what you want to read into it, however, be our guest.

It's good to have your opinion, George. In that phrase "attempt polite rapport with the customer," you've opened up an entire area that is well worth exploring. For example, how should an intelligent dealer handle a customer who approaches the counter with this question: "I'd like to buy a copy of Tchaikovsky's Third Piano Concerto." For the best example of a dealer answer to this request (attempting polite rapport), we'll give 10 bucks. Second best answer gets five bucks. Winners will be announced in the April issue of The Billboard.—Editor.

Join Our Soup Club

To The Editor:

Do you suppose that the record manufacturers could take a hint if they were to see the following advertisement in one of our leading weekly publications?

"Join our Soup Club and get one can free. Just visit your local grocer and sample the soup he sells (he buys from us, heh, heh.)"

Perhaps, we as dealers should be more broadminded about this revolting piece of illegitimate clubbing but that is asking too much when the hand we dealers feed bites us and expects us to wear a big grin over it all.

With proper organization, the dealers could take care of the situation but each man would have to put his shoulder to the wheel. Do we care enough to do that? If not, then let's try to forget it and put our energy to making our record shops attractive enough, our attitude optimistic enough and ourselves informed enough to draw the business our direction.

Blanche & Ed Hegg
Hegg's Music Center
Hobbs, N. M.

P.S. We are a relatively new business and really digest each issue

of Billboard and find it very helpful.

More About Clubs To The Editor:

We're not trying to beat or fight the so-called record clubs for the profits, but by no means are we going to join them either. We are simply cutting down on our stock of the label, on singles as well as LP's. (Labels handed by the clubs.)

Perhaps the record clubs should try to sell the singles and EP's as well as the LP's and rake up all the profits. On second thought, they may consider that too much of a risk. . . . Better let the dealers handle that end of the business, and suffer the losses.

We wonder how many dealers have had club members come into the store to try to sell them stacks of albums they had received thru the clubs and "they didn't especially care for" and at times wanting to exchange them for albums on other labels? We don't happen to handle second-hand merchandise, so we gleefully turn them down. We're not only becoming giant listening posts but also becoming trading posts to the wrong kind of traders. . . . The Club Members.

Evelyn Rodriguez
ABC Music Store
Laredo, Tex.

• Have any other dealers had this experience? We'd like to hear about them. Also, let's hear about any other effects of clubs on your business.—Editor.

Tape Troubles

To The Editor:

It now seems that the tape companies are learning a bad habit, and it is being developed to a point where it is hurting the dealers who have done so much to help develop the tape market.

The fault seems to be that as soon as a tape hits a good review in one of the major magazines with tape columns, the tape is unavailable so that a dealer loses about 40 or 50 sales a month and, in a case of a mail-order house, it means that amount of refunds or credits, or the alienation of customers. For a dealer carrying thousands of dollars in inventory, it seems ridiculous for him to make a bad reputation on the strength of a lack of availability of one or two tapes from a couple of manufacturers.

Another difficulty is that of getting staggered or monotonous tapes from distributors. If a man is a distributor, he should carry the whole line or none at all, and turn the distributorship over to someone who is willing to service the dealers' needs.

Malcom Jay Goettmann
Mal's Recording Service
Rockaway Park 94, N. Y.

Clubs Again

To The Editor:

In reading your March 3 issue, I fully agree with Jerry Dulin, of Greenville, O. We believe in his ideas that Record Clubs are definitely taking the customers from our stores. Also, we have found customers listening and not buying, due to record clubs.

We are certainly not encouraging these record clubs, in any way. Suggestions are needed so we can overcome this great problem. So, c'mon, record dealers, let's act as well as talk, before they completely take over all our business.

Doris Buzza
Heintzman & Company
Windsor, Ont.

MGM Records

SOCK SELLERS!

CONNIE FRANCIS

WHO'S SORRY NOW

K12588 on 45 & 78 rpm

RICHARD BARRETT

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

K12616

FRANK SANDY

AND THE KING'S MEN

TARRENTELA ROCK

b/w
SOMEBODY LOVES ME

K12626

RECORDS TO WATCH!

MICHAEL HALE

As sung on Climax TV show Thursday, March 13

WHEN YOU LOVE
b/w
THANK HEAVEN FOR LITTLE GIRLS

K12629

THE SERENADERS

I WROTE A LETTER
b/w
NEVER LET ME GO

K12623

BOB RILEY

THE MIDNIGHT LINE
b/w
WANDA JEAN

K12612

COMING UP STRONG!

JONI JAMES

See and hear Joni on the Steve Allen Show Mar. 23 & Dick Clark Show Mar. 29.

NOTHING WILL EVER CHANGE

b/w

DOES IT SHOW

K12627 on 45 & 78 rpm

LILLIAN BROOKS

PEYTON PLACE

b/w

SAY YOU'RE MINE

K12610

DEAN JONES

ME! PLEASE! ME

b/w

MEET ME IN THE STUDY HALL

K12620

STILL STRONG SELLERS!

DAVID ROSE

and His Orch.

SWINGING SHEPHERD BLUES

K12608 on 45 & 78 rpm

MARVIN RAINWATER

WHOLE LOTTA WOMAN

K12609 on 45 & 78 rpm

JACK HILL

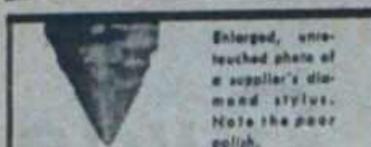
AT THE Cymbalom

Love Theme from "THE BROTHERS KARAMAZOV"

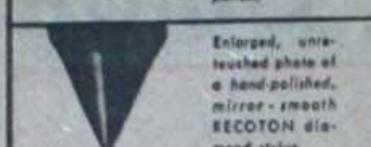
(From the MGM Pictures release "The Brothers Karamazov")

K12624

MGM Records - Great in '58



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



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

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 Bennett Ave., Long Island City 4, N. Y.
In Canada: Quality Records, Ltd., Toronto

New Market in Music Therapy

• Continued from page 1

ities have made overtures to educational TV associations and longhair radio stations for "medical music programming" with no definite results as yet. "It would take an AMA or an ADA to accomplish it," admits one campaigner, "and they won't move in this direction for another 10 years."

Critics among them feel it's undignified and annoying to many patients to push entertainment into consultation rooms, but it looks like inertia rather than principles which is keeping music out of 50 per cent of the medical centers. "What's all the fuss about a new trend?" asks a 40-year veteran country doctor in New Jersey. "I made patients more relaxed with victrolas and wireless sets before these progressives were born."

"Producers and record companies who moved now could wrap up some kind of lucrative service. I'd subscribe," says Dr. Harold Kantor of Long Island. Of course, a lot of medics wouldn't agree with the methods of one Brooklyn obstetrician, a one-time tenor, who sings to the ladies during labor to hasten birth.

Columbia Names Strauss Frank Co.

NEW YORK — Columbia Records has appointed the Strauss Frank Company as exclusive distributors for the Columbia Records line and the Columbia Phonographs line in Texas. The appointment was made by Bill Gallagher, national sales manager of records, and Milt Selkowitz, national sales

Sophia to Air Her Tonsils

NEW YORK — Sophia Loren may make her debut as a disk vocalist later this year with a ballad, as yet unpenning, that will do double duty as the title song of her upcoming indie starrer, "The Key." Publisher and diskery are not set.

Feature film, based on a Jan de Hartog novel, is being lensed in England by Carl Foreman's Highroad Productions. The curvy cinematress is scheduled to perform the title number in a scene in the picture, due to be distributed by Columbia Pictures.

According to Foreman, he plans to seek a tunesmith of the caliber of "Irving Berlin or Frank Loesser." Tune budget was not disclosed, but is said to be "high."

Mercury Ups Schlesinger

CHICAGO — Mercury publicity director Tommy Schlesinger was given expanded responsibilities last week by Kenny Myers, director of advertising and promotion. Schlesinger assumes charge of the label's field force of 22 promotion managers, bulletins to deejays, and assistance to Myers in his post as sales manager of singles.

Myers is delegating these duties because of added pressure on his desk from Mercury's retention of an advertising agency to conduct a major consumer ad campaign.

manager of the phonograph firm. The Strauss-Frank Company will establish sales centers in Houston, Dallas and San Antonio. It will headquarter in San Antonio. Previous distributor for the diskery in Texas was the Medaris Company.

Cure for Disk Theft Threat

• Continued from page 12

often ask: "What have you got in Beethoven recordings?" Then the clerks can refer them to the Beethoven section to make their selections."

Three Important Rules

A few final pointers on successful record merchandising tactics utilized at Victor Music:

• Change displays regularly. Two weeks is the longest period, as a rule, that interior and window displays remain unchanged at Victor Music. "The area directly behind the main sales counter is premium display space," says Victor. Colorful paper cutouts simulating top 45 r.p.m. hit tunes on a pegboard background encourage pop disk sales. These are changed as new hit tunes reach the top rungs of the area's disk popularity charts.

• A self-addressed post card on-order file system brings good results. It is used to notify customers when records on order have arrived in stock. Customers fill out the printed post cards which list the title, composer-artist, label and record number of the wanted item. The cards are checked off and mailed at no cost to the customer when the numbers arrive.

• Outside promotions are important. Victor Music makes regular use of radio spot announcements. Particular emphasis is placed on the purchase of time over the local FM stations which play a

high proportion of classical recordings. The store has sponsored a Saturday morning radio segment for the past six years for the pop music fans, along with another show devoted to classics.

Malapropisms

• Continued from page 12

Ill., tells this one: "In 1951, when the famous MacArthur speech was a hot item, a dear old gentleman in a velvet-collared topcoat came in and asked for the recording. The clerk asked him if he wanted it on 78, 45 or LP. "Don't you have it on a cylinder?" the old gentleman asked.

That's all for this week. Haven't you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter," care The Billboard, 1564 Broadway, New York 36, N. Y. —FRED PERNITZ.

Have you heard about "Groovy"?

RCA VICTOR



THE CLINTON is the Decca budget Hi-Fonic High Fidelity Home Music System with Decca's famous hi-fi sound that surrounds! Deluxe 4-speed changer, high fidelity amplifier, two speaker jacks. DP-627 Gray, DP-628 Tan. Speaker enclosure to match the Clinton features the hi-fi sound that surrounds (enclosure with two matched, coaxially mounted speakers). SE-801 Gray, SE-802 Tan. Contact your Decca Salesman now for this Decca budget Hi-Fonic High Fidelity Home Music System! **\$99.95** (amplifier & speaker) Prices slightly higher South & West.

UL Approved.

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

'So. Pacific' In New Dress

NEW YORK — The Columbia Records original cast recording of "South Pacific" with Mary Martin and Ezio Pinza has been completely repackaged and will be issued this month in the newly designed cover.

The original tapes have been remastered, not re-recorded as previously stated, to bring them up to today's sound. In addition a new die cut window display has been made for dealer use for this set, plus the label's other three sets of the "South Pacific" music.

Linhart Quits Frank Music

HOLLYWOOD — Joe Linhart, for the past four years associated with the Frank Music Company, and manager of the firm's Coast office for the past year, has resigned his post with the company.

Linhart is expected to go into business for himself shortly, and will announce these plans in the near future. Prior to his association with the Loesser organization, he was with the Chappell firm in New York for seven years.



DON GIBSON sings

OH LONESOME ME

47-20-7132

RCA VICTOR

The Best in Hits... The Finest in Fidelity



The Billboard

MEMORY NEEDLE ROCKOS BIZ

—the needle that remembers

Febulous for everyone concerned with record care, Dealer and consumer alike. Duotone's new needle that remembers leaves nothing to chance. When it is time to check or change a needle, Duotone Sound Laboratories send a Reminder Card. Card bears number of needle and information on equipment. Replacement is fast, easy, and above all in-timed! Fast idea to build fast sales and get seconds.

*This advertisement is not a direct quotation from The Billboard.

DUOTONE CO., INC.

Keyport, New Jersey
In Canada, Charles W. Feinton, Ltd., Toronto

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MARCH 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.

Rank	Title	Label	Last Week	Weeks on Chart
1.	The Music Man	Capitol WAO 990	3	1
2.	My Fair Lady	Columbia OL 5090	5	102
3.	Come Fly With Me	Capitol W 920	1	7
4.	The Late, Late Show	Capitol T 878	4	4
5.	Pal Joey	Capitol W 912	6	19
6.	Warm	Columbia CL 1078	2	13
7.	Hymns	Capitol T 758	9	64
8.	Oklahoma!	Capitol SAO 595	10	131
9.	Seven Hills of Rome	RCA Victor LM 2211	—	1
10.	Ricky	Imperial IMP 9048	12	19
11.	Dukes of Dixieland, Vol. 3	AFLP 1851	13	21
12.	Concert by the Sea	Columbia CL 833	15	2
13.	Around the World in 80 Days	Decca DL 9046	7	51
14.	Film Encores	London LL 1700	11	41
15.	Pat's Great Hits	Dot DLP 3071	8	22
16.	Sam Cooke Sings	Keen A 2001	16	2
17.	Muted Jazz	Capitol T 839	23	2
18.	Dream Along With Me	RCA Camden CAL 403	25	5
19.	West Side Story	Columbia OL 5230	—	1
20.	The King and I	Capitol W 740	14	88
21.	Sing, Boy, Sing	Capitol T 929	—	2
22.	Songs of the Fabulous Forties	Kapp KXL 5003	19	4
23.	'S Marvelous	Columbia CL 1074	24	12
24.	April Love	Dot DLP 9000	—	9
25.	Wonderful, Wonderful	Columbia CL 1028	—	21

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.

Popular Albums

GIGI (1-12")—Sound Track—M-G-M E 3641 ST

Lerner and Loewe's first score since their phenomenal "My Fair Lady" is sure to be a hot item. Besides the inertia of their former success, this tuneful package is a potent item in its own right. Popularity of the film's co-stars, Leslie Caron, Maurice Chevalier, Louis Jourdan and and Herminio Gingold also gives the set strong sales strength. The powerful cover design adds to the over-all appeal.

EYDIE GORME VAMPS THE ROARING 20'S (1-12")—With Don Costa Ork. ABC Paramount 218

This is the thrush's strongest yet. She presents songs from the '20's with modern, quality ork support by Don Costa. Jocks will flip over this. Her choice piping makes each selection a standout. Numbers include a cute go on "I Wanna Be Loved By You," a torchy reading of "My Man" and swinging belt of "Chicago." Top merchandise!

THE WALTZ QUEEN (1-12")—Patti Page, Mercury MG 20318

Exceptionally strong packaging. The gal has never been better than in this creamy, nostalgic selection of three-beater favorites like "What'll I Do," "Till We Meet Again," "The Boy Next Door," etc. Excellent backings by Vic Schoen and ork. Several bands here are worthy of singles exposure and the entire set should see a brisk pace at the counter.

THE TORCH WITH THE BLUE FLAME (1-12")—Jackie Gleason Ork. Capitol W 961

Gleason spotlights a new romantic sound in his latest effort. Lawrence Brown's mellow and legato trombone stylings are given lush support from a large ork which includes marimbas, harp, guitar and other rich orchestral sounds. The selections provide a relaxed, listenable mood. The standards include "I've Grown Accustomed to Her Face," "My Heart Reminds Me" and "Fascination." This should easily go as well as his previous hits.

THE DREAM GIRL (1-12")—Ray Anthony Ork. Capitol T 969

Another excellent Anthony dance band package, which can do every bit as well as its predecessors. These stylings are slow and have much of the Glenn Miller reed sound, which characterized earlier Anthony offerings. The maestro takes a trumpet spot on each of the tunes, which include "Darn That Dream," "The Nearness of You," etc. Cute doll on cover illustrates "Dream Girl" idea. Strong counter fare that can stay up there for a good spell.

SOUTH PACIFIC (1-12")—Fred Waring Ork. Capitol T 992

This has a chance to do very well, in light of the release of the pic. It's this label's main

(Continued on page 16)

— Album Cover of the Week —



GIGI, M-G-M E 3641 ST. Excellent color cover, design is by noted artist Cecil Beaton. Two other covers, also Beaton products, tie in with the promotion. Individually or as a group, they are eye-catchers and will spark sales.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 8

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

1. COME FLY WITH ME
Frank SinatraCapitol W 920
2. 'S MARVELOUS
Ray ConniffColumbia CL 1047
3. WARM
Johnny MathisColumbia CL 1078
4. MUSIC MAN
Original CastCapitol WAO 990
4. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
6. JUST ONE OF THOSE THINGS
Nat King ColeCapitol W 903
7. PAT'S GREAT HITS
Pat BooneDot DLP 3071
8. GLENN MILLER, CARNEGIE HALL CONCERT
Glenn Miller OrkVictor LPM 1508
9. WE GET LETTERS
Perry ComoVictor 1463
10. PAL JOEY
Sound TrackCapitol W 912



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 8

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1. JAILHOUSE ROCK
Elvis PresleyRCA Victor EPA 4114
2. RICKY
Ricky NelsonImperial EP 153
3. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
4. THE EVERLY BROTHERS
.Cadence CEP 105
5. JOHNNY MATHIS
.Columbia EP B-3871
6. FOUR BY PAT
Pat BooneDot DEP 1057
7. ELVIS
Elvis PresleyRCA Victor EPA 992
8. SING, BOY, SING
Tommy SandsCapitol EAP 1-929
9. PEACE IN THE VALLEY
Elvis PresleyRCA Victor EPA 4054
10. JUST A CLOSER WALK WITH THEE
Pat BooneDot DEP 1056

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed Bill me

Name _____
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

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

• 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 ★★★★★

SEA OF DREAMS

Nelson Riddle Ork (1-12") Capitol T 915
 Lush, warm and romantically satisfying are these arrangements of a group of both well known and less known standards by the multi-stringed Riddle ork. Tunes all suggest the romance of far away places, like "My Isle of Golden Dreams," and "Out of the Night." For those who enjoy lush mood music, played with taste and beauty.

SPACE ESCAPE

Les Baxter Ork (1-12") Capitol T 968
 Baxter's originals provide a listenable "trip thru space." The themes vary from lush, pretty motifs to up tempo, exciting and Latin strains. A variety of orchestral gimmicks are effectively used in the maestro's clever orchestrations. A solid jockey package and one that can move well saleswise. Excellent cover.

LES BROWN CONCERT MODERN

(1-12") Capitol T 959
 This is an exciting album, both for idea and execution. It features the great Les Brown ork in performances of concert pieces as arranged by Frank Comstock. Selections include "The Nutcracker Suite," "Porgy and Beas," "Slaughter

on Tenth Avenue," "Rhapsody in Blue," and "An American in Paris." Purists may not like modern band versions of these pieces, but with the exception of the "Nutcracker," they come off very well, and the Brown crew's many followers should really take to it.

JUST FOR VARIETY VOL. 13

(1-12") Capitol T 967
 The latest in Capitol's Variety series should prove equally successful as its predecessors. Vol. 13 features such names as Gleason, Christy, Shearing, Ellington, Dean Martin and other greats in the firm's house. A well balanced program makes this package a natural for dealers. Lots of material for jocks.

POPULAR GOLD ALBUM

(1-12") Capitol T 972
 Twelve selections from 12 of Capitol's best selling albums features big names and big tunes richly-blended and attractively packaged. A natural for jockey programming and for dealers to push. Included are such modern day pop classics as "September Song" by Shearing, "Over the Rainbow" by Garland and "You Made Me Love You" by Harry James. Firm ties this package in with their "Capitol of the World Gold Album" and the "Classic Gold Album" for a triple package promotion.

POPULAR ★★★★★

MARTHA DAVIS AND SPOUSE

(1-12") ABC Paramount 213
 The duo has built a strong name via night club appearances and TV guest shots. They have winning vocal and instrumental styles—Miss Davis on piano and "Spouse" (Cal Ponder) on bass. They present the late, great Waller's top tunes against big ork support. This can do well.

GENE VINCENT ROCK AND THE BLUE CAPS ROLL

(1-12") Capitol T 970
 Gene Vincent and the Blue Caps have a hot album here, one that could rack up healthy sales to teen-agers. There are new songs and oldies, ranging from the frantic, like "Brand New Beat," to the quieter, country styled efforts like "You'll Never Walk Alone" and "By the Light of the Silvery Moon." Of the new items, "It's No Lie" could get action as a single. A strong new album for Vincent and his Blue Caps.

JUMPIN' TRUMPET

Ralph Marterie Ork (1-12") Mercury MG 28294
 Marterie "travels" with his trumpet thru some highly danceable tunes. All titles deal with road signs, i.e., "Soft Shoulders," "No Parking," "Green Light Go," and "Slippery When Wet" and indicates title of LP could have been "travelin' trumpet." Big band sound behind him lends class. Name

• Review Spotlight on Albums . . .

• Continued from page 15

entry in the "South Pacific" race and it should grab a good share of the total loot from the soundtrack version and the 10-year-old original cast set. Readings are beautifully handled by the Waring soloists, chorus and ork and the sound reproduction is tops. Attractive packaging, worth merchandising. Can move out.

New Pop Talent Album

WHEN YOUR LOVER HAS GONE (1-12") — Sue Raney. Capitol T 964

The thrush really has a way with a song. Her sultry, smooth voice is showcased to good advantage on an attractive group of tunes with excellent orkings by Nelson Riddle. If pushed, this could easily find favor. A fine jockey set. Pretty cover shot of the artist. Selections include "My Ideal," "I Remember You," and a charming reading of "I Stayed Too Long at the Fair."

Jazz Album

SWINGIN' ON BROADWAY (1-12")—The Jonah Jones Quartet. Capitol T 963

Here's a likely hit successor to Jones' "Muted Trumpet." It has strong potential in both pop and jazz markets. The trumpeter's distinctive, muted style is smoothly used on several tunes from Broadway successes of this and recent years. Tunes include "The Party's Over," "Till There Was You" and "Baubles, Bangles and Beads."

Special Merit Jazz Album

THE HARRIS TOUCH (1-12") — Featuring Bill Harris. EmArcy MG 36113

Bill Harris' guitar work on this, his second LP for the label, is outstanding. On the electric, classical or Spanish guitar, Harris, who normally accompanies the Clovers, the r.&b. vocal group, demonstrates anew that he is one of the most electrifying jazz guitarists around today. Tunes include originals and standards, including "Baker's Dozen," dedicated to guitarist Mickey Baker. Harris is supported splendidly by Hank Jones.

New Classical Talent Albums

AN OPERATIC RECITAL BY FLAVIANO LABO (1-12")—With Orch. of the Accademia Di Santa Cecilia, Rome (Previtali). London 5408

This release should be welcomed with the special ardor that opera lovers lavish on worthy new artists. Tenor, who has scored here recently, exhibits lyrical, resonant talent in selections by Puccini, Ponchielli, Giordano and Verdi. Dealers can cash in on initial excitement by suggestion to receptive prospects.

CARLO BERGONZI OPERATIC RECITAL (1-12")—With Orch. of the Accademia Di Santa Cecilia, Rome (Gavazzeni). London 5346

New tenor at "Met" makes impressive disk debut, revealing notable vocal quality, range and mastery of the refinements of his art. He shows his mettle in arias from "Adraina Lecouivreur," "Il Trovatore," "Tosca," "Aida" etc. Can be pushed profitably by shops with clientele for operatic material.

Sound

PARIS: ITS SOUNDS AND PEOPLE (1-12")—Narration by Robert Berthe. Capitol T 10142
 Jacques Dubourg, who spent 11 months prowling Paris with a tape recorder, has caught the color and excitement of the famed city in this

value plus swingin' numbers and the smooth arrangements should attract.

WE COULD HAVE DANCED ALL NIGHT

Griff Williams Ork (1-12") Mercury MG. 20334
 Griff Williams' name is a familiar one where the smart sets gather, which makes this album a solid entry in the growing repertoire of society dance fare. There are 19 tunes, all familiar and most of them recognized standards. Nice cover of fancy dance couples can help sell it.

HIGH SOCIETY DANCE

Al Navarro Ork (1-12") Kapp KL 1072
 Another in a growing series of society sets, this has the stamp of the live sound to improve the selling power. Navarro's group has perhaps an extra brassy quality for this groove, but the 36 tunes are most danceable and the sound of the crowd on the floor, plus the tinkling of plates and tumblers adds much to the presence. Attractive merchandise with a salable color cover of nighttime New York.

RONNIE HILTON

With Frank Cordell Chorus & Ork (1-12") Capitol T 10136
 England's Ronnie Hilton turns in some

warm vocalizing on a fine collection of songs in this new set. Tunes include "Around the World," "No Other Love," "True Love," and "My Prayer." He sings them with feeling and the backing by the Frank Cordell Ork and chorus is excellent. Set should appeal to both the teen and adult trade.

POPULAR ★★

JO MARCH

With Frank Hunter Ork & Chorus (1-12") Kapp KL 1079

A polished LP debut mixing song styles well. Thrush has a rich, disciplined contralto, tho her singing may not be the most emotional. Fresh arrangements and interpretations make pop into jazz, folk songs into rock and roll, etc. All are nicely backed by ork and chorus. Among the best: "Don't Let Go," "My Johnny Lad," "Pennies From Heaven."

MAN, WE'RE WAILIN'

Louis Jordan & His Brilliant Tympany 5 (1-12") Mercury MG 28331
 Jordan and company, which includes a swinging Jackie Davis on Hammond organ plus a highly talented canary named Dorothy Smith, pound out a lot of rhythm and sound on this set. The

informal sonic portrait, woven together by Robert Berthe's narration and a gentle background accordion. Nice running mate for the many Paris "mood music" platters, and a natural for hi-fi addicts and nostalgic tourists.

MIGUEL DE LOS REYES Y SU BALLET GITANO (1-12")—Montilla FM 115

Musically, this is a first-rate entry, with a spirited performance of colorful flamenco dance and songs. The air crackles with the sound of castanets, rhythmic hand-claps, and the ensemble heel-and-toe work of de Los Reyes' gypsy ballet dancers, while a big, swinging orchestra sweeps thru such numbers as "La Calesera" and "Prisionero de los Celos." Splendidly recorded, handsomely packaged hi-fi demonstration piece.

TABOO (1-12")—Hi Fi Record R 806

A bit of several high fidelity shows, this package is must material for sound aficionados. Arthur Lyman's exotic sounds, the use of bongos, tymbali, Chinese gong, conch shell, wood blocks etc., make this a masterpiece of engineering skill and top musicianship. Music is essentially Hawaiian-Polynesian and the sounds generate an aura of being there. Will sell on first hearing.

Specialty Albums

JUST FOR LAUGHS (1-12")—Andy Griffith. Capitol T 962

A series of eight hilarious comic monologues, some performed in TV appearances with Steve Allen and Ed Sullivan, by actor-humorist Andy Griffith. Working with a studio audience, Griffith pulls huge yaks with "Carmen," "Romeo and Juliet," and "Conversation With a Mule." A specialty item, but its chances are strengthened by forthcoming Griffith movies "Onionhead" and "No Time for Sergeants," both due for major promotion campaigns. Can be a strong entry in Southern markets.

SON OF WORD JAZZ (1-12")—Ken Nordine With Fred Katz. Dot DLP 3096

This is the successor to that fabulously inventive and highly successful initial album, "Word Jazz," by Nordine and the Fred Katz group. And there's equally as much fun and ingenuity in this set as there was in the first. Nordine's imaginative random thoughts on random subjects is provocative, and makes for highly pleasurable listening. Jazz backdrop by Katz adds to the glow of the album. "Bubble Gum," and "The Secretary" are bound to get heavy airplay, while the set itself is the sort that will assuredly receive wide word of mouth. An excellent specialty sales item.

Spiritual Albums

MEETING TONIGHT (1-12")—The Ward Singers Savoy MG 14015

Another strong entry by this pure gospel group, featuring Clara Ward's own anthems and shouts as well as "Swing Low," "Lord's Prayer" and other spirituals. Mother Gertrude's deep alto and a powerful organ-and-drums combo add to the excitement. Strong prospects in this market.

THE ROBERTA MARTIN SINGERS (1-12") — Savoy MG 14008

A rich, warm performance of a dozen Gospel songs, arranged and sung by Roberta Martin and her well-known group, nicely packaged by Savoy in a dignified, attractive sleeve. Outstanding numbers are the gentle and uplifting "When He Set Me Free" and the rhythmic, "Sinner Man." A strong entry in the spiritual market.

Tympany Five focus on the beat which makes it a strong set for the "big beat" minded teeners. Miss Smith's "Route 66" is a gas. Can sell with a push.

IN THE MYSTIC EAST

Frank Chockfield Ork (1-12") London LL 1780
 British favorite presents an instrumental dinner music set for listening only, including "Japanese Sandman," "Cape Van," "Song of India," Tchaikovsky and a "Sayonara" theme. For prospects.

RECORD SESSION

Del Vikings (1-12") Mercury MG 28307
 This one is aimed for teen ears. The group has had several hot singles, and these tunes are along the lines of the past clicks. The set also contains the current contender, "Voodoo Man." Other selections include "The Big Bear" and "There I Go." Can move in the right locations.

C'EST MAGNIFIQUE!

Michel LeGrand & His Ork (1-12") Mercury MG 28342
 Here's a new or perhaps merely a different Michel LeGrand. Instead of his usual sweet type of ork this is

(Continued on page 18)

Album of the Week
JOSE MELIS
"TONIGHT"
 CELP #411

39 West 60th Street
 New York 23, N. Y.
 Circle 6-9708

SEECO

HUGO
 WINTERHALTER
 plays

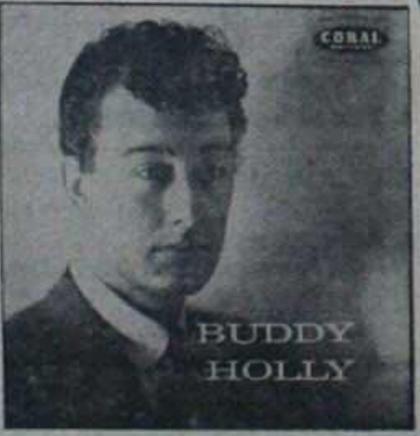
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HI-HO

Mary Martin

Sings and Swings
The Great Song Hits from...

Walt Disney's

"Snow White And The Seven Dwarfs"



LPWDL-4016

Suggested
Retail
\$4.98

Two Great EP's!

HI-HO
THE MAGIC SONG
I'M LATE
WITH A SMILE
AND A SONG
DEP 4016-A

MARY MARTIN SINGS
SNOW WHITE SONGS:
I'M WISHING
ONE SONG
WHISTLE WHILE YOU
WORK
SOME DAY MY PRINCE
WILL COME
DEP 4016-B

Suggested Retail
\$1.29 each

A HIT SINGLE
FROM A GREAT ALBUM!

"HI-HO"

b/w "The Magic Song"

F-100

Suggested Retail—**98¢**

5,000 D.J.'s already spinning this one!

DISNEYLAND RECORDS

Burbank, California

• Reviews and Ratings of New Popular Albums

• Continued from page 16

features a modern dance band, with arrangements that remind one of Billy May's fine work of a few years back. Cut in Paris, the sound is excellent. Tunes include American and French standards. Interesting instrumental collection by LeGrand.

WHILE WAITING FOR YOU
Emil Stern Ork (1-12) Mercury MG 26340
Stern's listenable piano mastery is complemented by lush arrangements on a varied selection of themes which includes standards and continental favorites. Numbers include "Hey, There," "My One Sin" and "Autumn Leaves."

WEST OF HAWAII
Speedy West (1-12) Capitol T 556
Nimble steel guitar work by West backed by versatile singing-playing quartet. Hawaiian favorites include "Moon

of Manakoa, "Wax Chant," "Little Grass Shack." Released a little early for the hula selling season.

SHALL WE DANCE
Bill Savill Ork (1-12) London LL 1783
The set features eight medleys in the "society ork" style. Dance tempos are the quick waltz, foxtrot and quickstep. Over 30 standards are included in this attractive offering by the English orkster. Competition on this type of package is heavy, but this can do biz.

GALE STORM HITS
(1-12) Dot DLP 3698
A collection of songs by Gale Storm, all of which were previously available as pop singles. Package includes some of her hits, "Ivory Tower," "On Treasure Island." Prime appeal to Miss Storm's teen following.

DESIRE UNDER THE ELMS
Sound Track (1-12) Dot DLP 3698
The Elmer Bernstein's music aptly conveys the powerful dramatic content of the famed O'Neill classic, from the new flick soon to be released in theaters throughout the country. Score is very moving and vividly paints a picture of the screen action. Cover shot may attract buyers, and set is worthy of display when picture hits the town.

THE LIGHT FANTASTIC
Beasley Smith Ork. (1-12) Dot DLP 3688
A light spoonful of quiet listening or dancing music, framed by Matty Mallock's arrangements and under the baton of Beasley Smith. Repertoire consists of evergreens. Good cover shot adequately describes the contents.

POPULAR ★

FILM FESTIVAL AT CANNES
Eddie Barclay Ork (1-12) Mercury MG 26188

SURPRISE PARTY!
Eddie Barclay & Other Orks (1-12) Mercury MG 26291

SOUND ★★★

MELODIES FOR MIDNIGHT
Johnny LaPadula (1-12) Disneyland WDL 3625

Package is essentially a sound album, and as such, is good fare for hi-fi addicts. LaPadula's accordionists are well above par, while the sound has none of that squeeze-box tone so closely associated with the instrument. Repertoire is made up completely of the standards, e.g., "Stars Fell on Alabama," "Laura," "Smoke Gets in Your Eyes." Try "Deep Purple" as an excellent demonstration track, both for listening pleasure and the top reproductive qualities.

COUNTRY & WESTERN ★★★★★

SONGS FROM THE WESTERN SCREEN
Tex Ritter (1-12) Capitol T 971

Ritter, in his deep, rich-toned manner sings songs from 12 different Western flicks, many of which he originated on the soundtracks. The Academy Award winning "High Noon" is included along with "The Searchers," "The Bandit," "Wichita" and others. His initial album, should garner sales. Cover will help.

FOLK ★★★

JOSH WHITE
(1-12) Decca DL 6665
On this latest set, White is more on the folk ballad than the blues kick, but that's all right, the performances are first rate. Wide range of repertoire includes "Waltzing Matilda," "Molly Malone," "Strange Fruit," and, on the blues side, "Evil Hearted Man." Performance of the song "John Henry," is especially rewarding. Must for collectors.

AIN'T IT A SHAME
The Bob Cort Skiffle Featuring Ken Sykora, Guitar (1-12) London LL 1774
Here's a strong package for skiffles. The Bob Cort Skiffle, one of England's top aggregations of its kind, is recorded in a "pub-house" session. The appreciative audience and the blending of moving ballads, swingin' guitar solos, and tender folk songs all backed by solid strummin' packs a skiffles wallop. Ken Sykora is the featured guitarist, and Cort handles the vocals with feeling.

FOLK ★★

SONGS OF THE SEA
Lubeck German Sailors Chorus (Gaelic) (1-12) Vox VN 25-580
A group of interesting and listenable sea chanteys sung in German (Plattdeutsch) and occasionally English by a good male chorus that could add a note of cheer at a party. Lines notes written by "professor Maldeines" are elucidating and fun.

SACRED ★★★★★

GOSPEL QUARTET FAVORITES
Carl Story & His Ramblin' Mountaineers (1-12) Mercury MG 26323
Carl Story and his Ramblin' Mountaineers do a first rate job with a good collection of gospel tunes on this new set. Songs include items that Story and his group sing on their regular radio show in Asheville, N. C., as well as at Gospel Sings and at the "Grand Ole Opry." "Echoes From the Burning Bush," "Are You Afraid to Die," "God Put a Rainbow in the Clouds" and "I've Found a Hiding Place" are all here. Set should do well in the South, Southwest and Midwest.

RELIGIOUS ★

EUGENE CONLEY SINGS IN CHURCH
(1-12) Request RLP 8030
Distinguished operatic tenor Conley devotes himself exclusively to the Holy Word here with a set of 14 hymns, most of them familiar. Engaging readings of "Jesus Saviour, Pilot Me," "I Love to Tell the Story," etc. are well

(Continued on page 36)

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

DVORAK: SYMPHONY NO. 2 (1-12)
Halle Ork. (Barbirelli), Mercury MG 56159
Barbirelli conducts with gusto; Ork responds with gratifying precision and shading. The recorded sound is splendid, so this release can join the top rank of versions of the hearty, melodious work.

CLASSICAL ★★

VARIQUIS SHORT WORKS BY WEINBERGER, SMETANA, WEBER, R. STRAUSS & TCHAIKOVSKY (1-12)
Ramsberg Symphony (Hollreiser), Vox PL 18-598
Very generous helping of light classical works, all cast in dance form. Playing and recording are not remarkable, but maintain good quality. Selections include Strauss' "Rosenkavalier" Waltzes; Tchaikovsky's "Polonaise and Waltz From Eugen Onegin"; Weber's "Invitation to the Dance"; and lively works by Smetana and Weinberger. Good humored listening.

VERDI OVERTURES (1-12) — London Symphony Ork (Durrill), Mercury MG 56156
Standard catalogue fare offers overtures

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★

AL HIBBLER
With the Ellingtonians (1-12) Brunswick BL 54836

These Hibbler dates were cut in 1951, with a group of the swingiest Ellingtonians. Tunes include "Sherry," "Honeysuckle Rose," "How Blue Can You Get," etc. and supporting players include Willie Smith, Juan Tizol, Bill Strayhorn, Max Roach, Wendell Marshall, Jimmy Hamilton, Johnny Hodges, etc. It's a more youthful Hibbler, with more interest focused on instrumental spots which provides a dual market appeal. Should enjoy a moderate market.

RED RONEY: 1957
With Ira Sullivan, Tommy Flanagan, Oscar Pettiford, Philly Joe Jones (1-12) Signal S 1206

Red Roney returns to wax after a long hiatus with this new cutting, and it's a welcome return. Redney, one of the coming trumpeters in the early bop days, shows on this listenable set that he can still blow, and he is helped mchly by such outstanding jazzmen as Ira Sullivan on tenor, Oscar Pettiford on bass, Philly Joe Jones and Elvin Jones on drums and Tommy Flanagan on piano. Side one features relaxed blowing of the hard bop school, on standards; side two, exciting performances on originals. Many followers of the modern school should be interested in this set.

JUST JAZZ

Lionel Hampton All Stars & The All Stars (1-12) Decca DL 9855
This recording was made 11 years ago at a live concert in Pasadena. The sound however is surprisingly good and measures up well with current merchandise. Hampton stars play better than half a side of "Stardust," while the stars-without-Mump do "One o' Clock Jump," "Oh, Lady Be Good," and "The Man I Love." Strong talent line-up features Willie Smith, Charlie Shavers, Barney Kessel, Corky Corcoran and Slam Stewart, plus the Hamp. Good example of late-forties jazz which can sell.

RAGTIME JAMBOREE
Lawson-Haggart Jazz Band (1-12) Decca DL 8199

Twelve of the most well-known ragtime tunes are given exuberant workouts by the Lawson-Haggart crew. Traditional and revivalist Dixie fans should find this to their tastes. Samples are "Tiger Rag," "Bugle Call Rag" and "12th Street Rag." The group includes Haggart, bass; Lawson, trumpet; B. Strameyer and P. Hocko, clarinet; C. Leeman, drums, and L. Stein, piano.

SOUNDS! THE LENNIE NIEHAUS OCTET
(1-12) Contemporary C 3540

Niehaus is simply saxophone mauler in full bloom. There are few artists who approach contemporary jazz with such a high degree of technical skill yet lose nothing of the affection and warmth necessary and so evident here, in both writing and performance. "Bloss for Susie" is typical of the excellent sound Niehaus creates. Package is a gem, the value of which is indelibly increased by the excellent cover shot of two high fashion models.

to "La Forza de Destino," "Nabucco," "I Vespri Siciliani" and "Preludes to Acta I and III of La Traviata." Neither playing nor recording is remarkable but disk represents good solid merchandise.

MOZART: SYMPHONIES NOS. 32, 36 & 36 (1-12) — Pru Musica Symphony (Perlea), Vox PL 18-148

Crisp, graceful readings by Perlea are nicely recorded. Combination of works is both attractive and economical. Alho Symphony No. 35 ("Haffner") has been done often, present release has qualities to produce sales.

HAYDN: TWO HARPSICHORD CONCERTI (1-12) — Helms Elmer, Harpsichord; Reinhold Baruch, Violin; Pru Musica Chambers Ork., Stuttgart (Gleiss), Vox PL 18-300

Delightful music presented with clarity and straightforward vigor. Harpsichord recording has exceptional presence, emphasizing the instruments' crisp quality. Disk will appeal to cognoscenti, particularly admirers of soloist's scholarly approach.

BACH: 2 & 3 PART INVENTIONS (1-12) — Alexander Borovsky, Piano, Vox PL 18-550

Pianist is not lacking in dexterity or analytical power, but general results are often dry. Coupling of complete 2 and 3 Part Inventions makes for good programming and excellent value that qualify disk for fairly good sales.

HERBERT: CELLO CONCERTO; PETER: SINFONIA IN G (1-12) — Eastman-Rochester Symphony Ork. (Hanson), Mercury MG 56163

Off-beat repertoire features works of two important foreign-born contributors to American music. Victor Herbert's "Concerto" suavely played by Georges Miquette, is melodious work written in turn-of-the-century style. "Sinfonia" by Johann Friedrich Peter is pleasant 18th-century work in Haydnesque vein. Good suggestion for shoppers with curiosity.

LISZT: TRANSCRIPTIONS FROM OPERAS (1-12) — Alfred Brendel, Piano, Vox PL 18-580

These "reminiscences" and transcriptions of operatic scenes explore the limits of keyboard technique while recreating the composer's impressions of the work at hand. Brendel has the facility to bring them to life, but the results will appeal chiefly to admirers of keyboard curiosities and feats of pianism.

GLORIA DAVY CONCERT RECITAL (1-12) — With Giorgio Favaretto at the Piano, London S 295

Unusually interesting program tastefully presented by singer who has made some impression lately. Four songs by Purcell; four songs by Brahms; and song cycles by moderns Fouldenc and Turina make up the (Continued on page 35)

ATCO's candidates for the TOP 40

6113 — JIMMY SIMMONS
I'LL NEVER FIND LOVE AGAIN
TOO HOT TO HANDLE

X tough! teen styled tremendous



6114 — KING CURTIS
JEST SMOOCHIN'
THE BIRTH OF THE BLUES

X just right for strollin'



6112 — WALTER SPRIGGS
RACK 'EM BACK
YOU'RE MOVIN' ME

X a natural foot stomper



6110 — HUTCH DAVIE
WOODCHOPPER'S BALL
HONKY TONK TRAIN

X packs a terrific wallop!



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Edmundo Ros

PANSY

1778

Bigger than Liechtensteiner Polka



Will Glahé

SWEET ELIZABETH

B/W

TAVERN IN THE TOWN

1788

Excitement after just 1 week



David Whitfield

Mantovani

DON'T CRY MY HEART

1794



Teens are "strolling" to this one

Beverley Sisters

YOUNG CAVALIERO



B/W

Long Black Nylons 1783

Already starting to show

Johnston Bros.

A VERY PRECIOUS LOVE

from MARJORIE MORNINGSTAR

B/W

YOURS, YOURS, YOURS

1796



This sound spreading



Edmundo Ros

SPANISH GYPSY DANCE

1779

Hits from Broadway & Hollywood

Vera Lynn

SEVENTY SIX TROMBONES

from THE MUSIC MAN

B/W

ANOTHER TIME ANOTHER PLACE



1793

from the film of the same name,



LONDON RECORDS

539 West 25 St., New York 1, N. Y.

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending March 8

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Catch a Falling Star By Paul Vance-Lee Fockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vca 712E. RECORD AVAILABLE: Perry Como, Vca 712E.	2	8	6. Sail Along Silvery Moon By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 36537.	6	9
2. Sugartime By Charlia Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlia Phillips, Coral 61908.	1	10	7. Don't By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vca 7150.	3	7
3. Twenty-Six Miles By Glenn Lattin-Bruce Belland—Published by Beachwood (BMI) BEST SELLING RECORD: Four Tops, Cap 3845.	5	6	8. Who's Sorry Now? By Snyder-Calmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 1258E.	22	3
4. Tequila By Chuck Rio—Published by Jax Music (BMI) BEST SELLING RECORDS: Champy, Challenge 1016; Eddie Fiah, ABC-Paramount 5195. RECORD AVAILABLE: Stan Kenton, Capitol 392E.	14	3	9. Get a Job By Silhouettes—Published by Ulysses & Bagby, Wildcat (BMI) BEST SELLING RECORD: Silhouettes, Ember 1029. RECORD AVAILABLE: Mills Brothers, Dot 15665.	4	8
5. Sweet Little Sixteen By Chuck Berry—Published by Ark Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1663.	7	3	10. Swinging Shepherd Blues By Moe Koffman—Published by Benell Music (BMI) BEST SELLING RECORDS: Moe Koffman Quartet, Jubilee 5311; Johnny Pace Quartet, Federal 12312; David Rose Ork, M-G-M 1260E. RECORDS AVAILABLE: Kirk Stuart, Jolee 832; David Terry, Vca 7153.	10	6
Second Ten					
11. Oh, Julie By Muffat-Ball—Published by Excelloet (BMI) BEST SELLING RECORD: Crescendos, Nones 4005. RECORDS AVAILABLE: Sammy Salvo, Vca 7097; Ota Williams and His Chorus, DeLuxe 617E.	9	8	16. You Are My Destiny By Paul Anka—Published by Farnco (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9880.	12	6
12. It's Too Soon to Know By Chertier—Published by E. H. Morris & Co. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15690. RECORDS AVAILABLE: Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3802.	15	4	17. Magic Moments By Hal David-Bert Bacharach—Published by Famous Music (ASCAP) BEST SELLING RECORD: Perry Como, Vca 712E.	13	8
13. Are You Sincere? By W. Walker—Published by Cedarwood (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1240.	18	4	18. Oh-Oh, I'm Falling in Love Again By Hoffman-Manning-Mark Wall—Published by Planetary Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4045.	17	4
14. Lollipop By J. Dickson-E. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORDS AVAILABLE: Vince Edwards, Cap 3826; Ronald and Ruby, Vca 7174.	-	1	19. A Wonderful Time Up There By Abernathy—Published by Fowles (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.	19	3
15. Short Shorts By T. Austin & E. Gaudio—Published by Admiration (BMI) BEST SELLING RECORD: Royal Teens, ABC-Paramount 9882. RECORDS AVAILABLE: Tiny Bradshaw, King 3114; Four Winds, Decca 175.	8	7	20. Witchcraft By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3859.	20	8
Third Ten					
21. At the Hop By Singer-Medora-White—Published by Singular (BMI) RECORDS AVAILABLE: Danny and the Juniors, ABC-Paramount 9871; Nick Todd, Dot 15675.	11	15	25. The Walk By McCracklin & Garlio—Published by Ace (BMI) RECORD AVAILABLE: Jimmy McCracklin, Checker 885.	23	3
22. Breathless By O. Blackwell—Published by Homefolks, Ohio (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 248.	-	1	27. Ballad of a Teenage Queen By J. Clement—Published by Knox Music (BMI) RECORD AVAILABLE: Johnny Cash, Sun 283.	25	3
23. Maybe Baby By Norman Petty & Buddy Holly—Published by Nor-Va-Jak-Melody Lane (BMI) RECORD AVAILABLE: Crickets, Brunswick 55053.	-	1	28. Rock and Roll Is Here to Stay By David White—Published by Regular (BMI) RECORD AVAILABLE: Danny and the Juniors, ABC-Paramount 988E.	-	1
24. The Stroll By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 712G; Dottie Ebert, DeLuxe 6154; Lancers, Coral 61930.	16	10	29. Dede Dinah By Miracuel & De Angelis—Published by Debut (ASCAP) RECORD AVAILABLE: Frankie Avalon, Chancellor 1011.	29	6
25. Good Golly, Miss Molly By Marsalco & Blackwell—Published by Venice Music (BMI) RECORDS AVAILABLE: Little Richard, Specialty 624; Vallarta, Kean 34004.	23	2	30. April Love By Fahn & Webster—Published by Lee Fahn (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15660.	21	21

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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.

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1958

MARCH

1958

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MERCURY 71282

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BEST SELLING POP SINGLES IN STORES

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

FOR
SURVEY WEEK
ENDING
MARCH 8, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEQUILA (BMI)—The Champs.....	12	3	19. ROCK AND ROLL IS HERE TO STAY Danny and the Juniors (BMI)	30	3	35. LA DEE DAH (BMI)—Billy and Lillie..	28	16
Train to Nowhere (BMI)—Challenge 1016			School Boy Romance (BMI)—ABC-Paramount 9888			The Monster (BMI)—Swan 4002		
2. SWEET LITTLE SIXTEEN (BMI)— Chuck Berry	3	5	20. YOU ARE MY DESTINY (BMI)— Paul Anka	16	8	36. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet	40	5
Reelin' and Rocking (BMI)—Chess 1683			When I Stop Loving You (BMI)— ABC-Paramount 9880			Hambourg Bound (BMI)—Jubilee 5311		
3. DON'T (BMI)—Elvis Presley.....	1	8	21. MAYBE, BABY (BMI)—Crickets.....	27	2	37. BEEN SO LONG (BMI)—Pastels.....	25	3
I BEG OF YOU (BMI)—Victor 7150			Tell Me How (BMI)—Brunswick 55052			My One and Only Dream (BMI)—Argo 5287		
4. A WONDERFUL TIME UP THERE (BMI)—Pat Boone	4	5	22. DEDE DINAH (ASCAP)— Frankie Avalon	19	8	38. TEQUILA (BMI)—Eddie Platt.....	35	2
IT'S TOO SOON TO KNOW (ASCAP)— Dot 15690			Ooh La La (ASCAP)—Chancellor 1011			Popcorn (BMI)—ABC-Paramount 9899		
5. TWENTY-SIX MILES (BMI)— Four Preps	7	6	23. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmy Rodgers... ..	24	5	39. JO-ANN (BMI)—Playmates	37	1
It's You (ASCAP)—Cap 3845			The Long Hot Summer (ASCAP)—Roulette 4045			You Can't Stop Me From Dreaming (BMI)— Roulette 4037		
6. CATCH A FALLING STAR (ASCAP)— Perry Como	8	8	24. STOOD UP (BMI)—Ricky Nelson.....	22	12	40. "7-11" (BMI)—Gone All Stars.....	38	3
MAGIC MOMENTS (ASCAP)—Vic 7128			WAITIN' IN SCHOOL (BMI)— Imperial 5483			Down Yonder Rock (BMI)—Gone 5016		
7. OH, JULIE (BMI)—Crescendos.....	6	10	25. DINNER WITH DRAC (BMI)— John Zacherle	—	1	41. COME TO ME (ASCAP)— Johnny Mathis	46	1
My Little Girl (BMI)—Nanco 6005			Part 1 & 2—Cameo 130			When I Am With You (ASCAP)—Col 41062		
8. WHO'S SORRY NOW (ASCAP)— Connie Francis	10	3	26. ARE YOU SINCERE? (BMI)— Andy Williams	23	5	42. OH, LONESOME ME (BMI)— Don Gibson	—	—
You Were Only Fooling (ASCAP)—M-G-M 12588			Be Mine Tonight (BMI)—Cadence 1340			I CAN'T STOP LOVING YOU (BMI)— Vic 7133		
9. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn.....	9	13	27. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	18	6	43. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller	43	1
RAUNCHY (BMI)—Dot 15661			BIG RIVER (BMI)—Sun 283			Hey, Little Baby (BMI)—Col 41066		
10. GET A JOB (BMI)—Silhouettes.....	2	9	28. MAYBE (BMI)—Chantels	20	9	44. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis.....	48	11
I Am Lonely (BMI)—Ember 1029			Come My Little Baby (BMI)—End 1005			YOU WIN AGAIN (BMI)—Sun 281		
11. THE WALK (BMI)—Jimmy McCracklin..	11	3	29. WITCHCRAFT (ASCAP)— Frank Sinatra	31	7	45. SHE'S NEAT (ASCAP)—Dale Wright... ..	50	1
I'm to Blame (BMI)—Checker 885			Tell Her You Love Her (BMI)—Capitol 3859			Say That You Care (ASCAP)—Fraternity 792		
12. SUGARTIME (BMI)—McGuire Sisters... ..	15	11	30. DON'T LET GO (BMI)—Roy Hamilton .	21	9	46. SING, BOY, SING (ASCAP)— Tommy Sands	—	—
Banana Split (BMI)—Coral 61924			The Right to Love (BMI)—Epic 9257			Crazy 'Cause I Love You (BMI)—Cap 3867		
13. GOOD GOLLY, MISS MOLLY (BMI)— Little Richard	17	4	31. LAZY MARY (ASCAP)—Lou Monte... ..	—	1	47. YOU CAN MAKE IT IF YOU TRY (BMI)—Gene Allison	36	1
Hey-Hey-Hee-Hee! (BMI)—Specialty 624			Angelique (ASCAP)—Vic 7160			Hey, Hey, I Love You (BMI)—Vee Jay 713		
14. SHORT SHORTS (BMI)—Royal Teens... ..	5	7	32. CLICK CLACK (BMI)— Dickey Doo and the Don'ts	29	5	48. THIS LITTLE GIRL OF MINE (BMI)— Everly Brothers	49	1
Planet Rock (BMI)—ABC-Paramount 9882			Did You Cry (BMI)—Swan 4001			SHOULD WE TELL HIM (BMI)— Cadence 1342		
15. LOLLIPOP (BMI)—Chordettes.....	—	1	33. BETTY AND DUPREE (BMI)— Chuck Willis	33	2	49. WE BELONG TOGETHER (BMI)— Robert and Johnny	32	1
Baby, Com-A Back-A (ASCAP)—Cadence 1345			My Crying Eyes (BMI)—Atlantic 1166			In the Rain—Old Town 1047		
16. BREATHLESS (BMI)—Jerry Lee Lewis .	26	2	34. THE LITTLE BLUE MAN (BMI)— Betty Johnson	34	3	50. BAD MOTORCYCLE (BMI)— Storey Sisters	45	1
Down the Line (BMI)—Sun 288			Winter in Miami (ASCAP)—Atlantic 1169			Sweet Daddy (BMI)—Cameo 126		
17. THE STROLL (BMI)—Diamonds.....	13	11						
Land of Beauty (BMI)—Mercury 71242								
18. AT THE HOP (BMI)— Danny and the Juniors	14	15						
Sometimes (BMI)—ABC-Paramount 9871								

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.

YES, MY DARLING (Travis, BMI)—Fats Domino—Imperial 5492—The side is doing well in all marts. It's also a strong r.&b. item. Flip is "Don't You Know I Love You," (Reeve, BMI). A previous Billboard "Spotlight" pick.

BILLY (Mills, ASCAP)—Kathy Linden—Felsted 8410—The side has caught on in a big way in all of the top centers. Flip is "If I Could Hold You in My Arms," (Knollwood, ASCAP).

ARRIVEDERCI, ROMA (Connelly, ASCAP)—Roger Williams—Kapp 210—This appears to be another click for the artist. It's moving well in all marts. Flip is "The Sentimental Touch," (Oxford, ASCAP). A previous Billboard "Spotlight" pick.

HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell, ASCAP)—Laurie London—Capitol 3891—This is a hot platter in most of the top marts. Elsewhere, it's building. Flip is "Handed Down" (Chappell, ASCAP).



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MARCH 8, 1958

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Big Guitar Owen Bradley
(BMI) Decca 30564

College Man Bill Justin
(BMI) Phillips International 3522

Lonely Island Sam Cooke
(BMI) Keen 4009

*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 HERE**—Pat Boone
 15710 **TUMBLING TUMBLEWEEDS—TRYING**—Billy Vaughn
 15712 **YOU SURE LOOK GOOD TO ME—STARRY EYES**—Hilltoppers
 15708 **A VERY PRECIOUS LOVE—JOHNNY VAGABOND**—Bonnie Guitar
 15711 **CORRIDO ROCK, Parts I and II**—Jim Balcom
 15726 **COME TO ME MY TRUE LOVE "THE ORIGINAL"—LET'S MAKE A LITTLE MOTION**
 —Evelyn Freeman and The Exciting Voices
 15680 **I CAN'T HELP IT**—Margaret Whiting
 15705 **KATHLEEN—DONNA**—Wally Lewis
 15704 **STEP ASIDE SHALLOW WATER—WITH TEARS IN MY EYES**—Jimmy Newman
 15721 **YOU'RE LATE MISS KATE—HERE I COME**—Jimmy Deo
 15706 **CALL ME SHORTY—COME ON BABY**—Mickey Gilley
 15700 **YOUR LOVE IS DYING—HOWDY NEIGHBOR HOWDY**—Don Reno - Red Smiley
 15713 **DEE JAY WITH A BROKEN HEART—WAYFARERS' CHAPEL**—Carol Jarvis
 15695 **I FOUND A MILLION DOLLAR BABY—GET A JOB**—Mills Brothers
 15691 **A FAREWELL TO ARMS—I GET THAT FEELING**—Gale Storm
 15683 **YELLOW DOG BLUES**—Johnny Maddox

DOT NEW RELEASES

- 15714 **FOGGY RIVER—BABY DOLL**—Joe Allison
 15715 **I'D RATHER BE LUCKY—PUCKER PAINT**—Danny Wolfe
 15716 **LOVE IS MADE OF THIS—TIME WILL TELL**—Bob Denton
 15717 **TROUBLE ON THE PARTY LINE—MY FEET 'ER DIRTY**—Jimmie John
 15718 **MOON FEVER—ALL SO NEW TO ME**—T. Tommy
 15719 **DARLING MY DARLING—TIME AND PLACE**—Bob Jennings
 15720 **DARLING OF MINE—I LOVE HER SO**—The Blue Notes - Al Reed And The Blue Notes
 15722 **SKINNY MINNIE—CHILLS**—Tony Allen
 15723 **KISSES SWEETER THAN WINE—I MAY NEVER GO HOME**—Marlene Dietrich
 15724 **ONLY ONE LOVE—I NEED IT**—The Zircons
 15725 **MEXICAN ROCK—BLUES STAY AWAY FROM ME**—Carl "Ace" Carter
 15727 **HOW BIG A FOOL CAN YOU BE—BABY YA KNOW**—Connie Conway
 15728 **I DON'T SUPPOSE—ALL LOVE BROKE LOOSE**—Wink Martindale
 15729 **HE'S THE ONE—HEY PRETTY BABY**—Judy & Joyce

NEW ALBUMS

- DLP-3071 **PAT'S GREAT HITS**—Pat Boone
 DLP-3100 **SAIL ALONG SILV'RY MOON**—Billy Vaughn
 DLP-3086 **MUSIC FOR THE GOLDEN HOURS**—Billy Vaughn
 DLP-3098 **GALE STORM HITS**
 DLP-3088 **THE LIGHT FANTASTIC**—Beasley Smith
 DLP-3095 **DESIRE UNDER THE ELMS**—Elmer Bernstein

Dot

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PLAYS
AND THE
SALES

ONE HIT
AFTER ANOTHER
"JO-ANN"

And NOW—

"LET'S BE LOVERS"

b/w

"GIVE ME
ANOTHER
CHANCE"

R-4056



a sound bet . . .
buy



ROULETTE

Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 16

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

This Week	Last Week	Weeks on Chart
1. DONT (BMI)—Elvis Presley	3	7
I Beg of You (BMI)—Vic 7150		
2. TWENTY-SIX MILES (BMI)—Four Preps	2	8
It's You (ASCAP)—Cap 3845		
3. CATCH A FALLING STAR (ASCAP) Perry Como	4	10
Magic Moments (ASCAP)—Vic 7128		
4. SUGARTIME (BMI)—McGuire Sisters	1	11
Banana Split (BMI)—Coral 61924		
5. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry	11	3
Reelin' and Rocking (BMI)—Chese 1683		
6. ARE YOU SINCERE (BMI)—Andy Williams	18	4
Be Mine Tonight (BMI)—Cadence 1340		
7. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	12	8
Raunchy (BMI)—Dot 15661		
8. TEQUILA (BMI)—The Champs	20	2
Train to Nowhere (BMI)—Challenge 1016		
9. WHO'S SORRY NOW (ASCAP)—Connie Francis	22	2
You Were Only Fooling (ASCAP)—M-G-M 12588		
10. WITCHCRAFT (ASCAP)—Frank Sinatra	7	9
Tell Her You Love Her (BMI)—Cap 3859		
11. OH, JULIE (BMI) Crescendos	13	7
My Little Girl (BMI)—Nasco 6005		
12. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	9	4
The Long Hot Summer (ASCAP)—Roulette 4645		
13. GET A JOB (BMI)—Silhouettes	8	8
I Am Lonely (BMI)—Ember 1029		
14. LOLLIPOP (BMI)—Chordettes	23	2
Baby, Come-A Back-A (ASCAP)—Cadence 1345		
15. SHORT SHORTS (BMI)—Royal Teens	6	6
Planet Rock (BMI)—ABC-Paramount 9882		
16. MAGIC MOMENTS (ASCAP)—Perry Como	5	9
Catch a Falling Star (ASCAP)—Vic 7128		
17. IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone	15	4
A Wonderful Time Up There (BMI)—Dot 15690		
18. YOU ARE MY DESTINY (BMI)—Paul Anka	10	6
When I Stop Loving You (BMI)—ABC-Paramount 9880		
19. A WONDERFUL TIME UP THERE (BMI)—Pat Boone	16	3
It's Too Soon to Know (ASCAP)—Dot 15690		
20. BELONGING TO SOMEONE (ASCAP)—Patti Page	14	6
Bring Us Together (ASCAP)—Mercury 71247		
21. MAYBE, BABY (BMI)—Crickets	—	1
Tell Me How (BMI)—Brunswick 55053		
22. AT THE HOP (BMI)—Danny and the Juniors	17	12
Sometimes (BMI)—ABC-Paramount 9871		
23. I BEG OF YOU (BMI)—Elvis Presley	21	7
Don't (BMI)—Vic 7150		
24. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	—	8
Big River (BMI)—Sun 283		
25. BREATHLESS (BMI)—Jerry Lee Lewis	—	1
Down the Line (BMI)—Sun 288		
25. THE LITTLE BLUE MAN (BMI)—Betty Johnson	—	1
Winter in Miami (BMI)—Atlantic 1169		



Sales Dynamite! Ricky Nelson

**"BELIEVE
WHAT YOU
SAY"**

#5503

**"MY BUCKET'S
GOT A HOLE
IN IT"**

• Review Spotlight on . . .

POP RECORDS

RICKY NELSON

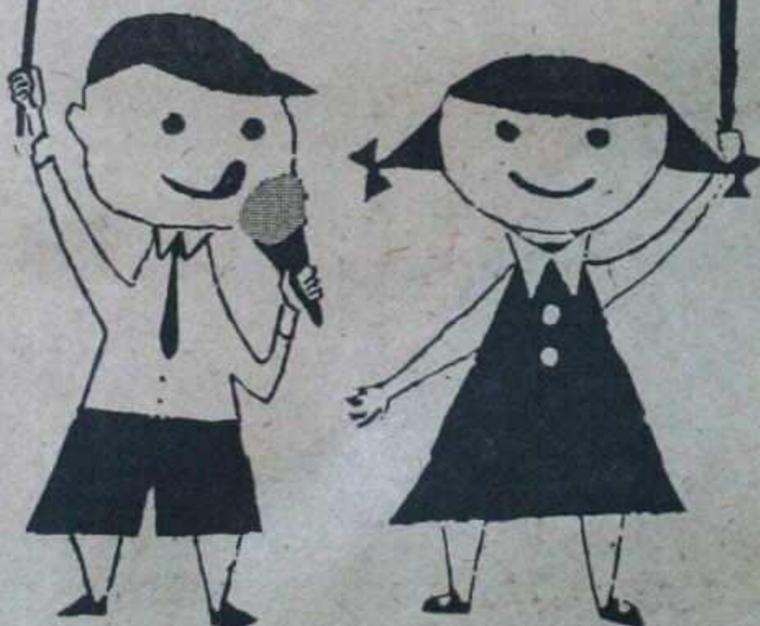
Special 1958 . . . **BELIEVE WHAT YOU SAY**
(RCA, BMI)
MY BUCKET'S GOT A HOLE IN IT . . . (Fidwich, AMCAP)
Two fine rockabilly sides by the lad who hasn't missed yet. Both
are loaded with teen appeal and are likely clicks in all markets.
Good backing on both sides. Second side is the trademark blues.

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LOLLIPOP

B/W FICKLE BABY



RONALD
& RUBY

47/20-7174



RCA VICTOR
RADIO CORPORATION OF AMERICA



Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 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.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Breathless, Jerry Lee Lewis, Sun
Dede Dinah, Frankie Avalon, Cir.
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Oh, Julie, Crescendos, Nsc.
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
Sweet Little Sixteen, Chuck Berry, Cha.

CHICAGO

Catch a Falling Star, Perry Como, Vic.
Dinner With Drac, John Zacherle, Cam.
Oh, Julie, Crescendos, Nsc.
Rock and Roll Is Here to Stay
Danny and the Juniors, ABC-Para.
Short Shorts, Royal Teens, ABC-Para.
Sweet Little Sixteen, Chuck Berry, Cha.
Twenty-Six Miles, Four Preps, Cap.
A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

DETROIT

Are You Sincere? Andy Williams, Cdc.
Don't/I Beg of You, Elvis Presley, Vic.
Good Golly, Miss Molly, Little Richard, Spe.
Lollipop, Chordettes, Cdc.
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Sweet Little Sixteen, Chuck Berry, Cha.
Tequila, Champs, Chal.
Who's Sorry Now, Connie Francis, M-G-M

EAST TEXAS

April Love, Pat Boone, Dot
Are You Sincere? Andy Williams, Cdc.
Catch a Falling Star, Perry Como, Vic.
Dede Dinah, Frankie Avalon, Cir.
Maybe, Chantels, End
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
The Walk, Jimmy McCracklin, Che.

The Walk, Jimmy McCracklin, Che.
Witchcraft, Frank Sinatra, Cap.

NORTHERN OHIO

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Don't/I Beg of You, Elvis Presley, Vic.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.
Sweet Little Sixteen, Chuck Berry, Cha.
Twenty-Six Miles, Four Preps, Cap.
The Walk, Jimmy McCracklin, Che.
Who's Sorry Now, Connie Francis, M-G-M

NORTHWEST

Catch a Falling Star, Perry Como, Vic.
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Good Golly, Miss Molly, Little Richard, Spe.
Oh-Oh, I'm Falling in Love Again
Jimmie Rodgers, Rit.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
Twenty-Six Miles, Four Preps, Cap.
A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

PHILADELPHIA

Dinner With Drac, John Zacherle, Cam.
Don't, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Rock and Roll Is Here to Stay
Danny and the Juniors, ABC-Para.
Short Shorts, Royal Teens, ABC-Para.
Sugartime, McGuire Sisters, Cor.
Sweet Little Sixteen, Chuck Berry, Cha.
Tequila, Champs, Chal.
The Walk, Jimmy McCracklin, Che.

SAN FRANCISCO AND OAKLAND

At the Hop
Danny and the Juniors, ABC-Para.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

FLORIDA

At the Hop
Danny and the Juniors, ABC-Para.
Don't/I Beg of You, Elvis Presley, Vic.
Maybe, Chantels, End
Oh, Julie, Crescendos, Nsc.
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
Sweet Little Sixteen, Chuck Berry, Cha.
Twenty-Six Miles, Four Preps, Cap.

Ballad of a Teenage Queen
Johnny Cash, Sun
Don't/I Beg of You, Elvis Presley, Vic.
Good Golly, Miss Molly, Little Richard, Spe.
Maybe Baby, Crickets, Brk.
Oh, Julie, Crescendos, Nsc.
Sall Along Silvery Moon, Billy Vaughn, Dot
Sweet Little Sixteen, Chuck Berry, Cha.

LOS ANGELES

At the Hop
Danny and the Juniors, ABC-Para.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Get a Job, Silhouettes, Emb.
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Sugartime, McGuire Sisters, Cor.
Tequila, Champs, Chal.
Twenty-Six Miles, Four Preps, Cap.

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Get a Job, Silhouettes, Emb.
Maybe, Chantels, End
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.
Tequila, Champs, Chal.
Twenty-Six Miles, Four Preps, Cap.
A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

NEW YORK AND NEWARK

At the Hop
Danny and the Juniors, ABC-Para.
Don't, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Oh, Julie, Crescendos, Nsc.
Sweet Little Sixteen, Chuck Berry, Cha.
Tequila, Champs, Chal.
The Walk, Jimmy McCracklin, Che.
Who's Sorry Now, Connie Francis, M-G-M

—ST. LOUIS AND KANSAS CITY—
Are You Sincere? Andy Williams, Cdc.
Dinner With Drac, John Zacherle, Cam.
Rock and Roll Is Here to Stay
Danny and the Juniors, ABC-Para.
Sugartime, McGuire Sisters, Cor.
Sweet Little Sixteen, Chuck Berry, Cha.
Tequila, Champs, Chal.
Twenty-Six Miles, Four Preps, Cap.
The Walk, Jimmy McCracklin, Che.

NORTHERN NEW YORK STATE

Breathless, Jerry Lee Lewis, Sun
Dinner With Drac, John Zacherle, Cam.
Sall Along Silvery Moon, Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Sweet Little Sixteen, Chuck Berry, Cha.
Tequila, Champs, Chal.

—WASHINGTON AND BALTIMORE—
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Get a Job, Silhouettes, Emb.
I Beg of You/Don't, Elvis Presley, Vic.
Rock and Roll Is Here to Stay
Danny and the Juniors, ABC-Para.
Sall Along Silvery Moon, Billy Vaughn, Dot
Sugartime, McGuire Sisters, Cor.
Tequila, Champs, Chal.
Twenty-Six Miles, Four Preps, Cap.

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MARTY ROBBINS

STAIRWAY OF LOVE

b/w

JUST MARRIED

with Ray Conniff and his orchestra
4-41143

The fair-haired boy of country pop has done it again! Both these songs are right in the groove. Either side could take off and rocket right into the No. 1 spot.



DON CHERRY

THE GLIDE

b/w

ANOTHER TIME, ANOTHER PLACE
from the Paramount picture
"Another Time, Another Place"
with Ray Conniff and his orchestra
4-41134

The first wraps up the beat of the sensational new dance hop—the glide. The flip is a major ballad offering by the creators of the smash "Tammy." Also, it'll be actively promoted by the movie company's publicity department.



THE FOUR LADS

THERE'S ONLY ONE OF YOU

b/w

BLUE TATTOO

with Ray Ellis and his orchestra
4-41136

The first is a thoroughly delightful, catchy one! The flip's also a novelty. The Lads introduced these songs at the First Annual National Disc Jockey Convention in Kansas City, March 8. Reaction: Sensational!



CARL PERKINS

PINK PEDAL PUSHERS

b/w

JIVE AFTER FIVE

4-41131

Slick to click are Carl's two great debut sides on Columbia! The teen group will go for these with a vengeance—they're right up their alley!



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

High Fidelity Records by

COLUMBIA

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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

THE SILHOUETTES . . . Ember 1032 . . . HEADIN' FOR THE POORHOUSE
(Ulysses & Bagby-Wildcat, BMI)

MISS THING . . . (Angel, BMI)

Two strong bids by the crew that could be follow-up clicks to "Get a Job." The arrangement for "Poorhouse" has many of the cute gimmicks and sounds of their current success. "Miss Thing" is also a cute bit of material, and it's given an equally strong rendition. Also powerful for r.&b. marts.

THE DIAMONDS . . . Mercury 71291 . . . HIGH SIGN
(Vivo, BMI)

CHICK-LETS . . . (Vivo, BMI)

Two danceable sides by the group that can be hit successors to "The Stroll." Both are rockabilly tunes with fine group vocals and good ork support. Contenders in all markets.

NAT KING COLE . . . Capitol 3939 . . . LOOKING BACK
(Eden-Sweco, BMI)

DO I LIKE IT . . . (Sweco-BMI)

First-rate performance by Cole on "Looking Back," a rockabilly, makes the side a strong contender for pop and r.&b. too. The song has a spiritual flavor, and Cole presents it in a warm, sincere style. Flip, "Do I Like It," is a medium-beat rocker (Sweco-BMI).

PATTIE PAGE . . . Mercury 71294 . . . ANOTHER TIME, ANOTHER PLACE
(Famous, ASCAP)

THESE WORLDLY WONDERS . . . (Brenner, BMI)

Two velvety styled ballads from the thrush. "Another Time" is from the forthcoming flick, and the lovely vocal is given lush ork and chorus support. "Wonders" is also a pretty ballad with good lyrics. The treatment is similar.

CARL PERKINS . . . Columbia 41131 . . . PINK PEDAL PUSHES
(Hill & Range, BMI)

JIVE AFTER FIVE . . . (Hill & Range, BMI)

Perkins' initial offering on the label is strong wax. Top side is a cute rockabilly and it's handed a stirring go. "Jive," the flip, is also in a rockabilly groove, and the artist's delivery has a money sound. Potential in all markets.

SAMMY SALVO . . . RCA Victor 7190 . . . SHE TAKES SUN BATHS
(Tannen, BMI)

JULIE DOESN'T LOVE ME ANYMORE . . . (Atlantic, BMI)

Salvo scored well with "Oh, Julie," and these two fine presentations also appear winners. "Sun Baths" is based on a pattern similar to "Short Shorts." "Julie" is the rocking answer to his previous disk. Either can click.

POP TALENT

TOMMY PALM . . . Bop 101 . . . BLACK KNEE SOCKS
(Palm, BMI)

STROLL WITH ME, BABY . . . (Palm, BMI)

Impressive debut by the artist and label. Palm comes on strongly with two listenable sides. "Knee Socks" is a rocker belted with gusto. "Stroll," of course, is a danceable item in the currently popular teen dance tempo. The platter could step out.

POP DISK JOCKEY PROGRAMMING

THE MICRO FIVE . . . Decca 30604 . . . I'LL LEAVE IT ALL BEHIND
(Tennessee, SESAC)

MANSION OVER THE HILLTOP . . . (Hymntime, SESAC)

Two great instrumental novelty sides for jocks. The sound is delightfully old fashioned and calls to mind the bands of the '20's. Spins of either should prove interesting and entertaining.

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

• Reviews of New Pop Records

BILLY VAUGHN

Tumbling Tumbleweeds . . . 85
DOT 15710 — The alto sax sound, Vaughn's trademark, makes this listenable follow-up to "Silvery Moon" look like another hit for the ork leader. This one should grab sales and coins. (Williamson, ASCAP)

Trying . . . 86
Tenor lead is featured on this attractive rockabilly instrumental by the band. Good side but flip will take the marbles. (Randy-Smith, ASCAP)

THE CRESCENDOS

Crazy Hop . . . 83
NASC 4009—The Crescendos come thru with a potent reading of a teen-styled medium tempo rocker about going to the hop. This side too could break for the lads. (Excellence, BMI)

School Girl . . . 83
The Crescendos follow-up their smash hit "Oh Julie" with a pretty performance of a reminiscent new ballad, helped by neat backing. Side should be a powerful money-maker. (Excellence, BMI)

THE PLATTERS

Twilight Time . . . 83
MERCURY 71289 — Beautiful lead rendition by Tony Williams of the ballad standard originally a hit by the Three Suns. This is right in the Platters' hit groove and it should move right out. (Porgy, BMI)

Out of My Hand . . . 79
A slightly older styled arrangement on this side with the group stirring interest in an upbeat, hand-clapping style. A good side which can also get action. (Figure, BMI)

JO MARCH

**He's Got the Whole World
(In His Hands)** . . . 83
KAPP 215—A cover of the gospel-based theme that is currently going well for Laurie London. Miss March's happy delivery can still get a good share of loot for the tune. (Garland, ASCAP)

A Sweet Someone to Love . . . 78
Soft, wistful, rendition of a pretty folk ballad. Nice presentation by the thrush, but flip appears more potent. (Bourne, ASCAP)

THE VELOURS

Remember . . . 81
ORBIT 9001—The disk was purchased from Onyx Records. The tune is a rockabilly. The lead gives it an attractive warble with good group support. A strong contender on the first release by the label. (Malver, BMI)

Can I Walk You Home . . . 76
Good sound by the crew on a rockabilly. This has a message for teens and can go well. (Malver, BMI)

BARBARA McNAIR

**He's Got the Whole World
(In His Hands)** . . . 80
CORAL 41972—Cheerful delivery on a gospel-type theme by the thrush. There are other versions, but this can go well. (Chatham, ASCAP)

Flipped Over You . . . 79
Peppy delivery on the up-tempo tune in a listenable groove. This, too, can attract loot. (Reis, BMI)

BILLY WILLIAMS QUARTET

Steppin' Out Tonight . . . 80
CORAL 41961—Peppy, up-tempo novelty effort with cute gimmix receives a first rate warble from Billy Williams. This one could break thru quickly, it's a strong waxing. (Lowell, BMI)

There I've Said It Again . . . 77
The attractive standard is handed another fine chant by Williams, who sings with feeling while the ork plays it with a beat. Should also grab coins. (Valiant, BMI)

MITCH MILLER ORK

Bonnie Elote . . . 79
COLUMBIA 41128—A folkish styled love song is sung and played well by the Miller Ork and Chorus. After Miller's big "River Kwai" this should move records. (Ludlow, BMI)

Glory, My Joy . . . 78
Another solid folk effort is handed a listenable reading by the Miller crew. Tender, touching and attractive is this one. Both sides will get loot. (Valiant, BMI)

FRANKIE LAINE

My Gal and a Prayer . . . 78
COLUMBIA 41139—The pretty ballad is given a warm reading by Laine with lush ork and chorus backing. This could step out. (Morris, ASCAP)

The Lonesome Road . . . 73
The oldie is revived by Laine in a rockin', spiritual style. Flip appears more likely. (Paramount, ASCAP)

CHUCK MARONI

Flap Flap . . . 77
IMPERIAL 5498—The rockabilly tune is delivered with gusto by Maroni. Chorus backing and bright chorus support help sell the side. This could take off. (Sun-Crest, BMI)

When the Moon Shines Bright . . . 74
Listenable sound by the new artist on a teen-slanted rockabilly. It bears watching. (Sun-Crest, BMI)

JOHN GARY

Little People . . . 76
FRATERNITY 799—The singer debuts on the label with a first rate reading of a religious inspired tune. Lad has a style somewhat similar to Don Cornell. Record is strong enough to get action, watch it. (Sampson, BMI)

How Many Tear Drops . . . 75
Tune out previously on a number of labels is handled with much savvy by the warbler here over lush string backing. On this side too singer is impressive. Good wax here. (Miller, ASCAP)

CHARLIE APPLEWHITE

Put Your Heart Next to Mine . . . 76
DESIGN 814—Attractive new tune by the writers of "Round and Round" is sung pleasantly by Applewhite over good backing by a chorus and rhythm group. Side could catch some loot with exposure. (Round, BMI)

Saturday's Kisses . . . 70
In spite of a listenable arrangement this side doesn't come off due to a weak vocal by the warbler. (Fameout, ASCAP)

DELL SIRINO

Now's the Time for Love . . . 75
TREND 905—Dell Sirino, actually called Cirino Colacral, turns in an impressive reading on his debut cutting for the label. Tune is a happy up-tempo item, backed neatly by a vocal group. (Herman, BMI)

If I Didn't Love You Like I Do . . . 75
On this side Sirino sells an attractive ballad with feeling, again helped by a chorus. Chanter has a warm vocal style, which has touches of Eberly and Hibbler. Jockeys will spin both sides. (Regent, BMI)

JOHNNY OLENN

My Sweetie Pie . . . 75
ANTLER 4098—OleNN debuts on the label with cute, mixed-up type novelty disk. Wailing chick in background provides a slightly Mexican flavor. Interesting side can get spins. (Argo, BMI)

Smile . . . 72
Here's a strictly old-fashioned type ballad. It's pleasant enough and OleNN renders it in a gimmicky hiccup style. Spins possible but flip is stronger. (AMC, ASCAP)

DANNY WOLFE

Pucker Paint . . . 78
DOT 15715—Rockabilly clefted by Wolfe is appealing. Baritone and group give it a spirited whirl for good potential. (Golden West, BMI)

I'd Rather Be Lucky . . . 72
Country-styled item in listenable delivery by baritone and group. (Fairway-Golden West, BMI)

BOB DENTON

Time Will Tell . . . 75
DOT 15716—Rockabilly sung with Wolfe is appealing. Baritone and group give it a spirited whirl for good potential. (Golden West, BMI)

Love Is Made of This . . . 72
So-so ballad pleasantly delivered with cha-cha flavor. Can do business. (Hess & Jones, BMI)

PENGUINS

Do Not Pretend . . . 78
DOOTO 435—Pretty new ballad is sung with much feeling by the lead singers over strong support from the group. Side has a sound and a good feeling, and it could get some loot. (D. Williams, BMI)

If You're Blue . . . 71
Baritone lead turns in a pleasant job on this item that is reminiscent of an old country hit. (D. Williams, BMI)

JETT POWERS

Go, Gbl, Go . . . 78
DESIGN 811—Wild effort with a lot of Southern blues feeling and a solid back beat receives a first-rate reading by the chanter. Record has a wild sound and it stands a chance in the market. Watch it. (Gilbert, ASCAP)

Teen-Age Quarrel . . . 71
Powers tries hard on this one but doesn't impress as on the flip side. (Gilbert, ASCAP)

WALTER SPRIGGS

You're Movin' Me . . . 78
ATCO 6112 — Here's an attractive
(Continued on page 33)

CORAL RECORDS **NEW RELEASE** **CORAL RECORDS**



BILLY WILLIAMS

STEPPIN' OUT TONIGHT

b/w

THERE I'VE SAID IT AGAIN

Coral 9-61961



LAWRENCE WELK

Featuring PETE FOUNTAIN—Clarinet

WHEN MY BABY SMILES AT ME

b/w

I WANT A GIRL

Coral 9-61985



BARBARA McNAIR

HE'S GOT THE WHOLE WORLD IN HIS HANDS

b/w

FLIPPED OVER YOU

Coral 9-61972

Brunswick RECORDS **NEW RELEASE** **Brunswick RECORDS**



LARRY DEAN

PONY TAIL

b/w

ALL THE TIME

Brunswick 9-55056



LENNON SISTERS

MR.

CLARINET MAN

b/w

DEAR ONE

Brunswick 9-55058



ALICE LON

SOMETIMES I WONDER

b/w

AN OLD LOVE LETTER

Brunswick 9-55057

FOR SURVEY WEEK ENDING MARCH 8, 1958

Billboard Weekly Juke Box Programming Guide

POPULAR

YOU ARE MY DESTINY
★ PAUL ANKA ★
ABC-Paramount 9880

SHORT SHORTS
★ ROYAL TEENS ★
PLANET ROCK
ABC-Paramount 9882

TEQUILA
★ THE CHAMPS ★
TRAIN TO NOWHERE
Challenge 1016

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 LOHELY
Ember 1029

BREATHLESS
★ JERRY LEE LEWIS ★
DOWN THE LINE
Argo 5287

SAIL ALONG SILVERY MOON
★ BILLY VAUGHN ★
BAUNCHY
Dot 15561

TWENTY-SIX MILES
★ FOUR PREPS ★
IT'S YOU
Capital 3825

WITCHCRAFT
★ FRANK SINATRA ★
TELL HER YOU LOVE HER
Capital 3859

THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

DON'T
★ ELVIS PRESLEY ★
I BEG OF YOU
RCA Victor 7150

DINNER WITH DRAC (PARTS 1 & 2)
★ JOHN ZACHERLE ★
COME 130

SWEET LITTLE SIXTEEN
★ CHUCK BERRY ★
REELIN' AND ROCKING
Chess 1683

ARE YOU SINCERE
★ ANDY WILLIAMS ★
BE MINE TONIGHT
Cadence 1340

MAYBE BABY
★ CRICKETS ★
TELL ME NOW
Brunswick 55053

OH-OH, I'M FALLING IN LOVE AGAIN
★ JIMMIE RODGERS ★
THE LONG HOT SUMMER
Roulette 4045

MAYBE
★ CHANTELS ★
COME, MY LITTLE BABY
End 1005

IT'S TOO SOON TO KNOW
★ PAT BOONE ★
A WONDERFUL TIME UP THERE
Dot 15690

WHO'S SORRY NOW
★ CONNIE FRANCIS ★
YOU WERE ONLY FOOLING
M-G-M 12388

STOOD UP
★ RICKY NELSON ★
WAITIN' IN SCHOOL
Imperial 5483

LOLLIPOP
★ CHORDETTES ★
BABY, COME-A BACK-A
Cadence 1345

OH, JULIE
★ THE CRESCENDOS ★
MY LITTLE GIRL
Nones 6005

THE WALK
★ JIMMY McCRAKLIN BAND ★
I'M TO BLAME
Checker 885

BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
BIG RIVER
Sun 283

DON'T LET GO
★ BOY HAMILTON ★
THE RIGHT TO LOVE
Epic 9257

GOOD GOLLY, MISS MOLLY
★ LITTLE RICHARD ★
HEY-HEY-HEY-HEY!
Specialty 624

SUGARTIME
★ THE McGUIRE SISTERS ★
BANANA SPLIT
Coral 61924

ROCK AND ROLL IS HERE TO STAY
★ DANNY AND THE JUNIORS ★
SCHOOL BOY ROMANCE
ABC-Paramount 9888

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

JUST A LITTLE LONESOME
★ ROBBY HELMS ★
LOVE MY LADY
Decca 30357

ANNA MARIE
★ JIM REEVES ★
EVERYWHERE YOU GO
RCA Victor 7070

THIS LITTLE GIRL OF MINE
★ EVERLY BROTHERS ★
SHOULD WE TELL HIM
Cadence 1342

OR LONESOME ME
★ DON GIBSON ★
I CAN'T STOP LOVIN' YOU
RCA Victor 7123

YOUR NAME IS BEAUTIFUL
★ CARL SMITH ★
YOU'RE SO EASY TO LOVE
Columbia 41092

I CAN'T STOP LOVING YOU
★ KITTY WELLS ★
SHE'S NO ANGEL
Decca 30551

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

CLICK CLACK
★ DICKEY DOO & THE DONITS ★
DID YOU CRY
Swon 4001

BEEN SO LONG
★ PASTELS ★
MY ONE AND ONLY DREAM
Argo 5287

YES, MY DARLING
★ FATS DOMINO ★
DON'T YOU KNOW I LOVE YOU
Imperial 5492

LA DEE DAI
★ BILLIE & LILLIE ★
DID YOU CRY
Swon 4002

SWINGING SHEPHERD BLUES
★ JOHNNY PATE QUINTET
THE ELDER
Federal 12312

OPERATORS BEST BUYS

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

BEST BUY
FATS DOMINO... Yes, My Darling
Don't You Know I Love You?
Imperial 5492

BEST BUY
KATHY LINDEN... If I Could Hold You in My Arms
Federal 8410

BEST BUY
ROGER WILLIAMS... Arrivederci, Roma
The Sentimental Touch
Kapp 210

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff performers whose records are the ones released last week that are most likely to be future juke box hits.

OPINION
NAT KING COLE... Looking Back
Do I Like It?
Capitol 9039

OPINION
SAMMY SALVO... The Telling
The Telling
Julio Dorn... I Love My America
RCA Victor 7070

OPINION
CARL PERKINS... Pink Pedal Pushers
Five After Five
Columbia 41131

OPINION
THE SILHOUETTES... Miss Thing
Huscha' for the Poochman
RCA Victor 7070

**LONG, TALL
HIT!**



**"SWEET
SKINNY
JENNY"**
by
**PAUL
PEEK**

NRCO #001

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"IT'S ONLY YOU"
by
"I'M SNOWED"
by
JOE SOUTH

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Top 100 Sides

FOR SURVEY WEEK ENDING MARCH 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.	TEQUILA, Champs, Challenge	9
2.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	3
3.	DON'T, Elvis Presley, Victor	1
4.	TWENTY-SIX MILES, Four Preps, Capitol	6
5.	OH, JULIE, Crescendos, Nasco	5
6.	WHO'S SORRY NOW? Connie Francis, M-G-M	7
7.	GET A JOB, Silhouettes, Ember	2
8.	THE WALK, Jimmy McCracklin, Checker	7
8.	SUGARTIME, McGuire Sisters, Coral	13
10.	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	16
11.	SHORT SHORTS, Royal Teens, ABC-Paramount	4
12.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	11
13.	CATCH A FALLING STAR, Perry Como, Victor	14
13.	LOLLIPOP, Chordettes, Cadence	56
15.	BREATHLESS, Jerry Lee Lewis, Sun	26
16.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	17
17.	THE STROLL, Diamonds, Mercury	10
18.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	24
19.	AT THE HOP, Danny and the Juniors, ABC-Paramount	11
20.	ROCK AND ROLL IS HERE TO STAY, Danny and the Juniors, ABC-Paramount	28
21.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	14
22.	MAYBE, BABY, Crickets, Brunswick	27
23.	DEDE DINAH, Frankie Avalon, Chancellor	19
24.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	22
25.	DINNER WITH DRAC, John Zacherle, Cameo	80
26.	ARE YOU SINCERE? Andy Williams, Cadence	22
27.	MAYBE, Chantels, End	29
28.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	18
29.	WITCHCRAFT, Frank Sinatra, Capitol	32
30.	DON'T LET GO, Roy Hamilton, Epic	21
31.	CLICK CLACK, Dickey Doo and the Don's, Swan	28
31.	STOOD UP, Ricky Nelson, Imperial	31
31.	LAZY MARY, Lou Monte, Victor	84
34.	BETTY AND DUPREE, Chuck Willis, Atlantic	34
35.	THE LITTLE BLUE MAN, Betty Johnson, Atlantic	34
36.	L' DEE DAB, Billy and Lillie, Swan	28
37.	SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	41
38.	MAGIC MOMENTS, Perry Como, Victor	43
39.	BEEN SO LONG, Pastels, Argo	24
39.	TEQUILA, Eddie Platt, ABC-Paramount	36
41.	JO-ANN, Playmates, Roulette	38
42.	"7-11," Goon All Stars, Gone	38
43.	COME TO ME, Johnny Mathis, Columbia	48
44.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia	46
44.	SHE'S NEAT, Dale Wright, Fraternity	51
46.	SING, BOY, SING, Tommy Sands, Capitol	69
47.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee-Jay	37
47.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	52
49.	OH, LONESOME ME, Don Gibson, Victor	56
50.	WE BELONG TOGETHER, Robert and Johnny, Old Town	33
50.	I BEG OF YOU, Elvis Presley, Victor	40
50.	BAD MOTORCYCLE, Storey Sisters, Cameo	48
53.	LIECHTENSTEINER POLKA, Will Glahe, London	43
53.	COLLEGE MAN, Bill Justis, Phillips International	84
55.	ANGEL SMILE, Nat King Cole, Capitol	41
55.	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence	52
55.	BELONGING TO SOMEONE, Patti Page, Mercury	58
58.	L'RIE LOVE, Pat Boone, Dot	45
58.	SO TOUGH, Casuals, Back Beat	50
58.	ALL THE WAY, Frank Sinatra, Capitol	54
58.	BIG GUITAR, Owen Bradley Quintet, Decca	66
62.	SWINGING SHEPHERD BLUES, Johnny Pate Quintet, Federal	46
63.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	60
63.	SWINGING SHEPHERD BLUES, David Rose, M-G-M	66
65.	PEGGY SUE, Buddy Holly, Coral	55
66.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	63
66.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Keen	74
68.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	62
68.	HELPLESS, Platters, Mercury	63
70.	OH, BOY! Crickets, Brunswick	58
70.	THE STORY OF MY LIFE, Marty Robbins, Columbia	66
72.	LOLLIPOP, Ronald and Ruby, Victor	—
72.	CHANCES ARE, Johnny Mathis, Columbia	72
72.	YOU SEND ME, Sam Cooke, Keen	89
72.	BOP-A-LENA, Ronnie Self, Columbia	94
76.	LONELY ISLAND, Sam Cooke, Keen	—
76.	YES, MY DARLING, Fats Domino, Imperial	—
76.	JAILHOUSE ROCK, Elvis Presley, Victor	66
76.	RAUNCHY, Billy Vaughn, Dot	72
76.	SO TOUGH, Kuti Lins, Challenge	78
76.	YELLOW DOG BLUES, Joe Darnsborg and the Dixie Flyers, Lark	86
81.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	66
82.	I CAN'T HELP IT, Margaret Whiting, Dot	74
82.	MILLION MILES FROM NOWHERE, Brook Benton, Vik	89
85.	UH-HUH, OH YEAH, Steve Lawrence, Coral	—
85.	RAUNCHY, Ernie Freeman, Imperial	80
85.	SWINGIN' DADDY, Buddy Knox, Roulette	80
85.	I WANT YOU TO KNOW, Fats Domino, Imperial	94
89.	BILLY, Kathy Linden, Felsted	—
89.	DESIRE ME, Sam Cooke, Keen	66
91.	BABY BABY, Billy Williams, Coral	—
91.	MOVIN' 'N' GROOVIN', Duane Eddy, Jamie	—
91.	RAUNCHY, Bill Justis, Phillips International	78
94.	WALKIN' WITH MR. LEE, Lee Allen, Ember	63
94.	WILD IS THE WIND, Johnny Mathis, Columbia	80
94.	MY SPECIAL ANGEL, Bobby Helms, Decca	87
94.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Edmundo Ros, London	94
94.	LITTLE PIGEON, Sal Mineo, Epic	—
94.	FASCINATION, Jane Morgan, Kapp	—
100.	REMEMBER, Velours, Onyx	—
100.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	89

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b/w PIMENTO
King 5125

LITTLE WILLIE JOHN
TALK TO ME, TALK TO ME
King 5108

OTIS WILLIAMS and His Charms
OH JULIE
DeLuxe 6158

EARL BOSTIC
LESTER LEAPS IN
King 5120

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

TINY BRADSHAW
SHORT SHORTS
King 5114

BOYD BENNETT
CLICK CLACK
King 5115

THE SWALLOWS
OH LONESOME ME
Federal 12319

DONNIE ELBERT
PEEK-A-BOO
Deluxe 6161

OTIS WILLIAMS and His Charms
BABY-O
b/w LET SOME LOVE IN YOUR HEART
Deluxe 6160

WAYNE CARROLL
CHICKEN OUT
King 5123

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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. CATCH A FALLING STAR (Fisher)	1	7
2. SAIL ALONG SILVERY MOON (Joy)	3	10
3. SUGARTIME (Nor-Va-Jak)	2	11
4. SWINGING SHEPHERD BLUES (Kahl-Benell)	4	5
5. MAGIC MOMENTS (Famous)	6	6
6. APRIL LOVE (Feist)	5	19
7. TWENTY-SIX MILES (Beechwood)	—	1
8. IT'S TOO SOON TO KNOW (Morris)	9	3
9. WHO'S SORRY NOW? (Mills)	—	1
10. ALL THE WAY (Barton)	7	18
10. FASCINATION (Southern)	10	31
12. ARE YOU SINCERE? (Cedarwood)	15	2
13. YOU ARE MY DESTINY (Millin)	14	4
14. LIECHTENSTEINER POLKA (Burlington)	8	15
15. GET A JOB (Wildcat and Ulysses Bagby)	—	3

• Best Selling Sheet Music in Britain

(For week ending March 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.

Magic Moments—Chappell (Chappell)	My Special Angel—Bron (Blue Gram)
The Story of My Life—Sterling (Famous)	You Are My Destiny—Mellin (Pamco)
April Love—Robbins (Feist)	Forgotten Dreams—Mills (Mills)
Catch a Falling Star—Feldman (Marvin)	Chicago—Feldman (Fisher)
Love Me Forever—Kassner (Grete)	Kisses Sweeter Than Wine—Francis Day (Folkways)
Sugartime—Southern (Nor-Va-Jak)	Mandy (the Fanny)—World Wide (Duchess)
All the Way—Barton (Maraville)	Oh Boy—Southern (Nor-Va-Jak)
Jailhouse Rock—Belinda (Presley)	Ma, He's Making Eyes at Me—Feldman (Mills)
At the Hop—Bron (Singular)	Peggy Sue—Southern (Nor-Va-Jak-Peer)
Put a Light in the Window—Dominion (Planetary)	Raunchy—Aberbach (Hi-Lo)

• Best Selling Pop Records in Britain

(For week ending March 8)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. MAGIC MOMENTS—Perry Como (RCA)	1
2. THE STORY OF MY LIFE—Michael Holliday (Columbia)	2
3. JAILHOUSE ROCK—Elvis Presley (RCA)	4
4. AT THE HOP—Danny and the Juniors (HMV)	3
5. DON'T—Elvis Presley (RCA)	6
6. YOU ARE MY DESTINY—Paul Anka (Columbia)	7
7. LOVE ME FOREVER—Marion Ryan (Pye-Nixa)	5
8. NAIROBI—Tommy Steele (Decca)	16
9. APRIL LOVE—Pat Boone (London)	9
10. OH BOY!—Crickets (Coral)	8
11. GOOD GOLLY MISS MOLLY—Little Richard (London)	18
12. MANDY—Eddie Calvert (Columbia)	12
13. ALL THE WAY—Frank Sinatra (Capitol)	9
14. CAN'T GET ALONG WITHOUT YOU/WE ARE NOT ALONE—Frankie Vaughan (Philips)	13
15. CATCH A FALLING STAR—Perry Como (RCA)	15
16. LISTEN TO ME—Buddy Holly (Coral)	—
17. BABY LOVER—Petula Clark (Pye-Nixa)	—
18. PEGGY SUE—Buddy Holly (Coral)	20
19. WITCHCRAFT—Frank Sinatra (Capitol)	17
20. BONY MORONIE—Larry Williams (London)	11

• Tunes With Greatest Radio-TV Audience

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

Radio

- A Very Precious Love (R) (F) — Witmark—ASCAP
- Another Time Another Place (R)—Famous—ASCAP
- Are You Sincere (R)—Cedarwood—BMI
- Be Mine Tonight (R)—Peer—BMI
- Belonging to Someone (R)—Lear—ASCAP
- Billy (R)—Mills—ASCAP
- Catch a Falling Star (R)—Marvin—ASCAP
- Come to Me (R)—Korwin—ASCAP
- Gigi (R) (R)—Chappell—ASCAP
- I'm Getting Sentimental Over You (R)—Mills—ASCAP
- It's Too Soon to Know (R) — Morris —ASCAP
- I've Got Bells on My Heart (R)—Southern—ASCAP
- Laughing Sailor (R)—Jefferson—ASCAP
- Lollipop (R)—Marks—BMI
- 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
- Return to Me (R)—Southern—ASCAP
- Sail Along Silvery Moon (R)—Joy—ASCAP
- Seventy-Six Trombones (R) (M)—Frank—ASCAP
- Sugartime (R)—Nor-Va-Jak—BMI
- Surprise (R)—Livingston & Evans—ASCAP
- Swinging Shepherd Blues (R)—Kahl-Benell—BMI
- Tango Boogie (R)—Bregman, Vocco & Conn—ASCAP
- Tequila (R)—Jat—BMI
- Till There Was You (R)—Frank—ASCAP
- Twenty-Six Miles (R)—Beechwood—BMI
- Who's Sorry Now (R)—Mills—ASCAP
- Witchcraft (R)—Morris—ASCAP

Television

- A Wonderful Time Up There (R)—Fowler—BMI
- All of These-And More (R)—Sunbeam—BMI
- April Love (R) (F)—Feist—ASCAP
- Are You Sincere (R)—Cedarwood—BMI
- Billy (R)—Mills—ASCAP
- Breathless (R)—Homefolks-Obie—BMI
- Catch a Falling Star (R)—Marvin—ASCAP
- Dede Dinah (R)—Dehmar—ASCAP
- Dinner With Drac (R)—Mayland—BMI
- Don't You Just Know It (R)—Ace—BMI
- Get a Job (R)—Ulysses-Bagby—BMI
- It's Too Soon to Know (R)—Morris—ASCAP
- Lollipop (R)—Marks—BMI
- March From the River Kwai & Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP
- Opportunity Knocks But Once (R)—Buxton-Hill—BMI
- Pony Tail (R)—Champagne—ASCAP
- Rock and Roll Is Here to Stay (R) — Singular—BMI
- Rock and Roll Rhapsody (R)—Trinity—BMI
- Sail Along Silvery Moon (R)—Joy—ASCAP
- Seventy-Six Trombones (R) (M)—Frank—ASCAP
- Star Light Star Bright (R)—Robin Hood—BMI
- Sugartime (R)—Nor-Va-Jak—BMI
- Sweet Little Sixteen (R)—Arc—BMI
- Swinging Shepherd Blues (R)—Kahl-Benell—BMI
- Talk to Me Talk to Me (R)—Jay & Cee—Tequila (R)—Jat—BMI
- There's Only One of You (R)—Korwin—ASCAP
- To Be Loved (R)—Pearl—BMI
- What's the Use (R)—Rosemeadow—ASCAP
- Yes My Darling (R)—Travis—BMI

ON ALL CHARTS
The Original

THE SWINGING SHEPHERD BLUES

MOE KOFFMAN
Jubilee #5311

DON AT HIS BEST
DON RONDO BLOND BOMBSHELL
c/w

THERE GOES MY HEART AGAIN
Jubilee #5319

JUBILEE RECORDS
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New York, N. Y.

ROCK & RHYTHM!
JOE HAMMOND

"KISS ME MY LOVE"
BC-1102
DAVE EDWARDS

"I WANNA MAKE LOVE TO YOU"
and
"CRAZY LITTLE DREAM"
BC-1105

BOBBY FRANCO
"GIVE YOUR LOVE TO ME"
and
"A TEEN-AGE LOVE"
BC-1106



New Releases

BILL BROWNING
Borned With the Blues
b/w Dark Hollow

(Religious)
First Prayer
b/w Let the Bible Be Your Guide

SIDNEY JO LEWIS
Boppin' to Grandfather's Clock
b/w Beggars Can't Be Choosers

Island Record Co.
14409 THAMES AVE.
CLEVELAND 10, OHIO
LIBERTY 1-1467

VOX JOX

Continued from page 11

to worry about ABC-TV's Dick Clark, since his time period doesn't conflict with the Philly powerhouse, another jockey demanded of Larsen: "What happens when Clark has been playing a record for three weeks and you haven't even got it yet, and your station manager comes in and asks 'Why aren't you playing that record, stupid?' What're you going to about that, Coffeehead?" Larsen, a sophisticated grey-haired Madison Avenue type, shot back a deadpan: "Punt."

ALBUM GROOVE: Jazz LP's—complimented by a few classical and show-tune disks—makes up the major portion of daytime programming on WBAI-FM, New York. The station has completely eliminated rock and roll and all other pop disks that don't fall into the above categories. In the evening, WBAI programs a variety of special jazz

YESTERYEAR'S TOPS—

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

MARCH 20, 1948

1. Now Is the Hour
2. I'm Looking Over a Four-Leaf Clover
3. Manana
4. Beg Your Pardqn
5. Ballerina
6. Serenade of the Bells
7. But Beautiful
8. Golden Earrings
9. I'll Dance at Your Wedding
10. Slap 'Er Down Again, Paw

MARCH 21, 1953

1. Till I Waltz Again With You
2. Doggie in the Window
3. Don't Let the Stars Get in Your Eyes
4. Tell Me You're Mine
5. Pretend
6. Oh Happy Day
7. I Believe
8. Your Cheatin' Heart
9. Keep It a Secret
10. Side By Side

record features, including a weekly series, "Scope of Jazz," hosted by jazz authorities Nat Hentoff and Gunther Schuller (who plays first French horn in the Metropolitan Opera Orchestra); "Music From Studio Y" emceed by Jonathan Schwartz, and "Accent on Sound," a nightly ainer, emceed by 19-year-old Skip Weshner.

Also putting renewed emphasis on jazz LP's is WDEV, Waterbury, Vt. Starting this week, the station is presenting a nightly jazz disk show, "Cave of the Winds," hosted by Ken Squier, summer replacement for Symphony Sid at WBMS, Boston. The "Cave" will be heard from 11:15 p.m. to midnight, across the board. Squier will also hold forth on two hour-long afternoon shows.

David Ballard and Warren Saunders, new jocks at KTIJ, Seattle, will concentrate exclusively on LP's. Ballard will spin album selections from 7 to 9 a.m. across the board, while Ballard will take over from 9 a.m. to noon—thereby making up a solid five hours of LP programming. The remaining six hours of the day will also emphasize LP's, augmented with a light sprinkling of singles. In line with this, Saunders notes: "Pulse indication here shows rock and roll on the wane."

THIS 'N' THAT: Wink Martindale, WHBQ, Memphis, has signed a recording contract with Dot Records. The jock, who also acts as host on WHBQ-TV's the "Top 10 Dance Party" previously

(Continued on page 33)

Reviews of New Pop Records

Continued from page 29

reading which gives a pop-styled interpretation of a tune with strong Southern roots. Good performance is worth spins. (Eden-Progressive, BMI)

Rick 'Em Back . . . 70
This side is a pounding swinger, much in the style of earlier Louis Jordan efforts. Moderate potential with a definite edge to the flip. (Progressive, BMI)

BOB HAIN
Honky Tonk Train . . . 74
CAPITOL 3931—The well-orked blues has a catchy theme. It features a gimmicked guitar, and chorus sound. Good jockey item. (Shapiro-Berstein, ASCAP)

Fender Bender . . . 73
The fender bender brass is spotlighted on this item with a slight Latin beat. If pushed, this could catch on. (Snyder, ASCAP)

BOBBY CARLE & THE BLENDAIRES
Walk With Me . . . 74
DECCA 30605—The rockaballad has a slight gospel flavor. The group presents the tune with a salable sound. (Roger, ASCAP)

LATEST RELEASE

OH, WHAT A BABY!

TONETTES

9905

ABC-PARAMOUNT
THE COLOR FIDELITY

DON GIBSON
sings

OH LONESOME ME

47/20-7123

RCA VICTOR

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THE STOREY SISTERS

G.A.M.E. RECORDS

A GASSER! LOLLIPOP

by THE CHORDETTES

Cadence #1345

cadence RECORDS

BREAKING BIG!!

Jerry Wallace

"GOOD AND BAD"

b/w

"THE OTHER ME"

Challenge #59000

CHALLENGE RECORDS Hollywood, Calif.

Anytime, Anyplace, Anywhere . . . 73
Carle presents the ballad with good group and rhythm ork backing. A contender for both pop and r.&b. coin. (Skidmore, ASCAP)

NICK GREENE
The Blues Down Home . . . 74
CAPITOL 3935—A funky, sounding blues. Greene's vocal has a real gut-bucket flavor. This could attract foot in either pop or r.&b. maris. Dinah Washington recorded the tune not long ago. (Roosevelt, BMI)

My Adobe Hacienda . . . 73
Greene chants the oldie in rock and roll tempo. Listenable ork backing accompanies. Fair chances. (Peer, BMI)

JERRY MANOLAS
Midnight Dreams . . . 74
CORAL 61959—A slow but slightly rocking ballad with high ethereal voices in the backing. Romantic "prisoner" angle could appeal to teen markets. Worth spins. (Woodward, ASCAP)

Fools . . . 70
Manolas sings in a style akin to that of Johnny Mathis in this slightly Latin setting, with choral support. Moderate potential only. (Rosemeadow, ASCAP)

THE HORNETS
Strollin' . . . 74
REV 3515—In stroll tempo is this ditty by the Hornets about a gal who likes to stroll—at all times—on the dance floor or not. Listenable side. (Desert Palms-Trinity, BMI)

Slow Dance . . . 70
The title of the tune describes the tempo accurately. The boys sing of their desire to do the slow dance with the girl of their choice. (Desert Palms-Trinity, BMI)

MARLENE DIETRICH
Kisses Sweeter Than Wine . . . 73
DOT 15723—Dietrich covers Jimmie Rodgers, and the Weavers. An interesting side with a strong delivery by the glamorous star. She gives it a slightly gypsyish flavor with guitar accompaniment. An unusual item worth jock plays. (Folkways, BMI)

VOX JOX

Continued from page 32

was inked by Columbia Pictures for a warbling-acting stint in the movie "Let's Rock." . . . Arnie Kuvent, WGAN, Portland, Me., is writing a weekly music column for The Portland Evening Express, and needs material on disk artists. . . . Bob Woodel, WSAY, Rochester, N. Y., is billed as "The Sandman" by that station.

ANTI-PRESLEY JOCKS ATTENTION: Young Mary Ellen Cantor, of Pennsylvania (in an "open letter to any disk jockey who ever criticized an Elvis Presley record" writes: "I think it's a shame, that Pat Boone can make a rock and roll record out of a spiritual ("Wonderful Time Up There") and hardly anyone, including disk jockeys, think anything of it. I bet if Presley made that same record half of the deejays wouldn't play it, or else it would be banned by their stations. If any deejay reading this has an answer to why Presley gets criticized and Boone doesn't, I think it would be only fair to Presley fans to know the reason."

FROM - TO DEPARTMENT: Bob Adams - From: WILD, Birmingham. To: WNOE, New Orleans. Bob Mower - From: WPOR, Portland, Me. To: WLAM, Lewiston, Me. . . . Bill Curtis - From: WRAP, Norfolk. To: WHAT, Philadelphia. . . . Chuck Duncan - From: WRR, Dallas. To: Full-time stint with his own disk firm, White Rock Records (also owned by WRR jocks Jim Lowe, Eddie Hill and Carl Reves). Pete Dreyer and Leo Perkins - From: KTSA, San Antonio. To: KILT, Houston. . . . Howard Cunningham - To: KITE, San Antonio. . . . Pierce Allman - From: KGKO, Dallas. To: WFAA, Dallas. . . . Alan Hart - From: WCUE, Akron. To: U. S. Army.

I May Never Go Home . . . 72
From Miss Dietrich's latest film, "Witness for the Prosecution." This is a bright Bavarian-flavored three-beater with accordion and rolling drums in the backing. (United Artists, ASCAP)

LAWRENCE WELK ORK
I Want a Girl . . . 73
CORAL 61958 - An upbeat and bouncy rendition of the standard from Welk's recently acquired Von Tilzer catalog. More okay dancing material. Fountain and clarinet get solo spot in front of piano and finally a Dixielish backing. (Von Tilzer, ASCAP)

When My Baby Smiles at Me . . . 72
Welk and company revive the old Ted Lewis theme song, with a clarinet solo by Pete Fountain in the Lewis groove. Possible dance material for juke boxes. (Von Tilzer, ASCAP)

THE FOUR FRESHMEN
Whistle Me Some Blues . . . 73
CAPITOL 3930—A good piece of material, handled in fine harmony style with a good swinging beat by the frosh. One of the better single efforts by the boys. Worth spins. (Shaw, ASCAP)

Nights Are Longer . . . 71
A slow and deliberate ballad with big band support for the group. Boys handle the material nicely and the side is likely to get some action from jocks. Band has a Kentonish sound. (Thunderbird, ASCAP)

MARY KAYE TRIO
Another Time, Another Place . . . 73
DECCA 30596—The tune from the forthcoming flick of the same name gets a warm vocal with romantic ork support. Tasty item for deejays. (Famous, ASCAP)

With a Love That's True . . . 70
A smart vocal by the trio on a pleasant theme. Good backing by Jack Pleis. (Gilbert, ASCAP)

THE HOLLIDAYS
The Wonder of Love . . . 73
PREP-136—A big hunch of sound on this side with a dedicated job by the lead. Rendition works to a driving climax but material is not the greatest. Spins possible. (Beechwood, BMI)

I'm Not Ashamed . . . 70
More big sounds here, accented by a strong lead performance on the ballad. Fair material. Good group. (Beechwood, BMI)

GUS JENKINS
Road Runner . . . 73
FLASH 128—Listenable old-fashioned blues is played with feeling by Jenkins, helped by drums and brass and horn. Good wax for Southern locations. (Reynolds-Andrews, BMI)

Hit the Road . . . 71
Same comment. (Reynolds-Andrews, BMI)

JOE ALLISON
Foggy River . . . 73
DOT 15714—Chimes and foghorn effect add novelty to a listenable ballad, with good vocal by the mellow baritone. Good material with traditional roots. (Milene, ASCAP)

Baby Doll . . . 70
Shuffle beat and blue suede lyric gives this up-tempo item teen-age appeal. Baritone does a rhythmic job. Potential appears similar to flip. (Central Songs, BMI)

BENNY BENNET ORK
Le Tambourin Mexicain . . . 72
CORAL 61957—A swiny, big ork sound on the cha cha cha. Some coin possible. (Morris, ASCAP)

Une Petite Indienne . . . 72
Tasty instrumental treatment of a cute Latin theme. It can go as well as the flip.

EARL GRANT
Honky Tonk . . . 72
DECCA 30561—A revival of the tune that was big for Bill Doggett and Sid Austin a year or so ago. The listenable approach features sax and organ with a vocal by Grant. (Billace, BMI)

The Next Time You See Me . . . 71
This side is from the organist's album, "The Versatile Earl Grant." He has a Nat King Cole sound on

the blues. Pop and r.&b. potential. (Lion, BMI)

BOB RILEY
The Midnight Line . . . 72
M-G-M 12612—A country train song with ties with the skiffle field. Wild, frantic and hiccupy type delivery by Riley. Spirited performance which can get spins. (Rush, BMI)

Wanda Jean . . . 71
A slow and simple ballad with a strongly folksy air. Side employs a chorus to support the chanter. A pleasant effort. (Rush, BMI)

GERRI HALL
Let's Make a Little Love . . . 72
VERVE 10123—An open invitation sung in good dual-track style by the gal Good beat in something close to the stroll rhythm. Action possible. (Vivid, ASCAP)

Schoolboy . . . 71
A frank bit of hero worship here as the chick chants her supplication to the schoolboy. Good message for teeners here which could bring some limited action. (Vivid, ASCAP)

RONNIE BRENT
Love . . . 72
UNITED ARTISTS 108—Rockaballad receives a good rendition from the chanter, helped by vocal group and rhythm combo. May get spins. (Unart, BMI)

My Sweet Verlene . . . 71
Ronnie Brent, another in the Jerry Lee Lewis tradition, handles this rockin' effort well over fair ork support. (Unart, BMI)

THE STYLEMASTERS
The Chapel . . . 72
CAPITOL 3936—A pretty rockaballad is nicely handled by the male group with fem chorus and ork assistance. This can move. (Central, BMI)

Did You Ever See a Dream Walking? . . . 70
Very nice treatment by the crew on the evergreen. The harmonies are on the modern side. Spinnable wax for jocks. (De Sylva, Brown & Henderson, ASCAP)

ALAN COPELAND
As I Love You . . . 72
CORAL 61955—A lushly arranged and attractive love song well handled by Copeland. Side gets a *ou* luxe production with big chorus, bells, etc. Spins possible. (Northern, ASCAP)

Moonlight and Shadows . . . 70
A gentle suggestion of rock and roll comes thru on this reading of the oldie. Nice performance by one of the stars of TV's "Hit Parade" show. (Paramount, ASCAP)

(Continued on page 34)

NEW RELEASES!

I QUIT MY KNOCKIN'
CAROL FRAN
Excella 2133

HEY! PARDNER
(Instrumental)
CLASSIE BALLOU
Excella 2134

SHE'S SUGAR SWEET
EDDIE HUDSON
Excella 2135

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Nashville, Tennessee

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"DING DONG" QUINTONES CHESS 1685

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BEST SELLING POP SINGLES

NO. 3—SWEET LITTLE SIXTEEN Chuck Berry Chess 1683

NO. 11—THE WALK Jimmy McCracklin Checker 885

NO. 25—BEEN SO LONG Pastels Argo 5287

CHESS PRODUCING CORP., 2120 S. Michigan Avenue, Chicago, Illinois
All Phones: CALumet 5-2770

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

CARL PERKINS

Pink Pedal Pushers (Hill & Range, BMI)
Jive After Five (Hill & Range, BMI)-Columbia 41131
See review in Pop Spotlight section.

Reviews of New C&W Records

SKEETER DAVIS

Walk Softly Darling . . . 80
RCA VICTOR 7189-A fine country ballad in a very traditional groove. The thrush handles it with great feeling and warmth. Strong, strictly-country fare that can go. (Acuff-Rose, BMI)

I Need You All the Time . . . 75
The gal offers this easy rhythm item in dual-tracked slightly brassy style. Pleasant offering but the flip is considerably stronger. (Glendell, BMI)

LAWTON WILLIAMS

Casino on the Hill . . . 78
RCA VICTOR 7188-Another Williams tune with odd lyric about Italy. Weeper has an appealing delivery by the tenor and an inventive electric guitar solo. Could do well. (Western Hills, BMI)

If You're Waitin' on Me . . . 76
Rockabilly cuffed and delivered by tenor Williams in spirited fashion, supported by combo. This can move. (Fairway, BMI)

BENNY BARNES

Moon Over My Shoulder . . . 76
MERCURY 71284-The country chanter sings this pretty rockabilly with feeling over a vocal rock and roll and combo backing. Listenable side for pop and country markets. (Starline, BMI)

Lonely Street . . . 75
This side is more in the traditional country vein. It's a medium tempo effort sold with warmth by Barnes as he tells of his lonely days. (Starline, BMI)

RUDY HANSEN

Saddle Shoe Folks . . . 76
DECCA 30594-This is an interesting

hybrid of rockabilly and polka. The kids might take to this. Watch it. (Massey, ASCAP)

Just as Long . . . 75
Good, happy sound by the artist on a cheerful rockabilly theme with chorus support. This could go in either pop or c.w. (Coastal, BMI)

BILL BROWNING

Dark Hollow . . . 73
ISLAND 7-This is a train weeper delivered in traditional style by the artist. Plucked and steel guitars lend effective support on the medium-beater. Traditional c.w. fans will like this. (B & F, BMI)

Borned With the Blues . . . 73
A c.w. blues delivered just as appealingly as the flip. This can also do biz. (T J, BMI)

RANDY STEVENS

Hey Little Brown Eyes . . . 73
PORTER 5011-Stevens shows some of the quality of George Hamilton IV here on a slow, pensive rock and roller. The chanter has a powerful touch for the teen market and should be watched on later disks. (Stella Lane, BMI)

There Goes My Heart . . . 68
In this case the heavy but good guitar backing almost covers up the chanter. Stevens has a low-pitched rural voice but it doesn't get a chance here. (Stella Lane, BMI)

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

CHUCK AUSTIN: Keeper of My Heart/My Daddy's Boots-Peek-a-Boo 101

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 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. It's Too Soon to Know Eddy Arnold, Vic.
3. I Can't Stop Loving You Don Gibson, Vic.
4. Please Pass the Biscuits Gene Sullivan, Col.
5. Wang Dang Doo, Ferlin Husky, Cap.
6. Ballad of a Teenage Queen Johnny Cash, Sun

Dallas-Fort Worth

- 1. Ballad of a Teenage Queen Johnny Cash, Sun
2. Is It Wrong? Warner Mack, Dec.
3. Geisha Girl, Hank Locklin, Vic.
4. I Beg of You, Elvis Presley, Vic.
5. Breathless, Jerry Lee Lewis, Sun
6. I Can't Stop Loving You Kitty Wells, Dec.

- 7. Don't, Elvis Presley, Vic.
8. I Can't Stop Loving You Don Gibson, Vic.
9. Oh-Oh, I'm Falling in Love Again Jimmie Rodgers, Rth.
10. Curtain in the Window, Ray Price, Col.

Houston

- 1. This Little Girl of Mine Everly Brothers, Cdc.
2. Don't, Elvis Presley, Vic.
3. Breathless, Jerry Lee Lewis, Sun
4. Ballad of a Teenage Queen Johnny Cash, Sun
5. I Beg of You, Elvis Presley, Vic.
6. Your Name Is Beautiful Carl Smith, Col.

Memphis

- 1. Ballad of a Teenage Queen Johnny Cash, Sun
2. I Can't Stop Loving You Don Gibson, Vic.
3. This Little Girl of Mine Everly Brothers, Cdc.
4. Breathless, Jerry Lee Lewis, Sun
5. Big River, Johnny Cash, Sun

Nashville

- 1. Ballad of a Teenage Queen Johnny Cash, Sun
2. Don't, Elvis Presley, Vic.
3. Oh, Lonesome Me, Don Gibson, Vic.
4. I Can't Stop Loving You Kitty Wells, Vic.
5. Breathless, Jerry Lee Lewis, Sun
6. Stood Up, Ricky Nelson, Imp.
7. This Little Girl of Mine Everly Brothers, Cdc.
8. You Win Again, Jerry Lee Lewis, Sun

New Orleans

- 1. Ballad of a Teenage Queen Johnny Cash, Sun
2. I Beg of You, Elvis Presley, Vic.
3. The Story of My Life Marty Robbins, Col.
4. You Win Again, Jerry Lee Lewis, Sun
5. Breathless, Jerry Lee Lewis, Sun
6. Geisha Girl, Hank Locklin, Vic.
7. This Little Girl of Mine Everly Brothers, Cdc.
8. Don't, Elvis Presley, Vic.
9. Stop the World, Johnnie & Jack, Vic.
10. Great Balls of Fire Jerry Lee Lewis, Sun

St. Louis

- 1. Ballad of a Teenage Queen Johnny Cash, Sun
2. Breathless, Jerry Lee Lewis, Sun
3. I Beg of You, Elvis Presley, Vic.
4. Anna Marie, Jim Reeves, Vic.
5. Oh, Lonesome Me, Don Gibson, Vic.
6. Don't, Elvis Presley, Vic.

FOLK TALENT AND TUNES

Continued from page 11

Rancho, that city. Tom's latest on the Crest label is "Stack o' Records" b.w. "Mary Jo," both from his own pen. . . . Latest talent signed by Burton Harris, of Security Records, Mount Pleasant, Tex., is Buddy Miller, of Longview, Tex., who cut his first two sides last week. Jerry Arnold's new one on the Security label couples "High-Class Baby" with "Girl in the Mist." Deejays may obtain a copy by writing to Security Records, 1706 E. Ninth Street, Mount Pleasant, Tex.

Jack Turner, who continues with his twice-weekly show, 5-5:30 p.m., Tuesdays and Thursday, over WSFA-TV, Montgomery, Ala., is doubling as emcee and featured singer on "Alabama Jubilee," heard on the same station each Friday night, 7:30-8. The show formerly ran for a year and a half on the station, but has been off the air the past year. Sponsored alternately by the Ford Tractor Dealers and Jim Walter Homes, "Alabama Jubilee" is under the direction of Pascal Spivey. Features, besides Turner, are Jimmy Porter, steel guitarist; Henry Smith, fiddler; Ray Howard, bass fiddle; Les Hill, hot guitar; Betty Howard, vocalist and Jimmy Kendrick, pianist. Curt Blair handles the commercials.

Sonny James is back in Dallas, laid up again with that bothersome back. Gene Vincent also has returned to Dallas after an extended road trip. His leg, smashed in a motorcycle accident some time ago, is bothering him again. . . . Al Jones and Martha Lynn, of "Louisiana Hayride," Shreveport, were guests on "Big D Jamboree," Dallas, Saturday (15). Dick Penner, a former regular on "Big D," was also slated for the Satur-

(Continued on page 36)

Reviews of New Pop Records

Continued from page 33

BOY WILLING

Soft Winds . . . 72
ROULETTE 4055-Willing delivers nicely on his own ballad, with smooth group backing. Artist's first on this label. Can also do c.w. business. (Glen, ASCAP)

Cowboy . . . 69

Whistling intro leads to pleasant Willing vocal of movie title song. It may be too late to catch earlier disks. (Shapiro-Bernstein, ASCAP)

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

- PLAZ ADAMS: Rock and Roll Is Spreadin'/Just One More Kiss-Verve 10122
HENRI DE PARI ORK: Abdallah's Pets/Tango Och La La-Coral 61953
LUCO GATICA: Once in a Dream/Mescal Rose-Capitol 3832
GAYLE GRIFFITH WITH THE MASTERS: Rocket Rock and Roll/Too Sentimental-Saga 1001
THE HEADLINERS: Bonnie/No One Else But You-A-1 101
TOMMY HUDSON: Walkin' the Stroll/Rock-It-White Rock 1110
JAMES BROTHERS: Ape for Your Shape/Crazy Love-Dot 15707
JAN KIRBY: A Kiss in the Night/Ask Your Heart-A-1 102
DON LANG: Ramshackle Daddy/Hand Jive-Capitol 3937
JERRY MADISON: Ridin' Out the Blues/Afraid to Love You-RRE 106

Sacred

THE CHUCK WAGON GANG
He's a Friend I Can Tell My
Troubles to . . . 80
Female lead and some stylish part singing put punch into this gospel item. Good prospects. (Affiliated, BMI)
He Will Answer Prayer . . . 80
Group makes a mellow sound on this one, too. Strong potential. (Affiliated, BMI)

C&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers 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 Last on Week Chart

- 1. BALLAD OF A TEENAGE QUEEN (BMI)-Johnny Cash . . . 1 8
BIG RIVER (BMI)-Sun 283
2. DON'T (BMI)-Elvis Presley . . . 2 7
I BEG OF YOU (BMI)-Vic 7150
3. OH, LONESOME ME (BMI)-Don Gibson . . . 7 4
I CAN'T STOP LOVING YOU (BMI)-Vic 7133
4. THE STORY OF MY LIFE (ASCAP)-Marty Robbins . . . 2 7
Once-a-Week Date (BMI)-Cadence 1342
5. THIS LITTLE GIRL OF MINE (BMI)-Everly Brothers . . . 4 6
SHOULD WE TELL HIM (BMI)-Cadence 1342
6. GREAT BALLS OF FIRE (BMI)-Jerry Lee Lewis . . . 5 16
YOU WIN AGAIN (BMI)-Sun 281
7. GEISHA GIRL (BMI)-Hank Locklin . . . 6 30
Livin' Alone (BMI)-Vic 6984
8. BREATHLESS (BMI)-Jerry Lee Lewis . . . - 1
Down the Line (BMI)-Sun 288
9. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)-Jimmie Rodgers . . . 9 3
The Long Hot Summer (ASCAP)-Roulette 4045
10. MY SPECIAL ANGEL (BMI)-Bobby Helms . . . 8 23
Standing at the End of My World (BMI)-Dec 30423
11. ANNA MARIE (BMI)-Jim Reeves . . . 10 7
Everywhere You Go (BMI)-Vic 7070
12. STOOD UP (BMI)-Ricky Nelson . . . 12 9
Waitin' in School (BMI)-Imperial 5483
13. JUST A LITTLE LONESOME (BMI)-Bobby Helms . . . 20 2
Love My Lady (BMI)-Dec 30557
14. MY SHOES KEEP WALKING BACK TO YOU-Ray Price . . . 13 32
Don't Do This to Me (BMI)-Col 40951
15. YOUR NAME IS BEAUTIFUL (ASCAP)-Carl Smith . . . - 1
You're So Easy to Love (BMI)-Col 41092
16. STOP THE WORLD (BMI)-Johnnie and Jack . . . 14 2
Camel Walk Stroll (BMI)-Vic 7137
17. IS IT WRONG? (BMI)-Warner Mack . . . 11 31
Baby Squeeze Me (BMI)-Dec 30301
18. FRAULEIN (BMI)-Bobby Helms . . . 19 51
Heartack Feeling (BMI)-Dec 30194
19. I CAN'T STOP LOVING YOU (BMI)-Kitty Wells . . . - 1
She's No Angel (BMI)-Dec 30551
20. JAILHOUSE ROCK (BMI)-Elvis Presley . . . 18 23
Treat Me Nice (BMI)-Vic 7035

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MARCH 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.

- 1. BALLAD OF A TEENAGE QUEEN-Johnny Cash 1 9
Sun 283-BMI
2. OH, LONESOME ME-Don Gibson . . . 2 5
Vic 7133-BMI
3. THE STORY OF MY LIFE-Marty Robbins . . . 3 16
Col 41013-ASCAP
4. I CAN'T STOP LOVING YOU-Kitty Wells . . . 9 3
Dec 30551-BMI
5. BIG RIVER-Johnny Cash . . . 4 6
Sun 283-BMI
6. THIS LITTLE GIRL OF MINE-Everly Brothers . . . 6 5
Cadence 1342-BMI
7. I BEG OF YOU-Elvis Presley . . . 13 6
Vic 7150
8. YOUR NAME IS BEAUTIFUL-Carl Smith . . . 10 3
Col 41092-ASCAP
9. I CAN'T STOP LOVING YOU-Don Gibson . . . - 1
Vic 7133-BMI
10. ANNA MARIE-Jim Reeves . . . 5 15
Vic 7070-BMI
11. CURTAIN IN THE WINDOW-Ray Price . . . 15 3
Col 41105-BMI
12. DON'T-Elvis Presley . . . 7 4
Vic 7150-BMI
13. YOU WIN AGAIN-Jerry Lee Lewis . . . 14 7
Sun 281-BMI
14. I FOUND MY GIRL IN THE U.S.A.-Jimmy Skinner . . . 11 16
Mercury 71192-BMI
15. OH-OH, I'M FALLING IN LOVE AGAIN-Jimmie Rodgers . . . - 1
Roulette 4045-ASCAP

Breaking Wide Open Pop and C&W
JOHNNY CASH
BALLAD OF A TEENAGE QUEEN
b/w
BIG RIVER
Sun #283

NOW ON HICKORY!
Roy Acuff
"ONCE MORE"
Hickory 1073
If It's Country Music It's Bound To Be Good!

A NEW ONE SHOWING
HIT-MAKING POTENTIAL ALREADY
"Keeper of My Heart"
b/w "My Daddy's Boots"
-CHUCK AUSTIN
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sings
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RCA VICTOR

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R&B Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers 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
1. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry	1	4
2. TEQUILA (BMI)—The Champs	4	3
3. GET A JOB (BMI)—Silhouettes	2	9
4. SHORT SHORTS (BMI)—Royal Teens	3	6
5. OH, JULIE (BMI)—Crescendos	6	8
6. GOOD GOLLY, MISS MOLLY (BMI)—Little Richard	7	4
7. DON'T (BMI)—Elvis Presley	5	7
8. THE WALK (BMI)—Jimmie McCracklin	14	2
9. MAYBE (BMI)—Chantels	8	8
10. TWENTY-SIX MILES (BMI)—Four Preps	13	3
11. DON'T LET GO (BMI)—Roy Hamilton	10	9
12. THE STROLL (BMI)—Diamonds	11	9
13. DEDE DINAH (ASCAP)—Frankie Avalon	12	7
14. BREATHLESS (BMI)—Jerry Lee Lewis	—	1
15. AT THE HOP (BMI)—Danny and the Juniors	9	14
16. MAYBE, BABY (BMI)—Crickets	—	1
17. BEEN SO LONG (BMI)—Pastels	17	2
18. LOLLIPOP (BMI)—Chordettes	—	1
19. YOU ARE MY DESTINY (BMI)—Paul Anka	16	6
20. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	—	1

Most Played R&B by Jockeys

DISCS 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
1. SWEET LITTLE SIXTEEN—Chuck Berry	2	4
2. DON'T LET GO—Roy Hamilton	5	8
3. SHORT SHORTS—Royal Teens	3	5
4. BREATHLESS—Jerry Lee Lewis	—	1
5. GOOD GOLLY, MISS MOLLY—Little Richard	4	3
6. MAYBE—Chantels	6	8
7. GET A JOB—Silhouettes	1	8
8. TEQUILA—The Champs	7	2
9. DON'T—Elvis Presley	10	6
10. DEDE DINAH—Frankie Avalon	12	4
11. OH, JULIE—Crescendos	—	2
12. I BEG OF YOU—Elvis Presley	—	3
13. YEA, YEA—Kendall Sisters	—	1
14. LA DEE DAI—Billy and Lillie	9	5
15. STOOD UP—Ricky Nelson	15	5

Reviews and Ratings of New Classical Albums

Continued from page 18

Artist has rather light, sometimes slow voice that she uses with taste, as with something short of final authority.

CLASSICAL ★

ROKOFFEV, VIOLIN CONCERTO NOS. 1 & 2 (1-12)—David Oistrakh & Leonard Krogson, Violinists With National Philharmonic Orch. (Kondrashin), Bruno BR 14801

RUICH, VIOLIN CONCERTO NO. 11 (1-12)—David Oistrakh, Violin With National Philharmonic Orch. (Kondrashin & Gusek), Bruno BR 14803

TRAIKOVSKY, PIANO CONCERTO NO. 1; KABALEVSKY, PIANO CONCERTO NO. 3 (1-12)—Emil Gilels, Piano With Bolshoi Theater Orch. (Samozud) & National Philharmonic Orch. (Kabalera), Bruno BR 14804

SEMI-CLASSICAL ★★★

ALMAN, CZARDAS PRINCESS (HIGH-8287)

Friedl Laur, Soprano; Karl Terkal, Tenor; Orch & Chorus of the Vienna State People's Opera (Hagen) (1-12) Vox VX 11.504

High-spirited production of Viennese operetta can boast of fine singing, good pace and proper style. Characteristic "theater" sound gives recording the feeling of live performance. Charm of music is well preserved.

SEMI-CLASSICAL ★★★

RUDOLF SCHOCK With Bielefelder Kinderchor, & Orch. (Schubert) (1-12) Capitol T 19148

Schock is an exceptionally gifted performer. His tones are pure and clean and his dynamics provide a full range of mood in this selection of both familiar songs mostly in German and sacred works. Set marks the singer's debut and leaves the impression that an operatic package would be a likely follow-up. A "Capital of the World" wotey.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 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.

- Atlanta**
1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Good Golly, Miss Molly, Little Richard, Spe.
3. Been So Long, Pastels, Argo
4. The Walk, Jimmy McCracklin, Cha.
5. Get a Job, Silhouettes, Emb.
6. Tequila, Champs, Chal.
7. Maybe, Chantels, End
8. Short Shorts, Royal Teens, ABC-Para.
9. Don't Let Go, Roy Hamilton, Epic
10. Yes, My Darling, Fats Domino, Imp.

- Charlotte**
1. Get a Job, Silhouettes, Emb.
2. Short Shorts, Royal Teens, ABC-Para.
3. Sweet Little Sixteen, Chuck Berry, Cha.
4. Maybe, Chantels, End
5. I Beg of You, Elvis Presley, Vic.
6. Maybe Baby, Crickets, Brk.
7. At the Hop, Danny and the Juniors, ABC-Para.
8. Oh, Boy! Crickets, Brk.
9. Breathless, Jerry Lee Lewis, Sun
10. Dede Dinah, Frankie Avalon, Cir.

- Chicago**
1. Oh, Julie, Crescendos, Nac.
2. Sweet Little Sixteen, Chuck Berry, Cha.
3. Tequila, Champs, Chal.
4. Short Shorts, Royal Teens, ABC-Para.
5. Who's Sorry Now?, Connie Francis, M-G-M
6. The Walk, Jimmy McCracklin, Cha.
7. Don't, Elvis Presley, Vic.
8. Good Golly, Miss Molly, Little Richard, Spe.
9. Twenty-Six Miles, Four Preps, Cap.
10. Lazy Mary, Lou Monte, Vic.

- Cincinnati**
1. Maybe, Chantels, Chal.
2. Million Miles From Nowhere, Brook Benton, Vik
3. Get a Job, Silhouettes, Emb.
4. Dedicated to the One I Love, Five Royals, King
5. Don't Let Go, Roy Hamilton, Epic

- Detroit**
1. Tequila, Champs, Chal.
2. Sweet Little Sixteen, Chuck Berry, Cha.
3. The Walk, Jimmy McCracklin, Cha.
4. Twenty-Six Miles, Four Preps, Cap.
5. Get a Job, Silhouettes, Emb.
6. Who's Sorry Now?, Connie Francis, M-G-M
7. Maybe, Chantels, End
8. Breathless, Jerry Lee Lewis, Sun
9. Good Golly, Miss Molly, Little Richard, Spe.

- Los Angeles**
1. Tequila, Champs, Chal.
2. Get a Job, Silhouettes, Emb.
3. Don't, Elvis Presley, Vic.
4. The Stroll, Diamonds, Mer.
5. Don't Let Go, Roy Hamilton, Epic
6. Short Shorts, Royal Teens, ABC-Para.
7. I Beg of You, Elvis Presley, Vic.
8. Maybe, Chantels, End
9. Oh, Julie, Crescendos, Nac.

- New Orleans**
1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Tequila, Champs, Chal.
3. The Walk, Jimmy McCracklin, Cha.
4. Good Golly, Miss Molly, Little Richard, Spe.
5. Don't Let Go, Roy Hamilton, Epic
6. I'm Asking Forgiveness, Thurston Harris, Aid.
7. Maybe, Chantels, End
8. Talk to Me, Talk to Me, Little Willie John, King
9. Dede Dinah, Frankie Avalon, Cir.

- New York**
1. Tequila, Champs, Chal.
2. Dede Dinah, Frankie Avalon, Cir.
3. Get a Job, Silhouettes, Emb.
4. Short Shorts, Royal Teens, ABC-Para.
5. Sweet Little Sixteen, Chuck Berry, Cha.
6. Who's Sorry Now?, Connie Francis, M-G-M
7. Twenty-Six Miles, Four Preps, Cap.
8. Oh, Julie, Crescendos, Nac.
9. At the Hop, Danny and the Juniors, ABC-Para.

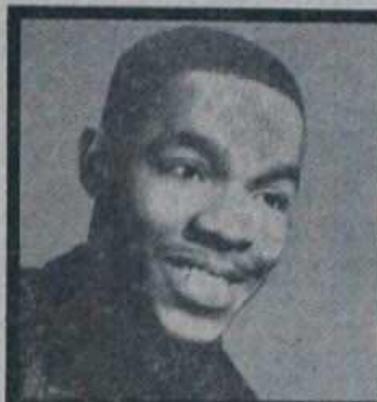
- Philadelphia**
1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Don't Let Go, Roy Hamilton, Epic
3. Tequila, Champs, Chal.
4. Maybe, Chantels, End
5. Talk to Me, Talk to Me, Little Willie John, King
6. Get a Job, Silhouettes, Emb.
7. Dinner With Dede, John Zacherle, Cam.
8. The Walk, Jimmy McCracklin, Cha.

- St. Louis**
1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Don't Let Go, Roy Hamilton, Epic
3. The Stroll, Diamonds, Mer.
4. Oh, Julie, Crescendos, Nac.
5. The Walk, Jimmy McCracklin, Cha.
6. Tequila, Champs, Chal.
7. Good Golly, Miss Molly, Little Richard, Spe.
8. La Dee Dah, Billy and Lillie, Swan
9. Dede Dinah, Frankie Avalon, Cir.

- Washington, D. C.**
1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Book of Love, Monettes, Arz.
3. The Walk, Jimmy McCracklin, Cha.
4. Tequila, Champs, Chal.
5. Good Golly, Miss Molly, Little Richard, Spe.
6. Don't, Elvis Presley, Vic.
7. Who's Sorry Now?, Connie Francis, M-G-M
8. Get a Job, Silhouettes, Emb.
9. Maybe, Chantels, End

SETTING THE CHARTS ON FIRE

with a terrific new SOUND
a spectacular new STAR



TONY SPADE
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and

"WHAT'S GWYNE ON?"

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Two Hits!!!

SO TOUGH

#433

TRICK KNEES

#434

The New Penguin Hit!

DO NOT PRETEND

#435

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Both Sides Are Terrific!

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"STONE DOWN"

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• Reviews and Ratings of New Popular Albums

• Continued from page 18

supported by Everest Touchings at the organ. For its niche, a salable set, which should benefit from good name power.

GOSPEL ★
THE SUNSHINE BOYS
(1-12") Dot DLP 3893

INTERNATIONAL ★★★
CUBAN PANORAMA
(1-12") Capitol T 10131

This new LP, recorded in Havana, features the cha cha, mambo, bolero, conga, danzon, guaracha and the cancion, played by Cuban record stars with fervor and excitement. Orks include Julio Guillerme, The Cosmopolitan Ork, Yoyo Castelleiro, and such artists as the Marquez Sisters, and the Cabriza-Parach duo. For those who enjoy listening to Latin music or dancing Havana style.

ITALIA AMATA
Songs by Carlo Bolt (1-12") Capitol T 10129

This offering from the label's "Capitol of the World" features romantic vocals of Italian themes. The set was recorded in Milan. In this market, it can move well. Beautiful cover shot of a street and waterfront. Sound is excellent.

INTERNATIONAL ★★
ITALIAN INTERLUDE
Murray Dickie, Tenor With Gianni Monese Ork (1-12") Vox VX 25.190

Scottish tenor gives surprisingly idiomatic stylings of favorite Italian songs, in robust voice. Backings are well played and sound is unusually lively. Titles include "Marschiare," "Santa Lucia," "Coe Ngrato" and "Torna a Surriento."

ITALIAN DANCING MOODS
Luis Antico Ork (1-12") Torcedor T 521

Good standard Latin dance repertoire here performed by the Antico group of six. Vocals are by Pietro Vecchi. Selections include a sampling of various Latin rhythms. Excellent recording job was done in Spain. Can be sold in the right markets.

LATIN AMERICAN ★★★
ARTURO GATICA
With Orquesta Montilla (Moja) (1-12") Montilla FM 116

Chilean tenor, making U. S. disk debut, croons pleasantly to lush orchestral backgrounds—"Besame Mucho," plus new South American pop songs. Spanish liner notes will help sell limited market.

LOW PRICE-LATIN AMERICAN ★★★
LUISA LINARES Y LOS GALINDO
(1-12") Torcedor T 530

The attractive tuneful album which with its modest tag is a strong entry for the Latin-American trade. Luisa Linares' voice is warm and throaty in a dozen numbers which serve as a fine showcase. Well-recorded, nicely packaged.

LET'S DO THE MERENGUE
Napoleon & His Dominican Ork (1-12") Torcedor T 515

Low price helps the prospects of this catchy dance album. Unfilled male vocals have charm. The fresh material, handled well by the singers, makes this a good item for fans of the Latin beat.

The SHOW BROTHERS

doin' the ravin' of London

HAND JIVE

First U.S. release

b/w I HEAR

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WEST LOS ANGELES 75

• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . . R&B RECORDS

NAT KING COLE
Looking Back (Eden-Sweco, BMI)—Capitol 3939

THE SILHOUETTES
Headin' for the Poorhouse
Miss Thing (Ulysses & Bagby-Wildcat, BMI)—Ember 1032
See reviews in Pop Spotlight section.

FOLK TALENT AND TUNES

• Continued from page 34

day guest slot but was forced to cancel out due to a virus infection. Penner is the writer of "Oobie Doobie," which was a big seller for Roy Orbison on Sun. Dick's latest on the same label is "Cindy Lou."

Red Foley guested with Carl Smith on the Philip Morris Country Music Show over CBS radio Sunday (16), and the coming Saturday (22) Carl returns the visit on Red's NBC radio program sponsored by Dow Chemical Company. . . . John Mahaffey, Crossroads TV and RadiOzark veeep, has returned to Springfield, Mo., headquarters from a business trip to Hollywood. . . . Toby Stroud, former fiddler with Big Slim's Happy Ranch Gang and who for the past several years has headed his own troupe, the Blue Mountain Boys, has returned to "World's Original Jamboree" on WWVA, Wheeling, W. Va., as a single. He contemplates building a new band for the summer.

Lefty Frizzell and an all-male quartet have just recorded for Columbia an album of old favorites which Lefty has featured in recent months on "Country America" via KABC-TV, Los Angeles. Band leader Bobby Bruce, who conducted the group, revamped the tunes with a modern beat. They include "I Love You a Thousand Ways," "Mom and Dad Waltz" and "I Want to Be With You Always." . . . NBC

radio this week will make a special closed-circuit broadcast to all of its stations of a new series of "Red Foley Show" promotional announcements recently recorded by Red and announcer Joe Slatery. . . . Jimmie Fields and Okie Jones and Corn Bread are rehearsing a new TV show slated to bow soon on WFAA-TV, Dallas.

"Reilly Springs Jamboree," Sulphur Springs, Tex., which Saturday (15) celebrated its 77th consecutive Saturday night performance under the direction of Joe Shelton and Lou Eric, is carded to move into a new outdoor arena in May. . . . Cookie McKinney, pony-tailed, 8-year-old singer, who has made several appearances recently on "Country Music Jubilee," has been invited back by "Jubilee" producers for a special Easter program with Red Foley and gang April 5. . . . Doc Williams, who retired from the road two years ago in favor of a partnership and sales staffs of WMOD, Moundsville, W. Va., will again tour with his own road show attraction this spring and summer. He has sold his radio interests to a furniture store chain, but is retaining his interest in the Wheeling Recording Company and Wheeling Music Company, Wheeling, W. Va. Williams had his own show on the road in New England and Canada for many years.

• Reviews of New R&B Records

THE FASCINATORS
Cuddle Up With Carolyn . . . 78
KING 5119—Cha Cha time is delivered with excitement by good lead and group. Could get action. (Jay & Cee, BMI)
Tee Vee . . . 72
Up-tempo effort sung spiritedly by the group. Lyric knocking TV could earn coin. (Jay & Cee, BMI)

THE CASANOVAS
You Are My Queen . . . 76
APOLLO 523—A slow, pounding triplet type ballad with a crazy male soprano type lead. Strong stuff in its field, which would be the ballad school. (Bess, BMI)
Good Lookin' Baby . . . 73
This is an upbeat blues side with a little less of the far out, mixed-up sound. Good rhythm side. (Bess, BMI)

SOLOMON BURKE
Don't Cry . . . 78
APOLLO 522—A slow rock and roll ballad with chick singing the high supporting tones. A spirited delivery by Burke which could win some action. (Bess, BMI)
They Always Say . . . 74
They, in this case are the parents, who say this particular love isn't true. Good rhythm side with a message that doesn't quite live up. High voiced femmes back up. (Bess, BMI)

THE O. C. ALL STARS
Stone Down . . . 73
SAVOY 1533—Rocking instrumental is punched out by the combo with the guitar and horn and fender waging a wild battle. And don't miss that piano. Good box item. (Planetone, BMI)
Everybody Stroll . . . 72
Weird effort performed wildly by the combo, with a lead voice shouting

"everybody stroll" over horn and guitar solos. (Planetone, BMI)

THE POETS
Vowels of Love . . . 72
FLASH 129—The boys really rip into this gimmicky ditty which features a bass lead on the riff and a lead singer telling about love. (Reynolds-Andrews, BMI)
Dead . . . 68
The spate of horror records probably inspired this weirdie in which the lead singer tells of all the horrible things that happened in the cemetery. Not much here except screams. (Reynolds-Andrews, BMI)

BIG BOB DOUGHERTY
WESTPORT 119—An r.&b. rocker instrumental. The danceable side could cop loot. (Westport, BMI)
Blus Monday Blues . . . 70
The blues is presented in gutbucket fashion. Strongest potential is in r.&b. market. Flip appears slightly stronger. (Westport, BMI)

THE CHANTICLERS
To Keep Your Love . . . 71
LYRIC 103—After a slow start this works into a soulful ballad delivered by a crazy type lead. Overly refined r.&b. material, which figures for limited play only. (Benton, ASCAP)
Daddy Must Be . . . 69
The jump side. It's a blues handled in somewhat wailing and very flat tones by the group. Fair chance. (Benton, ASCAP)

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

SYLVESTER AND THE CATS: Gee Baby, Ain't I Good to You/Hey Man, Ugh B-H-H-H—Sarg 149

ON THE BEAT

• Continued from page 11

single record buyer—he be teen-ager or adult. Vaughan will be spending plenty of time in the States, because, as he puts it: "I want to be an international type of act. Coming over here for me is almost like starting all over again. It's not quite like the Americans who come over to England only after their records are smash hits there. We have to start out from scratch in America, and I only hope they will like me." Vaughan's new disk release here is "We're Not Alone," and "Can't Get Along Without You."

Talent line-up for the upcoming 60-day "Greatest Show of Stars" tour, being put on the road by promoter Irving Feld, is now complete. An impressive group it is, including some of the newest acts to break loose in the disk derby. Here's the package: Sam Cooke, Paul Anka, Clyde McPhatter, Roy Hamilton, Lavern Baker, Frankie Avalon, the Silhouettes, the Royal Teens, the Crescendos, the Story Sisters, the Monotones, the Playmates, Jimmy Reed, Huey Smith and the Clowns, Jackie Wilson, Jimmy Dell, emcee Harold Cromer and Paul Williams and his band. From April 17 to 23, the troupe will make the Canadian scene, with dates in Hamilton, Ottawa, Quebec City, Montreal and Toronto. For this part of the tour, Jimmie Rodgers joins the cast. The Everly Brothers will be a part of the package for the last half of the tour.

Jimmy Rodgers flies to Honolulu for a three-day stint, March 28, 29 and 30. On April 16 he does a turn on the Big Record show. . . . The Royal Teens appeared at the Automobile Show in Kansas City. Group also did its act for another clambake there, the big deejay session. . . . Future Records of Batesville, Ark., reports action on its initial release, "Why Don't You Write Me?" by the Philharmonics. . . . Planet X Records has appointed Art Fried as Radio-TV promotion manager. . . . Arlene Fontana has been pacted by Paris Records.

According to a press release received here, rock and roller, Mr. Go Boy (Phil Gray), out of North Carolina: "Stands six feet two inches tall, weighs 175 pounds, has bright blue eyes and has brown wavy hair. All these fine features are probably why this boy was so popular with the girls at Mury School where Phil attended high school. Phil's idea of a real treat is three Bar-B-Q's and one quart of milk." Mr. Go Boy is now recording for Marty Robbins' label in Nashville.

Arrow Records has moved to expanded quarters at 1697 Broadway, New York. New artists on the label include blues chanter Itis Banks; Rabbit and Gino, a blues duo; Texas thrush, Ginny Angel, and a quartet known as the Encores. Meanwhile, Freddie Mendelsohn, a.&r. chief for the label, returned from a swing thru the South and Midwest. . . . N. R. Co. label, of the National Recording Corporation, has signed the Four Mints to a disk pact.

Irving Granz pulled three-quarters of a house in Denver Auditorium, with his rock and roll jamboree last week. Show, which featured the Silhouettes, Jerry Lee Lewis, the Four Preps, Roy Hamilton, Bill Justis, Bobby Helms and the Jimmy Madden Band, was promoted via disks of the performing artists, which were hidden thruout the city. Station KTLN provided clues, and finders of complete sets of records won free tickets to the concerts, plus albums and other prizes.

Over 40 Fair Execs To Attend Billboard Southern Workshop

Nine States to Be Represented; McIntosh, Leahy Head Speaker List

BIRMINGHAM — Several days before the deadline for enrolling, more than 40 fair executives of the South had enrolled in the workshop on fair management to be held here at the Alabama State fairgrounds Thursday afternoon, March 20 thru Saturday, March 22, under the sponsorship of The Billboard in co-operation with the Alabama State Fair.

Indications were that the enrollment would climb still higher before the closing time for enrolling. The more than 40 already signed represented fairs from nine Southern States—Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Virginia.

The workshop will deal with fair

management generally, with special emphasis on subjects of importance to Southern fairs. The total enrollment is to be broken down into groups, and these groups will hold a succession of discussions, which will be headed by leading Southern fair men who are regarded as outstanding in various fields of fair management and operation.

The three-day session will open with a luncheon Thursday, March 20, to be followed by a general session, at which principal speakers will include Birmingham's mayor, James W. Morgan; John Leahy, "the Connecticut Yankee," who is owner-manager of the Danbury (Conn.) State Fair; Joe Monsour, manager of the Louisiana State Fair, Shreveport, and president of the International Association of Fairs and Expositions, and R. H. McIntosh, manager of the Alabama State Fair.

Fun and Profit

Leahy will speak on "Operating a Fair for Fun and Profit," a subject on which he is an authority. Monsour will give an assessment of a fair's present role in the life of its area and a forecast of its future role.

Mayor Morgan will present the greetings of Birmingham to the fair executives, and McIntosh will welcome the group.

Discussion leaders will include J. S. Dorton, manager of the North Carolina State Fair, Raleigh; J. C. Huskisson, manager of the Florida State Fair, Tampa; Clyde Byrd.

(Continued on page 40)

Monroe, Wis., Adds Pancho To Fair Sked

MONROE, Wis.—Leo (Pancho) Carrillo will be featured in a show called "Westward Ho" at the Green County Fair, here July 30-August 3. Roland E. Karlen, secretary, announced. The TV-motion picture actor and the show will be in for one afternoon and three evening performances.

Also signed is a WLS show featuring Homer and Jethro; Jack Kochman thrill show and harness racing. Schafer's 20th Century Shows will provide the midway attractions.

At a recent reorganization meeting, a new slate of officers was elected. Included are Fred T. Burgy, president; O. L. Hare, vice-president; Karlen, secretary and also superintendent of midway concessions; L. A. Rodger, treasurer; L. E. Kirsch, director of commercial concessions; C. M. Stauffer, superintendent of advertising and police; David Cunningham, superintendent of speed; Walter Timm, cattle superintendent, and Conrad Stauffacher, superintendent of swine.

Frank Winkley Inks La. State Fair Races

MINNEAPOLIS — Frank R. Winkley, top man in Auto Racing, Inc., has announced that his organization will, for the first time, provide the auto races at this year's Louisiana State Fair, Shreveport.

The contract calls for Winkley to stage three afternoon programs and four night races with his own portable lighting system to be used for the evening meets. For the past 10 years the Minneapolis race producer has promoted three still dates on the Shreveport half-mile oval, usually early in the season.

Other recent fairs contracted by Auto Racing, Inc., include the

Court Rules Out Babcock Midway Suit

SACRAMENTO, Calif. — Superior Court Judge Albert H. Mundt has dismissed the \$100,000 law suit brought by carnival owner Frank W. Babcock against three other shows based on competitive bidding for the midway contract at the 1957 California State Fair & Exposition. The court ruled that the plaintiff failed to show proper cause for action under the statute.

EDMONTON MAPS \$5 MILLION FAIR EXPANSION PROGRAM

Plan to Include Manufacturer's Bldg., Youth Center, New Stables, Track Work

EDMONTON, Alta. — Preliminary plans for a \$5,000,000 expansion program to be carried out at the exhibition grounds during the next three years have been announced by the Edmonton Exhibition board.

Included will be such features as a manufacturers' building designed for year-round activities, including curling and minor league hockey; a new stable area; a youth building, and expansion of the existing race track from four to six furlongs. All of the program can be carried out on the 89 acres now owned by the association, said Al Anderson, general manager.

Work on the Manufacturers' building, on permanent stabling for 630 race horses and on the race track expansion is expected to start

immediately after the exhibition in July.

The expansion project will mean the removal of many of the 45 to 50-year-old buildings on the grounds. The old Automotive building has already been sold and is to be removed by July 1; the Thistle curling rink will disappear and several of the old stables near the race track will be torn down.

The wood grandstand to the west of the permanent structure, built in 1950 at a cost of \$1,000,000, also will be torn down, to make way for the stable area.

The board of directors has approved in principle a nine-point program, designed for the city's needs for the next 40 years, said Len P. Bromham, association president.

The program calls for:

1. A ring road around the outer boundary of the grounds.
2. Additional exits and entrances to ease traffic congestion.
3. Redesigning of the grounds to provide for maximum parking and treed, grassed and flowered areas.
4. All roadways, parking areas and walks to be hard surfaced.
5. Increased emphasis on the agricultural features of the exhibition.
6. More emphasis on youth programs for both rural and urban young people, on a year-round basis.
7. New buildings to be designed for year-round use.
8. Immediate provision to be made for an enlarged five-furlong race track, with consideration to be given later to a six-furlong track.
9. An immediate start to be made on race horse barns and facilities to provide for a minimum of 600 horses.

Among the proposed buildings (Continued on page 57)

Patty Conklin Buys Two Wild Mouses

Obtains Option on Sputnik Kid Ride; Reports Brussels Fair Pressed for Time

TORONTO — J. W. (Patty) Conklin, back at his nearby Brantford base, from Europe, announced that he had purchased two additional Wild Mouse rides and a new, unusual kiddie ride and, additionally, had obtained an option to buy what would be the first Sputnik ride to be presented on the American continent.

One of the newly purchased Wild Mouses will be installed on the Conklin midway at Belmont

Park, Montreal. The other, which is to be completed July 15, will be delivered in time for the fair season.

Conklin said that he plans to book this particularly Wild Mouse at major fairs in the U. S.

He described the kiddie ride that he purchased as being "very beautiful and unique." He reported that he has the capacity to ride 60 children at one time.

He took a purchase option on the Sputnik ride after seeing a working model of the device. If he exercises the option, he would obtain the second Sputnik ride to be made.

During his stay abroad, Conklin visited most of the major ride manufacturers in Western Europe and spent several days at the Brussels World's Fairgrounds.

"From my observations, it appeared that most of the construction was being pressed for time to get the structures completed for the April 17 opening," Conklin observed.

"The architecture of most of the buildings is quite different from anything I have seen anywhere in my travels," the much-traveled Canadian midway biggie, added.

The fair's amusement area, he reported, "seemed to be very small. A Roller Coaster is being constructed by John Collins of London, England, who built the Coaster at Battersea Park, London, a few years ago. Six weeks before

(Continued on page 57)

Georgia Bill Paves Way for State Exhibits

Fairs Defined; Gov. Must Sign Before March 23

ATLANTA—A bill up for the signature of Governor Griffin would wipe out much of the Georgia legislation pertaining to fairs and substitute a new enactment providing for official State participation.

The bill authorizes the commissioner of agriculture to set up exhibits at fairs so as to advertise and promote the State's resources. There is no provision for State aid, but the wording is generous in tone and may pave the way for financial assistance in the future, it is felt, since it sets down qualifications for agriculture fairs. It was passed February 19 by both houses of the Legislature, and Griffin must sign it by March 23.

Wording is as follows:

"The Commissioner of Agriculture is hereby authorized to advertise and promote the agriculture resources of this State thru the use of educational exhibits at agriculture fairs. The Commissioner of Agriculture is authorized to

(Continued on page 57)

Corpus Christi Event Pacts Jayne Mansfield

CORPUS CHRISTI, Tex. — Jayne Mansfield and her new husband, Mickey Hargitay, will be featured on two days of the Buccaneer Days Celebration here April 9-13. Bob Finke, manager of the event, announced.

Almost all the activities of the celebration will be centered between the City Auditorium and the midway in the center of the city. Its beauty pageant, which has

produced a number of names over the years, including the present Mrs. Bing (Kathy) Crosby, will be a top feature. Others include the Pirate Ball, A night in Mexico, and the illuminated parade on Saturday night.

Midway attractions will be provided by E. D. McCrary and Mrs. Jack Lindsey. Pyrotechnics will be fired by Thearle-Duffield Fireworks, Inc.

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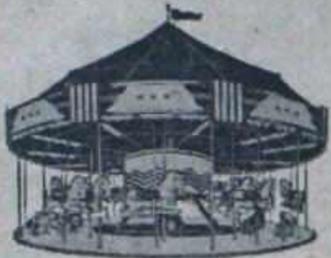
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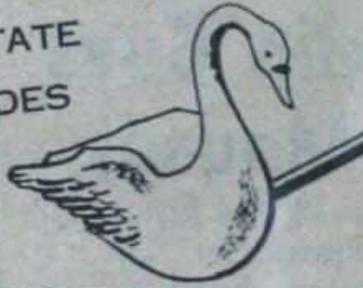
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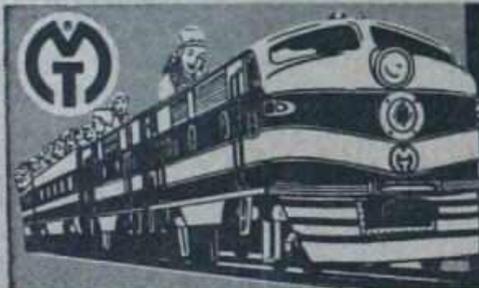
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CHICAGO — About 33,000 people attended a session of Grand Prix indoor sports car races at International Amphitheater here Saturday and Sunday (8-9).

The unique event featured an indoor track of nearly a mile. Its course was thru the Amphitheater's arena and thru its vast exhibit halls. A brick wall and a pillar in the wall between the two sections of the building were removed to clear the way.

People, paying \$2 up, watched the races either from the arena seats or from the "infield" of the exhibit halls.

Average speed of the cars was about 72 miles an hour. Some hit more than 100 miles an hour. Events included races by micro-midgets, motorcycles and other classes as well as sports cars. Attendance broke down to 10,000 on Saturday and 23,000 on Sunday, the latter being when the sports car classes were active. North exhibit halls in the building were used for pits by the cars and drivers. About 200 sports cars were displayed in one area. Some 35 participated in the races.

Building manager M. E. Thayer said the event was highly successful and that plans were being mapped for repeating it next year.

**No Recession
At Home Show
In Milwaukee**

MILWAUKEE—H. Ellis Saxton, producer of the Milwaukee Home Show said no signs of recession turned up here as the show got underway. Opening day attendance broke previous records. The second day's attendance was the best in 11 years. Saxton said exhibitors reported good business.

**Ask Beach Revival
At Milford, Conn.**

MILFORD, Conn.—Robert Elliano, operator of the Colonial Theater, Walnut Beach, and spokesman for the Milford Beaches Businessmen's Association, has submitted a request to the Board of Police Commissioners for revival of the Milford Midway. The area in Walnut Beach once featured eating stands and games of chance and skill.

Elliano said he and fellow businessmen are seeking ways and means of opening the places "that have been darkened for 30 years." The board anticipated further action at another meeting, to be announced.

**Moose Jaw Starts
3,000-Seat Arena**

MOOSE JAW, Sask. — A contract has been let and work will begin as soon as possible on Moose Jaw's \$525,000 community center and rink, to be located in the exhibition grounds.

The building, expected to be ready by November 1, will have seating accommodation for 3,000 at hockey games and standing room for 700. Provision has been made for 1,000 additional seats should they be needed at a future date. Up to 5,000 people will be accommodated for concerts, music festivals, variety shows, boxing, wrestling and other entertainment.

**Mass. Fair
Goes to Gate
Only Charge**

GREENFIELD, Mass. — The Franklin County Fair will increase adult gate admission but drop all grandstand charges.

Under the new plan gate tickets will cost \$1 each, an increase of 25 cents. However, the grandstand seats, formerly 50 cents and a quarter, will be free. Pre-fair tickets, formerly three for \$1.50 will now be three for \$2.

The board first considered charging 10 or 25 cents at horse pulling contests, which have always been free, but decided to eliminate all inside costs for the one-rate plan. It will be effective at the fair September 8-10. Children's admission (25 cents) and auto parking (50 cents) are unchanged.

**Stock '500'
Prizes Grow**

TRENTON, N. J.—Prize money for the Northern "500," the 500-mile NASCAR-sanctioned race for late model stock cars at the State Fair track on May 30, has been increased to \$24,200, with contributions of \$2,100 having been made by both the Goodyear and Firestone tire companies.

Bill France, president of NASCAR, also revealed that enough other accessory and parts manufacturers have shown interest in the event to assure that the purse will be the largest ever offered for any stock car racing event in the Northeast.

**Western Fair
Lists Talent**

LONDON, Ont.—Talent set for the Barnes-Carruthers night grandstand show at this year's Western Fair here was announced last week by E. D. McGugan, general manager.

In the line-up will be a Spectorama unit, Kings and Queens of the Sky, Dolinoff and Raya Sisters, Lancelot and the Dragon, Roger Ray, Ambassadors of Song, Bobo Barnett, Noble Trio, Odette D'Paree and the Les Bon Troupe.

**Old Fair Building
Relocated, Will
Be Sports Center**

EDMONTON, Alta. — The arena committee of the town of Morinville has purchased the old Automotive Building on the Edmonton fairgrounds. It will be dismantled and transported to Morinville to be re-erected by volunteer help. It will house a skating rink and small sports center.

The structure, 50 by 150 feet and 40 feet high, was originally built for the Royal Canadian Air Force in 1942 and was acquired by the exhibition association in 1946. It is being removed to increase midway and parking space.

**W. G. Baptist Signs
20 Illinois Fairs**

JACKSONVILLE, Ill. — The Baptist Sound Service is anticipating its busiest season on record, having signed to provide sound service at 20 Illinois fairs. W. G. Baptist, owner, announced. Staffers who will operate units this year include Milton Marks, Kenneth Wilkinson, John Bodishbaugh, Edward Standley and Baptist.

**Kochman-Joyce
Animal Unit
Bows July 30**

CHICAGO—The Jungle Race unit being toured this year by thrill show impresario Jack Kochman and long-time animal trainer Jack Joyce, will bow July 30 in Scottsborough, Ind., it was announced here.

Major fair booked is the Central Canada Exposition, Ottawa, with other dates reported set for some 10 fairs in Indiana.

Program calls for a wide variety of animal racing, such as llamas with sulkies, Shetland ponies and mixed animals. Set for the unit are Peterson's pigs, Joyce's camels, Vidbel's racing elephants and high school horses, plus Kochman's racing greyhounds.

Kochman is handling Midwest bookings and GAC-Hamid Agency in the East. Following the fair season, T. Dwight Pepple, Chicago agent, will book the attraction as a sponsored show.

**Texas Fair
Sets 70th Run**

FREDERICKSBURG, Tex. — Walter E. Loudon Jr., president of the Gillespie County Fair has named 23 committees to arrange details for the 70th annual exposition of Texas' oldest county fair to be held here August 15-17.

Twenty of the committees will supervise departments of the fair and related enterprises, the other three are to act in advisory capacity, in planning of permanent improvements and functional operation of the fair, Loudon stated.

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ARENAS & AUDITORIUMS

Dodgers' Concession Pact Draws Promoter Attention

By TOM PARKINSON

THE CONCESSIONS contract between the Dodgers baseball team, now of Los Angeles, and their temporary home, the Los Angeles Coliseum, is attracting attention among those showmen and producers who have long been dissatisfied with the standard contracts between auditoriums, arenas or similar buildings and the attractions.

The significant point reported in the Dodgers-Coliseum contract is that a percentage of the concession income is credited against the rental fee.

Thus, in the view of the promotion people, here is a case in which they get a fair arrangement. They share in the profits that their attraction brings into the building.

WITH THE UNDERSTANDING that the ball club is to get something in the vicinity of 30 per cent of the concession money, some observers close to the details think that the concession share undoubtedly will pay the full year's rent for the expatriated Bums.

The Dodgers, represented by Walter O'Malley, are to pay the clean-up costs. Such a charge is usual, but there is a difference in this case that wins for it the approval of promoters. The difference is that the party which pays for clean-up also has a share in the concession revenue that makes clean-up necessary.

PROMOTERS AND PRODUCERS long have objected to set-ups that required them to give up concession income and at the same time give up clean-up money. As they see it, this arrangement means the building collects not only when a popcorn box comes into the building, but also when it is swept out. They charge further that under the prevailing plan, any mess is made, not by patrons of the show phase, but instead by customers of the concessions. Why then, they ask, should the show pay? Under the Dodger contract, the situation is different.

Shows prove their power in concession sales, and producers feel therefore that they should be cut in. A strong show will create more concession sales, and the promoters say they should share with the concessionaire in this income.

THEY DO NOT lay claim to the entire available percentage of concession income. That is, the show producers do not ask that a building give up its full share of concession money. Instead, they envision a set-up that would allow the concessionaire, the building and the producer each to participate in the concession income. One leading producer who speaks out on this subject goes further. He does not rule out the possibility of the building management increasing rental rates to make up for a loss in concession revenue; such an increase would be warranted, he says.

THE DODGERS' contract has started a lot of thinking. Several leading show producers are hoping it portends a change in the concessions contract picture generally.

Estimate Gross For Chicago's New Expo Hall

CHICAGO — In a series of events, backers of the proposed exposition hall here have announced that it won't be ready for a lakefront fair scheduled for 1959, that they expect a \$3,600,000 annual income on the building, and that the bond sale is stalled by a taxpayer's suit.

They also released new plans which call for a less elaborate building than discussed earlier.

The income estimates were prepared in connection with an offering of the bonds for sale. Authorities said the yearly expenses would be \$1,611,000 and income would be \$3,611,000. That would leave \$2,000,000 to pay off bonds, they said.

Estimates included \$3,126,700 yearly rental from 580,000 feet of exhibit space at 50 cents per square foot per 10 days; \$135,000 in rentals on the 5,000-seat arena; \$49,300 from concessions and \$1,800,700 from proposed industrial exhibitors. Convention Bureau prepared the figures.

The hall is expected to cost \$22,165,000 plus another \$5,321,220 for preparing the site. Earlier estimates for a \$34,000,000 hall were cut back some time ago. Race tax money is available for the hall.

Plans still are in the drawing board stage, although there has been talk of breaking ground shortly.

No offers to buy the \$25,000,000 bond issue came from private investors, and none was expected. The issue was offered primarily to clear the way for subsequent pur-

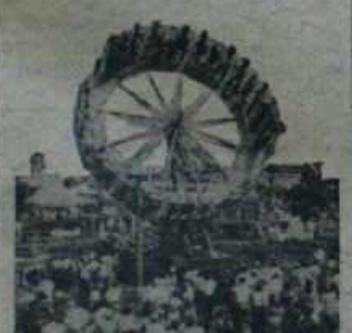
Island Garden Hums Without Fixed Seating

WEST HEMPSTEAD, N. Y. — Altho it still lacks permanent seating, that has not hampered the operation of the new Island Garden arena here, with three offerings having been staged this winter. Temporary seating is being brought in for two big dates to come, a revival session and a circus.

Located on Hempstead Turnpike at Cherry Valley Road, the domed hall is owned by Arnold (Whitey) Carlson, who parlayed a used car venture into a substantial showbusiness venture. Dates held so far have been the Marine Recreation Show, February 8-16, Long Island Nurserymen's Association garden show, February 22-March 2, and the three-day use of the arena for a used car clearance Thursday thru Saturday (6-8).

Oral Roberts, evangelist, is booked for March 25-30. On April 5 the Frank Wirth Circus begins a one-week run. Also coming are the April 19 Boy Scout Jamboree, and the combined Long Island Exposition of Modern Living and Food-O-Rama, May 16-11, according to office manager Jonn Riccietelli.

chase of the bonds by the State of Illinois. But the State's purchase was being delayed pending outcome of a suit filed by a Chicago resident who charges that the lakefront site is inadequate and that the State's participation would not be wise.



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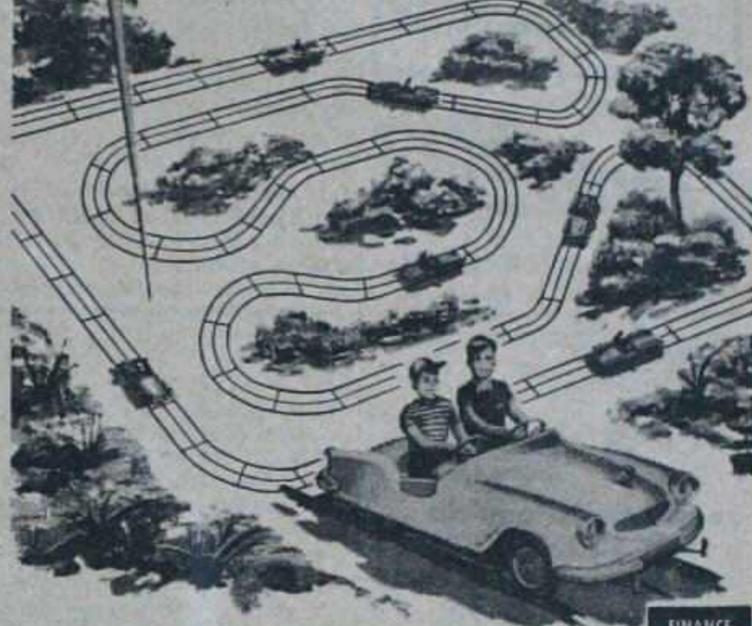
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Allentown Fair Sets New Committee System

ALLENTOWN, Pa. — Lehigh County Agriculture Society's 1958 executive committee was reorganized last week with the election of Ed Leidig to his second year as general manager of the Allentown Fair, and J. Oliver Doern to his second year as chairman of the executive committee. The meeting was held at the Fairgrounds Hotel.

President Frank F. Hausman announced the appointment of the important show and grounds and concession committees, which will be responsible for booking grandstand attractions and the midway for the September 14-20 fair.

Blanket invitations will be sent to talent and midway people seeking contracts. Exact date for the submission of proposals will probably be within two weeks.

In making appointments, Hausman named members of the executive committee as chairman of the various subcommittees. He said the executive committee members would be "vice-president of a division" under the arrangement. Previously, committee heads did not have to be board members.

The chairman of the board and the three top officers of the society will act as ex-officio members of all committees. The three are Hausman, Leidig and Reba D. Schall, secretary.

Harry D. Hertzog was named chairman of the show committee, with Roy Minninger, last year's chairman, as his co-chairman. Other members of the committee include Robert King, Henry Newbard, Bert

Meyers, Alvin H. Butz and William Laubach.

The grounds and concessions committee will be headed up again by William T. Harris Jr., newly elected member of the executive committee. His co-chairman will be Owen Metzger, and other members are Gene Smith, Martin H. Bitter, Clarence Siegfried and Ezra Smith.

Hertzog will be chairman of the auto race committee, with last year's chairman, Sam W. Taylor 3d, as co-chairman. Last year the Allentown Fair handled the promotion for auto races conducted on the final day of the week's exposition.

General Manager Leidig indicated that the top two committees will send out invitations to booking agencies and midway organizations to meet with committees and submit attractions for the fair.

Midwest Club Fems Complete Plans For Western Party

MINNEAPOLIS — The Ladies' Auxiliary of the Midwest Showmen's Club has completed plans for its March 22 Frontier Party to be held in the clubrooms here.

Betty Carroll, ways and means chairman, announced at the Thursday (13) meeting that anyone not showing up in a Western costume will be fined. Mrs. Carroll is also in charge of decorations and prizes for the event.

Entertainment will be provided by Preston and Blake Lambert and Kathy O'Neil.

First Vice-President Verna Winkley filled in for President Mickey Collins who is in Phoenix visiting friends.

It was reported that Hazel Erickson will enter University Hospital here on March 23.

Aut Swenson Inks Von Brechts for CNE

CHICAGO — Aut Swenson, owner-manager of the thrill show bearing his name, has announced the signing of Piet von Brechts, contortion act, to work with the stunter at the Canadian National Exhibition, Toronto. Swenson said the performer will do his turn on a pole mounted on a thrill show automobile.

Re-Elects Tutt Prez

COLORADO SPRINGS, Colo. — W. Thayer Tutt, hotel executive, has been re-elected president of the 1958 Pikes Peak or Bust Rodeo here. Cheddy Thompson was named executive director and Mike Edwards will continue as business manager. Harold Heyse is executive vice-president.

Tampa Fem Club Draws Good Crowd To Supper Dance

TAMPA — The Saturday (8) covered dish supper and dance held by the Ladies' Auxiliary of the Greater Tampa Showmen's Association, drew a large crowd to the clubrooms.

At the regular meeting here on Wednesday (12), President Olive Sprague was in the chair assisted by Mary Wensik and Egle Sedlmayr, vice-presidents, and Grace Fillingham, secretary. Chaplain Ella Stophel delivered the invocation.

It was announced that Dorothy Crawford had been voted the outstanding member of the Clover Garden Club. Lea Frantz donated the dark horse which was won by Peggy Galluppo.

On the sick list were Sara Wetherbee and Loretta Petersen, Tampa General Hospital; Monica Bares, Davina North, Dottie Blackhall, Vona Arger, Flo Pontico, Edna Adams and Francis Deemer.

San Antonio Opens Study of Policies On Auditorium Rent

SAN ANTONIO — City council will begin discussion of a definite policy plan for city auditoriums. City Manager Lynn Andrews said city departments have been making a study of auditorium policies in San Antonio and in other cities.

He said there has been need for clear-cut regulations covering commercial use of the auditorium as well as non-profit uses of the city buildings.

Auditorium rentals have been made thru verbal agreements. City officials feel written contracts should be used. Andrews said the proposed changes in policy would not involve increases in charges at the present time. But the new plan would clarify such questions as rehearsal rights and rights of civic groups to be assured use of the auditorium for certain annual events.

Hancock Fair Seeks Race Dates

HANCOCK, Mass. — The Berkshire County Fair Association last week requested permission for a week's horse racing at its fair here August 25-30.

Last summer a controversy raged for weeks over the allotment of racing dates to this same group. It was charged it was operated by a Boston group whose only interest was in the pari-mutuels. Court action ultimately blocked the racing.

The Racing Commission has scheduled a hearing on the new application for March 20 in the Hancock Town Hall.

Over 40 to Attend Workshop

Continued from page 37

manager of the Arkansas Livestock Show, Little Rock; G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis; E. Lee Carteron, manager of the Southeastern Fair, Atlanta; L. (Doc) Cassidy, special events-publicity director of the Kentucky State Fair, Louisville, and Virgil Pierson, publicity-advertising director of the Alabama State Fair.

The program, as planned, will be kept flexible so that any fair executive can bring up any subject of his choosing for discussion.

Among the subjects formally scheduled for discussion are: Exhibits-commercial, educational; attractions for grandstands, buildings, grounds; special events; pro-

motion, publicity and advertising; prices, gates and gate control; youth participation; premium awards and the methods of awarding them; shifting with the changes in the economy, and showmanship on the grounds.

Observers from other sections of the country will be present. Included among these will be Doug Baldwin, manager of the Minnesota State Fair, St. Paul, who earlier in his career had been manager of the Alabama State Fair.

The Alabama State Fair, as host, will provide luncheon each of the three days and special transportation to and from the fairgrounds to all who participate in the workshop.

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Malecs Add to Park As City Limits Near

OMAHA—When a city moves its limits toward a private amusement park that has for years faced relatively mild county assessments, it's time for the owner-operator to find new uses for his extra land to meet an inevitable increase in city taxes.

That's the problem of Joe Malec, president of Peony Park, Inc., who has until recently been located in Douglas County at a fair distance from Omaha's Western city limits and higher tax schedules. Last year the city moved across the street, literally, from Peony Park's main entrance.

This year Malec hopes to incorporate a new Kiddieland on his premises to jack up family trade. This park-within-a-park represents the first Disneyland-type operation in the Nebraska-Iowa area, with towers, castles, lagoons and figures from Mother Goose.

Peony Park, long considered Omaha's plushiest amusement center, is situated on 40 acres of enclosed and wooded land. A visitor will find a lake-sized, sand-bottom swimming pool with better than a quarter of a mile of wide beaches around it.

Dance Bands Due

The pool, largest in the area, has a capacity of 3,000,000 gallons brought in from eight artesian wells. It has been the park's greatest money-maker since the decline of the dance business in the adjacent Royal Terrace and Ballroom.

The ballroom still features nationally known bands from time to time. But its profits (with room for 2,800 dancers on jammed nights) in the summer have not equaled those of the park's Royal Grove, which features dancing and

dining alfresco. It is also the home of the summer pops concerts of the Omaha Symphony Orchestra.

Malec has already expanded the park's picnic and outing facilities in the woody areas north of the dance palaces, but the relentless march west of the city prodded him and his son, Charles (also secretary-treasurer of the corporation), to thinking about the future tax bite.

Last year Charles Malec visited Disneyland and investigated kiddieland ventures in Oakland, Calif.; Sale Lake City and Denver. He selected features of each park which he thought would go well in Peony's locale.

The younger Malec, an engineer and designer, selected five unused acres which roughly encircle the southern end of the swimming pool for the kiddieland and assigned an additional 15 acres for parking. The kiddieland, he estimated, would cost upwards of \$150,000 with the park's crew pitching in to perform much of the labor.

Kid Rides Named

The kiddieland area was cleared in January, and the Malecs hope it will be ready for a May 15 opening.

The rides, all of them new, will include an Arrow Miniature Train which will wind thru the landscape and 100-foot tunnel for 1,400 feet. The train will start from a large Union Station covered platform. Arrow also will provide an auto ride of 600 feet with tunnel of 52 feet on the way.

Other rides comprise an Allan Herschell Merry-Go-Round, Helicopter and 300-foot Roller Coaster with a peak of 11 feet. A medium-size Ferris Wheel will come from San Antonio Roller Works. Minia-

Brussels Fair Sets Todd-AO 'South Pacific'

NEW YORK—The first major attraction to appear in the U. S. National Theater at the upcoming Brussels World's Fair will be the Todd-AO version of "South Pacific," it was announced last week by U. S. Commissioner General Howard S. Cullman.

The appearance will mark the continental European premiere of the Rogers and Hammerstein musical starring Rossano Brazzi, Mitzi Gaynor and John Kerr. The composers, the stars of the film and other Hollywood personalities have been invited to the premiere which is scheduled for May 1.

Magna Theatre Corporation of New York is making the film available on loan and will also finance the installation of orthosonic sound equipment and a 39-foot screen to replace the special wide screen. "Pacific" will be presented three times daily thru May 24.

ture boats, said Charles Malec, probably will be added later for rides on the streams and lagoon.

The kiddieland area will be equipped for picnics and birthday parties with plenty of seating for the weary older generation. Large Willie, the Whales, rockets and missiles, Old Woman in the Shoe and Dutch Mills will relieve the landscape.

As his biggest feature, Charles Malec has thrown in a miniature golf course, with every hole designed and decorated in a different national theme. Its theme is "Around the World in 18 Holes."

MASS. BILLS ON N. E. AGENDA

60 Legislative Measures Pending; Tourism, Food on List of Subjects

BOSTON—A promising opportunity exists for worthwhile decisions at this year's spring meeting of the New England park operators. The New England Association of Amusement Parks and Beaches has its 32d annual session scheduled for Wednesday (26) in the Parker House.

Russell G. Jones, president, points out that Massachusetts operators alone have to fight some 60 bills that can seriously affect the business if enacted. Eurico Cappucci, NEAAPB legislative agent, will report on this situation.

Registration begins at 10 a.m., followed by the 12:30 luncheon, afternoon business session, cocktails at 5:15 and the banquet and entertainment. Guests are welcome and dress is informal.

Port Lavaca, Tex., Gets New Fair Plant

PORT LAVACA, Tex. — The annual Calhoun County Fair will be held October 10 and 11 at the new fairgrounds here. John W. Newlin, was elected president of the recently reorganized Calhoun County Fair Association.

Waller, Tex., Sets April Rodeo Dates

WALLER, Tex. — The annual Waller Future Farmers of America Fat Stock Show and Rodeo will be held April 11-12. A new feature of the show this year will be Shetland pony exhibitions.

Door prizes will be given. There will be speakers and discussions on a variety of subjects, with some of the talks to be made by Howard G. Smith, of the Federal Reserve Bank, on his New England vacation business report; Leonard J. Panaggio, of the Rhode Island Development Commission, on the tourist industry and recreation business, and Jacque Leek, of Brigham & Dorothy Muriel's, Boston, on food merchandising.

There will be ample time devoted to the usual socializing. Secretary Fred Markey, Exeter, N. H., points out.

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SOUND

Taped Voices Aid Grandstand Spec

- Emphasize scope thru volume, sound depth
- Background singing, effects match setting

Taped recordings played an important role in the presentation of "West-O-Rama," lavish fair grandstand show produced last year by Barnes-Carruthers Theatrical Enterprises, Inc., of Chicago.

Presented outdoors at a string of major Midwestern and Southern fairs—all with huge grandstands—it was necessary to emphasize the scope of the production thru volume and depth of sound.

Use of a Western town setting, that spanned an expanse of several hundred feet, the producers were faced with problems.

One hurdle was how to best transmit group singing to the large audiences when members of the singing company were scattered in small groups over the broad set.

Also a problem was how to amplify the sound effects such as the crowd noises, the laughter, gaiety and screams from the frontier saloon, the chant of the horse auctioneer and the angry tirade as the Japanese wire-walker was chased out of the chop shop by the irate butcher, cleaver in hand.

The problem was turned over to Randolph Avery, Barnes-Carruthers' vice-president who, after weeks of research and consultation with sound experts, came up with the answer—tape recordings.

Ice Show Help
Some know-how was obtained from major ice show sound technicians who had used tape backgrounds for a number of years. The final technique adopted by Avery, however, was in many respects the reverse of that used by the icers.

Typical was the echo problem. The ice shows, which generally play in buildings, use short, clipped sounds to eliminate echoes. The outdoor problem is just the reverse as the air absorbs the sound rather than create an echo. For this reason the singers held, rather than cut short, their notes.

Once the groundwork was laid, an eight-hour recording sessions with the singing done a capella,

was directed by Avery with a special dubbing process adopted to get the desired effects. This eight hours of tape-cutting resulted in a total of 10 minutes of sound that was actually used in "West-O-Rama."

Once the voices were recorded, an expert technician was employed to edit the tape to the desired length. Many additional hours went into setting up a system of cues and iron out other bugs.

In actual operation at the fairgrounds, the orchestra leader was hooked into the public address system by means of earphones. His baton-wielding was cued to the tape and thru split-second timing co-ordinated the orchestra music with the background voices.

Solos were actually alive, backed by the taped voices, and to further intensify the volume and depth, all the people on stage blended their voices with those on tape.

A concentration of the taped material was expended in the [\(Continued on page 43\)](#)

Craftsmen Build 'Live' Band Organs

- Father-son combination retains old skills
- Tape is a bad word in their plant

"The future of band organ building is the brightest ever, providing the instruments have true tonal quality and offer lilting music," says Louis Bacigalupi Jr., who at 53 is the third generation in a family of craftsmen who began this work in Germany about 1875.

In their shop, "tape" is a naughty four-letter word.

The Bacigalupis—Louis Sr. and Louis Jr.—feel that organ building as they practice it is an art that may soon expire. They build each and every part of their instruments. Many odds and end of

SPECIAL Sound, Music, Light, Power SECTION

LIGHTS

Color Rays For Bally

- Searchlight outfit improves use of color
- 1957 searchlight gross doubles previous total

Income by major suppliers from sales and rental of aerial searchlights during 1957 easily doubled the previous year's gross, and the outlook is for wider use of the ballyhoo beams this season. In use now is color, the most feasible being a golden beam made possible by taping a sheet of gellatin over the searchlight lens.

Experiments have been many [\(Continued on page 43\)](#)

lumber and leather are present in their shop. The elder Bacigalupi resorted to this type of construction when World War I cut off imports from Germany.

For Kiddie Rides

The main product of the organ firm is what the younger Bacigalupi, a towering ex-wrestler and an amateur herpetologist of some note, describes as a regular kiddie ride organ. The mechanism is 18 inches high, 13 inches in depth and 20 inches long. This unit can be heard for approximately 100 feet around without amplification and thruout the park if the sound is amplified. The front of the mechanism is dolled up with a decorated panel 27 by 26 inches.

This organ is constructed with 20 specially built pipes—"a sort of little calliope pipe that is penetrating but yet has a very nice sound." Powered by a quarter-horse electric motor, the unit includes the music-box-type cylinder with six tunes. Additional music cylinders are available. The cylinder arrangement affords continuous music without changing.

Monkey Organs

Bacigalupi, who is associated with his father, nearly 86 and still active, continues, "The monkey organ grinders are definitely coming back—and they will need instruments for the old ones are wearing out. We have three new ones on order now."

The organs for the monkey grinders are 9 inches in depth, 17 inches tall and 13 inches long. Constructed with 20 pipes and a six-tune cylinder, these manually operated music makers weigh about 25 pounds.

Bacigalupi Jr. hopes to add to his present line a small concert organ "for the carnival people have a crying need for one that will play like a concert band." And, he adds, that it "will be fully chromatic." He claims, too, that the American showman has never heard a "real organ play in the last 25 years."

LIGHTS

Portable Lighting Comes to the Fair

- Inventor of night sports lights books fairs
- Portable equipment featured by Connolly

A 64-year-old Irish-American, who may have handled more cable than any other living electrician, is directly responsible for night sporting events in the United States and Canada.

Ask any Eastern sports promoter who introduced the first night baseball games, night horse racing or night football and he invariably will say Charley Connolly.

Connolly can be seen from coast to coast each year setting up his numerous portable lighting plants at horse race meets, auto races, fairgrounds and baseball games. He is the same Charley Connolly from Lake Success, N. Y., that talked Connie Mack into putting lights in Schibe Park at Philadelphia in 1930. Later he erected lights in Fenway Park at Boston and lit up the first college all-star football night game in the same city.

Lit Ball Games

The first night football game to be held in Yankee Stadium was played under arcs erected by Connolly who whipped every obstacle and barrage of pessimists who claimed that night sports would not draw.

His critics were amazed when he jumped the attendance from an average high of 8,000 to 18,000 when Newark played Jersey City in the "Little World Series" of the International League in the early '30's.

Chicago's Wrigley Field has seen few night events, but one of the outstanding successes at this park was the outdoor appearance of the Harlem Globetrotters under Connolly's portable light plant long before Major League baseball parks were sporting such modern equipment.

A tour with the House of David baseball team saw Connolly doing one-night stands from coast to coast and across Western Canada.

Now Fairgrounds

In recent years the lighting expert has concentrated on lighting horse tracks and fairgrounds including the Minneola horse track; Paterson, N. J., motorcycle track; Westchester Country Club, and

numerous tracks in Michigan, Illinois, Wisconsin, Missouri, Pennsylvania, New York, New Jersey and others.

The only outdoor ice show held in the Orange Bowl, featuring Sonja Henie, was staged under the lighting direction of Connolly who was hired by the late Mike Jacobs at Miami.

The Connolly portable lighting plant has been used at a number of Midwestern fairs in recent years thru Al Sweeney's National Speedways, Inc., which introduced night auto racing with a portable plant at the Wisconsin Valley Fair, at Wausau in 1954. Other fairs now using the Connolly plants are at Beaver Dam, Wis.; Urbana, Ill.; Sedalia, Mo.; Mt. Vernon, O.; Aledo, Ill.; Kalamazoo, Mich.; Knoxville, Ill.; Inlay City, Mich., and Marshall, Mich.

Connolly is capable of delivering 100,000 watts of lights, using his own portable generators. He erects 40 12-foot poles, with two clusters of bulbs to each pole, supplies four generators with a spare for standby. It is not unusual to see five Connolly plants in operation in as many different places the same week at the height of the fair season.

"Night sporting events are the only challenge to television. I think that 1958 will be a banner year for night horse racing, night auto races, baseball and football. It's the only answer to sagging gates at fairs," says the lighting expert.

LIGHT

See Circus' Tower Need

- Hard-to-find lots would be identified
- Neon, fluorescent tubes add flash

It's time for an enterprising outdoor circus owner to come up with a set of light-towers. While most carnivals capitalize on the flash value of high altitude lighting, the big tops have been slow to join out the idea.

Circus lighting outdoors now [\(Continued on page 43\)](#)

Generator? Count KW.'s to Tell Needs

- Shows outgrow use of transformers
- More kilowatts per pound in new models

When a carnival or similar show should switch from transformer power to its own generator and when a generator show should change to a new one are among questions answered by Bert Pilkington, chief engineer of the Lewis Diesel Manufacturing Company, Memphis, and for 18 years the man who has figured power needs of most shows.

Governing all questions of electrical power on shows, of course, is the simple process of adding up how many kilowatts of power

the show is going to need to operate its various devices.

Pilkington points out that the biggest draw on power sources on the average carnival is the lighting system. The light towers, gate lights, show lights, illumination for concession stands and the many bulbs on rides add up to a terrific draw.

The chief engineer recalls that a Roll-o-Plane, for example, requires 17 horsepower to operate. That translates into a need for nearly 13 kilowatts. A Ferris Wheel may require about seven and a half kilowatts. Kiddie rides take an estimated two to four kilowatts.

Gas-Engine Rides

Add the needs of various electric-powered rides plus the pull [\(Continued on page 43\)](#)

- Improvement traced over 35-year span
- Veteran operator sees more growth in future

Sound systems have come a long way since the early 1920's when they supplanted the leather-lunged announcer with megaphone at outdoor amusement events.

There's still room for improvement, however, in the opinion of Don Ackerman, Storm Lake, Ia., operator of sound systems who annually services on the average of 50 fairs in the United States and Canada.

Biggest problem is that there is no specific equipment designed for outdoor use. As a result, it is up to the sound engineer to use his ingenuity to adjust and re-vamp the systems so they will do

a serviceable job under the adverse conditions, such as weather, that often prevail outdoors. Ackerman points out.

Today's microphones, altho a far cry from the early one, are an example, he says. They are prone to pick up winds that reproduce as rumbles and at times will pick up the many other noises common to fairgrounds.

There is no true hi-fi system available for outdoor work, according to Ackerman. It is true, manufacturers have come close to true reproduction but they still don't compare with the home hi-fi set so far as range of tone is concerned, he points out. And coaxial speakers are needed to reproduce the true bass sounds, Ackerman says.

Despite these apparent short- [\(Continued on page 43\)](#)

Generators? Count the KW's

• Continued from page 42

of lighting and decorative needs and you arrive at the basic power needs for a given show.

For an average size railroad show of a few seasons ago, this represented a total need of 800 kilowatts. This was supplied by a set of four 200-kilowatt plants.

Of course, many rides, including a high proportion of those owned by independent ride operators, are operated by gasoline engines and thus do not require power from the show's system for that.

These, however, normally hook into the show system for their electric lights and they pay the show a fee for the privilege.

Pilkington, along with Frank Lewis, of the firm, point out that the number of shows still relying on transformers must be small. With transformers, rented locally, shows are able to tie in with local public utilities and buy power rather than generate their own.

Line Costs Go Up
Electric rates, rental on transformers and expense of having necessary poles and lines installed in some cases, all these determine the cost of transformer power.

These expenses are higher, most sources agree, and some shows, including carnivals and others, which have used transformers in the past, now go part way and rent a generator rather than pay the costs of more extensive transformer installations. Power companies must figure, for one thing, that the price is much the same for a one-day stand as it is for a permanent installation or long stand. This is on the theory that they must have the power available for delivery and their expense is the same to have it delivered a few times or many.

So somewhere along the line of growth a show must come to the question of whether to buy its own generator.

According to Pilkington, there is no single answer. But the

switch-over probably should come to most shows when they come to need from 60 to 70 kilowatts. It may be as high as 100 kilowatts for some outfits. After that it is a pretty sure thing that the more economical way is to generate one's own power.

Lighter Weight
Biggest development in the power-supply field over the past few years is that plants capable of delivering more kilowatts now weigh less.

For example, Pilkington states that a 60-kilowatt plant of a few years ago weighed 4,600 pounds for generator and engine combination.

Today a 100-kilowatt system weighs that same 4,600 pounds.

The improvements are traceable to use of lighter materials, but also they are more efficient because of higher speeds and horsepower. The savings in tonnage brings savings in transportation costs among other ways.

Modern Systems

• Continued from page 42

comings, the veteran sound system operator is quick to admit that the industry has made vast progress since the 1920's. The systems used in those days were crude and bulky, had trumpet horns and were used primarily for announcements. They were not capable of reproducing singing or music to any great degree.

Today they are compact, have a wider tone range, more microphone input, can be used with mixers and thru the use of boosters, it is possible to string longer lines with no loss of reproduction quality.

Today's pencil-type microphones, with their wide pick-up range, better quality and compact size, are a vast improvement over the early models. The old-timers were bulky, blocked the view of the speaker and the listeners and needed constant maintenance and repairs.

Despite the shortcomings, open-air reproduction of sound has made great strides and the future will bring more, Ackerman predicts.

SPECIAL Sound, Music, Light, Power SECTION

Tower Needs

• Continued from page 42

is of two types. In one, the circus lights its midway and banner line and it goes to some effort to light up the interior of the big top. In the other, the show uses the field lights of a ball park or football stadium for its performances in front of grandstands.

Both systems light the performance okay and apparently please the people who have found the show and bought tickets already. But neither show is using lights as a homing beacon for customers. So far, circuses don't use lights for advertising whereabouts.

Tent circuses generally set up on a lot that is not used for other public purposes. Often it is a vacant area or pasture and the public is driving "blind" to find it. But a single light tower angled up into the night would signal to them that something special is going on there. The ball park show is up against much the same problem.

A simple tower atop the light plant wagon would do the trick. It should be festooned with neon or fluorescent tubes and it could be fitted with a flasher or blinker light at the peak.

The tower should be high

Color Beams for Ballyhoo

• Continued from page 42

over the years in efforts to provide colored aerial beams of light, but most colors are so dense that the transparent gellatin coverings cut the light intensity. Almost all colored beams weaken before traveling very far. It has been found that gold passes sufficient light to make a good beam for publicity use.

Searchlights have been used for publicity purpose from the time they become available. Whether moving or stationary, the bright stream of light is an eye-catcher and attention-getter. For years they have been used by amusement parks and carnivals, in addition to uses by various retail establishments. Ohio ride operator Floyd Gooding leads the outdoor show world in spotlight possession with 10. Among other major carnivals, Royal American has six, and the Cetlin & Wilson and Blue Grass shows have four apiece.

Where once the calliope reigned supreme as a ballyhoo tool, the sound truck and searchlight have become predominant over the years. In some instances a loud-speaker is mounted on a light carrying truck and they are used in conjunction thru city streets, with the beam headed straight up. With the golden-colored beam, notes George Wendelken, of Publicity Searchlight Company, the slogan "Follow the golden beam" or other expressions referring to jackpots at the end of rainbows, have become successful. The air-cooled lenses are no

enough to be seen above most trees. A de luxe model could have a revolving sign at the top reading "circus."

hotter than fluorescent tubes and so do not disturb the gellatin.

An advantage of shows and parks using searchlights is the off-season income available. Gooding, for one, has rented his lights for store openings and sales on numerous occasions. A light can pay for itself thru one winter's rentals, Wendelken says.

The searchlight market is cornered cozily by four major suppliers, whose operations are almost strictly regional. Wendelken, with 132 lights, operates out of New York. Jerry Pile's firm is located in Chicago, as is Earl Schultz's company. We Light the Way, and the Anderson Bros. are in Los Angeles. All together, there are some 350 or 400 lights in use by show enterprises—carnivals, circuses, drive-in movies, parks and auditoriums. Judging by the frequency of their use in 1957, and the purchases of parts such as carbons so far, the skies ought to be lit from coast to coast once mild weather and the outdoor amusement season set in.

IRWIN KIRBY.

Taped Voices

• Continued from page 42

opening number of the show, which to the producers, was highly desirable. A total of six of the 18 tapes were used to immediately get across the vastness of sound in relation to the wide scope of the show and its setting.

In looking back at the experience, Avery is quick to recognize the value of good equipment and good technical help. Get the best of everything, is his advice.

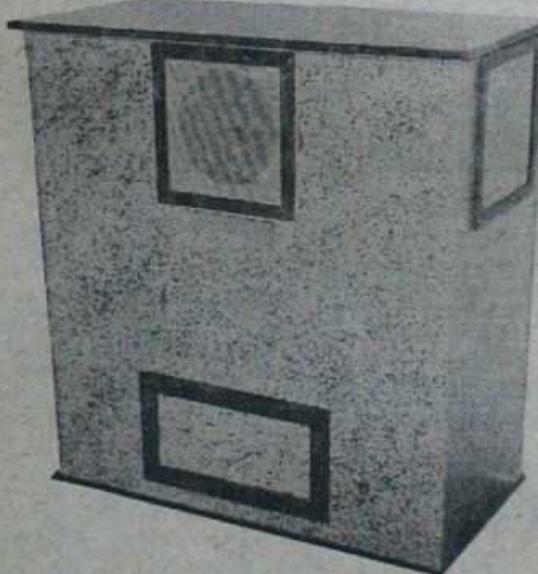
LeRoy A. Drake
Greenfield 3-3987
PUBLIC ADDRESS SYSTEMS
Rental—Sales—Repairs
FAIRS—CELEBRATIONS
121 Gregory St., Rochester 20, N. Y.

HURRY, HURRY, HURRY
to send for *Major Records*
exciting hi-fidelity 12" LP records of Authentic Calliope or Carousel music
You'll want both these fabulous 3-record sets, the Authentic Calliope and the Authentic Carousel-Band-Organ—
• Each set offers over 1½ hours of continuous music!
• Each set is only \$10 for all three records!
• Each set captures the hoopla and hullabaloo of old-time carnivals!
Order these crowd-pulling records now, prepaid, from
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Send check or money order—no C.O.D., please.

60" SEARCHLIGHT CARBONS, \$4.50 PER CAN
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38 WEST 53rd Street Judson 2-8860 New York 19, N. Y.

MUSIC AND LIGHT AT THEIR BEST

THE CARROUSEL BAND ORGAN



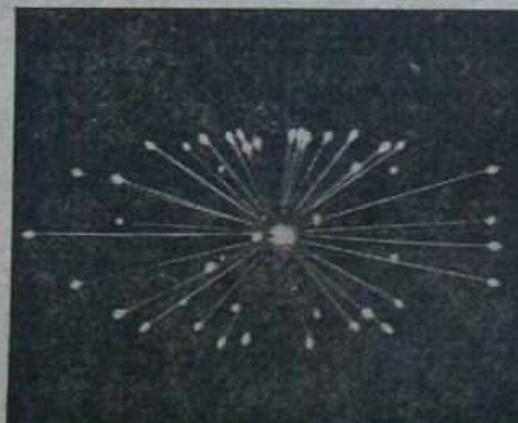
Here is a truly fine piece of sturdy equipment that will last you many, many years. The Carrousel features a continuous tape player and record player with Band Organ or Hammond Organ music. Our library of music on tape runs a full 24 hours. The Carrousel also contains a 70-watt amplifier, sufficient power to cover entire Park or Fairgrounds. Additional speakers are also available.

\$760.00 Complete

SATELLITE STARBURST

Here's flash that will make your Attraction, Show or Concession the talk of the Midway. The Satellite Starburst is available with 24 to 96 brilliant, flashing lights in white or color. Arm extensions, 14" to 48". Very low-cost maintenance. Priced from . . .

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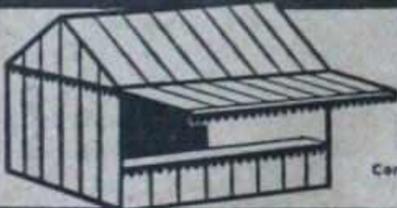
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

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Vivian Dorchester pkg. 30c due

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- Adams, Huey
- Alexander, Rudolph
- Allen, J. C.
- Allen, Louis J.
- Allen, Napoleon
- Allen, Stan
- Alley, Morton
- Allison, Don
- Anderson, Clarence
- Anderson, Charles
- Anthony, Milt
- Arnold, Johnny
- Arnett, Al
- Arthur, V. F.
- Ashford, Hubert
- Ashley, Louis
- Austin, John
- Austin, Leona
- Avery, J. Boyd
- Avery, Dan M.
- Bacon, Tommy
- Bailey, Searcy
- Baldwin, John
- Balmer, Willie
- Barker, H. Donald
- Barker, L. D.
- Barnes, Jerry
- Barrett, Robert
- Barrett, Harry
- Bashley, Louis
- Balsam, Leo
- Battin, R. L.
- Batta, Alfred
- Bauman, Robert A.
- Beck, Bob
- Beckham, Marion
- Becher, Booker
- Beil, Tom
- Beitz, Trudy
- Benjamin, N.
- Bennett, R. F.
- Bennett, Robert
- Berry, James
- Bise, Donald
- Bliss, Joseph A.
- Blues Tent Show (Blues' Comedians)
- Blitters, Arthur
- Blackburn, Knut O.
- Blackie, Glenn
- Blackley, V. J.
- Blaker, Corneilus
- Blumberg, Morris
- Blumstein, Robert
- Boat, Windale
- Bohadi, Frank
- Bogdan, Leroy
- Bogden, Mose
- Bolshakker, Luke
- Bolla, Robert A.
- Bonney, Luke
- Boston, Joe
- Bowen, Albert
- Bord, Howard
- Bord, Oscar
- Bradford, Leo
- Bradman, Clinton
- Breding, Alto
- Brewer, James
- Brewer, Robert
- Brinston, Rowan
- Brittain, Frank
- Brocka, Sammie
- Brown, Vernon
- Brown, Adolph
- Brown, David
- Brown, Fred
- Brown, James
- Brown, Marvin
- Brown, Richard R.
- Bruckner, Charles A.
- Bruff, Robert H.
- Bryant, Hance
- Bryant, John
- Bryant, P. & Ollie
- Bryner, Robert
- Buckley, M. M.
- Bullch, Charles
- Bullard, Myra
- Bullock, R. T.
- Burke, James
- Burnett, Tommie
- Burroughs, Raymond
- Bush, Jennie
- Butler, Jeff
- Butler, Roscoe
- Butler, Thomas
- Campbell, Fred
- Campbell, George
- Canfield, James
- Cannon, Ed
- Cannon, Norman
- Cantwell, Charles
- Carawan, C. L. & Mrs.
- Carr, Ronald
- Carter, Cleveland
- Carter, Fred
- Carter, Henry
- Carter, John
- Carter, Robert
- Carver, H. J.
- Casser, Frank
- Casson Jr., Thomas
- Caston, Burrell
- Caston, Jess
- Cavaliero, Anthony
- Cavaliero, Pat
- Cavett, Glenn
- Cavett, J. B.
- Centers, Roland
- Chapman, Arnold J.
- Chapman, Eddie
- Chesnut, James E.
- Childress, O. L.
- Church Jr., Charles
- Clayton, Clayton
- Clancy, William H.
- Clark, J. Willie
- Clark, Willie
- Clay, Willie
- Cockrell, Rody
- Coffield Jr., Bennie
- Cohen, Frank
- Culbert, Edward
- Colman, Bob
- Colley, Lawrence
- Collins, Billie
- Collins, Jimmy
- Collins, Shelle
- Colquitt, Luke
- Combs, Charles
- Conley, Jesse
- Conley, Jimmie (not of the Riding Conleys)
- Conley, Levert
- Conyers, Freeman
- Cook, Finnes
- Cook, Madison
- Cook, Ross
- Cook, Samuel
- Cook, Willie
- Coon, David C.
- Cooper, L. C.
- Copeland, James F.
- Corban, Julius
- Coska, Zeke
- Cota, Fred
- Cotton, Thomas
- Cox, Gurney A. (Curley)
- Cox, Walter
- Cox, Willie
- Crandell, LeRoy
- Crawford, Elbert V.
- Crawford, James
- Creech, Herman E.
- Creek, Edward
- Crook, Del
- Cropper, Mrs. Charles
- Culpatrick, Iwan
- Cunningham, Rudolph
- Cunningham, Dean E.
- Curry, Pierce A.
- Cyrus, Nathaniel
- Daly, Mrs. Marcela
- Dalton, Murray
- Damerow, Al
- Daniels, Lavell
- Darnell, Leo
- Davenport, Earl J.
- Davey, Louis Edgar
- Davis, Allen
- Davis, James
- Davis, Ralph L.
- Davis, Randle
- Dawkins, Sam
- Dawn, Gary
- Dawson, Oscar
- Day, Lee
- Day, Charles
- Dean, O. J.
- Dean, Tom
- Dean, Walter
- Detawater, Leroy
- Dei Gross, Daniel
- Dei Gross, Louis
- Deiter Jr., Eddie
- Dick, John A.
- Diggins, John
- Dilbert, Glen H.
- Dillard, Leslie
- DiLouie, David G.
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- Dunn, J. M.
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- Edwards, Jack
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- Ellis, Kay C.
- Ellis, Lyle C.
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- Evans, Roosevelt
- Ester, Sam
- Estlinson, Donald
- Evans, Herman
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- Fazio, Michael
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- Flowers, Mildred
- Falcon, Seth H.
- Ford, Charlie
- Ford, Garry
- Fortner, Donald H. & Mrs.
- Fowler, James E.
- Fowler, Leroy
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- Gardner, Marshall
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- Gardner, Warren
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- Garrett, Richard
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- Gilman, Otis N.
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- Goodwin, Lloyd
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- Goss, Fletcher
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- Grantham, Buttons
- Gravel, Clyde
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- Gray, Ernest
- Gray, John H.
- Green, James
- Green, Lee
- Green, William
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- Hamilton, Alton
- Hampton, Freddie
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- Hart, Harold
- Harrington, E.
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- Harris, Annasia, Jr.
- Harris, Earl
- Harris, James V. & Margaret J.
- Harris, Willie
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- Hart, Frank
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- Hartshorn, Clyde
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- Henderson, Jimmy
- Henderson, R. F.
- Henderson, Thomas
- Hendrickson, John
- Henry, J. C.
- Henry, Steven
- Henson, Kenneth
- Herring, R. T.
- Hewitt, Robert
- Hilberth, Carrie
- Hill, Eljan
- Hill, John
- Hirley, George
- Hoffman, John M.
- Hogan, George
- Hogan, William
- Hoge, Mack
- Holmes, Son
- Holland, Robert
- Holmes, Wilbert
- Hose Jr., Solomon
- Houghton, Robert
- Houser, I.
- Houser, Sam
- Howell, George
- Hoyt, Johnnie
- Hoyt, Robert
- Hudson, Walter
- Huffsmith, Robert
- Huff, T. J. & Virginia
- Hugh, Bill
- Hugh, McKinley
- Huppe, Harry
- Hunter, Earl O.
- Hutchins, Russell
- Isaacs, Anthony
- Ivin, E. Z.
- Ivin, Mack A.
- Jackson, Alton
- Jackson, Buford
- Jackson, Clayton
- Jackson, Eugene
- Jackson, Franklin
- Jackson, John
- Jackson, Johnny, Jr.
- Jackson, W. L.
- James, Osa
- Jarzynski, C. E.
- Jefferson, Oeth
- Jenkins, Robert
- Jenkins, Thurman
- Jewett, Leroy
- John, Carey
- Johnson, Bill & Andrew
- Johnson, Clarence
- Johnson, Charlie
- Johnson, Dr. D. H.
- Johnson, H.
- Johnson, Harold
- Johnson, Harry
- Johnson, James O.
- Johnson, Lem
- Johnson, Mike
- Johnson, Norman
- Johnson, Richmond
- Johnson, Robert
- Johnson, Stanley
- Johnson, Arthur
- Jones, Billy
- Jones, E. E.
- Jones, Eddie
- Jones, George
- Jones, Heziah
- Jones, James
- Jones, Kay
- Jones, Ulysses
- Jones, Oskar
- Jones, Ulysses
- Joseph, Lezah
- Kase, Johnnie
- Kapper, Paul V.
- Kelly, Cleveland
- Kendall, Lawrence
- Kid Bruce
- Kilne, Robert
- Kimble, Eddie
- King, Carol
- Kins, Elmer
- Kins Jr., Matthew
- Kinsley, Willie
- Kiser, G. H. & Mrs.
- Knicich, Rowan
- Knall or Knoll, Jack
- Knight, Herb
- Knight, R. B.
- Kritson, Lavere
- Korles, Mrs. Rita
- Lacefield, Jimmie
- Lauger, John D.
- Laforte, Joseph
- Lally, Harry
- Lambert, Everett
- Landy, Chris
- Lankford, Lester A.
- Larkin, Bernard
- Larson, David I.
- Larson, Victor G.
- Laughlin, John
- Laughlin, Joseph
- Lawler, Carl J.
- Lawling, Mercer
- Lawrence, James
- Lawrence, Joseph
- Lawrence, Walter A.
- Lee, Clarence
- Lee, Louis
- Lee, T. Tona
- Leib, Rodrick
- Lemona, Frank
- Lemona, Herbert A.
- Lemona, Ralph J.
- Lemona, Howard L.
- Lester, Noel
- Levine, Mory (Carl Young's Cousin)
- Lewis, R. L.
- Lewis, Willie
- Lindsay Jr., George
- Lindsay, Howard L.
- Lislar, V.
- Livingston, Berry
- Livingston, John E.
- Lochhart, Orville
- Lott, Joseph
- Lott, Sylvester
- Louis, Hoss
- Lova, Isiah
- Lower, Benjamin F.
- Luehr, Walter
- MacArthur, C. A.
- MacDonald, Bob
- MacLaughlin, Walter
- MacLama, James J.
- MacLamney, Mrs. E. (Mrs. C. Phillips)
- McClinton, R. E.
- McCallum, Wilbur
- McDaniel, E. J.
- McDonald, John
- McDonald, R. F.
- McJee, Charlie
- McGee, R. C.
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- McKee, Harold J.
- McKnight, C. H.
- McLain, Y. J.
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- McNair, Rufus
- McNeal, Luther G.
- McNeil, Montague
- McNelly, Alfred
- McSpadden, Myrtle
- McSpadden, Mrs. J.
- Mack, LeRoy E.
- Macklin, Delphin
- Mace, Frank
- Mahone, Dick
- Mahoney, Johnny
- Mason, W. H.
- Mason, Jango
- Marble, Thelie
- Mark, John
- Marsh, Bob
- Marshall, Charles
- Martin, James Alfred
- Martin, Johnnie
- Martin, Joseph
- Martin, La Vera
- Martin, Walter
- Mason, Edmond
- Mason, Henry
- Mathews, Henry
- Mathews, Jack
- Maxie Jr., Willie
- Maxse, Reed
- Meener, William
- Medlock, Carl
- Messies, Robert F.
- Meyer, Johnnie
- Meyer, Johnny G.
- Meyer, Nat
- Merritt, Louis
- Mickens, Alexander
- Miles, John M.
- Miller, C. M.
- Miller, Earl
- Miller, Edgar
- Miller, John
- Miller, R. E. & Mrs.
- Miller, Thomas R.
- Millican, William
- Mills, Ella (Pat Glet)
- Mines, Morris
- Mitchell, Andrew
- Mitchell, Mark
- Mitchell, Marshall
- Mitchell, Mike
- Mitchell, Roy
- Mitchell, Tom & Louise
- Moaty, L. M.
- Mofield, Jimmy
- Mooney, Ted D.
- Moore, Bob
- Moore, Booker L.
- Moore, Edward
- Moore Jr., Mitchell
- Moore, Robert
- Moore, Walter
- Moore, William Moe

- Jones, James
- Jones Jr., Kay
- Jones, L. J.
- Jones, Oscar
- Jones, Ulysses
- Joseph, Lezah
- Kase, Johnnie
- Kapper, Paul V.
- Kelly, Cleveland
- Kendall, Lawrence
- Kid Bruce
- Kilne, Robert
- Kimble, Eddie
- King, Carol
- Kins, Elmer
- Kins Jr., Matthew
- Kinsley, Willie
- Kiser, G. H. & Mrs.
- Knicich, Rowan
- Knall or Knoll, Jack
- Knight, Herb
- Knight, R. B.
- Kritson, Lavere
- Korles, Mrs. Rita
- Lacefield, Jimmie
- Lauger, John D.
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- Larkin, Bernard
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- Lawler, Carl J.
- Lawling, Mercer
- Lawrence, James
- Lawrence, Joseph
- Lawrence, Walter A.
- Lee, Clarence
- Lee, Louis
- Lee, T. Tona
- Leib, Rodrick
- Lemona, Frank
- Lemona, Herbert A.
- Lemona, Ralph J.
- Lemona, Howard L.
- Lester, Noel
- Levine, Mory (Carl Young's Cousin)
- Lewis, R. L.
- Lewis, Willie
- Lindsay Jr., George
- Lindsay, Howard L.
- Lislar, V.
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- Livingston, John E.
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- Lott, Joseph
- Lott, Sylvester
- Louis, Hoss
- Lova, Isiah
- Lower, Benjamin F.
- Luehr, Walter
- MacArthur, C. A.
- MacDonald, Bob
- MacLaughlin, Walter
- MacLama, James J.
- MacLamney, Mrs. E. (Mrs. C. Phillips)
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- McCallum, Wilbur
- McDaniel, E. J.
- McDonald, John
- McDonald, R. F.
- McJee, Charlie
- McGee, R. C.
- McGee, Mrs. Mary Lou
- McKee, Harold J.
- McKnight, C. H.
- McLain, Y. J.
- McManus, Bob
- McNair, Rufus
- McNeal, Luther G.
- McNeil, Montague
- McNelly, Alfred
- McSpadden, Myrtle
- McSpadden, Mrs. J.
- Mack, LeRoy E.
- Macklin, Delphin
- Mace, Frank
- Mahone, Dick
- Mahoney, Johnny
- Mason, W. H.
- Mason, Jango
- Marble, Thelie
- Mark, John
- Marsh, Bob
- Marshall, Charles
- Martin, James Alfred
- Martin, Johnnie
- Martin, Joseph
- Martin, La Vera
- Martin, Walter
- Mason, Edmond
- Mason, Henry
- Mathews, Henry
- Mathews, Jack
- Maxie Jr., Willie
- Maxse, Reed
- Meener, William
- Medlock, Carl
- Messies, Robert F.
- Meyer, Johnnie
- Meyer, Johnny G.
- Meyer, Nat
- Merritt, Louis
- Mickens, Alexander
- Miles, John M.
- Miller, C. M.
- Miller, Earl
- Miller, Edgar
- Miller, John
- Miller, R. E. & Mrs.
- Miller, Thomas R.
- Millican, William
- Mills, Ella (Pat Glet)
- Mines, Morris
- Mitchell, Andrew
- Mitchell, Mark
- Mitchell, Marshall
- Mitchell, Mike
- Mitchell, Roy
- Mitchell, Tom & Louise
- Moaty, L. M.
- Mofield, Jimmy
- Mooney, Ted D.
- Moore, Bob
- Moore, Booker L.
- Moore, Edward
- Moore Jr., Mitchell
- Moore, Robert
- Moore, Walter
- Moore, William Moe

(Continued on page 55)

Calgary Ex Adds 2 New Race Barns

CALGARY, Alta. — Two race barns with 52 stalls and eight tack rooms each are being built at the Calgary Exhibition and Stampede's Victoria Park. The units, to be ready by May 1, are the start of a long-range building plan to provide accommodation for 600 head of racehorses.

Humboldt Fair Contracts Mid'y, Grandst'd Shows

HUMBOLDT, Sask. — The Humboldt and District Agricultural Society has completed attractions contracts for the summer fair, July 7-8. Gayland Shows will be on the midway and the grandstand show will be provided by Bob di Paolo's KBD Enterprises, of Calgary. President of the society is Dan Lochr.

San Juan Spot Pitches Teeners, Books Bands

RUSSELLS POINT, O.—The San Juan Resort, non-profit operation keyed to entertainment for teenagers, is booking name bands and other attractions here. The resort is the brainchild of George B. Quatman, Lima telephone executive, who organized the facilities and its governing set-up.

The spot opened last June and it includes an amusement park, picnic grounds, hotel, ballroom, boating, fishing, and swimming.

Highlights of coming weeks include the appearance of the U. S. navy band April 20; an Easter Dance April 6, with Lee Barrett's band; Harry James Orchestra on May 30, Decoration Day; and later the Jimmy Dorsey band, Charlie Spivac, four Freshmen and Tony Pastor.

Quatman has issued 2,000 membership cards to teenagers and a drive to a goal of 10,000 members is underway. An executive board is elected from among the members to govern the operation.

The ballroom is open to the public, including adults. Youth members have set up the rules of admission and behavior.

Soft drinks are available and these are served in glasses at tables by a staff of waitresses. The table area seats 1,200 people.

The resort was built and opened by A. M. (Brownie) Brown, veteran park manager, who came to San Juan Resort from Buckeye Lake Park and now has been named manager of Walled Lake Park, Detroit.

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THE FINAL CURTAIN

BILLINGSLEY—Ira B., 60, veteran of 40 years in outdoor show business, February 28 of a heart attack at his home in East Brewton, Ala. A ride man and concessionaire, he had spent the past five years with Tivoli Exposition Shows. Survived by his widow, Alice; a son, Arthur, and a daughter, Gertrude. Services March 4 and burial in Brown Cemetery, Brewton.

BURNS—William J. (Red), 58, for the past 18 years a concessionaire with the Buff Hottle Shows, March 5 in St. Tammany Parish Hospital, Covington, La., after an illness of five months. Earlier he had been with the Tim McCoy, 101 Ranch, Cole Bros., Morris & Castle, D. D. Murphy, Dodson's World's Fair and Gold Medal shows. He was a member of the International Association of Showmen. Survived by two brothers, John and Daniel. Services March 8 in St. Louis, with burial in Showmen's Rest there.

CLEARY—Ed, operator of the Chicago theatrical transfer company bearing his name at Chicago Monday, March 3.

COCKRILL—Allen G., 65, a former director of the Provincial Exhibition of Manitoba, Brandon, at Saanichton, B. C., February 26. Survived by his widow, two sons and one daughter.

FOSTER—Freeman, 64, veteran carnival and park concessionaire, February 28 in Good Samaritan Hospital, Lebanon, Pa. Survived by his widow,

Pearl, and two sisters. Burial in Lebanon.

HAGER—Lawrence T., 64, veteran straightman and quartet singer, who for many years toured the Gus Sun and Joe Spiegelberg circuits with various tabloid units, March 6 at his home in Covington, Ky. His last engagement was with Henry Prather's "Honeymoon Limited" Company. He retired from the road some 15 years ago to settle in Cincinnati. Survived by his widow, Margaret, and a stepdaughter, Mrs. Carl Spiegel. Services March 10, with interment in Tobasco, O.

RIBERNIGG—Karl, 78, senior director of the Austrian Circus Ribernigg, January 14 in Vienna.

BIRTHS

BENTLEY—Twin daughters, Robin and Dariana Bentley to Mr. and Mrs. Charles Bentley at Sheboygan, Wis., February 21. Parents are with the Kelly-Miller circus. Mother is the former Shirley Lindemann, of the family which formerly had the Seils-Sterling Circus.

FIELDS—A son, March 7 to Solly and Marge Fields, pitch folks.

HOVELL—A daughter to Mr. and Mrs. Richard Hovell, February 23 in Milwaukee. Mrs. Hovell is the daughter of Mrs. Ruby Gaze of Royal American Shows.

Brussels Lists Partial Line-Up of Attractions

NEW YORK — While sources here are well informed about displays by participating nations, information on the amusement zone for the Brussels World's Fair is hard to come by. Published reports abroad, however, indicate some of the scope and contents of the amusement park. A recent press conference in Brussels revealed some of the details.

The park will be divided into two areas connected by an avenue, and admission will be free. All exhibits and foreign sections will close at 9 p.m. and it is hoped the outside gates will be left open with no charge, since the fun zone will operate until 4 a.m. daily. Opening at 10 a.m.

Some of the attractions are: Cinerama, discussed in a previous report.

L'Oberbayern, a gigantic beer garden run by the Lowenbrau brewery and covering 3,000 square yards. Features 60-piece band.

International Music Hall, 5,000-seat arena offering Sam Snyder's "Water Follies."

Cinema Shooter, a target concession. Fields of wild animals are shown, and regulation-sized guns used. A white spot appears briefly on the animal if it is hit, the beast drops. Otherwise it flees into the brush.

Sky Scraper, John Collins' Coaster which will utilize a New York skyline scenic effect. It will have three 26-passenger cars.

Swan Ride on a lake inside the Sky Scraper structure.

Boomerang, a standard ride.

Two Scooter rides, a Rotor, two Funhouses, Round-Up, Phantom Train, Jet Planes, Loop-O-Plane, Flying Cars.

Lightning, an Italian-Swiss figure eight-speed ride.

Typhoon, a big wheel with six two-person cars which rotate.

Mad House, a Wild Mouse adaptation.

Twenty-car, two-level speedway.

Interplanetary Rocket, a 75-passenger unit as high as a 12-story building. Features a trip to a satellite and return.

Panoramic Tour, featuring two large-capacity cars rotating on high to give a view of the fairgrounds.

A Hawaiian Village is also included, as are restaurants and cabarets of various nations.

Name Crawshaw Promotion Mgr. Of B. C. Park

VANCOUVER, B. C. — Gerry Crawshaw, manager of Royal Canadian Shows for the past several years, has been appointed promotion manager of Burrard Amusements, Ltd. Burrard is the firm that is establishing a permanent amusement area on the grounds of the Pacific National Exhibition here.

Construction of a Scooter building and the Roller Coaster is already under way with completion set for May. The park, yet unnamed, will take the place of Happyland which was torn down last year.

Dick Crawshaw, former assistant manager of Royal Canadian Shows will take over his brother's duties with the show. Opening is scheduled for early May.

Carnival Routes

Blue Grass: (Fair) Sarasota, Fla. Capell Bros.: Superior, Ariz., 19-24. Empire State: Kingsville, Tex. Frontier: Tucson, Ariz., 20-23. Gentry Bros.: Greenville, Miss. Glades Am. Co.: St. Augustine, Fla., 24-29. Leeright Midway: Parker, Ariz. Peppers All States: Citronelle, Ala.; Milton, Fla., 23-April 5. Reed & Griggs: Pontotoc, Miss.; Columbus 24-29. Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 17-25. Siebrand Bros.' Comb.: Phoenix, Ariz. Strates, James E.: Fort Lauderdale, Fla. Sugar State: Choctaw, La. Tinsley, Johnny T.: Brevard, N. C. Volunteer: Pontotoc, Miss., 15-22; Columbus 24-29; Tuscaloosa, Ala., 31-April 5.

Circus Routes

Davenport, Orrin: Dayton, O., 20-29; Columbus April 7-12. Hamid-Morton: Wilkes-Barre, Pa., 18-22; Pittsburgh 23-29. Polack Bros.: Erie, Pa., 20-22; Indianapolis, Ind., 27-30; Canton, O., April 8-9; Albany, N. Y., 11-13.

Miscellaneous

Greene, Dr. Morton, Hypnotist: Allegan, Mich., 17. Marcelle Marceau: (Gary) San Francisco. Meier, Josef, Black Hills Passion Play: Lake Wales, Fla., 17-April 6. O'Day, Marie, Palace Car: Bedford, Ind., 17-18; Paoli 19; English 20; Salem 21-22; Petersburg 28-29. Two-Ton Baker: (Gilded Cage) Rockford, Ill., 17-18.

Ice Shows

Holiday on Ice of 1958: Birmingham, Ala., 17-18; Montgomery 19-23; Miami, Fla., 24-30; Tampa 31-April 7. Ice Capades, 17th Edition: Winston-Salem, N. C., 18-23; Evansville, Ind., 25-30; Wichita, Kan., April 8-13. Ice Capades, 18th Edition: St. Louis, Mo., 17-23; Omaha, Neb., 25-30; Chicago, Ill., April 5-13. Shipstads & Johnson's Ice Follies: Rochester, N. Y., 18-23; Buffalo 25-30; Minneapolis, Minn., April 2-20.

Legitimate Shows

Aunt Mame, with Constance Bennett: (American) St. Louis. Back to Methuselah, with Tyrone Power and Faye Emerson: (Lo-cust) Philadelphia. Can on a Hot Tin Roof, with Victory Jory: (Murat) Indianapolis 17-19; (State) Toledo, O., 20-22. Diary of Anne Frank: (Royal Alexander) Toronto. Happiest Millionaire, with Walter Pigeon: (Her Majesty's) Montreal. Long Day's Journey Into Night: (National) Washington. Love Me Little: (Wilbur) Boston. Middle of the Night, with Edward G. Robinson: (Curran) San Francisco. Most Happy Fella: (Blackstone) Chicago. My Fair Lady: (Shubert) Chicago. No Time for Sergeants: (Forrest) Philadelphia. Nude With Violin, with Noel Coward: (Huntington) Hartford. Los Angeles. Say Darling: (Shubert) Philadelphia. Visit to a Small Planet, with Cyril Ritchard: (Hanna) Cleveland.

BIRTHDAY CELE

Vancouver to Stage Three Events in One

VANCOUVER, B. C. — A centennial triple attraction — Centurama, a home show and sportsman's show—will be staged at the Pacific National Exhibition grounds here May 23-31.

Centennial officials say the three events under one roof will provide a great variety of entertainment and ideas. The Centurama will feature stage and water revues. Comedy and musical productions will cover the gay '90's in British Columbia, the roaring '20's and the present rock and roll era.

The latest home-building designs, materials, furnishings, decorating and innovations will be displayed in the home show. Sports equipment from fish hooks to camp trailers will be attractions at the sportsman's show.

There will be many added features during the eight-day show, with the spotlight on a modern ranch-style bungalow which will be constructed at the PNE complete with furnishings and landscaping. Public fishing will be permitted at a trout tank stocked with fish.

Children won't be forgotten; there will be an animal and bird land, with ducks, geese, deer and other animals.

Fresh salmon will be canned nightly at a cannery display, and a logging company will run a sawmill, milling boards from logs. A boat company will lay the keel of a sports cruiser on the first day of the show, with deadline for completion of the boat eight days later.

Colo. Enlists Toppers for '59 Centennial

DENVER — Top-ranking city and State businessmen and dignitaries are taking up duties as developers of the Colorado Centennial Celebration slated to begin January 1, 1959, and run for 12 months.

Mayor Will F. Nicholson appointed Charles O'Toole, general manager of the Denver Centennial Commemoration Board, to work with Thayer Tutt, Colorado Springs civic leader who is heading the Statewide activities. Both men are hotel executives, O'Toole as manager of the Brown Palace in Denver, and Tutt as general manager of the Broadmoor in Colorado Springs.

Milton Bernet has been named executive director of the Denver Centennial Celebration and will oversee the actual development of the city's portion of the event. Robert Selig, of Fox Intermountain Theaters, along with half a dozen other city and State businessmen, complete the executive direction of the event that will be developed on half a dozen major fronts.

Attractions of major theatrical, sporting and political events to Denver will be one of the most important goals, according to Publicity Director Bruce Rockwell, and the creation of historical pageantry along with development of historical sites, tourist centers and early Western towns that are now considered to be ghost towns will play a part in the over-all Statewide celebration.

Strong Circus Adds 2 Fairs To '58 Route

THOUSAND OAKS, Calif. — The John A. Strong One-Ring Circus will play two California fairs 'at will be additions to its route, John A. Strong Jr., owner-manager, announced last week. The new dates are Kern County Fair, Bakersfield, and Nevada County District Fair, Grass Valley.

The circus, which is currently playing school dates in the Los Angeles area, will open its fair route June 12 at the Colusa (Calif.) Fair, where it will play for its third consecutive year.

Also on its route are the Fresno District Fair, where it will be in for the entire 10-day run; Alameda County Fair, Pleasanton, and San Joaquin County Fair, Stockton, all in California.

Hope and Don McLennan and their son, Andy, recently joined with their pony turn and Ronald Rebuffo replaced Richard Goodman as a clown.

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Detroit Edgewater Cuts Ride Prices

DETROIT—Reduction in ride prices will be a major promotional feature at Edgewater Park this season. The basic 25 cents generally charged for major rides during the past several years will be dropped to 20 and 15 cents on various rides, with the Whip and Tumble Bug cut to a dime.

The two units are expected to build large volume patronage and bring additional business into the park.

The park management has experimented quite a bit in the past season and previously with ride-price factors, and is making the present move as the result of serious study. Typical was the highly successful type of promotion last year thru business and industrial firms who offered their patrons strips of five free ride tickets. These were wide-

ly distributed thru various firms and were responsible for much additional park patronage and gross business as well.

In another area, the park tried bargain rates for Saturday matinees for youngsters and was able to build afternoon business into figures as big as those for Saturday nights. The essential policies were a 1-cent admission on the kiddie rides and a dime on all major rides.

Based on this experience and study of ride admission policies, Milton Wagner, park vice-president, said that the reduced price policy for the season is expected to meet the present critical business conditions in this area for the season.

"We are looking forward to a year as good as or better than last year, because of the strong promotional program. We know employment is away down, and we are endeavoring to overcome this by promotion."

Other aspects of park promotion will be utilized as well. Details are not ready for disclosure, but Edgewater is planning to bring in a number of outstanding Western-type television stars for personal appearances.

An exceptionally heavy program of refurbishing the park to give it a bright, new look is nearing completion. Two major new rides will be installed, including a Roto-Jet imported from Germany.

Opening date for Edgewater Park is tentatively set for Easter week, with the precise day dependent on weather conditions. This will be an early opening, but the park is scheduled to stay open for the full week, rather than weekends only, once the gates are unlocked.

Denver Spot Quick on Draw For Publicity

DENVER — The still incomplete, unopened amusement park, Magic Mountain, copped publicity with a Western gun-slinging duel between two of the fastest guns alive.

Magic Mountain, a Western theme park, slated to open early this summer. The log cavalry building is completed, the stockade is finished, and the main street of Magic Mountain Town is nearly finished. It was along this street that Kilo Henderson, star of the TV series, "26 Men," matched his drawing speed and skill against "gunman" Sam Toole, who claims the world's record at drawing a six-shooter. The two men met at high noon along the main street of

(Continued on page 57)

ROLLER RUMBLINGS

Long-Distance Races Returning to Detroit

DETROIT — Big time long-distance speed skating will be brought back to Motor City audiences Saturday (29) at the Roller Skating Arena Club, with two major events scheduled to give fans a balanced thrill program, according to Edward Martin, manager of the club.

The major event will be a 26-mile, 385-year skating marathon, which will have a brand new twist combining the excitement of a relay race. This will be run by two-man teams, "two minds and bodies working as one," according to Martin, "with the hope that this will make the long grind not only a test of endurance, but also a test of skill and teamwork."

Trophies will be awarded to the first three teams across the finish line, and medals to the next three teams.

The second event will be a four-mile women's relay race, with a trophy for the first team and medals for the next two teams.

It was just 10 years ago this month that roller marathon events were introduced to Detroit, Martin recalled, at the old Arena Gardens, now demolished, which housed headquarters of the Roller Skating Rink Operators' Association at that time.

The two events are open to all registered BSROA amateurs in the United States, and are expected to draw a strong field of entries, providing top audience interest for visitors.

Set Tex. Hockey Tourney As Benefit for Polio Drive . . .

SAN ANTONIO — Roller hockey teams from Fort Worth, Dallas, Houston, Corpus Christi, Midland, Odessa, Amarillo and San Antonio and possibly other cities in Texas are expected to enter an upcoming Sunday polio benefit hockey tournament at North St. Mary's Skating Rink here.

The tournament will get under way at 9 a.m. and continue to 1:30 p.m. Another session will start at 4 p.m. It will be a single elimination tournament, with the championship team and consolation winners receiving trophies. Admission will be 50 cents.

William Davis Sets Up Consulting Service . . .

TECUMSEH, Mich.—A consultant service for roller rink operators is offered by Skate Arena, Adrian, Mich., and Jiffy Toe Stop Company, Tecumseh, Mich., under the direction of William Davis. The service, known as the Rink Doctor, is offered free to operators. Main purpose of the service,

said Davis, is to supply operators with technical information regarding construction and maintenance of roller rinks. A feature of the service are suggestions to help rink box-office ailments. These suggestions cover such topics as: Rendering public service in times of need, distributing passes in case where the operator and skater benefit equally, the playing of more games, the booking of more parties, keeping the public talk favorably about your rink by staging contests, setting up of a generous advertising budget, and consistent use of advertising.

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1928 Navy Blvd. Pensacola, Fla.
Phone: OL 2-2950

Cerbinis Set Jersey Rides

NEW YORK—Two rides are going into Storyland in Neptune, N. J., for the Cerbin family, of Coney Island. Fred Cerbin, in partnership with his father Frank, is installing a Hot Rod unit and No. 12 Big Eli Wheel, it is reported.

Other Cerbinis in the ride business are brothers Phil, Dominick and Tom. In addition to the Storyland rides, there is Fred's Roto-Jet and a Hot Rod at Coney Island, a No. 12 Wheel at Paragon Park, Nantasket Beach, Mass., and a No. 18 Wheel at Riverside Park, Agawam, Mass.

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THE BILLBOARD

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Rainfall Cuts Into De Land, Fla., Gate

DE LAND, Fla.—Rain at intervals cut the Volusia County Fair attendance for the March 3-8 showing. Exact figures are not available, but the fair was slightly ahead of its 1957 receipts.

For the third year, the National Guard Army was used for commercial exhibits. Livestock and poultry were housed in tents. Lack of permanent fencing at the Army lot made it difficult to control

gate crashing, and directors of the fair intend to remedy this situation in future years.

The association has a modest surplus in the treasury and a plan is to negotiate for a permanent fairgrounds site. One location mentioned is on the Route 92 highway between De Land and Daytona Beach and another is the possibility that the old fairgrounds, being vacated by the Beatty Circus, might be reacquired.

The free act brought in by the Blue Grass Shows was the Flying Corderos. This trio will play a few more Florida dates, then will join the Royal United Shows for a summer tour of the Midwest.

C. C. (Specks) Groscurth had 10 major rides, 6 kiddie rides, 8 shows and 45 concessions working. Business at winter fairs has been good when weather has permitted. Dates at Eustis and Sarasota follow the stand here; then the show will lay off until time to move to headquarters in Owensboro, Ky., to prep for an early spring opening.

Mesa, Ariz., Pact's Ricky For 3 Days

MESA, Ariz.—Ricky Nelson, teen-age singer, will be featured at the Mesa County Fair for the last three of the five-day event which opens here Wednesday (19). Harvey Johnson, fair commissioner and manager, said. Nelson will appear as an extra-admission attraction.

The fair will use the "Nursery Rhyme" theme with the characters such as Mother Goose, Purple Cow, etc., to be exhibited.

Crafts Exposition Shows, under the management of Roger Warren, will open its season here.

Huron, S. D., Starts Work On Fem Bldg.

HURON, S. D.—Construction work on the new \$161,679 women's building at the South Dakota State Fair here is under way, and the schedule calls for it to be ready in time for this year's fair.

The one-story structure will measure 92 by 202 feet and contain 9,360 square feet of exhibit space and 50 feet of refrigerated display cases. At the south end of the building will be a 590-seat auditorium with sloping floor and a semi-circular stage plus dressing rooms. The building will be made of brick and tile with laminated wood beams.

Centralia, Wash., Execs Seek New Location for Plant

CENTRALIA, Wash.—The possibility that the present plant of the Southwest Washington Fair, which serves five adjacent counties, may be replaced by a new one, was seen here last week.

One plan would establish the new fair site on the new Pacific Highway in the southern part of Thurston County. Ray Davis, Lewis County Commissioner, who is heading up the drive, said that this location would be free of traffic bottlenecks due to its proximity to the new highway.

He said he fair leaders could aim for a new plant by 1960 or 1961. A one-mill special levy in each of the counties would provide close to \$2 million in 10 years, he added, and also indicated that planning and building should be on a long-range basis.

The present fairground buildings here need extensive repairs or replacement and the best answer would be a new fairgrounds, it was pointed out.

SAM LEVY INKS WATERLOO, IA., FOR 41ST YEAR

WATERLOO, Ia.—The National Dairy Cattle Congress here has awarded the contract for its entertainment program to Sam J. Levy Sr., president of Barnes-Carruthers Theatrical Enterprises, for the 41st year. The signing of the pact was announced here last week by Ed Estel, veteran manager of the annual event.

Ontario Execs Discuss Plans At 2-Day Meet

TORONTO—An up-dated approach to the rural fair visitor and exhibitor was urged by E. D. McGugan, manager of the Western Fair, London, Ont., at the recent annual meeting of the Ontario Association of Agricultural Societies here. McGugan recommended that the entire area of agricultural exhibits be streamlined and made more modern.

One of the top discussions at the meeting was the value of one-day fairs, with one side claiming the events did not justify their existence, while the defenders staunchly stood up for the one-day runs.

Lloyd S. Culver, manager of the Norfolk County Fair, Simcoe, said that a survey indicated patrons wanted more washrooms, more signs and more paved walks. Carl Thompson, vice-president of the Belleville Fair, filled in for Dr. Russell Scott, fair president, who was injured in an auto crash. Thompson defended midway operations.

"No fair is a fair without a midway and no midway is complete without cotton candy and peanuts," he said. He urged that the best midway possible be employed and said if it makes money, so does the fair.

Blackfoot, Idaho, Sets 106G Budget

BLACKFOOT, Idaho—The Eastern Idaho State Fair will operate this year under a total budget of \$106,000, Mrs. Ruth C. Hartkopf, secretary-manager, announces.

Representatives of Bannock, Bingham and Bonneville counties recently okayed this figure for the fair which will be held in September.

Calif. Mid-Winter Event Sets Record

Racks Up New Gate Mark of 94,359; Auto Racing Draws 29,421 to Finale

IMPERIAL, Calif.—D. V. Stewart, who is retiring as secretary-manager of the California Mid-Winter Fair here after 30 years, left his successor a new attendance record of 94,359, which was 9,439 over last year, to shoot at. The fair closed its annual nine-day run here Sunday (9) and set the new mark despite a day of rain.

The event pulled the heaviest ever on its second and closing weekend when auto racing on the last two days brought 29,421 people as against 20,145 in 1957. Thru Tuesday (4), the fourth day, the fair had a backlog attendance of approximately 1,900. Wednesday (5) beat last year's comparable day, but Thursday dropped 60 per cent under last year because of rain. The gates closed at 6 p.m.

The fair featured an RCA rodeo

the opening two days and a horse show Monday thru Friday afternoon. Auto racing was the closing two-day feature. Coupled with the "Last Round-Up" theme used this year were the night grandstand shows, with three program changes produced by George Hunt, of Hollywood.

"Dancing Waters," which appeared near the admission gate but in the parking lot for the first time, is reported to have done good business.

Larry (Bozo the Clown) Valli worked the independent area with his balloon characters.

Pan American Amusement Corporation was featured on the midway with its rides. All concessions were handled by Louis Cecchini, of Cecchini & Levaggi, which bought the midway from the carnival.

Last Rites Held For Archie Putnam

CHIPPEWA FALLS, Wis.—Funeral services were held here Saturday (8) for Archie L. Putnam, veteran manager of the Northern Wisconsin District Fair here, who died suddenly March 5 in his office (The Billboard, March 10).

Representatives of the fair and attraction business who attended the funeral included Douglas K. Baldwin, manager of Minnesota State Fair; Sam J. Levy Sr., Barnes-Carruthers Theatrical Enterprises, Inc.; Louis J. Berger, Olson Shows; Frank Duffield, Thearle-Duffield Fireworks, Inc.; Ralph Davis, race announcer; Charles Drewry, Wisconsin Department of Agriculture, and Win Eldridge, secretary of the Wisconsin Association of Fairs.

CARDSTON, Alta.—Bob di Paolo's KBD Enterprises, of Calgary, has been signed for night grandstand performances at the Cardston Rodeo, July 14-15. Herman and Warner Linder are rodeo arena directors.

Sioux Falls Maps Plans for New Grandstand

SIOUX FALLS, S. D.—Plans for the Sioux Empire Fair's new \$150,000 grandstand are on the boards and construction is expected to get under way once the weather breaks, officials announced here last week.

The plans are for a 5,000-seat stand with roof, to replace the one destroyed by fire last summer shortly before the fair, which was canceled as a result of the blaze.

Pre-cast concrete will be used and the new grandstand will be set back 120 feet from the track. The old stand was 80 feet from the track and had a capacity of 4,100. Of the total cost \$40,000 came from insurance.

It is estimated that actual construction will take 90 days.

GA. EVENT GETS STORM FENCE THRU AD SALES

LAWRENCEVILLE, Ga.—An economical but successful fence-building project has been completed by Gwinnett County Fair here. The fair put up a cyclone fence around the grounds and paid for it by putting a small sign between the sections reading, "This section of fence paid for by . . ." Sections were sold for \$100 apiece.

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Can use additional acts for August fairs. Acts with open times, contact
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Florida
Fort Lauderdale-Broward Co. Fair, March 17-22.
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Quincy—West Fla. Livestock Show, April 8-10. John C. Russell.
Sarasota—Sarasota Co. Agril. Fair, March 17-22. K. A. Clark.

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HEART OF ILLINOIS FAIR
PEORIA, ILLINOIS—80,000 in 1957
Want Exhibitions and Concessions, also Novelties. Also interested in booking Educational or Cultural Exhibits of outstanding nature, willing to pay. Dates—July 16-20.
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Beatty Show Maps Hudson Strategy, Moves Next Week

Books Emmett Kelly, Konyot, Cucciola, Berosini, Joannides

DE LAND, Fla.—Clyde Beatty Circus will pull out of winter quarters here March 25 for Palisades, N. J., where it will pitch into what promises to be a first-class fray with Ringling-Barnum.

Beatty opens at Palisades Amusement Park April 4, two days after Ringling starts at New York across the Hudson river. That river itself is likely to figure in some of the publicity.

Line-up of the Beatty circus will include trainer Clyde Beatty and his wild animals, plus Alex Konyot, horseman; Josephine Berosini, high wire walker; the Cucciola Riders, bareback; and Attalina, somersaulting wirewalker, and Joannides, juggling.

Emmett Kelly has been contracted by the Beatty circus to clown the Palisades stand as an added attraction.

Hugo Zacchini's human cannonball act has been signed for the season and will figure in Beatty's New York campaign, since Ringling is stressing another Zacchini family cannon act in its advertising.

Billing of New York City and surrounding areas has been under way for some time and the showing is described as strong. Some paper is for the Clyde Beatty Circus and some, as well as newspaper copy, reads Hamid-Morton and Clyde Beatty Circus. George A. Hamid is associated in the date with Palisades and the Beatty show and he is to add some of the Hamid-Morton Circus acts to the Beatty bill for the engagement.

Beatty's national publicity got off to a premature start last week when a hippo escaped while being shifted from one cage to another, and the chase made wire services.

The show's all-new canvas will be delivered at Palisades. Eight new trucks are being added. Eddie Billetti is building six new cages that will be transported on lowboys.

Move to New Jersey from quarters here will start Tuesday (25), when the truck fleet moves out. Meanwhile, Clyde Beatty will be moving from Honolulu, where he has been appearing. His cats are to arrive by rail at De Land on Friday (28). They will be moved into their truck cages at once and started toward New Jersey.

Railroad baggage cars will be used to move the Beatty show's elephants canvas and other bulky

McLaughlin Quits Carson-Barnes; McCoy Tells Plan

LA GRANGE, Tex.—Tom McLaughlin, general agent and part-owner of the Carson & Barnes Circus for the past two seasons, said here recently he had severed his connections with the show.

McLaughlin has been agent or owner for numerous shows. Carson-Barnes is operated by Jack Moore, of Hugo, Okla. The show is in quarters in Arizona.

Moore announced recently that the show will feature Col. Tim McCoy, Wild West star, next season. McCoy recently confirmed plans to be with it and revealed he will work in the main show and not in a concert.

material to the New York area. Plans are to use four system baggage cars.

While show executive Jerry Collins has been busy buying attractions for the show and Ponce de Leon Springs here, General Manager Frank McClosky has been directing quarters work. Assistant General Manager Walter Kernan has returned from a business trip to Los Angeles. General Agent Floyd King is back from a business trip to Ottawa and Buffalo. Contracting agents Neil Berk and James Allen Winters are in the vicinity of Chicago. C. R. (Buck) Reager is the show's national ad man.

Harold Bros. Adds Dates; Opens Strong at Lansing

LANSING, Mich.—Harold Bros. Circus has contracted to play two more circus dates. One is the Shrine show at Austin, Tex., May 7-10. The other is the Marine Corps base at Camp LeJeune in North Carolina, April 18-19.

Harold Voise, head of the show, announced the two bookings.

The show opened at Lansing Thursday (6) and immediately scheduled an extra show for Saturday (8) to accommodate the ticket sale. Al Tucker, general agent, said that the show was running ahead of the same sponsor's 1957 stand.

Date wound up strong, with two of the Saturday shows being sell-outs. Personnel and acts not previously reported included Paul Kelly's elephants; Paul V. Kaye, equestrian director; Antonucci's chimps; Henry Kyes, band, with Rex and Kitty Ronstrom.

Visitors included Mrs. Bessie Polack, of Polack Bros. Circus, and several committees representing sponsors interested in Harold Bros.

Lansing was the new show's first stand. Upcoming are engagements at Bangor, Me., March 25-26, and

Beatty Plays Hawaiian Show

HONOLULU—Clyde Beatty, making his second appearance here, headlines the Hawaiian Government Employees' Association circus which opened at Civic Auditorium here February 28 for a 16-day stand. Opening night attendance was estimated at 2,000, with tickets priced at \$1.80 and \$1.20.

With Harry Thomas as equestrian director, other features of the show are Clark's Bears, the Shanghai Twins, Canestrelli, Tel Teigen, the Langs, Alecetty, Tex Carr's Chimps, the Grahams and Jimmie Wood's Elephant.

Art Converse manages the Side Show, with the Royal Midgits; Mickey Mite, fire eater; Madame Rose, mentalist; Gilbert Reichert, giant; Sam Alexander, man with two faces, and Jackie Stevens.

CANNONS PACE CIRCUS FIGHT

NEW YORK—It's bound to happen. With Ringling-Barnum and Clyde Beatty circuses preparing for opposition stands in the New York-New Jersey area, and with both shows booking human cannonball acts, it's inevitable that news coverage will turn on comments about the array of artillery in the circus war.

Cartoonists should have a field day with sketches showing the two shows aiming Zacchini cannons across the Hudson River at each other.

Gil Gray Takes Little Rock

LITTLE ROCK — The Shrine Circus contract here is going to the Gil Gray Circus this year, it has been learned. Heretofore, the show has been produced by the Polack Western organization.

Lewiston, Me., March 28-29.

Line-up of acts scheduled for the dates in Maine include:

Prince El Kigordo, wild animals; Aerial Georges, aerial bars; Charlie Cheers, Ray Sinclair and other clowns; Sinclair's Dogs; Wiswell's Funny Ford; La Norma, single trap; Jan Risko and Nina, plate spinning; Forsetz-Mendez Trio, high wire; Flying Thrillers, return; Nelson's Trained Pigs; Great Galasso, finger stand; elephants; Norbu, gorilla parody; Tokayer Troupe, teeterboard, and Alexander, man who hangs himself.

Mills Gets Blues Units; Plans Banquet; Acts Sail

JEFFERSON, O.—Four auto transport trailers have been converted into retractable seat wagons for Mills Bros.' Circus and now are in circus quarters here to be fitted with benches.

These blues wagons together with the two reserved chair wagons used last year will fit the show with a nearly complete set of seat wagons.

The show also has purchased five new tractors, a new semi trailer for elephants and another one for the cookhouse. Jack Mills handled these purchases.

Jack Mills is considering addition of several pit shows and kid rides to the midway this season.

About 35 persons are in quarters here preparing for the April 19 opening of the season.

Meanwhile, Jack Mills, Charles Schuler and circus fan John Cramer have scheduled a meeting next week to complete plans for the banquet the show gives on opening day. Cramer has been chairman for three annual banquets. About 350 persons are expected to attend.

Performers contracted in Europe for the Mills show are to sail aboard the liner United States for arrival in New York March 25.

They are to be met by a delegation that will include the mayor of Jefferson, the mayor of Ashtabula and representatives of several

Hamid-Morton Sets Kansas City Highs

KANSAS CITY, Mo.—Hamid-Morton Circus, playing here under Police auspices, broke attendance records and set a new high for gross at the gate. The show ran March 4-9.

The chairman, Maj. E. L. Kellerstrass, announced that the full and turnaway crowds over the weekend put the totals in the new record class. He said publicity had been at a peak. This campaign was augmented by news of Pat Anthony's injury in the wild animal arena Friday (7).

Show was at Municipal Auditorium, which seats 10,500 for this event. Opening night set a new first-night high of 10,382 people. Next two days were light, with one day's shows drawing 4,800, and the next getting 6,828. Friday afternoon (7) had 8,500 people.

That's when Anthony was clawed and bitten on the arm by a lion. One hundred stitches closed the wound. He appeared in the arena but did not work that night, when 10,500 filled the seats.

On Saturday the afternoon drew a straw house of 11,979; night had 8,236. Sunday's afternoon show had an estimated 12,000 crammed into the building. The Sunday night show was up to 4,000.

This gave the circus a total of 80,000 in 11 performances.

Anthony was out of the show Saturday and back in again Sunday.

Show is promoted by Howard Y. Bary, who also has the Wichita date that follows it. George A. Hamid is show owner and he was on hand for this engagement.

WICHITA, Kan.—Hamid-Morton opened here with increased business reported. Friday (14) was expected to sell out at night. Police Chief Eugene N. Pond's hyped publicity campaign scored page-one space six times as the

show got underway. Ben C. Trues is active on the date, along with Pond and Howard Y. Bary.

Show owner George A. Hamid left here by plane for Florida where he would confer with owners of the Clyde Beatty Circus about plans for opposition with Ringling in metropolitan New York

Five to Work R-B Press In New York

NEW YORK — Ringling will have five press agents working the New York City date, one more than is called for in the contract signed Friday (7) with the Association of Theatrical Press Agents & Managers. The Beatty show will run concurrently at Palisades (N. J.) Amusement Park.

The staff will consist of Bill Fields, Bev Kelley, Frank Braden, Reggie Dennenholtz and Frank Morrissy. Dennenholtz worked radio-TV last year. Morrissy is a veteran circus and Royal American Shows publicist and will be with RAS for the outdoor season. The pact calls for two agents to work post-New York dates. The period covered by the contract runs from Charlotte, N. C., where the new production will debut. A wage increase is effective August 31.

Aussie Show Wins in Clem

AUCKLAND, N. Z.—Delinquent toughs had a tough time when they started trouble with Bullens Circus at the railroad station here. Forty extra policemen were called into the brawl, bigger the town ever saw.

Some 60 of the rowdies were taken on by 40 circus folk, and reportedly was no contest from the start. After losing that hassle, the gangs regrouped but were charged by two truckloads of show hands well armed. Maori natives with the show had a field day swinging elephant rods. When Bullen's exposed an elephant trained to flail a bear chain, it took the steam out of the toughs.

More than a dozen rowdies were flattened, six requiring hospital treatment. The melee lasted three hours.

Polack Steams Toward Record Gross, Crowds

CHICAGO—Polack Bros.' Circus was playing to turnaway businesses all last week and was racing toward a new record for its long and important Chicago Shrine stand.

With newspaper ads declaring no seats were open and with a public address system at the Shrine Temple blaring that would-be customers might as well go on by if they didn't already have tickets, the circus was turning away up to 1,500 persons nightly.

Turnaways started Monday (10) night and held up thru the week nights and weekend. Afternoon shows were filling up thru

the week and were sold out far in advance for the weekend.

It was certain that the show would move well ahead of its previous high, 1956, on attendance. Since they not only were drawing more people but also had scaled the house at about 25 per cent over last year, the gross was climbing to a new high also.

Justus Edwards, press agent with the show for several years, takes a leave of absence after the date. Part of his time off will be spent visiting European circuses. Sam Ward, Polack promotion man, is filling in on press, starting with Erie, Pa.

Circus Hall of Fame Publishes Ballot For Permanent Award, Yearly Honors

SARASOTA, Fla. — Official ballot in the Circus Hall of Fame program for honoring circus people of past and present appears in The Billboard this week.

John L. Sullivan, of the Hall of Fame, said that ballots may be filled out and returned to the Hall of Fame here. Those postmarked by March 25 will be counted. The ballot is being printed in the advertising columns of The Billboard in this issue only. Some other ballots are being mailed direct to various persons on Hall of Fame lists.

Balloting falls into two classes.

First to be nominated are candidates for a permanent hall of fame. To be eligible for this citation, a person must be retired for at least five years, or deceased. Sullivan pointed out that among the hundreds of possible nominees in this class would be people like Alfredo Codona, Charlie Siegrist, Antoinette Concello, May Wirth, Dexter Fellows, John Ringling or any of scores of other circus history makers in any branch of the business. Nominations will be forwarded to the Hall of Fame's awards

committee, which will make the final selection.

Winner's name will be entered in the Hall of Fame just as baseball greats are honored at their hall of fame. One Hall of Fame per year will be made in the circus field, Sullivan said.

Second, the ballot also includes a list of numerous classifications in which Annual Achievement Awards are to be considered. Again, voters may fill in their nominations and mail them to the Hall of Fame by March 25. The

(Continued on page 57)

•CIRCUS HALL OF FAME OFFICIAL NOMINATION BALLOT• NOMINATE YOUR FAVORITE CIRCUS PERFORMER

for the **CIRCUS HALL OF FAME**

Eligibility for the CIRCUS HALL OF FAME AWARD which includes anyone in the circus realm, shall be based on the lifetime performance of the candidate in the circus or allied entertainment field. Nominees must be deceased or permanently retired from the entertainment field for a period of at least FIVE years.

NOMINEE—CIRCUS HALL OF FAME AWARD

(nominate one person OR one act)

CIRCUS HALL OF FAME OFFICIAL ANNUAL ACHIEVEMENT AWARD BALLOT FOR 1957

Eligibility for the ANNUAL ACHIEVEMENT AWARD shall be based on the performance of the nominee or act for the past season (1957) in the proper classification only.

NOMINATE in ANY or as MANY classifications you desire.

Director _____	Clown—Performing _____
Bandmaster _____	Clewn—Producing _____
Equestrian _____	Versatile Family _____
Equestrienne _____	Original Act _____
Wire Walking Act _____	Horse Act _____
Wire Walker—Male _____	Stage or Ground Act _____
Wire Walker—Female _____	Aerial Act _____
Flying Return Act _____	
Domestic or Small Animal Act _____	
Wild or Large Animal Act _____	
Composer—Circus Music _____	
Writer—Circus Newspaper Story _____	
Writer—Historical Newspaper Story _____	
Writer—Factual Circus Magazine Story _____	
Author—Circus Factual Book _____	
Contributor in Field of Properties _____	
Open Classification _____	Open Classification _____

The National Hall of Fame Award Committee shall determine the eligibility of nominees and classifications and its decision shall be final. The Award Committee reserves the right to withdraw any classification provided insufficient nominations are received in that classification.

Appropriately inscribed plaques and scrolls will be given Awardees and the Circus Hall of Fame, Sarasota, Florida, will permanently honor those selected.

Public announcement of Awardees will be made as soon as practicable. Mail all ballots to

NATIONAL CIRCUS HALL OF FAME AWARD COMMITTEE, Post Office Box #1072, Sarasota, Florida
Ballots MUST be postmarked before Midnight, March 25, 1958

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APOLOGIES TELEPHONE SOLICITORS
Those of you we did not use may be good men, but just did not fit in with our mode of operation. We find it impossible to use drifters, limbers or drunks. We are pleased to say that we did get five good promoters for five good cities leaving seven phones now open for immediate placement. Call Richmond, Va., Milton 4-9250 or write or wire.
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A. E. (Buck) Waltrip
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Several Competent TELEPHONE SALESMEN
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10 WEEKS' WORK.
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Sponsored By Prominent Catholic Hospital for Building Fund.
Wire or Write—Hotel Majestic, Philadelphia, Pa., Room 1004.
—NO COLLECTS—
From 9 to 5—Phone MAfair 4-8785
CLIFF DARLING
(My Own Name)

WANTED
4 PROMOTIONAL MANAGERS with crews or who can get crews. Must start now and stay all season. IF YOU ARE NOT HIGH CALIBER, EXPERIENCED PROMOTION MANAGER WITH ABILITY AND WILLING TO STAY, DON'T APPLY.
ALSO WANT
CHEVROLET MECHANIC with tools to start work now.
Jack Mills—Mills Bros. Circus
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PHONEMEN
Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles.
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WANTED
6 Phonemen for Louisiana and Texas. Top sponsors, pay daily. Book and UPC's. Dick Bayes, M. O. Williams, Geo. Lowe and Dunweddle, phone FAirfax 2-1768 days, FAirfax 2-1421 nights.
EDDIE LYNCH
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Hunt Bros. Circus
Want—Lithographers or All-Round Billers That Drive.
For Big Show—Aerial Acts, Musicians, Concessions and Other Useful People Who Also Drive.
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You pay yours, I pay mine.
Jack Waddell, Lloyd Hackler, Jack Wilson and Don Vanard, call or come in.

WANTED
Professional Ad Phonemen for I.O.O.F. State-Wide Rodeo.
Phone MR. MORRIS
Fort Wayne, Indiana
Anthony 2005—between 9:30 a.m. and 3:30 p.m.

4—PHONEMEN—4
Clyde Beatty Circus. Work all season under top sponsors.
Phone: Jefferson 4-7653
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PHONEMEN
Book, U.F.C., Banners.
GENERAL CHAIRMAN
Tel.: JA 21740, Rm. 315
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Reliable men only, no drunks.

PHONEMEN
Steady work. Sober, reliable men.
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Top labor deals, Yearbooks and Sign Boards in 100% union State. Work right out of labor temples, solid deals. 100% co-operation all the way around. Only top labor salaried considered; earnings over \$200.00 weekly easy. Write or phone to collect. Room 25, 2nd Floor, Labor Temple, Decatur, Ill. Phone 9-2112.
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CONTRACTING AGENT WANTED
Set sponsors. If you don't qualify, don't call.
Phone: FL 7-4677, 401 Central Bldg., Topeka, Kan. (9-5 daily)

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WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc
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Banners and UPC's. Paid collectors, pay daily.
PROMOTION MANAGER
Phone: Mission 7-5668, Maplewood, Mo.
9 a.m. to 5 p.m. only.

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Ohio County Judges and Law Enforcement Officers Assn. Are you the man for higher percentage? Taps furnished.
J. CARROLL WEBSTER
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If no answer call
HOWARD MARTIN, Temple 74437.
No Collects.

3 PHONEMEN
Good sponsor. Good show.
U. S. Air Force Band.
Pay daily, own collectors.
Open March 17, phones in, town carded, Tickets and book.
J. A. RACKLEY
Phone: STate 3-3230 Jackson, Mich.

PHONEMEN
Can Place Three in Columbus
Also couple with car. Must be reliable and sober. If not, don't call.
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1958 SEASON ROUTE BOOK
100 PAGES IN COLORS, \$1.50 (POSTPAID)
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Opening two K. of C. deals in large Wisconsin city next week. Twin Cities to follow. Need book men, not ticket men. Call person to person.
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First and Last Call for RING BROS. CIRCUS
Want Billposters, Concert People, Family Acts—especially Trapesse. Also other Aerial and Ground Acts, Clowns, Dog & Pony Act.
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Crafts Expo Expands Arizona Spring Route

NORTH HOLLYWOOD, Calif.—Crafts Exposition Shows has expanded its spring route of stands in Arizona and will play a total of six weeks in that State, three more than last year, Roger R. Warren, manager, announced here in winter quarters.

The show will kick off its 12th season March 19 at Maricopa County Fair, Mesa. This will be followed by one-week stands at Glendale, Buckey, Tempe, Ajo and Yuma. Mesa, Ajo and Yuma are repeats, the others are new to the route. Following the Yuma fair, the show will head north for its usually lucrative route of California dates.

The show will spring with 10 major rides, 5 kid devices and 3 shows along with the two big tops that are used for community and county fair exhibits. New to the line-up is a Scrambler. A crew, supervised by Roy Shepherd, is busy here building a unique trailer to haul the ride.

Crews Busy

Work here is under the general supervision of Warren. Capers Cummings is readying the rolling stock. Vincent Kuropatwa, who will mark his 12th year on the show this season, has already repainted two sets of Merry-Go-Round horses, the Ferris Wheel, a number of kiddie rides and much of the rolling stock. Neon is being made ready by Joe Duran, who has been with this unit and the No. 2 unit

Big Weekends Help Strates In Homestead

HOMESTEAD, Fla.—Unfavorable mid-week weather lifted on the South Florida State Fair midway Thursday (13) and the outlook was for a good wind-up for the James E. Strates Shows.

A publicity break was the daily telecast on the CBS program, "The Big Payoff," from the fairgrounds. At various times the cameras lingered on Strates' rides and shows, and the effects were expected to hit the box office for closing weekend. Opening weekend was big, with many thousands of persons visiting the spot, but it slowed considerably during the week.

Saturday (15) was scheduled as Negro Day and Sunday as Negro Children's Day. The show opens Tuesday (18) in Fort Lauderdale.

Savannah, Ga., will break the move north, after a brief sojourn in Orlando winter quarters. The show plays Washington April 17-27, then visits Wilmington, Del.

League Hosts Circus People

CHICAGO — The Showmen's League of America hosted 75 members of Polack Bros.' Circus at its annual party in their honor here Saturday night (8).

The party, which followed the evening performance of the circus, was held in the clubrooms. A buffet supper was served.

since 1927. Harry Ballard, canvas superintendent, is busy on the big tops.

Other staffers include Mack Doman, with Crafts since 1925, who is maintenance man and purchasing agent. Booking has been under the aegis of Larry Ferris, No. 2 show manager; Jimmy Lantz, assistant manager, and O. N. Crafts, president Lee Brandon, general agent, is still on the sick list, having suffered a stroke last May.

Later in the season, when Exposition combines with its sister unit for the major fairs on the Crafts route, the fun zone will have a total of 28 major and 13 kid rides and 5 shows, according to Warren.

Enright in Hospital For Major Surgery

COLUMBUS, O. — John F. Enright, veteran unit manager for the Gooding Amusement Company, is in Mount Carmel Hospital here for major surgery. Physicians look for a successful operation and complete recovery.

Denton Sets 18 Weeks At Canada Fairs, Rodeos

SEVIERVILLE, Tenn.—Johnny J. Denton's Gold Medal Shows will head into Canada this season for the first time since playing the B Circuit of fairs three years ago. Denton said the show will play 10 weeks of shopping center lots on the way north.

Dave E. Fineman is back as business manager of the show, and Charles (Chuck) Magid will have several units on the front end. Show will carry about eight rides of major size, six kiddie rides and five shows.

Canada ought to be reached in mid-June, Denton said. Opening is set for March 31 in Knoxville, and several weeks are booked around Louisville. Season's end ought to be in September, after a route of 18 three-day fairs and annual rodeos in Western Canada.

Denton's Frontiertown attraction is in its second season of operation here, close to the resort town of Gatlinburg. Offered are Indian

Florida Spotty For Blue Grass

EUSTIS, Fla. — Blue Grass Shows was here last week at the Lake County Fair and Flower Show after a tour of Florida fairs that was inclined to be spotty.

Show moved here from the Volusia County Fair, De Land, Fla., where rain cut into attendance. Prior to that stand, the show had been hurt by cold weather with a natural fall-off in spending.

C. C. (Specks) Groscurth, owner, had 10 major and six kiddie rides in operation at De Land, along with eight shows and 45 concessions.

From here the show moves to Sarasota and then heads for its Owensboro, Ky., winter base to make ready for its Northern tour of celebrations and fairs.

Harry Illions Gets 3-Year Pact at Pomona

Fun Zone Contract Renewed; Summer Park Plan Muled

POMONA, Calif. — Harry A. Illions' World's Fair Midway at the Los Angeles County Fair has been re-signed for another three years following expiration of its six-year contract, C. B. (Jack) Afflerbaugh, fair president and general manager, announced.

Illions' contract expired shortly after the fair closed its annual 17-day run last September.

Illions last year operated 21 permanent rides along with the equipment in what is designated as No. 1 Kiddieland, and two devices in the second of the two moppet areas.

Afflerbaugh told The Billboard that provisions for the operation of a summer park would be up to the board of directors, and that no action had yet been taken in the matter.

pony rides, old-time saloon and barber shop, and other such units. Joyland Park in Rand, W. Va., near Charleston, will open its third season under Denton in mid-April. Bob Bowman will manage. Park has some 16 rides, bingo and 10 concessions.

Hamilton Joins West Coast as Press Agent

SAN FRANCISCO—Neil Hamilton, local press representative and public relations specialist, has been retained by West Coast Shows for the 1958 season, Bobby Cohn, WCS general representative, said here.

Hamilton will prepare a press book for the carnival organization and handle general press and radio assignments. He will also be in charge of the kid matinees, sponsored by a national soft drink company. The drink promotion includes the awarding of 37 Shetland ponies during the upcoming season. The program was inaugurated last year by Cohn and 12 ponies were given away, principally, on still dates. This year the program is being expanded to include fair dates.

West Coast Shows was recently awarded the Oregon State Fair contract for the first time and Cohn declared, will be charged, in addition to handling the midway, the responsibility of recommending and instituting changes in the overall operation of midway and independent concessions set-up. Cohn will represent the show in this assignment and expects to spend much time in Salem, where he will work with Howard Maple, the fair's executive secretary and manager.

Selma, Ala., Stretches Marks-Manning Route

MIAMI—An 11th week of fairs was assured the Marks-Manning midway last week with the addition of Selma, Ala. This will extend the season into late October and give it a solid week's work 300 miles from its previously announced final fair, Athens, Ga.

The Ross Manning Shows will debut earlier than usual this year, on Monday, March 31, owner Manning reported. First spot will be Goldsboro, N. C.

Also on the still-date route are New Bern (N. C.) Marine Base, Newport News, Va., which is a naval area, and two weeks at Richmond, Va. The show will then

head north for still dates in New York State. For fairs it will acquire some equipment and the services of John Marks, and tour at the Marks & Manning Combined Shows.

S. Tommy Carson returns as business manager, Manning said, with Murray Levitt, concession manager; Nelson Wilkins, ride superintendent, and Carl Serverson, transportation mechanic.

TOUGH TIMES

Loos Recalls Hand-Powered Jenny Days

LAREDO, Tex. — J. George Loos, veteran owner of Greater United Shows and the shows bearing his name, took time out recently to recall an incident during the depression days when he operated a man-powered Merry-Go-Round for one day.

The story, which appeared in The South Texas Citizen recalled a day in Austin, Tex., when the Loos midway organization, which then included five rides, was bogged down in the rain and mud and had its electric service cut off due to the inability to pay a \$8 bill.

The skies cleared, and a crowd of several dozen college students converged on the midway all of them heading for the Jenny. Faced with the first business in weeks, Loos quickly gathered all his workers. They got inside the ride, grabbed a supporting brace and moved it around by manpower.

Loos described the hamburger purchased with the resulting take as "the best I ever ate in my life."

Page Unit Opens Season With New Name

SPRINGFIELD, Tenn. — The No. 2 unit of Page Bros.' Shows trucked out of winter quarters here last week for its opening on March 15 in Mississippi. The show, instead of being called the No. 2 unit, this year will carry the title Volunteer Shows.

Staff includes Colon Lenard, manager; Charles Griggs, business manager; Jim Brooks, electrician; Tom Gibbs, superintendent of operations; Bryant Carter, concession manager; Vernon Wallace, billposter.

The show, which carries five major and three kid rides plus four shows, will tour thru Tennessee, Kentucky and Ohio.

Work is progressing on the No. 1 show here in quarters with an April 21 opening set. Six major rides, three kid devices, four back-end units and close to 30 concessions will be carried.

Staff has W. E. Page, manager; Johnny Reed, business manager; Mrs. W. E. Page, secretary-treasurer; Jim Shirout, operations superintendent; J. R. Gardner, electrician; Norman Littlefield, concession manager, and Jim Hart, billposter.

R. I. Units Primp for Premieres

PROVIDENCE — Rhode Island's amusement outfits are readying for the season, with one of the chief items being the acquisition by Joe Venditto of the food, novelties, beer garden and other operations at Easton's Beach, Newport. The spot has been run by the community for the last three years.

Venditto, who has Venditto Bros.' Shows, also has the food concession at Sand Hill Cove, Narragansett. He recently bought four kiddie rides and is working on details for the Rocky Hill Fair, for which he manages the midway.

La Pa Shows, managed by Sylvia LaPore and Frank Pacia, will open in early May. It has three major rides and is dickering for a fourth. About 15 concessions are carried.

Fera Bros.' Shows—Harold, Pat and Joe Fera—expects to open in early April in Providence, where lots are scarce.

J. C. Harlacker, local promoter, has an indoor affair set for Legion Town, April 9-11. Frankie Fontaine and seven other acts will be presented, with the Ed Drew band, booked thru Al Martin of Boston.

Frisco Club Appoints Board For Cemetery

SAN FRANCISCO—The Show Folks of America set up a trust fund and named a board to administer its cemetery plot at the Monday (10) meeting here in the clubrooms.

Named to the board were Eddie Hellwig, E. S. Fitzgerald, Charlotte Porter, Jack Christensen, Mike Krekos, Oscar Mattley and Harry Martin.

The club recently awarded the contract for alterations on the monument at the cemetery plot with total cost to run \$1,300. Of this amount, \$600 has been paid. Work will result in a space that will hold 125 urns for ashes of cremated members.

Joe LaMont was reported in Mary's-Help Hospital here. Mary Texiera is preparing for surgery in East Oakland Hospital. Walter Russell was confined.

\$50.00 CASH REWARD

FOR LOCATION OF
JAS. E. (JIMMY) SHAFFER
(The Great Bash) Sway Pole act.
Brother of Bill Shaffer.
For reward, call collect
GEO. TURNER
Phone: Victor 2-9888
Oklahoma City, Okla.

WANTED

Major Kiddie Rides. Concession basis.
SEASON STARTS APRIL 1.
Fabulous Kiddie Wonderland location at Cross-County Shopping Center, Yankers, New York. Serving entire New York City, Westchester and Long Island area. Quick action necessary.
GEORGE PIANTADOSI
Wonderland Park, Yankers 9-2722

ALL RIDE MEN

WHO HAVE WORKED FOR US PLEASE CONTACT IF YOU ARE INTERESTED IN A SEASON'S WORK. ADDRESS:
ROMEO DUNN
Box 393, Ponchatoula, La.
(DEAN KLINE, CALL ME, 7529 OR WIRE.)

WANT RIDE FOREMEN

Merry-Go-Round, Ferris Wheel, Tilt, Roll-O-Plane. Must drive semi and have license. Leave quarters in Tampa April 1.
KEY CITY SHOWS
C. S. Peck Phone WE 5-2948
Between 8 & 10 a.m.
No Collects—No Advances.

WANTED—WANTED

Wheel Foreman and Electrician, must drive Semi and know a Wheel, Roll-O-Plane. Must drive semi and have license. Last Foreman with us 15 years. "Nuf said." No drunks wanted. A few more Concessions. Opening May 26. Write
STEPHEN'S SHOWS
Queen City, Mo.

WANT TO BOOK SET OF KIDDIE RIDES

For big, Labor Day Picnic sponsored by a large organization in the Chicago area. Flat fee. Address all inquiries to
JOHN MILASICH
7963 S. Phillips Ave. Chicago, Ill.

ROSS MANNING SHOWS

Opening March 31-April 5, Goldsboro, N. C., Seymour Johnson Air Base on Route 117A. Newbern, N. C., and Newport News, Va., to follow, then 2 weeks in Richmond, Va.

CONCESSIONS: Hanky Panks, Short Range, Glass and Bear Pitches.

SHOWS: Snake Show, any Grind Shows.

Can place Girl Show Operator with girls. We have complete outfit.

RIDE HELP: Can place Semi Drivers. Winterquarters now open. Men who worked for John Marks, come in. Want Office Secretary.

Wire or write ROSS MANNING

Big Farmers Warehouse (near Fairgrounds), Fayetteville, N. C.

ROCK CITY SHOWS

OPENING APRIL 30 IN CENTRAL ILLINOIS

Have a strong route of Celebrations and Fairs in Illinois and Iowa. Booking Concessions of all kinds except Popcorn, Floss, Snow. Booking one of a kind. Want Girl Show, Side Show, Athletic Show, or what have you? Need Ride Help for all rides. This show carries 10 rides.

Contact **GEORGE ISENHOWER**
GENERAL DELIVERY, ROBSTOWN, TEXAS.

STARLIGHT SHOWS

Spring Opening Calhoun Falls, S. C., March 21-29. Mills working six days a week—three shifts. Decatur, Ga., to follow.

WANT—Hanky Panks of all kinds.

HELP—On major rides.

SHOWS—Of all kinds, such as Girl Show, Geek Show. Hiram Beall come on. Mayo Tinsley contact.

UNITED EXPOSITION SHOWS

Opening at Hope, Ark., April 5, for 8 days. Want Hanky Pank agents for office-owned concessions or will book Hanky Panks not conflicting.

Want Ride Foremen for Tilt-A-Whirl and Ferris Wheel. A-1 operators only, no drunks. Must drive. Playing some shopping centers. Wire, call or write
C. A. VERNON, Mgr., Hope, Ark.
Phone 7-4314. No collect.

P.S.: For Sale—6 Remington #241 Gallery Guns perfect condition, \$30.00 each.

WANT AGENTS

Men and Women Agents for Percentage, Six-Cats, Buckets, Swingers, Balloon Darts and other Hanky Panks. Opening Briggs Amusement Company, Cleves, Ohio, Sunday, April 5. Long season, proven spots. All answers to
HARRY SMILEY

Phone 403971, Tampa, Fla., all this week.
Clades Amusement Company, St. Augustine, Fla., all next week.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO — President Jack Duffield rapped the gavel to open the regular Thursday night (13) meeting. Also present were Ed Sopenar, vice-president; Bernie Mendelson, treasurer; Hank Shelby secretary, and two past-presidents, Sam J. Levy Sr., and Al Sweeney. New members are Frank Desplinter, Tom Olson and John Bowman.

Plans for the April 19 theater party were announced and it was reported the Polack Circus party in the clubrooms was a big success.

On the sick list were Andre Dumont, in Alexian Brothers Hospital here; Richard Napolitano, Wesley Memorial Hospital, and John Enright, Mount Carmel Hospital, Columbus, O.

Back after absences were George Flint, Sam Levy Sr., and Harry Ferris.

Hadji Delgarian served spaghetti following the meeting

Caravans, Inc.

CHICAGO — First Vice-President Margaret Levine conducted the regular meeting in the absence of President Isabell Brantman who is vacationing in California. Also present were Mae Taylor, second vice-president; Wanda Derpa, secretary; Lillian Lawrence, treasurer, and Irene Coffey, chaplain.

A thank-you note was read from Viola Parker for condolences received on the death of her father and brother. Bess Hamid is convalescing in the Hollywood, Fla., home of her daughter. Frances Berger is back in Augustana Hospital here.

Max Oakes represented the club at the Tampa Auxiliary installation. Donations to the last social were received from Phoebe Carsky, Molly Raymond, Lucille Hirsch and Marianna Pope

Back after absences were Agnes Barnes, Betty Broderick and Theresa Dundee. Hostesses for the

March 18 social will be Claire Cherniak, Mae Sopenar and Joan Sullivan.

The club's 15th birthday will be observed April 15 in the clubrooms. Annual spring benefit party will be held April 18 in the Hotel Sherman. Pearl McGlynn is crocheting an afghan she will donate for the event.

Canadian Showmen's Association

TORONTO—The regular meeting was called to order by President Pat Marco with 65 members on hand.

Other officers present included A. Zaen, O. Drouin and H. Jones, vice-presidents; R. Genest, secretary, and the following directors: K. Rifkin, D. Pitcher Preston and Y. Monet.

President Marco announced that a blood bank and insurance plan were being studied. A total of 10 new members have been added and several applications are pending.

Billy Dicosimo served a lunch following the meeting.

New England Showmen's Association

BOSTON — Acting President Milton Emerson presided at the regular meeting attended by 65 members. The bylaws of the club were amended to read: "A nominating committee was elected."

Three members were then elected from the Board of Governors and two from the general membership. These were: Joe Vendetti, Milton Emerson, Frank Allen, Jimmy Christy and Ted Penney.

A card was read from President Jack Ableman in Miami, where he is vacationing. It was reported that Joe Jacobs is recovering from his recent illness.

Ladies' Auxiliary

Mrs. Ethel Natanson presided over the meeting with 40 members on hand. The group discussed projects for the coming year. Refreshments were then served.

Visiting the clubrooms recently were Murray Bornstein, Milt Kaufman, Larry Carr, John Hanigan and John Moses.

WANTED

The following vehicles only for Allan Herschell Kiddie Rides or any vehicles that will fit these rides: 8 Army Tanks, 8 Sky Fighters, 10 Horse & Buggy, 6 Boats, 6 Buckets for National Kiddie Ferris Wheel. We are also interested in four complete Kiddie Rides.

TRADING POST

N. Manning Blvd., Albany, N. Y.

FOR SALE

Allan Herschell Kiddie Merry-Go-Round, used 14 months on location, like new, \$4,000.00 cash. Midget Racer made by Eversly Aircraft Co., \$2,500.00; Electric Kiddie Train, 3 coaches, \$600.00; King Water Boat Ride, less tank, good condition, \$600.00 cash.

J. L. KEEP

Box 201 Valdosta, Ga. Phone: Cherry 2-9913

GRIND STORE AGENTS

WANTED

For Major Amusement Park. \$12.00 Limit and Must Obey Orders. Opening in Court Store and Pin Store. No Ups or Downs.

Box CH-169, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

FOR SALE

1456 FEET OF DOUBLE O, TWO CONDUCTOR WIRE IN 75-foot lengths at \$1.00 A FOOT. Contact

CARLOS ROCCO

121 Ward St. Hot Springs, Ark. Phone: NATIONAL 3-9064

FOR SALE

Allan Herschell Looper, like new, all new outside scenery, new platform, ticket box, new bald cloth, completely overhauled. Price: \$4,000.00 cash. Can be seen up at my Winterquarters. Also 980 feet OO ground cable, new, \$375.00 cash. All replies

J. L. KEEP

Box 201 Valdosta, Ga. Phone: Cherry 2-9913

FOLLOW THE WOLFE ARROW
WOLFE Amusement
THE SHOW THAT GETS UP ON SUNDAY

OPENING IN SPARTANBURG, S. C., IN APRIL, FOLLOWED BY INDUSTRIAL TOWNS INTO NORTH CAROLINA, VIRGINIA AND MARYLAND.
All Concessions open—Popcorn, Floss, Bingo, Long and Short Range, Penny Arcade. Want set of Kid Rides. Have Octopus, A-1 shape; Truck and Trailer, all painted. Can be seen up in winter quarters. Will sell or trade for another ride. What have you? Have played same route for 7 years. Wish to change ride.
BEN WOLFE, Box 277 Landrum, S. C.
Phone: CA. 7-4565

PETER MARCH MIDWAY SHOWS
New Booking for Outstanding Route
Rides of all types for Windsor Emancipation Celebration only, August 2-5. Hanky Panks and Shows of all types for the season. Will give exclusive on Cook House. We open April 28; close on October 13. No layovers. Thorold Firemen's Celebration—August 6-9. Renfrew Centennial—on the main street, August 11-16. Almont Fair & Centennial Celebration, Sept. 3-6, etc.
Apply to Peter March, 73 Southwood Drive, Toronto, Canada.
Need Agents for Buckets, Swinger, 6 Cat, Tip-Up Coke and Marble Game. Contact
R. G. Well—Phone: EM 4-6574, Toronto or Robert March—Phone: OX 9-2991 CONCESSION MANAGERS

JIMMIE CHANOS SHOWS
Open April 28, Muncie, Ind. Want legitimate concessions of all kinds, Cook House that caters to show people; Ball Games of all kinds; Long Range Gallery, Photo Gallery, Bear Pitch, Glass Pitch, Guess Your Age & Weight.
Want Girl Show with own outfit; must have two or more girls; no impersonators. Wildlife Show, Monkey Show, Ten-in-One. Would like to hear from a Wrestler to take charge of Athletic Show. Want some one going up North to drive car for me.
Ride Help Wanted—Foremen for Ferris Wheel, Octopus, Roll-O-Plane, Flying Scooter, Caterpillar. Foremen for five Kiddie Rides; must drive semi. All ride help must be at Winter Quarters April 19, Greenville, Ohio. Want transformer electrician. All replies to
JIMMIE CHANOS
11 N. W. 70th St., Miami, Fla. After March 29, Winter Quarters.

GIRLS GIRLS GIRLS
\$100 per week still, \$125 fairs, for O. C. BUCK SHOWS. Only top caliber girls considered. Good wardrobe, youth and looks essential. Must have photos. Will consider few inexperienced girls willing to learn. Wardrobe and transportation furnished, pay sure. Also winter's work in Miami clubs.
Can use Ticket Sellers who drive. Also reliable Fitchmen who can join under own steam. Need one good Talker who can and will cut it. Leo Hunt, contact.
OPEN APRIL 20 IN NEW YORK STATE
GINGER RAYE or JOE MOONEY
7400 N. W. 27th Ave., Miami, Fla. Phone: PLaza 8-9188

WILLIAM T. COLLINS SHOWS
WINTERQUARTERS OPEN APRIL 15
HELP: Want Foreman and Second Men for Twin Wheels, Tilt, Octopus, Roll-O-Plane, Fly-O-Plane, Round-Up, Scrambler, Rock-O-Plane and Dodgem. Must Have Chauffeur's License. (If You Drink, Chase and Have Car, Save Your Stamps.)
CONCESSIONS: Will Book Hanky Panks of All Kinds.
SHOWS: Will Book Snake, Monkey or Any Other Grind Show of Merit.
ALL REPLIES: William T. Collins, Mgr. Minneapolis, Minn.
801 E. 78th St.

SUNSET AMUSEMENT CO.
CONCESSIONS CONCESSIONS CONCESSIONS
OPENING APRIL 24 AT EXCELSIOR SPRINGS, MISSOURI.
Want Long and Short Range, Milk, Funk, Coke and Basket Ball Games. Can place Photos, Foot Longs, Age and Weight, Novelties, Dish, Lamp, Bird Pitches and other Hanky Panks. Can place Penny Arcade.
P. O. BOX 468, DANVILLE, ILLINOIS.

WANT—I. T. SHOWS—WANT
Can place good reliable Foremen and Second Men who drive semis. Need Foremen for Caterpillar, Tilt, Comet, Ferris Wheel, Merry-Go-Round, Winter Quarters now open. Call or write Bill Appleton, ride super.
3 GOMBERT PLACE ROOSEVELT, LONG ISLAND FREEPORT 8-1512

WANT WANT WANT
Agents for Stock Stores, China Pitch, Ball Games, Slum Stores. Opening in May at Escanaba, Mich. All new canvas this year. Johnny Rehelsky, please write. Contact
JACK ROWE
GULF PARK, BRADENTON BEACH, FLORIDA

HUNT AMUSEMENT CO.
WANTED: Ride Foremen for Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl, Long season. Open early in April. Must be able to give reference and drive semi. Top wages if you can qualify.
WANTED TO BUY: Hot Wagon with five-step transformer, ground cable; short-arm Octopus and Miller or Schiff Coaster. All replies to
Ralph Hunt, Hunt Amusement Co.
ROUTE 1, HEBRON, OHIO

STOCK TICKETS	SPECIAL PRINTED
1 Roll \$ 1.50	Cash With Order Price
5 Rolls 4.50	3,000 \$ 4.90
10 Rolls 8.25	4,000 7.80
25 Rolls 18.75	5,000 8.70
50 Rolls 24.00	10,000 10.50
100 Rolls 44.00	20,000 15.20
Rolls 2,000 EACH	30,000 20.00
Double Coupons	100,000 33.00
Double Prices	500,000 123.00
No C.O.D. Orders	1,000,000 250.44
Size: Single 7 1/2" x 2"	

DOCTOR SAYS CHANGE—FAMILY SAYS SELL—A Real Steal for Some Showman
1—Willie-Nen, beautifully framed Freak Animal Show; 35-foot Nabors custom-built Semi-Trailer with Tractor, and you get the freak, too—only \$3,500.00, which is only semi fraction of original cost. 2—Wax Museum of War Criminals and Trophies a small fraction of original cost. 3—Wax Museum of War Criminals and Trophies Exhibit; built into semi with tractor for easy up and down; a masterpiece for \$2,500.00, would cost \$200's to duplicate. 3—Unborn, the fabulous Doc Parker Exhibit. Can you imagine this at only \$1,000.00 as found. No transportation for it. Terms: Cash and you haul away. No drags. First 25% deposit will hold 5 days, or bring your money in hand to Show's Owner, c/o J. R. Alexander, Attorney, 418 Market St., Shreveport, La.

FRANK W. BABCOCK United SHOWS

ATTENTION, EASTERN AND SOUTHERN SHOWMEN
Special Consideration Given to Top Flight Shows
for NATIONAL ORANGE SHOW

San Bernardino, Calif., April 10-20, Inc.
 Can Also Book Strictly Legitimate Concessions.
 Wanted to Buy—SCRAMBLER WIRE—WRITE—PHONE
FRANK W. BABCOCK UNITED SHOWS
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WEST COAST SHOWS

General Offices: 240 Jones Street, San Francisco 2, California.

NOTICE 1958 SEASON OPENING APRIL 14
 #1 Show opens Merced — #2 Show opens Bakersfield (lot lays out Sunday, April 13).
HELP WINTER QUARTERS NOW OPEN at Fair Grounds, Madera, Calif. Can still place some experienced Ride Help, with Truck Drivers given preference. Some Foreman jobs open. DUE TO DISAPPOINTMENT can place qualified Billposter with own transportation. Apply immediately to San Francisco office.
 DORWAIN WANTS GIRLS FOR BALLY, ILLUSION SHOW AND MAGIC ACT. Experience unnecessary. Apply to Mr. Dorwain personally at show winter quarters.
 WINTER QUARTERS OFFICE: C/O FAIR GROUNDS, MADERA, CALIFORNIA

MIGHTY INTERSTATE SHOWS
 LAST CALL LOT WILL BE LAID OUT MARCH 27. LAST CALL
 OPENING MARCH 29 DOWNTOWN WARNER ROBINS, GA. (NEW LOCATION), OPPOSITE GATE #3, ROBINS AIR FORCE BASE. TWO SATURDAYS, CATCHING PAY DAY BOTH CIVILIAN AND AIRMEN; TWO BIG KIDDIE MATINEES, FOLLOWED BY A ROUTE OF CHOICE STILL DATES; DOWNTOWN LOCATIONS UNDER STRONG AUSPICES AND AN OUTSTANDING ROUTE OF FAIRS BEGINNING AUGUST 4. Concessions: Will book BINGO for season. All Hunky Panks, Prize Every Time merchandise concessions open: Bear Pitch, Bird Pitch, Long and Short Range Galleries, Photos, Jewelry, Age & Scales, Diggers, Hi-Striker, Novelties. All those with me last year get in touch! Want Agents for Cans and Buckets; Countermen for COOK HOUSE. Some percentage is open if you have Hunky Panks.
 Ride Help: Foremen and Second Men on all rides; must be sober, capable and reliable licensed tractor-trailer drivers. Top salary and bonus.
 Rides: Will book one or two flat rides not conflicting for season, also Kiddie Rides and Live Pony Rides.
 Shows: Grind Shows of all kinds, Penny Arcades, Side Show, Want RIDERS for office-owned MOTORDROME.
 Replies to H. B. Rosen, c/o Western Union, Eufaula, Ala., or General Delivery, Georgetown, Ga., until March 26, then Warner Robins, Ga.

JAMES H. DREW SHOWS
 Opening early in April. Spring Route includes Tri-State Fair, Middlesboro, Ky.; West Virginia Strawberry Festival and many other special events. Followed by twenty Fairs—North and South.
 Concessions—Will place Merchandise, Prize-Every-Time and all kinds of games that work for stock. Will give X on Long & Short Range Galleries. Good opening for Arcade.
 Ride Help wanted for 14 rides. Equipment and transportation are modern and the best. Must be sober and have license to drive.
 SHOWS—Need family-type shows. Wire what you have, will place.
 For Sale—Allan Herschell Jolly Caterpillar in new condition; bargain for quick sale. Wire, write or phone
JAMES H. DREW SHOWS
 P. O. Box 899, Augusta, Ga. Phone: 33-190

REED AND GRIGGS
 WANT FOR SIX CHOICE STILL DATES, INCLUDING ANNISTON, ALA. SOLDIERS' PAY DAY AND 100 YEAR CENTENNIAL ON STREETS
 SHOWS: Girl Show, must have sixty-foot front or more; Side Show, Grind Shows, RIDES: Scrambler, Rock-o-Plane, Octopus (BUFF HOTTLE or ROMEO DUNN, call). CONCESSIONS: Bingo, Popcorn, Pitches, legitimate Concessions. Will book one nice Mitt Camp. (No flats.)
 HELP: Ride Help, come on. Colon Lenord wants Grind Store Agents. John Reed wants Agents.
 All replies JOHN REED or CHARLES GRIGGS
 Pontotoc, Miss., this week; Columbus, Miss., Livestock Show and Pilgrimage, March 24-29; Tuscaloosa, Ala., March 31-April 5.
 P.S.: Ted Dion, have good deal for you for the 1958 season.

PEPPERS ALL STATES SHOWS
 Opening March 24, Milton, Fla., big naval airbase payday. Then Warrington, Fla., followed by the BIG ONE, We close Nov. 25.
 CONCESSIONS: Want Cork Gallery, Long Range, Basket Ball, Slum Jewelry, Pitch-TU-You-Win, Slum Blower, Bumper, String Game. One of each kind on our midway. Want Agents for office-owned Concessions, Man and Wife for Ball Game. Husband to work Pan Game, Balloon Darts, Slum Spindle, Age & Scales, Glass Pitch, Bear Pitch, Penny Pitch and Coks Joint. (V. E. Brown and C. M. McGinnis, please contact.)
 RIDE HELP: Foreman for Smith & Smith Chairplane; Second Man for Octopus. Must be able to drive. Mr. Ride Owner—I can book Roll-o-Plane and TUI for 24 weeks.
 Address: FRANK W. PEPPERS, Citronelle, Ala., this week; Milton, Fla., March 22-April 8 (Milton Phone—964).

FOR SALE
 Allan Herschell 2-Abreast Merry-Go-Round, Allan Herschell Kiddie Auto Ride, #5 Ell Bridge Ferris Wheel (late model), Tubs-of-Fun, Ranzelaar Train and Tilt. ALL RIDES IN GOOD CONDITION AND READY TO GO. UNIT SALE ONLY.
 BOX #922, The Billboard, 188 W. Randolph Street Chicago 1, Illinois

WANTED
ELI-SCRAMBLER
 for
FIRST-CLASS LOCATION
 at
CONEY ISLAND, NEW YORK
PERCENTAGE RENTAL
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M. CURRAN
 3025 W. 12th St., Coney Island, N. Y.
 Coney Island 6-2528

FOR SALE—BARGAIN
 Spitfire, excellent shape, just overhauled, new paint, fluorescent lights, now operating. G.M.C. Tractor, factory-built Trailer, flashy Ride. Reason for selling, have Scrambler. One Smith & Smith Kiddie Fire Truck, fold-up type, tandem wheels. Ride like new, pull behind car, new top. Address:
TURNER SCOTT
 120 N. Grandview Ave.
 Daytona Beach, Fla.
 P.S.: Slim Taylor, call me.

CARNIVAL WANTED
 Rides, Side Shows, Games and Concessions. Five days in late July. Please send information to
LOS ALAMOS KIWANIS CLUB
 Box 1071 Los Alamos, New Mexico

SEARCHLIGHTS
 Brand-new 60-inch Sperry and G.E. Searchlights, \$800.00. Brand-new G.E. 16.5 Kw. Generators, \$850.00. Searchlight Sets, Light and Generator, \$1,300.00. Some used equipment for sale. Also carbons, complete heads and all spare parts.
J. PILE
 825 Becker Road Glenview, Illinois
 Glenview 4-1240

WANTED
 Kiddie Rides for Summer Bazaar, August 30 through September 4. For information write to
IRWIN B. GRIFFIN
 Executive Director
 Jewish Educational Alliance
 5111 Abercorn St. Savannah, Georgia

STRANGEST ATTRACTIONS
 On earth. Devil's Child, Wolf Boy, Jungle Pyramids, many others. Free Folder.
Tate's Curiosity Shop
 3222 E. Van Buren St. Phoenix, Ariz.

Drago Looks For Solid '58

KOKOMO, Ind.—Paul Drago, owner of the two-unit operation bearing his name, is optimistic about the 1958 season and is expanding his ride line-up to where he will have 23 this year.
 In addition, a new office-trailer has been added and currently is being fixed up here in winter quarters where work on all rides and equipment is going along at a rapid rate. The Funhouse also will be expanded.
 Drago reported that both units plan to cover new territory this year and have lined up good routes.

Conn. Gaming Gross \$2 Mil

HARTFORD, Conn. — Legal raffles and bazaars in Connecticut brought in more than \$2,000,000 last year, according to State Police Commissioner John C. Kelly. Organizations operating them chalked up profits of more than \$1,000,000.
 Of the 114 cities and towns which sanction raffles, Bridgeport took the lead with a total gross of \$413,092, from raffles and a \$267,354 profit.

MIDWAY CONFAB

Elsie Williamson was guest of honor at a baby shower held recently in the Tampa home of Esther Young with Olive Sprague, Mickey Wenzik and Maxine Cyr as hostesses. Guests included Jean Davis, Sue Walters, Kitty Farino, Francine Jones, Peg Gulluppo, La Lae Shulman, Edith Sullivan, Myrtle Jeter, Billie Gaber, Ruth Petranis, Mary Quainlin, Jean Blackwell, Impie Slafen, Ruth Grimsell, Dorothy Crawford, Flo Venner, Sally Brown, Helen Julius, Gertrude Weiss, Gloria Lauther, Marguerite Wilson, Marie Waver, Mrs. Ed Slavin, Grace Fillingham, Marie Caughey, Isis Caughey, Clover Fogle, Delores Brewer, Dorothy De May, Emma Brocies, Laura Sedlmayr, Egle Sedlmayr, Bette Rodgers, Evie Belew, Willie Minardi, Maude Varnier, Evelyn Clain, Nell King, Ella Stophell, Evelyn Long, Jackie Manzatt, Ethel Reid, Blanche Zeiman, Nora Reinhardt, Esther Groscurth, Hazel Maddox, Mary Cain and Elsie Owens.

Both Mr. and Mrs. Walter B. Fox have been hit by illness this winter and only recently Mrs. Fox was able to return to her position with a Mobile, Ala., hotel... Frank W. Peppers has been playing Mobile area supermarkets with three rides and his popcorn concessions since the Mardi Gras... Mrs. Bob (Flonnie Barfield) is confined in the Mobile Infirmary, St. Stephens Road, Mobile, Ala., for treatment... Harry Wagner, formerly with Cavalcade of Amusements, now in the roofing business in Cleveland, is back home after visiting Hattie Wagner and Johnnie Adams in Mobile.

Mrs. and Mrs. C. H. (Stash) Gray recently visited Miami where they huddled with a number of friends. Included were Mr. and Mrs. Chappie Denotto, who are honeymooning there; Miss Jackie Owens, Mr. and Mrs. Johnny Gambino, Mr. and Mrs. A. P. (Joe the Grinder) Smith... Johnnie Edward Hagensick, son of Clarence E. Hagensick and Mary Juanita (Hagensick) Norwood, is now in the Army.

MERRY-GO-ROUND
 Will book adult-size, two abreast Merry-Go-Round with Popcorn, Candy Apple, Floss Trailer as unit on small Carnival, Bazaar Dates, Celebrations, etc., in the East. Also available, adult-size Chair-O-Plane.
ROBERT D. KELLOGG
 MORRIS 4-3273 STILLWATER, N. Y.

DON'T MISS THESE SPRING SPOTS
 Starting Natchitoches, La., Police Fair March 24-25; Winfield Police and Bazaar, March 31-April 3; Jonesboro Fall April 7-12; Vidalia, La., Uptown, April 14-19. First show in 20 years. Then North to Poplar Bluff, Mo., April 21-28. East St. Louis, May 1-11. Then to Chicago area.
 Want Hunky Panks of all kinds; String Water or what have you. No flats, cokes or Girl Shows. Chief Little Wolf, contact at once. Any family-type shows, small percentages. Contact per route.
C. & R. SHOWS
 Minden, La., all this week

Midway of Mirth Shows WANT
 Slum Concessions of any kind. Short Range, Jewelry, Hoop-La, Pitch-TU-You-Win, Block Pitch, Photo Gallery, Age and Weight, Bird or Lamb Pitch, Coks, Basket Ball, Balloon Darts, High Striker.
OPENING 1st OF APRIL
 Can use Second Men for Merry-Go-Round, TU-a-Whirl, Spitfire. Must drive. Can use Shows with own outfit, no Girl Show. Winterquarters open.
 3111 E. Nettleton Rd., Jonesboro, Ark.
 Phone: Webster 2-2274. No collect.

LEGAL ADJUSTER AT LIBERTY
HARRY W. LAMON
 20 years' experience.
 Can join anytime—anywhere.
 Address: HEBBONVILLE, TEX.
 Wire, Phone or Write.

CONCESSIONS WANTED
 During Shrine Circus on Cincinnati Garden's lot, April 4 thru 13, Cincinnati, Ohio. Cookhouse wanted.
H. REED
 P. O. Box 23, Newport, Ky.
 P.S.: Short Range Shooting Gallery for sale.

EDDIE YOUNG WANTS
 Hunky Park Agents for Balloon Show, Watcha, Pin Ball, One Ball, Opening March 27. Ft. Leonard Wood payday.
 Replies to
EDDIE YOUNG
 Box 264, Arcadia, Kansas
 Phone 81-2

WANT CARNIVAL
 For Steam Engine Show sponsored by National Cedar Valley Steam Engine & Antique Equipment Club, Inc.
 August 14-17 inclusive, day and night at the National Dairy Cattle Congress grounds. Address:
 1122 KERN ST., WATERLOO, IOWA.

GOLD BOND SHOWS
 NOW CONTRACTING FOR 1958
 Opening May 18
 RIDES—SHOWS—CONCESSIONS CAN PLACE RIDE HELP.
MICKEY STARK, Mgr.
 P. O. Box 229, Mt. Sterling, Ill.

SEARCHLIGHT
 G. E. Searchlight and G. E. Generator, \$1,195.
 NEW
 Perfect running condition.
Bowling Green Lighting and Sound Co.
 429 S. Summit St., Bowling Green, O.
 S.G. 29822

WILL PAY CASH FOR LARGE MOSEL ROUND-UP.
 FOR SALE
 1-125 Allis-Chalmers Gas Engine, Used One Season on TUI, \$300.00. Evans BUD Striker, New, Used 3 Weeks, \$200.00. Platform Scales, \$250.00.
HARRY BEACH
 Myrtle Beach, S. C.

HUBERT'S MUSEUM
 218 W. 42nd St., New York, N. Y.
 Open all year round
 Want Fixats and Novelty Acts. State salary and particulars in first letter.



--which will again be a Big, separate supplement devoted exclusively to all phases of the Outdoor Amusement Industry enclosed within an eye-catching 3-color enamel cover.



... and FEATURING THESE IMPORTANT LISTS

- First publication of the 1958 Fair Dates • Amusement Parks
- Rodeo Dates for 1958 • Ice Shows • Coming Events • Circuses
- Carnival Roll Call • Auto Race Tracks • Baseball Parks
- Outdoor Stadiums, and many others.

PLUS SPECIAL FEATURES ON ...

Ride Survey — The Rifle Range — Food & Drink Concession Equipment and Supplies — Insurance — Show Structures — Trailers — Tent Building and Buying, and others.

INCREASED DISTRIBUTION

We certainly want to make sure that EVERY BUYER In the Outdoor Field gets a copy of this Big Special Issue and Directory, so we are increasing our print order of it by

11,000 EXTRA COPIES

What's more, our Circulation Department is conducting a 100,000-piece subscription campaign publicizing the importance and timeliness of this Issue.

THIS IS YOUR OPPORTUNITY TO GET A LION'S SHARE OF THE 1958 BUSINESS, BECAUSE ...

EQUIPMENT of all types, such as Rides, Convas, Trucks, Trailers, Arcade Games, Shooting Gallery equipment and supplies, etc., will be in bigger demand than ever.

FOOD & DRINK SUPPLIES and **EQUIPMENT** will be needed in greater abundance in 1958 than in any previous year.

ACTS and **ATTRACTIONS** with powerful drawing ability are in bigger demand than ever before and will be sought after even more as we approach the opening of the Season.

MERCHANDISE, NOVELTY, SOUVENIR, GIFT and **PITCH ITEMS** will all be in tremendous demand this year by Concessionaires, Pitchmen, Salesmen, Engravers, Demonstrators catering to the ever-growing throngs attending Outdoor events and places of amusement. Make sure every one of these buyers sees what you have to offer before he begins stocking up for the opening of the 1958 season.

The greater amount of Editorial and Advertising that must be handled for this big Special Directory will force us to close forms earlier than usual, so

DON'T DELAY ... ACT TODAY!

Make sure complete copy instructions reach us by ...

WEDNESDAY, MARCH 26

Cincinnati 22, Ohio
2160 Patterson St.
Dunbar 1-6450

St. Louis 1, Mo.
812 Olive St.
Chestnut 1-0443

New York, 36, N. Y.
1564 Broadway
Plaza 7-2800

Hollywood 28, Calif.
1520 N. Gower
Hollywood 9-5831

Chicago, Ill.
188 W. Randolph St.
Central 6-9818

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Parodies

AMIGOS - FORMIDABLE GAGS EN Espanol Dialogos, secuencias. Lo que necesitan para hacer reir! \$2 folio especial. Juan Kahan, Reforma 95-203, Mexico, D.F. ap7

ANNOUNCING A NEW ADDRESS! TO better service our clients, "Show-Biz" has expanded its facilities. Write for our sensational renewal offer of comedy material. New address: "Show-Biz" Comedy Service (Dept. B-5), 625 Avenue V, Brooklyn, N. Y. mh24

"RICH AND RARE" - OVER 1,000 ALL-NEW classified gags and replies. Spicy! Only \$1. Edmund Orrin, 2682 Fibert, San Francisco 23, Calif. j77

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gags, Skits, Monologs, Parodies, etc. Laughs Unlimited, 104 W. 45 St., New York City. mh24

33,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,400 pages! Free catalog. Write Robert Orton, 111 E. Carpenter St., Valley Stream, N. Y. j74

Agents and Distributors

ABALONE, MOTHER OF PEARL, CORAL! Real Feathers, French Iris Feathers; Flower Clusters; Fruit Baskets; Carvings; Embroideries (Real Seahorses, Starfish, Mother of Pearl Flakes embedded in clear Lucite). Trial 18 pairs Earrings \$5 (\$18 value). Same styles in Sweater Guards, Lastofka Products, Box 10248, Tampa, Fla.

AGENTS WANTED - PART, FULL TIME OR by mail; 250% mark-up; for \$1 item needed in every home. Volume Sales Co., 41 Fenway St., Stamford, Conn. mh17

A MAZING "ONE-SHOT" CLEANER - washes, polishes, puts brilliant glass-like surface on cars. Free sample. Big commission. Klean Brits, 528 Elm, Salisbury, N. C.

BILFOLDS - PLASTIC ALLIGATOR OR lizard. Sensational price, \$14.40 per gross plus postage, COD. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. mh24

DECALOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of automobile initials and Sign Letters. Free samples. "Ralco," XL, Boston 10, Massachusetts. ch-mp

EARRINGS - ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. mh24

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pearl Necklaces (domestic) 1.45 dz.
Pearl & Earrings, asst., boxed 7.50 & 9.00 dz.
Eng. Lord's Prayer Neck, boxed 3.00 dz.
Aurora Borealis Stoned Cross, boxed 4.00 dz.
Stoned Miracle Cross, boxed 5.00 dz.
Stoned Heart Miracle, boxed 5.00 dz.
Crucifix Cross, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Asst. Tie Slide, carded 1.00 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 7.50 & 9.00 dz.
Cufflinks, carded, asst. 1.55 dz.
Necklaces, asst. 1.50 dz.
Boxed Rosaries, asst. colors 2.00 dz.
Engraving Charm Bracelets 2.00 dz.
Asst. Earrings, carded 6.50 gr.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St., Providence, R. I.

HOSIERY - LOW PRICES; LADIES', MEN'S, Children's, Ladies' Nylons \$1 dozen up. Slightly imperfect Nylons packed cello base \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. mh17

HUNTING HORNS - STEER 12", \$2.14", \$3; with leather strap. Reed Horns, \$6; Powder Horns, \$4. Special price to dealers and clubs. Frontier Products Co., 2102 Sallinas, Laredo, Texas.

MERCHANDISE FOR THE AUCTION Trade. Power Saws, Electric Drills, Hand Tools, Drop Cards, Fishing Equipment, Deep Fryers, Electric Skillet, Household Items. Write for prices. Patterson Tool Co., 1013 D St., Lawton, Okla.

ROYAL JELLY CAPSULES. CLEAN UP BIG as full or spare time dealer. Outstanding profits. Airmail: "Apt-Vitalex" Dept. TBB, Box 6674, Dallas 19, Tex. mh31

UNBEATABLE DISCOUNTS ON WATCHES, repairs, accessories. Surprising allowances trading old watches for new; free information. Watch Owners Buyers Club, 580-A Fifth Ave., New York 36. ch

JEWELRY CLOSEOUTS

E1-Tailored Earrings, Asst. Gr. \$18.00
E2-Stone Earrings, Asst. Gr. \$1.00
E3-Pierced Hoop Earrings, Gr. \$8.50
E4-Stone E/Rings, Etc., Asst. Gr. \$2.00
T3-Asst. Tie Sets, Bxd. Dz. \$4.50
O1-Odd Lot Neck & Brace Gr. \$15.00
SG1-Sweater Guards, Carded, Dz. \$1.50
W1-Men's 6-Piece Watch Set \$5.50
W3-Ladies 5-Piece Watch Set \$6.00
WP-Gent's W.P. & Ex. Bd. Watch \$6.00
R3-Gent's Stone Rings, Asst. Dz. \$2.50
R102-Pearl Rosaries, Bxd. Dz. \$5.00
R104-Bellious Medallions, Bxd. Dz. \$5.00
460-Stone Neck & Ears, Bxd. Dz. \$7.50
B2-Boutiques, Bxd. Asst. Dz. \$3.00
2258-3-Piece Pearl Set, Bxd. Dz. \$5.50
L1-Hunson-Type Lighter, Dz. \$5.00
20% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8, Prov., R. I.

BE INDEPENDENT

START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Sample of either 90¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS, Dept. BB-11, 188 State St., Albany, N. Y.

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Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case.

RATE: 20c a word, minimum \$4. CASH WITH COPY.

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DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

SUPPLY SOURCES DISTRIBUTORS

Get the "Original" BLUE-BOOK DIRECTORY of manufacturers, jobbers, wholesalers. Lists over 6,000 suppliers who can supply most anything up to 100% dealer discounts. The nationally accepted guide by wholesale buyers. Plus copies of "Bargain Buys" and "New Products." All this for only \$3.99 pp. Send today. Money back if not satisfied. ASSOCIATED WHOLESALERS SERVICE 1014-BB Starr Burlington, Iowa

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65c; Mackinaws, 35c; Shoes, 12 1/2c; Ladies' Coats, 30c; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 2109-AF Roosevelt Rd., Chicago 8.

71,000 ADVERTISING NOVELTIES WHOLE- sale Catalogs and 12 samples \$1. (Refunded plus postage if returned.) Adolph Specialty, 904 S. 58th St., Philadelphia 43. mh24

Animals, Birds, Pets

FIRST \$450 GETS "JOE" FULLY TRAINED Organ Monkey. H. E. Turpin, 705 Seale, Dallas 8, Texas.

FLORIDA RATTLESNAKES, \$1.25 PER foot; Harmless Dens, 25 snakes, \$25; six-ft. Boa, \$12.50; five-ft. Boa, \$10; Big Tegu, \$10; Armadillo, \$5; Opossum with babies, \$5; big Wildcat, \$20; Diamond Back Rattlesnake Skins, tanned, large, \$3. Large Rattlesnake Heads, dried, clean, lacquered, \$1; dozen \$9. Ray Singleton, Rattlesnake, Fla.

FOR SALE - TWO INDIAN PYTHONS. Good feeders, 16 ft. Jack Orr, Rt. 1, Box 95, Punta Gorda, Fla.

MINIATURE CHIMP STUMPTAILS HAND- tame, adults or young, \$75. Learn tricks hardy. Request pricelist Monkeys. Bronson Birds, 149B Fort George, N. Y. 40, N. Y. Williams 2-1150. mh31

SNAKES, SNAKES, SNAKES - GIANT Jungle Rats. All A-1. Wholesale prices only. Bayou Snake Farm, Route 1, Box 342, Houma, La.

WANTED - ONE SET MUSICAL SEAL Horns, new or used. Send complete information (first letter). Box CNY-159, c/o Billboard, 1564 Broadway, New York 36, New York. mh17

Business Opportunities

ATTRACT CROWDS AND COIN MONEY with portable electric machines baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

COIN PITCH GAMES - ALL ELECTRIC. New, Fascinating, Playlands, Carnivals, Fairs, Concessions. Buy Direct From Factory and Save. Write, Free Details, Fairland, P. O. Box 531, North Bellmore, N. Y. mh12

EARN \$13,000 YEARLY SERVICING AC- counts for trading stamp plan with \$10 redemption books. 60% discount on merchandise furnished on consignment can give merchants cash profits besides paying for stamp plan. Giving the stamps can increase business up to 100%. Start sideline or full time, \$13.50 for one book of stamps only investment. Pals Gold Trading Stamp Co., Box 732, Lincoln, Nebr.

FOR SALE - ESTABLISHED ANIMAL Farm. 15 acres, 1,000' frontage, heavily traveled highway; White Mts., N. H. Bungalow, large building housing souvenirs and lunches, ponds, huge parking area, animal buildings, cages, animals. Unlimited possibilities for expansion. Walter E. Jock, Wells River, Vt.

HANDMADE TROPICAL SHELL EARRINGS. Most impressive line you have ever seen offered. Over 150 different designs. Sample box, \$3.60; gross, \$27.50; prepaid. Norma's Shell Jewelry, 3415 Gables Ct., Tampa, Fla. mh17

HOW TO MAKE MONEY WITH CARNIVAL Games. 344-page book, 35 illustrations, \$2.50 prepaid. Theresa Fox, 1296 Yosemite, San Jose 26, Calif. ap7

INQUIRIES INVITED FOR YEAR-ROUND Concessions. All types in fabulous Gold Coast Amusement Park near Miami. 200 acres with many choice locations still available. Write Box 991, Delray Beach, Fla.

TALENT AT LIBERTY ADVERTISEMENTS

Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

RATE: 5c a word, minimum \$1. CASH WITH COPY.

MANY EARN \$1,000 PER MONTH OPER- ating collection agencies. Write for free bulletin. Franklin Credit, Roanoke, Va.

RIDES WANTED - MAY 1 OPENING. OP- erator with Kiddie and Major rides, especially interested in Merry-Go-Round and Train Rides, 2,500-car parking capacity; 1,000,000 population. Will make money for good operator. Fox's Wild Animal Farm, Box 608, East Greenbush, N. Y. Phone: Albany 77-2501.

RIPLEY "BELIEVE IT OR NOT" EXHIBI- tion of oddities and curiosities available for summer season or permanent location. America's greatest exhibition attraction. Can be operated as admission or donation show. Wire, write or phone: John Arthur Exhibitions, Inc., Empire State Building, New York. Phone: FE 6-7226.

ROLLER SKATING RINK - 51 x 140 TENT, portable. Completely equipped, reasonable. Sets up quickly. Write: Mel Marotz, 7728 104th Ave., Kenosha, Wis. mh17

Coin Machines Wanted To Buy

NEW OR USED T.T. "CHALLENGER" Hot Nut. State quantity, condition and price. C-269, c/o The Billboard, Cincinnati 22, Ohio.

WANTED

Wurlitzer 48 selections, AMI-E-F-G 80's and 120's 9 ft. United Shuffle Alleys, 10th Frame to Leader. State quantity, condition and price.

FEEL DIST. CO.,

1033 Vanderbrack St. Green Bay, Wis. Phone He. 2-7311

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ANYTHING IN VENDING MACHINES - Every type machine made, new or used; under the market prices. Established 31 years. Mack H. Postel, 2852B Milwaukee Ave., Chicago, Ill. mh31

ARCADE MACHINES FOR SALE - LARGE Variety, also Mangala Shooting Gallery. Machines Located, Times Amusement Corp., 1663 Broadway & 52nd St., New York City, New York. mh24

FIFTEEN 25c KENT LATEX, 20 U.S. POST- age Stamp Machines, \$12.50 each. 10 Silver King, 4 Columbus Ball Gum, 2 1/2 Atlas Vendors, \$4.95 each. Person Scale, \$45. Al Hoff, 1920 Rose, Baltimore 13, Md.

METER MATIC COIN METERS, MODEL M 20; 1-30, \$6 each; 20-40, \$5.50 each. Send money order or certified check. 25% with order, balance C.O.D. Hudek Enterprises, 1544 Cleveland Pl., Denver 2, Colo.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. ap7

TEN SKEE BALL ALLEYS, 9 FT. POKER- ing, Exhibit Footboard, Love Meters, Hockey, World Series, other Arcade games. Paul Rugala, 4394 Ocean Ave., Wildwood, New Jersey. mh17

Costumes, Uniforms, Wardrobes

FLASHY CLOWN SUITS - \$15; GIRL SHOW, Strip, Belly Costumes, Impersonator wigs, Rhinestones, Plumes, free lists. Leroy Carpenter, 4518 Park Ave., Weehawken, N. J. Phone: UNION 2-3609.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CAR- amel Corn equipment, Flare Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh12

MANLEY POPCORN MACHINE. PRAC- tically new, used 6 months, \$600 value, \$300. 1/4 deposit. Hunter, 311 North Locust, Pittsburg, Kan. mh17

POPCORN TRUCK

Complete, \$795
Roofbar Barrel and Carbonizer, Nelson Dolly, 1 1/2 Dry Popper.
FOOD SUPPLY CO.
Winona, Minnesota

For Sale Secondhand Goods

POPCORN MACHINE - NEVER UNCRATED (54x44x28) Floor (220 Volt, AC Model); Cost \$700; Retail \$195 Takes Same. Also Few Counter Models & Soft Ice Cream Machines. Hurry & Save Money. Star Sales Co., 2504 12th St. N. W., Canton 8, Ohio. (Pennants, Balloons to Flash Your Biz.)

SLIGHTLY USED PONY TRACTORS, 10- Car Middle Ride, 1 Train seats 15; A-1 condition. All or individually sold. Morris Mermeistein, Castleton, N. Y.

35-FT. LOWBOY CONCESSION AND HOUSE Trailer Comb. Tandem axle, elec. brakes. International tractor. A-1. Write Box #216, Rt. 1, Walbridge, Ohio.

For Sale - Secondhand Show Property

A BETTER CONTROL SPINDLE WORKS like a "Set." Price \$100 F.O.B. Order from ad; 24-hour inspection privilege. Deposit \$100 on arrival; if not delighted return to Express Company within 24 hours; they are authorized to refund your \$100. Boycebuilt, 214 No. Keystone, Chicago 24. mh24

A STAGE SHOW FOR SALE - ALL COM- plete and ready to go. Write for details. G. W. Galnes, 439 Josephine Ave., Columbus 4, Ohio.

AUTO RIDE FOR SALE, ALLAN HER- schell make, 10 car, top, sidewall, overhauled, painted, \$550 cash. Williams, P. O. Box 518, Nashville, Tenn. mh17

BLEACHERS, GRANDSTANDS, STEEL, slightly used. Also all new Wood Bleachers used just a few hours for the Eisenhower inauguration. Low, low prices. Delivery anywhere in the U.S.A. or export. U. S. Seating Co., 370 7th Ave., New York City. L'Onagre 4-3324, 108 N. State St., Chicago 2, Ill. mh24

BUILD MAJOR RIDES - TESTED PLANS: Ferris Wheel, Flying Scooter, Dark Ride, \$25 each; Octopus, \$15; Chairplane, \$10; all \$80. Free 72-page catalog. Brill, Box 875, Peoria, Ill.

DOUBLE LOOP-O-PLANE - LATE MODEL cars, automatic belts for easy loading, \$1,000; four Baseball Pitchers, each new \$1,000 each, now \$100 each. Chancey Bros., 7 Holmes St., West Haven, Conn. mh31

FOR SALE - DARK RIDE, EIGHT CARS, new top, perfect shape, beautiful front. J. W. Hayes, 5421 Upper Wetmore Rd., Montgomery, Ala. Amherst 2-3316. mh17

FOR SALE - MOON ROCKET, OCTOPUS, Caterpillar and Roller Plane Rides, Trailers and Trucks. Mrs. Lucille Cannado, P. O. Box 183, Meridian, Miss. Telephone 33701.

FOR SALE - ROTO-WHIP, BOAT RIDE, Train and Vending Machines. Must see! P.O. Box 1531 Main St., Rahway, N. J. Fulton 8-0710. mh17

FOR SALE - 1956 SPEEDLINER WITH 30-FT. Tandem Trailer. Write Box 213, Fullerton, Nebr.

FOR SALE - 30-FOOT FRUEHAUF SEMI- Concession Trailer, possum bellies, 2-ton Chevy tractor; good rubber, no junk; twelve-hits, Rich, 801 Abbot Ave., Hillsboro, Tex. mh24

FOR SALE - 1-G12 MINIATURE TRAIN, Locomotive, four cars, 400 ft. track; good condition, reasonable. Belle Amazon, 1180 Keyes Ave., Schenectady, N. Y.

JORDAN HORSEHOSE RIDE, NEW CAN- vas, \$1,300; Herschell Ten-Car Auto Ride, new canvas, \$1,150; Kiddie Wheel, medium size, new motor, \$1,200; Dryer Gasoline Midget Racer, \$350; Wet Boat Ride, twenty-foot steel tank, \$650; three ring-broke Mare Ponies, Saddles, Bridles, \$1,200. Come see or call Ed Stavis, Murray 25178, Owensboro, Kentucky.

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FOR SALE - 2 KID RIDES, \$1,300. Kring, 4131 Frey Rd., Toledo 8, Ohio.

KIDDIE ELECTRIC TRAIN, FOUR COACH- es; about 130' Track. \$500. Adult Only. Wags, portable, seats 36. Without electric motor \$800. Pretzel Top, sidewall. No Rialto Park, Ocoot, N. Y.

LATE MODEL 31' 3-ABREAST FAIRBANKS Merry-Go-Round, portable Funhouse. Kiddie Rides, like new condition. Train, Rt. 1, Box 199 B, Squaway, Wash. LEbanon 7-5410.

MECHANICAL BARROOM HONEY TONN- -71 beautiful hand-carved characters forming, ready to go. Custom built; set Photo and details. Groehner, Buffalo, N. Y.

MECHANICAL CIRCUS MOUNTED truck, ready to go, all in perfect condition. real buy, \$1,500. Ill health reason selling. Charles Kauffmann, 6438 Sherwin Detroit 13, Mich.

MOVIE EQUIPMENT, ONE AMPRO one Amuro 40, Films, Track, Seats, 36 ball and Popcorn Machine. Show, c/o General Delivery, Pineville, S. C.

OUTSTANDING PHOTO GALLERY - 1 mals, Corolla, 13-point Deer, Donkey, Tent, Camera, etc., \$300. Ed Groves, North Clark St., Chicago.

ROLL-A-WHIRL, REBUILT THIS WINT \$800. Pull it with car. Horace Willis General Delivery, Adel, Ga.

SMITH & SMITH ADULT FERRIS WHEEL 36 ft. high, 10 metal seats, top shade years old; can be seen up at Crystal, \$2,500 cash. 1 1/2-ft. Popcorn Trailer, John Everts, Crystal, Mich.

TRAINS - ALL SIZES, GAUGES, TYPE new, used, custom built. Photograph details. \$1 bill (refundable). Michigan Trains, 33B Winthrop, Rehoboth, Mass.

TWO MERRY-GO-ROUNDS AT DULUTH New paint, overhauled, very nice, \$3,300. List what you have to sell. Young Carnival Sales, 3218 Wadena, Duluth 7, Minn.

Used Tents, Winter Inventory Sale
20 ft. x 40 ft. \$75.00 and up, Tops
25 ft. x 40 ft. \$110.00 and up, Tops
25 ft. x 40 ft. \$125.00 and up, Tops
30 ft. x 40 ft. \$150.00 and up, Tops
30 ft. x 65 ft. \$150.00 and up, Tops
7 ft. Detachable Sidewall, 36 ft. series \$19.95 each. Poles Additional.
Write for complete list of Used Tents
Eureka Tent & Awning Co., Inc.
25-41 State Street, Binghamton, N. Y.

15-PASSENGER SELF-LOADING BOWL Electric Train, excellent condition. Complete with fence, \$925. Carl Utter, Box Adena, Ohio.

16-UNIT RACE TRACK DERBY ON 36' Trailer, beautiful, ready to go, \$2,000. 12-unit Skill Ball Game on 36' all-metal Trailer, can be changed to suit to other type concession; suitable refreshments, open one side, one end; call, \$1,500. 740 E. Highland Ave., Phoenix, Arizona.

40 X 80 TENT, CHAIRS, SCENERY, plifier, R. changer masking Ferris Round, stakes, Stage, proscenium footings ropes, make-up benches, piano, signs, gins, Ludwig, Carroll, Iowa.

ANY FORMULA, \$3; FORMULA CATAL and manufacturing treatise, 10¢. Joe H. Belfort, 192 N. Clark St., Room Chicago 1, Ill.

ENTERTAINERS WANTED - EXOTIC Female Piano Player-Singer, or what do you? For night club, Washington, D. C. Non-union acts only. Write or call C. Roads, 4103 Baltimore Ave., Bladensburg, Md. Wardfield 7-3536.

GROUPS AND SOLO ARTISTS WANTED Rock and Roll composers. Free demo facilities; no expense to artist; good opportunity. Call Mr. Passet, UL 8-4981, New York City.

ILL SEND YOU FREE STOCKING SAM- ple - newest advancement in hosiery - money's worth of nylon. Patented. Full-length stocking without supporters; amazingly comfortable. Nationally advertised price, \$1.95. Make money fast introducing to friends. \$1 pair. American Mills, Dept. 647, Indianapolis, Ind.

MAGICIAN WHO CAN PRESENT F ninety-minute show, illusions, hypnotism, etc. South in winter, North in summer. steady work if you can cut it; make low. Keytones Productions, P. O. Box 1088, Isabel, Tex.

MUSICIANS FOR TRAVELING COM- mercial band. Steady salary, sleeper bus, lusher, cut or no notice. Write Sam Stevens, Coasid, Neb.

SUN PLAYERS WANT DRAMATIC PER- all lines; those routing vanishingly ferred. Week stands Iowa State all. Players Tent Show, Jess Sun, Box Maryville, Mo.

WANTED - GIRL DUET TEAM, P Guitar and Mandolin. Must be free travel, playing one-nighters. Must be reliable. Phone 48537, Springfield, Miss. No collect calls accepted.

WANTED - TRUMPET, BASS OR SA- phone Man immediately. Established effort. Band year-round job. Home every night. Write or call Johnny Hill Orchestra, Mandan, N. Dak., Box Tel. 2434.

MAGICAL APPARATUS
BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! business book catalog. Ireland, B-108, Dearborn, Chicago 2.

NEW 152-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spells, Mediums, Horoscopes, Crystals, Handwriting, Sub-Minute transcription, Radiography, mentalists. Brochure, prices on Catalog 50¢. Nelson Enterprises, 124 High, Columbus, Ohio.

CLASSIFIED SECTION

Letter List

Miscellaneous

BINGO SUPPLIES OF ALL KINDS—BLOWERS, CAGES, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

RUGS—MANY KINDS; MADE BY CHEROKEE Indians; 24"x45", \$3 each (3 or more); 17"x27" Cotton-Nylon, Dacron-Brands @ \$5 each (lots of 12). These Are Dealer Prices; Agents for Home Use, Bingo Prizes, Gifts; Beautiful, exotic, practical. Helium Room Rugs Distributors, P. O. Box 1303, Sta. "C", Canton 8, Ohio.

Motion Picture Films and Accessories

SAVE 50% GUARANTEED FRESH COLOR. 8x10 movie film 8mm, 18mm. Free catalog! Box-K, 47th Holly, Kansas City 12, Missouri. ch-mp

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDG Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-12n

WHILE U WAIT COLOR PHOTOS AVAILABLE NOW. Convert your present direct positive equipment to make beautiful natural color pictures. Exclusive franchise; write for details. Benyon Camera Co., 156 Bowers, New York 12, N. Y. Canal 6-9100. mh24

Printing

ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50 hundred. Tribune Press, Dept. 158, East Park, Ind. mh24

MIDWAY SPECIAL—300 BUSINESS CARDS, 500 8 1/2 x 11 Letterheads, 200 6 1/2 Envelopes, \$5.50 with order, postpaid. Ace, Box 42, Lyndhurst, N. J. mh24

HOTEL REGISTRATION CARDS, 1,000, \$9.95 P.D. Quick delivery. Sample on request. Rogers Printing Service, 5218 Brow Ave., Ingersburg Hts 5, Ohio. Michigan 1-9251.

OFFSET PRINTING—LETTERHEADS 8 1/2 x 11, \$6.95-1,000; circulars, \$7.95-1,000. Business Cards, raised printed, \$3.50-1,000. Park Advertising, Box 46, Schenectady, N. Y. mh31

PRINTED ENVELOPES, 500 REGULAR 6 1/2 x 9 1/2; 500 large 7 1/2 x 10; up to four lines of copy. Hickman & Hickman, Coatsville, Ohio.



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

- 1. Type or print your copy in this space:
2. Check the heading under which you want your ad placed:
Act, Songs, Parodies
Agents and Distributors
Animals, Birds, Pets
Business Opportunities
Coin Machines
Coin Machine Equipment (used)
Coin Machine Opportunities
Coin Machine Routes for Sale
Coin Machines Wanted to Buy
Costumes, Uniforms, Wardrobes
Food and Drink Concession Supplies
Formulas
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions, Books, Cartoons
Magical Apparatus
Miscellaneous
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies and Developing
Printing
Salesmen Wanted
Scenery, Banners
Tattooing Supplies
Wanted to Buy
Talent At Liberty Headings
Agents and Managers
Bands and Orchestras
Circus and Carnivals
Dramatic Artists
Miscellaneous
M. P. Operators
Musicians
Parks and Fairs
Vaudeville Artists
Vocalists

- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word, Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
AT LIBERTY AD—5c a word, Minimum \$1
Classified and At Liberty ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in...
NAME _____ I enclose _____
ADDRESS _____ remittance of _____
CITY _____ STATE _____

PRINTING PRESSES, TYPE CASES, CABINETS, new and used. Type and Supplies. Large lists of Turnbaugh Service, Mounted Route, Mechanicsburg, Penna.

SAVE TIME—USE A RUBBER STAMP. Name, address in three lines, \$25 postpaid. J. D. Maleno, 261 East 31st St., Erie, Pa.

200 8 1/2 x 11 LETTERHEADS AND 300 6 1/2 Envelopes, \$3.95, black or blue ink. Mallo Press, 444-B Clovis Ave., Flushing, Mich. mh17

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low price for high quality. Repeats. Start with experience; men women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-182, Chicago 32, Ill. mh24

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. C-102, New York 11, N. Y.

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-my26

Over \$8,000 in Commissions was received by each of 5 Part Timers in 1957

You can now sell Mutual Funds and F.I.C. Plans for Wellington Fund without giving up regular job. Phone for appointment with oldest and largest firm specializing in Mutual Funds. LO 3-2600.

FIRST INVESTORS CORPORATION 1472 B'way at 42 St., N.Y.C., Suite 1200

SAT-A-LITE SALESMEN Wanted to sell Revolving Outdoor lights. Prospects have been contacted by mail. You set light down, light it up and collect. Very good commission. Must have car and be able to make deposit on demonstrator spotnick.

MIDWEST SALES CO. 3 Park Place Lubbock, Texas

\$240 PER WEEK

Man to call on churches and other civic organizations with guaranteed money-making plan. No investment required. Must have car and be free to travel. We will train you in the field at our expense and demonstrate that you can earn commissions of \$240.00 and more weekly.

Write BILL EDWARDS Women's Clubs Publishing Company 261 North Wells Street Chicago 4, Illinois

Wanted To Buy

BATTER-UP AND AFRICAN DIP (TANK and Target Bar only). Contact Joe Swartz, 200 W. 10th St., Wilmington, Del. Tel. OL 5-1236.

KIDDIE RIDE MOUNTED ON TRUCK FOR Eastern U.S. Mail details to Box C-290, c/o The Billboard, Cincinnati 22, Ohio. mh24

SKYFIGHTER, HANDCAR RIDE, BOAT-RIDE, Coaster. For Sale. Firetruck, 60" Searchlight, Airplane Ride, Circus Ride. F. Shafer, Washington, Ind.

WANTED TO BUY—GOOD SECOND HAND rolls for Wurlitzer band organ no. 125. State condition and price first letter. Victor Desjardins, 149 Kent, Hull, Canada.

WANTED TO BUY—TRAINED DOGS, THE younger the better. Send full details. Box A-198, Billboard, 1550 N. Gower, Hollywood 28, Calif. np

WANTED — TRUCK-MOUNTED KIDDIE Ride within 200 miles Philadelphia, Pa. A. Ostroff, 1352 Greeby St., Philadelphia 11, Pennsylvania.

1 TO 5 USED KIDDIE RIDES. GIVE FULL details, price and where can be seen. W. D. Foster, 228 Clubview Drive West, Jackson, Miss. mh24

600 FEET USED 18 OR 12-FOOT SIDEWALK. Folding Chairs for circus-type grandstand, also Bleacher Seats. Trained Bareback Horse. State all in first. Jack Criswell, President, Gainesville Community Circus, Gainesville, Texas.

Talent At Liberty

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Orchestra Leader. 5727 La Salle, Chicago, Ill. Normal 7-4151. ap7

Circuses and Carnivals

SHERRI LANE—HALF & HALF. AVAILABLE: Fabulous Wardrobe, Wants Reliable Side Show Manager. Contact: Sherri Lane, c/o Billboard Pub. Co., St. Louis, Mo.

TIRED JOE AND PAT—ONLY EGG LAYING rooster in the world. Stays on my head. Steals spot parades stage or top TV stars; 32 years to formulate. New terrific sensation, also pre-advance adv. for gate \$5. Whooeee. Limited engagements plus Satellite act that's tops. What makes him tick? Tired Joe Klown, 913 Castle Court So., Tampa 4, Fla.

Miscellaneous

COLORED D.J.—5 YEARS EXPERIENCE RAB and spiritual. Available immediately. 1115 Ringo St., Little Rock, Ark. Phone: FR 5-0689 or MO 3-9206. mh24

COUNTRY AND WESTERN D.J. OR TV Show or both. Experienced. Hank Terrace, P. O. Box 294, Hawthorne, Calif. mh17

EX TROUPER WANTS JOB AS ASSISTANT in ground act or any type of show business. Virginia Valando, General Delivery, West Palm Beach, Fla.

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelge F Diehl, Route 3, Stanton, Va. je3

KRIEL DUO—DOG ACT, HOUSE CATS set. Comedy bike, two clowns. Lowell; Come In & General. Lois; General. R.R. 1, Comanche, Iowa.

MAN WITH X-RAY VISION—AMAZING, unusual Free Act for auto, sports shows, will consider Agent who will promote. Contact: Hode, Box C-288, c/o The Billboard, Cincinnati 22, Ohio. mh17

MERCHANDISE AUCTION JAM MAN. Prefer connection with legal adjuster or owner-operator who can furnish truck and first load of stock. Clean legit but strong worker; know the business all the way. Have help to handle the complete operation. Box C-291, c/o Billboard, Cincinnati 22, Ohio. mh24

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Maximal Illusions, Dance and Vaudeville. Write Professor Wright, Casey, Ill. my5

SHOW FAMILY AVAILABLE APRIL 15 for season. Man, wife, daughter 19; had outstanding success in dramatic, illusion club, revues and unit-type shows. Experienced, sober, reliable, all essentials; capable of producing and management; salary or percentage; no promotions. Showman, 1623 Floyd Ave., Richmond 20, Va. mh24

THE MARLBOROUGHS, MENTALISTS AND Graphologists of world renown, announce they are free to consider offers for coming season. Amusement parks, carnivals, clubs or hotels; sure, fast money-making deal. Box C-292, c/o The Billboard, Cincinnati 22, Ohio.

VIOLINIST DOING POP TUNES AND exotic act available April 1, occasional vocals. B. Scherer, 435 West Surf, Chicago, Illinois. mh24

WANTED—NEW TALENT; WILL ACT AS agent for unknown, talented singers, on commission basis. For details write Paul Re, 957 1/2 Emerson Ave., Syracuse 9, N. Y.

Musicians

A-1 RINK ORGANIST AVAILABLE THIRTEEN years' experience. Good style, best References. Locals anywhere, write Box C-284, c/o The Billboard, Cincinnati 22, Ohio. mh17

Continued from page 44

- Moran, Mrs. Duckes
Moran, Joseph (Joe)
Morgan, Clayton
Morley, Herbert F.
Morman, Clarence
Morris, Dennard
Morris, Phillip
Morris, Thomas
Morris, James
Morion, Clarence M.
Morton, Harrison
Morton, Joe E.
Moseley, Lawrence
Moseley, Elmer
Mundy, K. C.
Mundy, Marvin (Red)
Munroe, Mrs. Jack
Murff, Billy
Murphy, Mrs. Elizabeth
Murphy, Robert
Murray, Melvin
Myers, Harry J.
Myers, Earl
Nabor, Mrs. Dalay
Neary, James P.
Nambo, Joseph
Newbery, Mrs. Jerry
Lyonnae
Newsome, Paul
Nichols, John H.
Nordie, Robert
Norton, Charlie R.
Nugent, Jack
O'Dea, James
O'Neal, J. M.
O'Neal, Nelson
O'Neill, Ed
O'Brien, Jr. Willie
Okray, Jake
Olson, Clarence
Ornelas, Johnny
Gomez
Osborn, Thomas D.
Osborne, Albert
Osborne, Robert
Osnicki, Anthony
Oyotte, Mr. F.
Pace, Das
Page, Herman
Page, Lee
Paris, Mrs. Wanda
Parkinson, Hob
Patterson, W. S.
Patterson, Jesse
Patterson, Leroy
Pawlon, Stephen
Payne, Martin
Peavy, Earnest
Perryville, Vavages
Pelcher, Anthony
Penn, Leslie
Pet, Howard L.
Perry, Robert
Petka, Albert & Mrs.
Pharis, Arthur
Phillips, C. E.
Phillips, Goody
Phillips, Lincoln
Pike, W. D.
Pinckard, Joe H.
Pinkleton, Tom
Pinkston, Tom
Plump, Leroy
Polite, Robert
Pollard, Henry
Pope, Alfred
Pope, James
Postell, Odell
Powell, Columbus
Prentice, Donald E.
Price, George T.
Price, George & Marie
Price, Helen E.
Price, Wesley E.
Puckett, George
Purvis, Mrs. Francis
Quibaine, Charlie
Quick, L. J.
Rabon Sr., Robert C.
Randle, Frank
Ramsberry, Alex
Ratcliff, Joe
Ray, James R.
Reavs, Kenneth
Reddy, Joey
Reed, Clyde
Reeves, Clarence
Reegan, Dolly
Reid, Elmer
Reifford, Homer
Reynolds, Leander
Rice, George Hiram
Richard, Roosevelt
Richardson, Abe
Robinson, Robert
Robinson, Robert
Rodgers, John
Robinson, Charles
Robinson, Jessie
Robinson, Julius
Robinson, Ray
Robuck, Eddie
Rogers, Eddie
Rojas, Mrs.
Rosemary
Rolland, Kenneth
Rose, Gene
Rose, Willie
Ross, Willie
Rowland, William
Rowls, B.
Roy, Morris
Royal, Johnny
Rucker, Ivey
Ruels, J. R.
Rumsower, A. T. (Tex)
Russ, Ceimnie
Russell, Daboline
Sams, Robert
Sanders, Alfred
Sanford, Charles
Sanuel, Chicago
Scott, Allen (Scotty)
(Slide Show Talker)
Scragins, P. O.
Scragins, P. O.
Serbiner, John
Richard
Seudero, Munio
Sebastian, Fred
Sebastian, Neal
Seebree, Earl
Sells, John
Seyfert, Richard
Shaffer, Jimmy
Shazo, Marvin
Shedrick, N.
Sheffield, Larnae
Sherrill, T. W.
Shirton, Shirley
Shiver, Ison
Shutter, William
Silverman, Frank
Simon, Alexander
Simmons, C. T.
Sinclair, Harry
Sistrunk, Johnny
Slagle, Robert
Slawson, James W.
Smart, Walter
Smith, Arthur
Smith, Claude
Smith, Cole
Smith, Dorothy
Smith, Earl
Smith Jr., Frank
Smith, Fred
Smith, Guy
Smith, Henry
Smith, Joe
Smith, John
Smith, Leo
AVAILABLE BASSMAN, VOCALIST. 1118 First St., Chillicothe, Mo. Phone 2330-W. mh24

DRUMMER, DOUBLES VOCALS—ADAPT-able drumming style; good music background, age 29. Dependable, own transportation. For more information contact John Bonino, 419 Spring St., Hot Springs, Ark. Phone: NA 35720. mh31

DRUMMER—NEAT APPEARANCE. COMBO and trio experience. Fine equipment. Stan Copeland, 1454 N. Cloverleaf Cr., Mobile, Ala. Phone: He 2-8674.

HAVE TENOR. WILL TRAVEL; DOUBLE Clar. Read, fake, transpose. White, union, service complete; prefer combo. Write, wire or phone H. Carney, 327 Eads Ave., San Antonio 10, Texas. LE 2-9902.

MALE PIANO-VOICE. UNION AGE 30, clean cut, prefer intimate lounges. Agents answer Will travel. Available May 1 Bob Bellows Briny Breezes, Delray Beach, Fla. CR 6-7405 mh17

MODERN INSTRUMENTAL QUINTET — Tenor Sax, Baritone Sax, Piano, Bass, Drums. Music majors; have played together for two years. Will travel but prefer local; summer months. Gary Behm, 311 N. Gilbert, Iowa City, Iowa.

TENOR, ALTO, CLAR. FLUTE AVAILABLE March 7; locations only. Les Dickson, 1128 S. 7th St., Springfield, Ill.

TENOR-CLARINET—TONE, READ, FAKE Jazz, play shows. Plenty experience, lead, any chair. Sober, dependable. Wire or write Guy Williams, 4016 1/2 N. Third St., Phoenix, Arizona. mh31

TRUMPET—EXPERIENCED. READ, FAKE, shows, travel. Prefer commercial combo. Gil Ataway, 1219 Pinegrove Ave., Atlanta 19, Ga. Phone CE 3-2210.

CLARA'S NOVELTY PIANO PLAYING dog act; clown available indoor, outdoor affairs. Clara's Dog Act, 341 Chimax St., Pittsburgh 10, Pa.

CORBIN'S CALLOPE, A FUNNY CLOWN with the world's greatest music. A must for all Farcades, Centennials, Sales Event and Sport Shows. 218 E. South St., Barnesville, Ohio.

GRAND STAND ATTRACTION — HIGH-class Dance Revue featuring the "Barbettes." Write Taggart, 1603 National Ave., Rockford, Ill. Phone 42785. mh24

HIGH DIVING EXTRAORDINARY. FEATURED by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Capt. Mac Productions, 456 Lamplier Place, Warren, Ohio. N. E. Phone 45337. mh31

TIRED JOE & PAT SEE AT LIBERTY—Circus heading, M.C., pantomime antics, also flash and songless stage street roller or figure ice skates. Critic: You name it. Showman year finesse. 1 million in Tampa (4) parades inc. Gasparella tops U. S.; semi final. Contracts minus expenses to Clive Polio, Fraternal Hops. (Shrine) for crippled children. God bless 'em. Final no human can go against God & Nature. International and to Brazil and So. America April only. Tired Joe, 913 Castle Court So., Tampa 4, Fla.

- Smith, Liddell
Smith, Lucky
Smith, Sam
Smith, Virgo
Smith, Will
Smithely, Paul
Snow, Alford
Spaul, Joseph
Spaul, F. E.
Spencer, Richard
Spriggs, Robert K.
Springs, Norman
Sprvill, Robert
Star, Hedy Jo
Starky, John
Statin, Albert
Stinch, Charles
Stephano
(Stephenson)
Freddie
Stephens, Ted
Sterling, Robert
Stevens, Henry
Stevens, H. G. (Lucky)
Stewart, J. F.
Stout, Slim
Streets, John
Summerlin, Edward
Summers, Ben
Sunday, Mrs. Libby
Suthern, Brian
Swafford, Louis
Swan, Walter L.
Sweet, Charles
Swenson, Richard
Swines, Cole
Swinford, Edda R.
Swor (Swort?) Robert
Talley, Raymond
Tate, James
Taylor, Carl Kirk
Taylor, Doss
Taylor, Jesse
Taylor, Lawrence
Taylor, Robert
Taylor, Walter
Taylor, William
Tender, Bernadine
Thomas, Dewey F.
Thomas, E. S.
Thomas, Frank
Thomas, Glover
Thomas, L. C.
Thomas, Neil
Thomas, Robert
Thomas, W. L.
Thurman, Cleo
Timberlake, Billy
Tinsley, William
Travis, Jimmie
Trotter, Lee H.
Tuler, T. C.
Tumulty, John
Turner, Abraham
Turner, Booker
Turner, Chas.
Turner, Henry
Tyler Jr., Peter
Tyrell, Clifton
Valentine, Henry M.
Valley M. S.
Vance Jr., Dove
Vance, Robert
Vanmeerten, Richard
Vanzon, Lee
Wahyua, Roskuk L.
Walker, Ernst
Walker, Johnnie
Walker, Melon
Walker, Prayther
Wallace, Henry
Walton, Arnold
Ware, George
Ware, Otha
Warren, Eddie
Warren, J.
Warren, Johnnie
Washington, A.
Washington, Al
Washington, F.
Washington, Farla
Washington, R.
Watkins, Steve
Watson, Herbert
Watson, Robert
Watson, Willis
Weatherman, Jack
Weave, Leonard
Webb, Virgil
Weems, Billy J.
Wells, Emanuel
Wells, Marie
Wellner, J. E.
Welsh, Leo
Wenzell, Kurt
Wesley, Rufus
West Jr., Oliver
White, Isabel
White, Bernard J.
White, George
White, Walker
White, Willie
Whitlock, Huston (Lucky)
Wildor, Dan
Wilbert, Felix
Wilbert, Thomas
Wilking, Curtis
Williams, Albert
Williams, Alfred
Williams, Andrew M.
Williams, Calvin
Williams, Claude
Williams, Clyde
Williams, Emerson
Williams, Eugene A.
Williams, Jack
Williams, Lloyd
Williams, Mae
Williams, Monroe
Williams, Rebecca
Williams, Lawrence
Williams, Sammie
Willie, Juanita
Wilson, Everett
Wilson, Nathaniel
Window, Tony
Winford, Fern
Wise, Tom
Womack, L. C.
Wood, Clintud
Woodman, Kenney
Woodriddle, John W.
Woolsey, Carthal
Wynn, Henry
Young, Ben
Young, Herbert
Young, Jim
Young, Will
Younger, Ludell
Zamichowski, John V.
Zarka, Mitchell
Zellers, Alfred
Zimmerman, Robert
Zuniga, Jesse

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Barker, Gerald
Bar, Kimba
Beppler, Kenneth
Clayton, Leon
Clair, I.
Crespo, Curles
Demetry, Peter
Dutton, C.
Van Raleigh
DuPont, Bert
DuPuis, Armand
Earle, Beatrice
Ellis, Buster
Adolph, Fritz
Gardner, Charles F.
Gabby, Tom & Joe
Glazer, Jack
Goldie, Jack
Hayes, Dixie James
Jensen, Ken
Kolarisk, Joe
Lewis, Cooney
Litman, Lenny
Lombardi, Joe
Lombardi, Steve
Louis
Lucker, Larry
Marks, Tex
Markoff, Gypsey
Mapes, Pauline
Moran, Sailor
Osten, Darna
Orta, Manuel
Parsons, John
Provencher, Lucien
Reynolds, Lawrence
Lee
Slater (Hypnotist)
Taylor, Charley
Wall, Evelyn
White, Walter E.
Yates, Dr. Robert

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- Atkinson, Mrs. Frank
Alvarado, Antonio
Bierze, William
Charles, Michael
Carter, June
Dodson, Leon
Ems, George
Holiday, Pearl
Jaxon, Jay
Kaufman, Al
Klippel, Jack
Lipshy, Morris
McManus, T. J.
Stewart, Bill
Street, Sr., Tom
Williams, Henry
Robert
Webber, Carl
Wilson, Robert
Edward
Zimmer, H. E.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Allen, H. S.
Allen, Wilbur H.
Atkinson, F. M.
Baker, I. A.
Beasley, James C.
Bie, Frank
Black, Joe
Bostwright, R. E.
Bowman, Blackie Lee
Burkhardt, Karl
Rybec, James H.
Cooper, Ray
Cortez, Rita
Cowbox, Mac
Craig, Walter
Davis, H. T.
Evans, Frank
Fenn, Morris
Freedman, Henry
Gattie, Jennie
Gospodaraki, Larry P.
Gray, C. H.
Gruff, James
Gustin, B. H.
Hall, David D.
Henley, A. P.
Henson, Bill
Hughes, Tom
Hurd, Jim
Impedogian, Lucille
Jackson, Ben
Johnstone, Norman
Kelly, E. C.
Kelly, Pete
Kerna, Prince Eriel
Kenny, Sam F.
LaTouche, Galen
Leonard, Brus'
Circus
McDaniel, E. J.
McInley, Barbara
McHenry, Myron F.
Madison, Harry A.
Nels
Matthews, Sport
Mutton, Walter
McKell, Mike
Mossina, Philip
Mills, Melvin E.
Mitchell, G. L.
Moran, Mrs. R. E.
Moreno, Tito M.
Noakes, Mrs. Hank
Rader, Kenneth J.
Reeves, Gus
Russel, Mr. & Mrs.
Fryd
Scott, Allen (Scotty)
Shipley, Leonard L.
Skinner, Robert E.
Smith, Madelyn G.
Sokolowski, Peter
Starnes, L. M.
Stanley, Donna Ross
Touche, Mr. & Mrs.
Galen L.
Vazulka, Frank
West, Don
Wetherbee, Harold
Whitman, L. W.
Whitman, Arzetta

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

56

MERCHANDISE

THE BILLBOARD

MARCH 17, 1958

YOU CAN'T MAKE REAL MONEY UNLESS YOU TRY LOOK AT THESE HOT SELLING ITEMS AND THEN ORDER

31. Ladies' French Type Wallet in genuine cowhide embossed in gold. Outside change purse, inside picture index and bill compartment. (\$1.00) seller. 75¢ ea. lot of 12; sample, \$1.00.
32. Full size Stuffed Throw Pillow in assorted colors and patterns. Fine fabric gives unlimited decorating possibilities. Sell @ (\$1.00). 75¢ ea. lot of 12; sample, \$1.00.
33. Hobbytime set of 4 Model Planes, easy-to-assemble plastic replicas of famous World War II fighters. Worth twice your selling price (\$1.00). 75¢ set lot of 12; sample, \$1.00.
34. Men's aviator-style Sunglasses. These rugged and durable beauties are in leather case. Expensive screwed hinges. Sell @ (\$1.00). Worth \$4.95, 75¢ ea. lot of 12; sample, \$1.00.
35. 22-piece Picnic Set, plastic section dishes, cups with handles, forks, spoons, in plastic bag. \$3.00 value. Sell hundreds @ (\$1.00). 75¢ set lot of 12; sample, \$1.00.
36. 3-Strand Pearl Set: Necklace, earrings and bracelet in brilliant display of iridescent imported synthetic pearls. Wonderful @ (\$1.00). 75¢ set of 12; sample, \$1.00.
37. Large-sized Pronged Stone Brooch: elegant sunburst brooch, each stone individually set. Crystal, Ice Blue, Aurora Borealis. Buy @ (\$1.50). \$1.00 ea. lots of 6; sample, \$1.50.
38. Aurora Borealis Miracle Cross and Necklace. Beautiful, wanted religious symbol with Lord's Prayer encased in viewer. Sell for (\$1.50). \$1.00 ea. lot of 6; sample, \$1.50.
39. 50-foot Trouble Light and Extension Cord. Heavy gauge wire, bird-cage type guard. Must for every home. Worth \$5.00—sell for (\$2.00). \$1.50 ea. lot of 6; sample, \$2.00.
40. Fine Gift Item: "Early American Trio"—two quaint ashtrays and useful table lighter in authentic pattern. Consistent seller @ (\$2.00). \$1.50 ea. lot of 6; sample, \$2.00.

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DIVISION SALES

BIG TURNOUT

Lower-Priced Articles Stand Out at N. Y. Show

By IRWIN KIRBY

There were 437 exhibit booths accounted for when the 20th Variety, Toy & Novelty Merchandise Fair opened Friday (7) for a 10-day run on three floors of the New York Trade Show Building. The title, almost all encompassing, is a fair label for the wide panorama of items displayed. These were the lower priced—volume priced is a decorous description—items offered to many buyers who flocked into town to visit the big American Toy Fair. To be sure, there were shoppers who were not at all interested in the big toy exposition. They were concerned with concession prizes, door-to-door sales pieces, premiums and stock for stores and stands in amusement parks, resorts and metropolitan theater districts.

Imports and domestic pieces were priced as high as \$20 and even higher, but most of the merchandise shown in the Trade Show Building retailed at much less than \$5. A flurry of activity by potential jobbers and store representatives was evident during the opening weekend, but mid-week days that followed were almost devoid of action until the evening hours when the big top show let out and spilled its customers out of the New Yorker and McAlpin hotels. The Trade Show Building is across Eighth Avenue from the New Yorker and heralded its low-priced contents with big marquee signs.

Price Cuts Noted

There were few new items, most exhibitors concentrating on cutting the already low prices on such things as jewelry and novelties. Interest was keen, however, in developments in the lamp field. One was an adaptation, by Volkan Lamp & Shade, of the red fireplug bank. Bob Kahn showed it in hydrocal plaster with flock finish, 32 inches tall, with a blazing red shade. Another attractive lamp item was the boxed matched pairs of table lamps by Louis Seltzer. The former is under \$5, and the latter under \$3, wholesale. A \$14.95 retailer is P. R. Products' combined shrine-floral piece lamp. Brass-plated and boxed, it contains a figure of Christ either meditating or on crucifix, in a setting of waxed flowers illuminated from within.

The always humorous Belgian Prince fountain statue is put to clever use by Kings Court Manufacturing, which has the boy mounted on a bottle stopper and dribbling the beverage of your choice when the bottle is inverted. It's a \$1 retailer.

Show promoter Arthur Tarshis said that thru Tuesday night (11) there were more than 3,400 buyers registered at the trade-only exhibition, and prospects were for many more. The show was already negotiating for a fourth floor for the 1959 event.

The current space consciousness has stimulated interest in spy-glasses, and many exhibitors showed either binoculars or telescopes, or both. In this phase of the merchandise, as in others, foreign goods were predominant. Astra Trading, for one, had a sturdy five-power scope in three sections, suitable as a \$2.49 retailer.

Ash Tray Popular

Several importers showed the Japanese sandbag ash tray, the body being shaped like a reclining dog. In the pen field, Duro Pen won considerable interest with its working roulette wheel desk model. The ball-point pen has its receptacle in the wheel rim.

Orman Industries has the car cleaner down to a \$1.49 retail level. It has a cotton yarn mop head, fastened to an aluminum tube which mounts a garden hose cap on the other end. The battery-operated miners' lamp, as shown by S. Hiller, had a couple of variations, as the lamp globe resembled a pumpkin head, skull or lighthouse. Retail price is \$1. Starlitter showed its \$1.98 novelty lighter which pops into flame when a gust of wind hits platinum threads within, thereby igniting the lighter fluid fumes.

On opposite ends of the price ladder were Imprint Art Products' novelty cards, and Kolbert Sales imports from India. Imprint showed shtickum-backed bumper and bike slogans in glowing color, also a palm-sized gag sticker just right for back-slapping a favorite enemy. The labels stick to fabrics without damaging them, and can be used again. Kolbert had a three-plate relish dish of hand-rubbed mahogany and brass bound. A \$16 retailer, it folds together to resemble an upright flat gong. Also shown was an alligator-skin wallet with inset watch at \$18. Kiltie Manufacturing, with an all-hassock array, showed several varieties of its eight-pound, 10-14-14 model ranging from \$1.40 to \$1.70.

PIPES FOR PITCHMEN

By BILL BAKER

JIMMY WINTERSGILL... the well-known Canadian pitcher currently in Halifax, N. S., joins Frank Rossa (The Billboard, February 24) in urging that the many Canadian and U. S. pitch friends of Jean Gregory send money to her at Victoria General Hospital, Halifax. It was recounted in a recent column that Jean is undergoing a serious operation and is in need of funds.

ED OZMAN... working jewelry at Volusia County Fair, De Land, Fla., says that his Florida winter spots have been fair

to good, with cold weather a hindrance during December and January. Ed will head north soon for the Pennsylvania and New York State territory. Working with Ozman was Bob Lee. Also at De Land were Mr. and Mrs. Henry Lockard with ice cream. They will tour with the Gooding Amusement Shows this summer. Doing well there was Peeler Miller with blenders and liquefiers.

BACK IN... Chicago after a trek that took him to the West-Coast for an extended (Continued on page 59)

WEINMAN WATCH Values!

BULOVA ELGIN!

BENRUSI ORUENI WALTHAM!

BRAND NEW STYLES

Choice Lot!

6 for \$49

Men's and Ladies! All famous makes! Complete with expansion band! Recalibrated—Guaranteed like NEW!

Standard Brand WATERPROOF WATCHES

Bulova, Elgin, Benrusi—with expansion bands! New style cases—rebuilt and guaranteed like new. In lots of 2 or more. (Sample, \$10.95)

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Pours and Drinks continuously

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Place your orders now for DRINKING BEAR. Next shipment approx. Feb. 1958.

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MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

MARCH 17, 1958

THE BILLBOARD

MERCHANDISE

57

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- 12" SLEEPY & CUDDLY DOLL \$12.00 doz.
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Complete Information on Page 53

LAMPS

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\$13.95

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Babcock Suit
Continued from page 37

days in which to appeal. He added that the suit is technically one in equity and in which the Supreme Court has jurisdiction. This court, he explained, can assign the case to an intermediate one. Babcock's action followed the awarding of the midway contract to the combination of the three shows for \$132,500 as against his bid for \$117,500. He claimed in his original complaint that he had information that the shows named were prepared to pay only \$106,500 for the gayway concession in the event he had not entered a bid. The original complaint charging conspiracy to restrict competition also named the California State Fair & Exposition, against which action was withdrawn last August when a local Superior Court judge ruled that the filing was ambiguous and that the State was not a part of the alleged conspiracy.

Edmonton Maps
Continued from page 37

is one for year-round use by 4-H Clubs and the young people of the city. The hard-surfacing program will include the midway area. Cost of the Manufacturers' building is expected to be between \$500,000 and \$700,000. It will have an artificial ice rink for hockey, facilities for a six-sheet curling rink and accommodation for 3,000 spectators. The race horse stable area will be walled in to keep the public away from the barns; the racing strip will be widened by about 10 feet and the turns will be made more gradual. Eventually, the pari-mutuel set-up will be expanded.

Hall of Fame
Continued from page 49

Hall's awards committee will then make final selections for these yearly awards that are separate from the permanent Hall of Fame citations. Sullivan said tabulations will be completed by April 4. The Award Committee is scheduled to complete its work by April 28, with final results being tabulations and comments to be made by May 17. Shortly after that date the results will be made known, Sullivan stated. This balloting brings to a climax one of the functions of the Circus Hall of Fame that has been in the planning stage since the tourist attraction and circus center was opened here some years ago. All readers of The Billboard are eligible to cast today's ballot. The Circus Hall of Fame indicated it was expecting to receive a large number of nominations from both circus troupers and circus fans.

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Georgia Bill
Continued from page 37

establish such exhibits in co-operation with the College of Agriculture, University of Georgia, and the University of Georgia Extension Service, and other State departments when he desires. "To qualify as an agriculture fair the organization sponsoring such fair must be able to show that at least 10 per cent of the total receipts thereof are paid out into the form of premiums, scholarships or agriculture programs. The organization . . . must be a nonprofit organization with the profits . . . being spent back on the enterprise or paid out in the form of premiums, scholarships or educational programs . . . "Nothing in this act shall be construed to prohibit governmental agencies from participating in or exhibiting the resources of this State at any such fair. "All laws and parts of laws in conflict with this act are hereby repealed."

Patty Conklin
Continued from page 37

the fair's opening the Coaster was about 50 per cent complete. Most of the riding devices planned for the fair's fun zone, Conklin pointed out, are of a portable nature and will require little time to install. Conklin will return to Europe next month. Accompanied by Hiram McCallum, general manager of the Canadian National Exhibition here and the former mayor of Toronto, he will leave here April 20, spend four days in England, four at the Brussels Fair, and two days in Germany, returning here May 3.

Denver Spot
Continued from page 46

the Western town and matched their speed by use of an electric timing device. A crowd turned out for the event, which created a standing record in the park. Visiting Western stars, TV out opera heroes and just plain cowhands are invited to match their drawing speed against the posted time of 34 3/4 hundredths of a second racked up by Henderson. Toole came out second with a 54 5/6 hundredths of a second. The event was televised by KBTB, ABC outlet in Denver. The Denver Post's two columnists, Tom Watt and Bob Fenwick, created the "feud."

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

Coming Events

- Alabama**
Birmingham — Birmingham Home Show, April 29-May 4, Arthur Gilbert, 4/0 Town House Hotel.
- Arizona**
Phoenix — Phoenix Home Show (Coliseum), March 22-30.
Phoenix — Phoenix Rodeo, March 22.
Phoenix — Spring Horse Show, April 11-13.
Tucson — Tucson Rodeo, March 29-30.
Tucson — Southern Ariz. Intl. Livestock Show, March 28-30.
- Arkansas**
Fort Smith — Arkansas-Oklahoma Rodeo (Harper Stadium), May 24-25. Paul Latture.
- California**
Bakersfield — Bakersfield Rodeo, May 24-26.
Clovis — Clovis Rodeo, April 26-27, Herman Smith.
Dixon — Dixon Rodeo, May 18.
Los Angeles — Do-It-Yourself Show (Pan Pacific Aud.), March 29-30. Ted Bentley.
Los Angeles — Sportsmen's Vacation, Boat & Travel Show (Pan-Pacific Aud.), April 10-20. H. Wener Buck.
Napa — Napa Valley Horse Show, May 4. E. N. Munk, P. O. Box 726.
Oakdale — Oakdale Rodeo, April 2.
Oakland — Bay Area Sportsmen's Show (Expo. Bldg.), March 21-30.
Oakland — Calif. Spring Home & Garden Show, May 3-11. John J. Hennessy, Hotel Claremont, Berkeley.
Pomona — Pomona Rodeo, May 24-25.
Red Bluff — Red Bluff Rodeo, April 19-20. C. H. Hart.
Redding — Redding Rodeo, May 22-24.
Riverside — Riverside Rodeo, May 17-22.
San Francisco — Grand National Jr. Livestock Expo (Cow Palace), March 29-April 2. Nye Wilson.
San Bernardino — National Orange Show, April 19-20.
San Bernardino — San Bernardino Co. Sheriff's Rodeo, April 19-20. J. M. Holloway.
San Jose — San Jose Rodeo, May 24-26.
Tulare — Tulare Rodeo, May 24-26.
- Colorado**
Denver — Sports, Boat & Travel Show (Denver U. Arena), May 7-11.
- Connecticut**
Hartford — Greater Hartford Fair (Armory), March 13-22.
New Haven — Connecticut Boat Show (Arena), March 20-23. Milton Cottler.
- Florida**
Clearwater — Clearwater Rodeo, March 20-22. Owen W. Allbritton.
Daytona Beach — Volusia Co. Home Show, March 15-19.
- Illinois**
Chicago — Modern Living Expo. & Flower Show, March 22-30.
Kankakee — Kankakee Home Show, April 24-29. Bob Boyd, 948 Hawthorne Lane.
- Iowa**
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 21-23. John Underwood.
Sioux City — Siouxland Expo & Sports Show (Auditorium), April 19-20. Marc Cox.
- Kansas**
Mayetta — Mayetta Rodeo, May 18-19.
- Louisiana**
New Orleans — New Orleans Boat, Sport & Vacation Show (Auditorium), April 22-27. Oliver J. Coucoue.
Shreveport — Holiday in Dixie Spring Festival, April 28-May 4. Abbe G. Goldberg.
Shreveport — Shreveport Home Show, April 23-27. Edward Souza, 4454 Fairway.
Shreveport — Shreveport Rodeo, May 12-18. Joe Monseur.
Winnfield — Spring Fair & Rodeo, March 31-April 3.
- Maryland**
Towson — Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Bear.
- Massachusetts**
Boston — New England Electrical Show (Mechanics Hall), April 23-25.
Boston — New England Flower Show (Mechanics Hall), May 9-14.
- Michigan**
Alma — Alma Better Homes Show, April 18-20. Jack Davis, Box 12, Bay City.
Detroit — Michigan Flower & Home Show, March 22-24.
Grand Rapids — West Mich. Sports & Boat Show (Civic Aud.), March 24-25. J. D. Locks.
Saginaw — Jaycee Better Homes Show (Fairgrounds), May 1-4. Thomas J. Weadock, 1808 N. Michigan Ave.
West Branch — West Branch Better Homes Show, May 16-17. Jack Davis, Box 12, Bay City.
- Minnesota**
Minneapolis — Northwest Builders' Show, March 15-23.
Minneapolis — Northwest Boat, Sports & Travel Show (Aud.), April 4-13. F. W. Kahler.
- Mississippi**
Jackson — Jackson Home Show, May 14-18. Patrick J. O'Toole, Walthall Hotel.
Fort Gibson — Stock Show, May 17-22.
- Missouri**
Gallatin — Daviss Co. Jr. Lamb Show, May 31. George H. Schmitt.
Joplin — Joplin Home Show (Memorial Hall), April 8-17.
- New Jersey**
Atlantic City — Garden State Home Show (Convention Hall), April 8-13.
- New Mexico**
Española — Espanola Rodeo, May 17-19.
- New York**
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 22-27.
New York — U. S. World Trade Fair (Coliseum), May 7-17.
Rochester — Rochester Home Show, April 26-May 2.
Syracuse — Northeastern Sports Show, April 11-18. William O. Hartman.
- North Carolina**
Greensboro — Sesquicentennial, May 2-10. Leo Spathe, 251 N. Greens St.
- Ohio**
Cincinnati — Home Show and Better Living Expo (Garden), April 19-27. Robert G. Sand.
Cleveland — American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-22. A. W. Newman.
Columbus — Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30. Ben Cowall.
Dayton — Dayton Sports & Boat Show (Coliseum), April 19-25. Ward Collopy, 132 Warren St.
Dayton — Dayton Home Show, April 18-27.
Youngstown — Mahoning Valley Home Show, April 18-20.
Toledo — Northwest Ohio Garden & Flower Show, March 28-30.
- Oklahoma**
Guymon — Guymon Rodeo, May 1-4.
Oklahoma City — Greater Okla. Home Show (Municipal Aud.), March 22-30. Sidney H. Davidoff.
Tulsa — Tulsa Rodeo, May 6-11.
- Oregon**
Gresham — Multnomah Co. Spring Garden Show (Fairgrounds), April 22-27. Duane Hennessy, Mgr.
- Pennsylvania**
Harrisburg — Pennsylvania Recreation & Sportsman's Show (Farm Show Bldg.), March 24-29. J. W. O. Altland.
Reading — Greater Reading Home & Building Show, March 22-29.
- Tennessee**
Humboldt — Strawberry Festival, May 6-10.
Knoxville — Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 8-13. Claude Fox.
- Texas**
Baird — Baird Rodeo, May 1-3.
Corpus Christi — Buccaneer Days Celebration, April 9-13. Bob Finks.
Dallas — Southwest Sports, Boat & Vacation Show, April 12-20. Dallas Morning News.
Dallas — Dallas Home Show, March 22-30. Grover Godfrey, 102 Walnut Hill Village.
El Paso — El Paso Flower Show (Coliseum), April 26-27. Council of Garden Clubs.
El Paso — Home Show (Coliseum), May 7-11.
Houston — Houston Boat, Sports & Vacation Show (Coliseum), March 15-23. Variety Club of Houston.
Lubbock — ABC Boys' Club Rodeo, March 19-22. W. L. Pittman.
San Antonio — San Antonio Home Show (Exar Co. Coliseum), May 4-11. Irving Wayne.
- Virginia**
Richmond — Virginia Motor Boat & Sportsman's Show (Arena), March 18-23. John E. Rains.
Winchester — Shenandoah Apple Blossom Festival, May 1-3. F. L. Largent Jr., Box 69.
- Washington**
Spokane — Spokane Sports Show (Coliseum), March 18-23. Tom O'Loughlin.
Tacoma — Tacoma Home Show, March 17-23. Patrick O'Toole, Winthrop Hotel.
- Wisconsin**
Milwaukee — Milwaukee Sentinel Sports & Vacation Show and Greater Lakes Boat Show (Arena), March 22-30. Charles D. Collins.
Oconto Falls — Jaycee Celebration, May 28-June 1. L. J. Bagle.
Waukesha — Waukesha Dairy Show, March 17-22. W. D. Rogan.

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Gold finish. White brilliant center. Red or Green sides.

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PIPES FOR PITCHMEN

Continued from page 56

sojourn and a return via the Southern route, Jack C. Waterman sent in the following informative report: "My return trip took me to New Orleans for the Mardi Gras. Overall, the weather there was bad for pitchmen, but the big day turned out fairly good, with lots of the boys garnering the long green. Among the old-timers seen there were Mike Helperin, who seems to be able to make them all; Frankie Lazar; Bud Desplenter and the boys, who did okay, and Maxie Sheppiel, who did well with a flashy doll on cane item. En route north I stopped over in St. Louis on the lookout for such veterans as Red McCoy, Al Weston, Red Kelly, Heavy Vaughn and Alonzo Shallow, but they were conspicuous by their absence. At Springfield, Ill., I visited the quarters of the Lazar Greater Shows. Things were humming there. Whittie (Nellie) Reagan and Slim Moffett are in charge of work crews, assisted by Slim Murphy. At Milwaukee for the Shrine date I found the Hotel Belmont and Bar the headquarters for many of the boys, including Frank Collins, Bill Scannell, Moonshine Marks, Joe Marks, McGuire, George Dunevan and Frank Rand, working under the direction of Harry Concello for the Leonard Luxenberg Enterprises. Back in Chicago I took in the Polack show

and found it to be tops in entertainment, as usual. All the boys dropped in at the Berkshire Hotel, near the Shrine Temple, and at the near-by Circus Bar, operated by Herbie Hobson, former circus rider. Many jackpots were cut up there nightly by such old-timers as George Page, boss butcher, and Ernie Kessler, his assistant; Fanny Brice, Scannell, Jock Marks, John Curtis, Ed Daley, George Duncan, McGuire and Indianapolis Starkey. During a recent call at the Knickerbocker Inn in Chi, owned by the late Nick Bundeson, I renewed acquaintances with the spot's general manager, Frankie Rizzo, an ex-road man, and his assistant, Ziggy, another old-timer. In going thru the Chicago stores I ran into another old friend, Red Gunn, who was doing well in a Woolworth outlet. Weather permitting, I plan a Sunday invader of Maxwell Street to see what's going on there. Would like to see pipes from some of the old-timers such as Madaline and Mary Ragan, among others. I'll pipe in again before long to report on the Windy City."

THE FIELDS . . .

Solly and Marge, well-known pitch folk, report a March 7 blessed event, a six-and-three-quarter-pound son.

BIG VALUES

DOLLS of unbreakable Vinyl—24" — Caucasian or Negro—Life-Like face and dressed in elegant Bridal Gown—Sleeps —Its Saran-rooted non-falling out hair can be combed.

Samples \$4.25, Lots \$3.95.

CIGARETTE LIGHTERS
—Chrome — 1 1/2" x 1 1/2"
—Table or Pocket Size
—Guaranteed.
Samples 25¢
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CUFF LINKS AND TIE CLIP—14K gold plated —various matching set designs with plain or imported stones.

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Complete Information on Page 53

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PROFILE OF THE WEEK

Shooting for Adult Market

Harold Schaefer is no front-office man. In shirt sleeves, with a cigar stuck in his mouth, he as often as not is back in the plant working the kinks out of a prototype machine. Pre-occupied, working seven days a week, he gives the impression of gruffness at first acquaintance. One learns that this is merely a facade unconsciously used to parry abstractions and keep himself going at maximum output.

HAROLD SCHAEFER



... no front-office man

Schaefer lives his life in hunks. For weeks at a time he works day after day, with little diversion, at his two plants in Chicago and suburban Franklin Park. Then abruptly he drops everything, gathers a group of friends, and heads for his hide-out resort in Michigan, where the closest outpost of civilization is the hamlet of Bear Lake.

His many friends have dubbed the resort "Schaefer's Haven." Years ago he began with a large, sprawling cottage, which he renovated. Since then a winter cottage, a swimming pool next to Lake Michigan and a combination recreation hall and garage have been

added, while a broad lawn has been carefully cultivated. Ten acres of farm land, and a surrounding wood in which to hunt grouse, rabbit, squirrel and duck complete the rustic setting. A bachelor, one of Schaefer's greatest pleasures in life is being able to entertain friends away from the drive and swirl of the city.

Once each winter, when the bulk-vending industry is at low ebb, Schaefer takes a vacation, usually to the semi-tropics. Traveling in a party of four, he has visited such places as Florida, California, islands in the West Indies, while this winter he flew to Honolulu.

Early in the 1950's Schaefer decided that bulk vending could never reach its potential as long as it had to rely almost entirely upon children's pennies. In 1953 he brought out the 5-cent capsule on a limited scale. By May, 1954, the new capsule had nationwide distribution.

In many instances the 5-cent capsule had a remarkable initial success. Eventually, however, it proved difficult to man-

(Continued on page 63)

News in Brief

Coca-Cola Looks to Pre-Mix to Expand 1958 Operation

Pre-mix expected to add enough extra business for Coca-Cola this year to make it "one of the best years in our history," said Curtis H. Gager, executive vice-president. Speaking at New England regional conference, Gager said pre-mix vending program will be stepped up to meet increased competition

within soft-drink industry. He said further that pre-mix will enable Coke bottlers to expand operation to include locations where separate water supply is not available or where bottled drinks are not desirable.

Natl Vending Merges With Continental Industries

National Vending Corporation, operating subsidiary of Continental Industries, has been merged into parent company and will be known as Vending Division of Continental Industries, Inc. Continental President Harold Roth announced that name of firm's manufacturing division has been changed from Continental Vending Machine Corporation to Continental Vending Machine Company, Division of Continental Industries, Inc. William Danziger promoted to executive vice-president of parent company in charge of manufacturing and operating divisions. Herbert S. Sternberg and Claire Gans named assistants to president. Phil Optner named manager of manufacturing division in charge of industrial engineering, plant engineering production and purchasing.

Mariner-Kings Intro's New Paper Cup and Coating

New type paper cup and container coating announced by Mariner-Kings, Inc., Chicago. Named Cerama-Kote, claim is that coating has no similarity to any of plastic coatings now in use. Cups are said to be low in price, have high grease and stain resistance. Shorter setting and drying stage with new process are claimed responsible for lower production

(Continued on page 60)

Bulk Banter

Send Bulk Banter items to the Bulk Banter editor, The Billboard, 188 W. Randolph Street, Chicago.

By FRANK SHIRAS

Edward Flanagan, Boston distributor, is already arranging business affairs to enable him to attend the National Vending Machine Distributors' convention in Miami Beach, May 1-4, running concurrently with the National Vendors' Association confab at the Deauville Hotel. Flanagan will serve as a member of the NVA exhibitor committee for its Vendocade of 1958.

Dina Weisberg, wife of Joe Weisberg, a West Roxbury, Mass., op, is bringing up her three children with an eye to a route someday. Dina says her seven-year-old boy knows almost every stop and location owner on the route.

Charlie Smith, Indiana op, has found that super gas stations are good nickel nut spots. He reports that 75 per cent of machine use is by employees at the station. In looking for a likely gas station, Smith has found from experience that it should have two or three car-wash and grease racks in order to be profitable.

Michael Goldberg, New York op, expects to be at the NVA convention in Miami Beach this May. The Goldbergs will be celebrating their 27th anniversary of marriage before long. Goldberg reports that the business is slow right now, he expects this year to be better than last.

Vernon Chamberland, Colorado Springs op, has recently set up a bulk route in the city. Hobbies of Gordon March, Illinois op, are

(Continued on page 60)

NATD to Hold Vending Talks

NEW YORK — Vending will play a major role in the 1958 convention of the National Association of Tobacco Distributors, to be held in the Americana Hotel, Miami Beach, April 16-21.

Of particular interest to cigarette operators will be the discussion on subsidies from the manufacturers for the placement of various brands.

Arthur F. Schultz, NATD director-at-large and president, will act as chairman. The problem will be entitled "Confronted With Rising Costs, Can Vending Machines Be Operated Profitably If Stripped of Subsidies?"

Other topics to be discussed will be the bonus and high commission problem and methods of obtaining capital for new equipment.

The formal vending sessions are scheduled for April 19.

Va. Bill Changes Vend Tax Methods

RICHMOND — Virginia Senate Finance Committee approved House of Delegates bill (March 5) to permit the taxing of certain coin-operated machines as a group rather than individually licensing each unit.

As amended and passed by the House the bill would also allow retailers owning such machines to be taxed on the merchandise vended thru the machine according to volume dispensed rather than paying a separate license fee on the machines themselves.

Nothing is covered in the legislation regarding machines placed on location by operators, so this apparently excludes candy, nut and rest-room units, which are already covered by existing statutes.

'Ringmaster' Firm Formed at Becker

BRILLION, Wis.—The charm division of the L. M. Becker Company was separated from the parent firm last week (12) and renamed Ringmaster Charms, announced Roy Wilmes, sales manager.

Ringmaster Charms will sell exclusively to distributors at special distributor prices, and will launch a nation-wide "Get It From Your Distributor" campaign, said Wilmes further.

The L. M. Becker Company reentered the charm manufacturing field last May, after a seven-year interval, during which the company concentrated upon manufacturing candy and combs, said Wilmes. A prime reason for placing the charm division under a separate company, he continued, was because the comb and candy division of L. M. Becker had no relationship to vending, dealing exclusively with candy-tobacco job-

bers supplying grocery outlets. The creation of two independent firms is intended to increase efficiency of operation at all levels in the two former divisions of L. M. Becker, asserted Wilmes.

Ringmaster Charm's distributor program will be sponsored by utilizing both the trade press and promotion literature to encourage op-

(Continued on page 61)

Memphis Cig Ops Had Best Year in 1957

MEMPHIS — Practically every cigarette vending machine operator here had a better year in 1957 than ever before.

Sloan O. Craig, collector of licenses and privileges, reported cigarette vending showed a bigger growth during 1957 than any other type of vending. "It is going great guns," he said. "There is a nice profit in cigarette machines and the boom continues."

He reported that a total of 1,976 cigarette machines were licensed as of December 31, 1957, compared to 1,500 at the same time in 1956. The boom in cigarette vending started about three years ago. Main reason was acceptance by the public and location owners. Craig said location owners told him they liked the cigarette machines because they eliminated stocking cigarettes, cut out man-hours in-

(Continued on page 61)

Gruber Cites Filter Market

NEW YORK — Lewis Gruber, president of the P. Lorillard Company, Tuesday (1) said that filter cigarettes now account for 44 per cent of the 1,130,000,000 cigarettes smoked daily by 61,500,000 Americans.

Gruber pointed to record sales in 1957, and added that filters were responsible for this mark. He predicted that cigarette sales would continue to increase.

City Bulk Vending Taxes and Licenses

Below is the third part of a four-part summary of annual licensing regulations imposed upon bulk vending by the 78 largest cities in the U. S.

Responses were received directly from the appropriate licensing authority of each city.

Only those fees and regulations which specifically apply to bulk-vending machines are included. General licensing fees and regulations which apply to any business in a city have been omitted.

Licensing regulations of the third 20 cities, in alphabetical order, are summarized below:

PATERSON, N. J.—No bulk-vending licensing regulations.

TRENTON, N. J.—Penny and candy machines exempt. All other machines taxed \$5 each.

ALBANY, N. Y.—City license clerk replied that there are no bulk vending machines in the city.

BUFFALO, N. Y.—No bulk-vending licensing regulations.

NEW YORK, N. Y.—Look-see viewers are legal. No licensing fees.

ROCHESTER, N. Y.—No bulk-vending licensing regulations.

SYRACUSE, N. Y.—No bulk-vending licensing regulations.

CHARLOTTE, N. C.—No bulk-vending licensing regulations. Operators taxed as retail merchants.

AKRON, O.—No bulk-vending licensing regulations.

CINCINNATI, O.—Board of Health regulations indicate that operator pays flat \$5 per location license fee, which covers any number of venders in any one location.

(Continued on page 63)

NVA COMMITTEE WRAPS UP FINAL CONFAB PLANS

CHICAGO—Final planning of the eighth annual National Vendors Association convention to be held May 1-4, at the Deauville Hotel, Miami Beach, was set for last Friday (14).

At least 12 members of the NVA board of directors were to meet in the Persian Room of the Graemere Hotel, Chicago, for the purpose of working out final details of the business sessions.

All arrangements for sponsored entertainment, including a large ball on Saturday night, (May 3)

have already been made, said Milton T. Raynor, general counsel of NVA. It is still too early to complete exhibitor scheduling, he said. He added that special exhibit rooms are all on one floor and that association headquarters will also be located on the same floor.

A last minute development, said Raynor, was the tentative agreement of Irving Axelrod, vice president of J. Weingarten, Inc., large Southern supermarket chain, to be a featured speaker at the convention.

(Continued on page 62)

U. S. Smoking Highest Ever

WASHINGTON — Americans appear to be smoking more than ever, despite cancer scares. A report issued March 4 by the Internal Revenue Service points out that while collections of excise taxes on tobacco products were slightly lower in December of 1957 than they were in December, 1956, collections for the fiscal year are running well ahead of the previous year.

For the last six months of 1957, excises on tobacco products yielded \$47,623,000 to the federal coffer, an increase of \$30,290,000 over the same period in 1956. Cigarette excises totaled \$813,340,000 for the last six months of 1957, up \$28,496,000 from the final half of 1956. Cigar excises totaled \$24,736,000 in the last half of 1957, up \$1,577,000 from the same period a year earlier.

Other tobacco taxes—muff, chewing and smoking—totaled \$9,548,000, an increase of \$308,000 from the last half of 1956.

VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 1/2 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Candies, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 25¢ or 62¢ ct.; Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 3700 West Lake St., Chicago 12, Ill.

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News in Brief

Continued from page 59

costs. Sales rights assigned to Paper Machinery Corporation, Milwaukee, Wis., which manufactures cup-making machinery and drying ovens.

Eight Fined \$34,200 in Philly Blue-Sky Suit . . .

Fines of more than \$34,200 imposed recently against eight defendants in U. S. District Court in Philadelphia in suit of alleged involvement in vending machine swindle involving more than \$100,000. Judge Allan K. Grim also ordered restitution totaling \$15,801.

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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.



52. When case was listed for trial on January 14, and 70 witnesses had been subpoenaed by prosecution, all defendants changed pleas to guilty of mail fraud and conspiracy. Postal inspectors estimated that 203 victims had invested \$100,000 in vending machine venture after answering ads in small magazines. Assistant U. S. Attorney Louis C. Bechtle said blue-sky promotion operated in 22 States, promising investment of \$640 in 16 vending machines would give purchasers profits of \$300 to \$400 per month for only six hours a week work. Heaviest fine, \$25,000, was assessed against Jack Kootchick, president of Royal Distributing Company.

NCWA Reviews Entire Program At Washington Meet . . .

Entire National Candy Wholesalers' Association program of activities reviewed at annual mid-winter meeting of board of directors in Washington, D. C., February 27-March 1. Board recognized increasing amount of union organizing activity in wholesaling industry, authorized association to prepare "Labor Relations Primer" for use by wholesalers having first contacts with organized labor. Height of NCWA governmental affairs discussion was en masse trip to Capitol Hill by board on Friday, February 28, where legislation affecting wholesale confectionery industry was discussed with elected representatives. Total membership of NCWA is now 1,568 active and associate members.

Milk Production Up

Farm production of milk during January was estimated by Agriculture Department at 9,800 million pounds—1 per cent above January of last year and 14 per cent above the 1947-'56 average for the month. Production was sufficient to provide 1.83 pounds daily to each person in the entire country.

Bulk Banter

Continued from page 59

repairing automobiles and carpentry. In sports he likes baseball, swimming and fishing best. He played football in high school and for two years at Central College in Fayette, Mo. March likes just about any kind of physical exercise, and works out at the YMCA regularly to keep himself in shape. . . . Lewis SaPlata, Missouri op, reports that automatic laundries are his best bulk stops.

Sid Bloom hosted the unveiling of Oak's 2-cent conversion kit a couple of weeks ago. M. J. Ableson, Oak's Pacific Coast sales manager, and his brother, Larry, who is connected with him in Pittsburgh, were on hand for the occasion. So were the Jack Shoebachs, of Brooklyn, and the Sam Hollanders, of Long Island. Guests were taken on a cruise in the Pacific aboard company's yacht, Mighty Oak, which was piloted by Harold Probasco, Oak executive.

Sam Weitzman, Oak president, is looking forward to the arrival of two new colts at his Encino ranch.

Operators in the San Francisco and Central California areas are active and visiting the William J. Newman Company, Inc., in San Francisco, reports Ted Essad, manager, and George Bennett, sales director. Among those tripping to the Newman Company were Caroline Mandell, of Pleasant Hill, who is adding to her route. Dow Huskey, of Menlo Park, who added to both stock and machine supply; L. C. McDonald, Weaverville, who is getting ready for the summer season; Bob Pratt, local representative for Reed Candy Company, and Hank Simmons, of Stockton.

Manuel Lopes, serviceman at the Newman Company, is passing out cigars and receiving congratulations upon the arrival of the fourth child in his household. . . . George Bennett was visited recently at Newman's by J. L. Krentz, of San Bruno, and Al Bear, a former phonograph operator in Oakland. . . . Gale Lightener, Luden's representative, visited Newman's to pick up orders from Ted Essad.

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- ROWE PRESIDENT CIGARETTE, 10-col., 25¢ & 30¢ comb. . . \$110.00
- ROWE CRUSADER CIGARETTE, 10-col., 25¢ & 30¢ comb. . . 125.00
- 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, 25¢ & 30¢ comb. . . 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25¢ & 30¢ . . 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

"Cecil" THE SEA HORSE

(shown twice size)



COLOR ON PLASTIC

\$6.00 per M

TWO-TONE VACUUM PLATE

\$12.50 per M

at your distributor or **Guggenheim**

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

STANDARD SPECIALTY

Now offering **Northwestern TAB VENDING EQUIPMENT**

You'll hit the jackpot with this selective tab vander. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
1028 44th St. Oakland, Calif.



TRIPLE VIEWER

VICTOR'S TV VENDOR

Featuring the Sensational **"WHEEL OF FORTUNE"** WITH THE TRIPLE VIEWER

All operators who place this greatest of all money-makers on location . . . with the TRIPLE VIEWER WHEEL . . . which displays the next 3 portions of merchandise to be vended, will find it their WHEEL OF FORTUNE.

Furthermore, you have our assurance we will, at all times, carry a large, assorted stock of attractive, intriguing and high-quality merchandise for our TV vendors.

TV CONSOLE MODEL \$49.50	TV COUNTER MODEL \$42.50	TV COUNTER OR CONSOLE for VENDING BALL GUM and CHARMS @ 5c Takes In \$31.75
200 Assorted V-1 Filled Capsules for 25c Vending (with purchase of TV Vendor) 20.00	200 Assorted V-1 Filled Capsules for 25c Vending 20.00	Holds 1 1/2 Lbs. of Gum 3.45
Price \$69.50	Price \$62.50	Cost of 600 Charms 6.00
Takes In \$50.00	Takes In \$50.00	Pay Location 20% 6.35
Refills for Same (200 filled capsules) \$24.00		Your Gross \$31.75
		Less 15.80
		Your Profit \$15.95

SECTIONED DISPLAY FOR DISPLAYING YOUR CAPSULE MDSE., 60c Ea. SEE YOUR NEAREST VICTOR DISTRIBUTOR AT ONCE!

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois
Manufacturers of the World Famous Line of TOPPER Vendors



Paul Price Bows Robin Hood Rings

NEW YORK — The Paul A. Price Company last week went into production on its Robin Hood charm series.

The series consists of rings with leads of famous characters from Robin Hood stories. They are available in plastic and vacuum-plated styles.

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolates
 - 500-cup combination Hot Coffee/Chocolates
 - Snack Vender
 - "Riviera" Deluxe Electric Cigarette Vender
- Write for New Circulars and Easy Payment Plans
- J. H. KEENEY & CO., INC.
2600 W. 50th St. Chicago 32, Ill.

Memphis Cig

• Continued from page 59

volved in across-the-counter sales, and did away with pillage.

Craig estimates that more cigarettes in Memphis are sold thru vending machines than over the counter. The increase in price operators made last year because of a 1-cent increase manufacturers passed on did not lower sales at all. At that time most filter and king-size cigarette were selling in machines for 30 cents, while the regular-size cigarettes were selling for 28 cents. After manufacturers raised prices most operators charged a standard 30 cents per pack.

A check of the totals of cigarette machines licensed in recent years shows the boom trend started big in 1955. At the end of 1950 a total of only 327 cigarette venders were on location. By 1955 there were 844 out, an increase in five years of 517. By June 30 of 1956 that figure had jumped to 1394, an increase in six months of 550, and more than the entire preceding five-year increase.

One of the reasons operators favor the cigarette vender is the relatively low tax. City tax is \$3.25; county, \$3.50, and State, \$3.50, a total of \$10.25. No federal stamp is required, the tax being payed at the source of manufacture.

Continental Set on NATD Convention

WESTBURY, L. I., N. Y. — The Continental Vending Machine Company will display its full line at the annual convention of the National Association of Tobacco Distributors, to be held April 16-21 at the Hotel Americana, Miami Beach.

Cigarette machines will include the Corsair 30 and the Continental Corvette, an industrial model. Premix drink, fresh-brew coffee units and the Serv-O-Mat will also be displayed.

Bill Danziger, executive vice-president of Continental Industries, will head the firm's delegation, with Dan Carr, general sales manager, on hand to greet the operators.



Send 35c for Sample Kit of Charms



Good Luck Clover Leaf

Will bring luck to ALL Machines!
Gold Vacuum Plated—Brilliant Emerald
\$15.00 per M \$12.50 5M or more.

Write about the Penny King "Atlas Finance Program"

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high-quality, filled capsules. Contains our complete line.



The PENNY KING Company

3538 Mission St., Pittsburgh 3, Penna.
World's Largest Selection of Miniature Charms
National Sales Headquarters for Atlas-Master Machines

INSIST ON

STAR BRITE BALL GUM

Save Money!

IF YOU ARE PRICE CONSCIOUS and QUALITY MINDED

"STARBRITE" is made for YOU
210-170-140 BALL GUM ALSO CRAMER'S

7/8" "KING" SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO., INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Venders' Assn.

'Ringmaster'

• Continued from page 59

erators to buy from distributors. Special point-of-sale merchandise will be furnished distributors as well, continued Wilmes.

Feeling within the firm is that direct sales to operators do not contribute to the growth of bulk vending, stated Wilmes. On the other hand, he asserted, distributors are by their nature in a position to contribute substantially to the growth of bulk vending by being able to offer a complete line of merchandise.

In order to promote product identification, concluded Wilmes, special Ringmaster insignia will appear on the firm's packaging, advertising and literature.

Production of cigars in 1957 totaled 5,897,171,014, an increase of 130,598,469 over 1956, according to Treasury Department. Production of small cigars during 1957 was set at 49,010,140, a decrease of 14,568,808 from 1956.

BEV-O-BAR

A PRODUCT OF MERIT INDUSTRIES, INC.
MULTI-SELECTION DISPENSER

MAKES HOT BEVERAGE VENDING PRACTICAL—HIGHLY PROFITABLE FOR LOCATIONS ANYWHERE

BEV-O-BAR

VENDS NATIONALLY ADVERTISED COFFEE—CHOCOLATE—SOUP
EVEN SMALL LOCATIONS ARE PROFITABLE WITH BEV-O-BAR

Look at the potential! Actual location performance proves: Bev-O-Bar's better-than-average profit per sale pays off handsomely on as few as twenty to thirty 10c vends a day! Thus, even "small" locations make valuable contributions to your earnings! Gas stations, retail stores, workshops, and factories, small town bus and RR stations, airports, waiting rooms, hospitals, offices, taverns . . . wherever there are people, Bev-O-Bar does business—pays for itself in months, not years!

CUSTOMER MIXES HIS OWN

Bev-O-Bar uses nationally advertised, consumer accepted dry mixes. Each mix packed in special, uniform-size vending sleeve. Simplifies loading—cleaner and easier to stock and handle. Positive action, individually coin-controlled columns deliver mixes to tray. Automatically controlled self-service hot water at constant 170. Accommodates any selection variety without mechanical changeover.

FEATURES

- Simplified, trouble-free mechanism
- Fewest service calls
- Holds 200 individual servings
- No sanitation problems
- No spoilage
- No mixing inside machine
- Compact, attractive styling . . . 21" wide, 15" deep, 58" high. Requires less than 2 1/2 sq. ft. floor space. Cabinet beautifully finished in gleaming enamel with colorful promotion design.
- Easy to install . . . just make a simple water connection and plug into 110-115 V. AC outlet.

CALL • WIRE • WRITE!

PASTER DISTRIBUTING COMPANY
2227 University Avenue
St. Paul, Minn.
Phone: Midway 6-7901

3601 West Fond Du Lac
Milwaukee, Wisconsin
Phone: Hilltop 4-5425

ONLY **\$345.00**
F.O.B. St. Paul



After all is said and done—your best bet still is

VICTOR'S STANDARD TOPPER

1c Ball Gum Vender **\$13.25** ea. \$12.75 each 100 or more

Distributed by

ROY TORR—LANSDOWNE, PA.

Giving Friendly Service and Liberal Terms Since 1910

Victor's TV Vender

FEATURING THE SENSATIONAL

"WHEEL of FORTUNE"

TV Counter Model \$42.50
300 Assorted V-1 Capsules for 35¢ Vending (with purchase of TV Vender) 20.00

TV Console Model \$49.50

(Same Capsule Deal as Above)

Terms: 25% Deposit; Balance C.O.D.

CHAMPION NUT & CHOCOLATE CO.

1194 Tremont St.

Boston 20, Mass.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

oak

Manufacturing Co., Inc.

Announces

**NEW
2¢ COIN MECHANISM**

(PATENT APPLIED FOR FEB. 1958)

- AVAILABLE FOR IMMEDIATE DELIVERY
- FITS ALL ACORNS IN THE FIELD
- EASILY INSTALLED

West Coast Factory Sales Office
Operators Vending Machine Supply
1023 So. Grand Avenue
Los Angeles, Calif.

Contact your DISTRIBUTOR or East
and Midwest Factory Sales Office
M. J. ABELSON, Phone AT 16478
2033 Fifth Avenue, Pittsburgh, Pa.

OAK MANUFACTURING CO., INC., 11411 Knightbridge Ave., Culver City, Calif.

**State Cigarette Taxes
For December, 1957**

State and rate per package	Packages taxed during Dec.		Packages taxed Jan. thru Dec.		
	Gross amount of taxes*	1957 (add 000)	Per cent change from 1956	1957 (add 000)	Per cent change from 1956
Alabama(4)	\$ 923,614	23,990	+ 20.2	264,691	+ 7.4
Arizona(2)	231,990	11,399	+ 22.2	122,918	+ 10.7
Arkansas(6)	679,700	11,470	+ 13.6	133,300	+ 4.5
Connecticut(3)	889,183	29,639	+ 8.8	327,978	+ 1.8
Delaware(3)	194,567	6,486	+ 24.9	58,799	+ 3.8
Dist. of Columbia(2)	183,926	9,196	- 15.1	109,658	+ 0.8
Florida(5)	2,642,408†	52,848	+ 19.4	538,714	+ 11.4
Georgia(5)	1,434,283	28,685	+ 15.3	328,102	+ 2.5
Idaho(4)	189,541	4,739	+ 6.5	58,008	+ 2.3
Illinois(3)	3,381,273	112,709	+ 14.8	1,214,481	+ 4.2
Indiana(3)	1,314,027	43,801	+ 4.8	322,851	+ 3.1
Iowa(3)	647,368	21,579	+ 8.6	260,615	+ 3.3
Kansas(4)	667,373	16,684	+ 12.7	204,304	+ 2.4
Kentucky(3)	764,282	25,476	+ 18.7	308,234	+ 4.9
Louisiana(8)	2,038,387	25,480	+ 12.9	299,010	+ 7.8
Maine(5)	540,664	10,813	+ 21.0	121,816	+ 3.9
Massachusetts(5)	2,858,619	57,172	+ 7.4	605,950	+ 3.3
Michigan(5)	3,540,102	70,802	- 6.2	906,244	+ 0.4
Minnesota(4)	1,014,583	25,367	+ 5.8	324,636	+ 4.3
Mississippi(5)	643,933	12,879	+ 10.7	157,112	+ 3.5
Missouri(2)	828,974	41,449	+ 8.8	508,011	+ 0.8
Montana(8)	392,310	4,904	- 25.6	67,796	- 12.3
Nebraska(4)	494,740	12,369	- 6.8	137,461	- 1.8
Nevada(3)	101,356	3,443	+ 16.8	42,784	+ 4.8
New Hampshire(3)‡	288,446	8,755	+ 23.2	98,071	+ 4.3
New Jersey(5)	3,174,485	63,499	+ 14.5	711,593	+ 4.0
New Mexico(5)	330,331†	6,664	+ 22.3	76,049	+ 6.8
New York(3)	6,025,469	200,849	+ 12.0	2,194,520	+ 3.3
North Dakota(6)	226,404	3,773	+ 10.8	53,436	+ 5.0
Ohio(3)	2,890,563	96,352	+ 8.3	1,138,324	+ 2.9
Oklahoma(5)	865,061	17,301	+ 2.8	219,953	+ 3.3
Pennsylvania(5)	\$ 766,894	115,338	+ 21.1	1,201,078	+ 5.0
Rhode Island(3)	352,704	11,757	+ 17.4	120,628	+ 3.4
South Carolina(3)	429,171	14,306	+ 3.6	191,958	+ 4.4
South Dakota(3)‡	146,243	4,591	- 9.4	61,174	+ 0.9
Tennessee(5)	1,276,475	25,529	+ 15.0	301,803	+ 5.6
Texas(5)	3,963,610	79,272	+ 6.7	949,418	+ 3.9
Utah(4)	173,655	4,341	+ 10.8	52,314	+ 4.1
Vermont(5)	187,730	3,755	- 0.9	47,724	+ 1.9
Washington(5)‡	1,076,718	21,530	- 1.2	276,491	+ 2.8
West Virginia(5)	522,577	10,452	+ 3.1	182,972	+ 2.8
Wisconsin(5)	1,621,399	32,428	+ 14.0	347,478	+ 3.4
Wyoming(3)	97,296†	3,247	+ 33.7	39,675	+ 3.8
TOTAL	\$ 56,814,665	1,386,332	10.4	15,928,139	+ 3.7

No. of States showing increase in volume from: Dec. 1956 . . . 36; Jan. thru Dec. 1956 . . . 41
No. of States showing decrease in volume from: Dec. 1956 . . . 7; Jan. thru Dec. 1956 . . . 2

Total taxing States including District of Columbia 43
Note: Above data compiled from reports received from State tobacco tax administrators.

* Represents the face value of the cigarette stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, South Carolina, Utah and Kentucky, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operations for the month of November.

† A part of the State-imposed cigarette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.

‡ A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.

**NEW
ROBIN HOOD RING SERIES!**



BRILLIANTLY VACUUM-PLATED with assorted colored base stone and vacuum-plated head of Robin Hood, King's Men in Armor, etc. PLASTIC Ring in bright yellow with colored base stone and different colored emblem. All three colors on one ring (3-tone). Has terrific repeat appeal! Kids will want entire series for their collection. Get your machines in the habit of emptying faster. Vends all types machines. Plastic, \$13.50 Vacuum Plated \$17.50 Labels available at your distributor or:

paul a. Price co. inc.
15 Leonard St., N.Y. 13, N.Y. Christland 7-1515

SPECIALS!

- 5 Col. U-Need-A-Pak Cigarette Machine . . . \$35.00
- 7 Col. Du Grenier 40.00
- 8 Col. Rowo 45.00
- 930 Nationals, 25c or 30c, Kings or Regulars 90.00
- Model 9M Nationals, Kings or Regulars, 25c, 30c, or both . . . 150.00

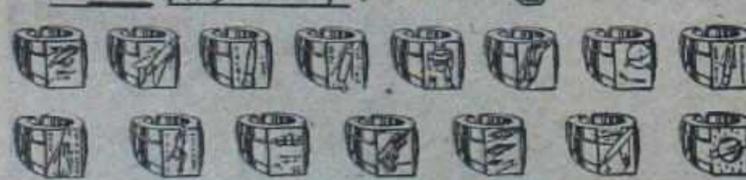
Every machine reconditioned, refinished and guaranteed good as new.

T. O. THOMAS CO.
1572 JEFFERSON
PADUCAH, KENTUCKY
Vending Machines Since 1937

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

Ringmaster Charms

INTRODUCES
ROCKET
RINGS



FOR SAMPLES, PRICES AND NEAREST DISTRIBUTOR . . .

Write

RINGMASTER CHARMS
BRILLION 3, WISCONSIN

Your ticket to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

Set NVA Convention Plans

Continued from page 59

tion. The Weingarten chain has utilized bulk vendors for a long time as big profit earners, and NYA considers Axelrod an authority in the field of bulk operations in supermarkets. The NVA planning committee was to have drafted a formal letter to Axelrod last Friday, requesting his presence as a speaker.

Those definitely to be in attendance at the board meeting at the Graemere were President Leonard Quinn, Confection Products Company; Co-Chairman Rolfe Lobell, Leaf Brands, Inc., and Paul Crisman, King & Company; Milton T. Raynor, general counsel; Harry Bell, Lawndale Candy Sales; Bernard K. Bitterman, Kansas City, Mo.; Sid Bloom, Oak Manufacturing Company; Roger Folz, Folz Vending Company; Les Hardman, Penny King Company; Bob Kantor, Confection Specialties, Inc.; Jane Mason, Leaf Brands, Inc.; Sam Phillips; Phillip Sparacino, S. P. Distributing Company, and Laurretta Cook.

The convention secretary is Jane Mason. The committees are as follows: Exhibitor Chairman, Moe Mandell, with committee members Ed Flanagan, Bert Fraga, Lou Feldman, Walter Grey, and Roy Becker; Program Chairman, Rolfe Lobell, with committee members Leonard Quinn, Sam Eppy, Tom King, Everett Craff, and Sam Phillips; Publicity Chairman, Sam Eppy, with committee members Ray Greiner, Margaret Kelly, Sid Bloom, and Bill Folk;

Reservation Chairman, Paul Crisman, with committee members Bob Cuggenheim, Jack Nelson, Paul Price, Bob Kantor, Harry Bell; Registration Chairman, Laurretta Cooke, with committee members Hyman Fisher, Phil Spara-

cino, and Rules and Registration Chairman, Max Hurvich, with committee members R. R. Whitehead, and Russ Thomas.

FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.

MILLS Famous 107 TAB GUM VENDOR

We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beach-Nut, Peppermint or Spearmint 3-C slab gum. 45¢ a box of 100 ct.

Order Today—Prompt Deliveries.

J. SCHOENBACH

1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



DISTRIBUTORS WANTED for the SENSATIONAL BEV-O-BAR MULTI-SELECTION HOT BEVERAGE DISPENSER

BEV-O-BAR will provide live-wire distributors with an excellent profit potential in their territory. BEV-O-BAR dispenses nationally advertised, consumer accepted dry mixes. BEV-O-BAR pays for itself in months, not years.

CANADIAN AND EUROPEAN DISTRIBUTOR INQUIRIES INVITED

PHONE OR WRITE **MERIT INDUSTRIES, INC.**
2227 UNIVERSITY AVENUE, ST. PAUL, MINN. Midway 6-7901
and: 9 S. CLINTON STREET, CHICAGO 6, ILL. Spring 4-5516

THE NEW CAPSULE

PERFECT CAPSULE VENDING



\$4.50 per M
100,000 lots.

1,000 and up.....\$5.50 per M

No waste, no breakage,
no losses, no open capsules

EPHY

15-15 144th PL., JAMAICA, N. Y.

Ball and VENDING GUMS

Direct LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 37¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Chloro-Vend Ball Gum 40¢ lb.
Chloro-Vend Chicks, 320 ct. 36¢ lb.
Chicle Chicks, 320 & 520 ct. 34¢ lb.
Bubble Chicks, 320 & 520 ct. 32¢ lb.
Tab (short stick), 100 ct. 28¢ box
S-Stick Gum, 100 packs \$1.70
F.O.B. Factory 150 lb. Lots
AMERICAN CHEWING PRODUCTS
34 YEARS OF MANUFACTURING EXPERIENCE
4th & Mt. Pleasant • Newark 4, N. J.

Taxes, Licenses

Continued from page 59

Operators may share in per location fee.

CLEVELAND, O. — No bulk-vending licensing regulations. Mixture of ball gum and charms prohibited. Operators licensed as food handlers.

COLUMBUS, O. — Bulk machines regulated by Board of Health.

DAYTON, O. — No bulk-vending licensing regulations.

TOLEDO, O. — License fee is \$10 per route, where a route is defined as composed of two machines or more.

YOUNGSTOWN, O. — No bulk-vending licensing regulations.

OKLAHOMA CITY, Okla. — Penny machines taxed 50 cents each; machines requiring 5-cent deposit taxed \$1 each; machines requiring over 5-cent deposit taxed \$2 each. Operator of 100 machines or more has option of paying flat \$100 and 50 cents for every machine in excess of 100, regardless of coin requirement.

TULSA, Okla. — No bulk-vending licensing requirements.

PORTLAND, Ore. — Operator must procure license costing \$15. In addition, he must pay .14 per cent of gross receipts in excess of \$10,700. In lieu of foregoing fees, operator may elect to pay fees on net income under conditions provided by License and Business Code.

ERIE, Pa. — No bulk-vending licensing regulations.

PHILADELPHIA, Pa. — Locations liable for licensing fees.

Shooting for Adult Market

Continued from page 59

ufacture charms of sufficient novelty and quality to fit the small capsule, and the market worsened, aided by operators who began using inferior merchandise.

Last winter Schaeff's firm brought out the jumbo capsule, while last week Schaeff introduced a new machine, the Triple Viewer, which he believes will be effective in promoting quarter capsule vending. He thinks that while there will always be a steady, limited market for the 5-cent capsule, the jumbo makes it possible for the first time to offer quality merchandise at a selling price far under usual retail levels.

Altho he is counting on the jumbo capsule to open up the adult market, Schaeff is already working on another new idea. Understandably mum, he thinks that the new type principle in bulk vending they are working out at Victor will revolutionize the industry in a way parallel to the introduction of the charm back in the thirties.

Born 1907 in Frankfort, Mich., Schaeff moved to Chicago after he was graduated from high school in his home town. In 1928 he began in vending as an instructor of road men for the then gigantic Peerless Weighing Machine Company. In

1931 he formed a partnership under the name of Northwest Coin Machine Company, and was one of the first manufacturers of counter games. The depression bit hard, however, and by 1934 he was forced to sub-contract to luckier manufacturers on a royalty basis.

In 1936 he entered the bulk-vending field when he and Harold Burt formed a partnership and launched the Silver King Corporation. In 1938 they dissolved the partnership and Schaeff set up a closed corporation with the name Victor Vending Corporation, the name it bears today. During the war Schaeff did government work at his plant seven days a week, 16 to 18 hours a day. Tho he doesn't regret it, he quietly states that he would never work that hard again.

At present Victor has a 13,000 square-foot plant in Chicago turning out 12 different types of machines, says Schaeff. As output increased Victor opened another plant, the H. M. Schaeff Corporation, in Franklin Park. There he manufactures charms, capsules and does some assembly work in a factory as large as its sister in the city. The two plants together employ 30 people.

Victor Vending has approximately 40 distributors around the country. Carefully drawn contracts guaranteeing exclusive distributorship are non-existent. It isn't necessary, for distributors have learned that a verbal promise of co-operation from Schaeff is binding.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #25 1c Perc.	7.95
N.W. Model #23, 1c Perc. Converter for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mds.	8.00
ABT Guns	30.00

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	\$.85
Pistachio Nuts, Jumbo Queen	.47
Pistachio Nuts, Large Tulip	.44
Pistachio Nuts, Vendor's Mix	.55
Pistachio Nuts, Shell	.41
Cashew Whole	.44
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.33
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.58
Licorice Gums	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.42

Rain-Bio Gum, 40 ct.	\$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 310 ct.	.30
Rain Bio Ball Gum, 100 ct., 200 lb minimum, prepaid on all Rain Bio Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices... Write

THERE ARE BIG PROFITS IN **GUM** GET YOUR SHARE WITH **Northwestern**

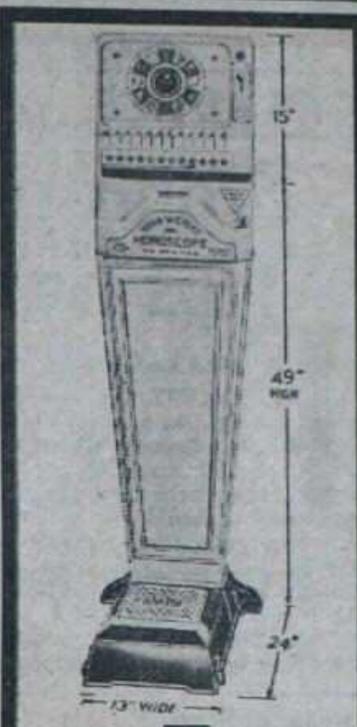


PACKAGE GUM VENDOR
This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns, vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

NATIONAL VENDING MACHINE DISTRIBUTORS, Inc. MEMBER

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
445 W. 34th St. New York 18, N. Y.
L.O.ignore 4-6467

Cleveland Coin Machine Exchange, Inc.
Northwestern Corp. Distributors
1029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.



5c HOROSCOPE SCALE
TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.
\$25.00 DOWN
BALANCE \$10.00 PER MONTH
WATLING MFG. CO.
4650 W. Fulton St., Chicago 44, Ill.
Est. 1889
Telephone: Columbus 7-2775
Cable Address: WATLINGITE, Chicago

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

COME TO NATIONAL VENDORS ASSOCIATION CONVENTION MAY 1-2-3-4 MIAMI BEACH, FLORIDA

Combine business with pleasure. See the latest developments in vending machines, supplies and charms of all types. Meet the important Bulk Operators from every State in the Union. Bring the family and enjoy a wonderful vacation in the famous Florida sunshine, beautiful white sandy beaches on the ocean, golf, swimming pools, recreation for everyone. For exhibit space or reservations at Miami Beach's fabulous \$20,000,000 Deauville Hotel contact

N. V. A. NATIONAL VENDORS ASSOCIATION
33 North La Salle Street Chicago, Illinois

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OP'S ADVICE

Program Expert's Tips Save Dollars

By BOB LATIMER

MONTGOMERY, Ala. — The programming phase of juke box operating, particularly where upwards of 200 machines are involved, is important enough that the operator should arrange for a full time programming expert on the staff, according to Isaac and Raymond Cohen, partners in Cohen Amusement Company here.

The Cohen brothers, who have been largely responsible for spur-

ring the conversion of most phonographs in the Confederate Capital to 10-cent play, have vastly simplified programming in recent years by placing the entire responsibility in the hands of a woman expert, Miss Nolean Brown.

On the job for two years, and programming for locations which cover every sort of spot from downtown hotels to suburban drive-ins, Miss Brown handles the entire job of selecting music menus for each location. And, in the course of servicing three collectors daily, month after month, she has become something of a practicing oracle as to the success or failure of each new disk.

Ledger

The heart of the programming system, as Cohen Amusement Company operates, is a thick loose-leaf ledger, maintained in the office, which includes a separate page for each location on the Cohen route. The page lists in numerical

(Continued on page 69)

10-90% HIKE

Gimmick Ups 50-Cent Chute Take for Op

ST. JOSEPH, Mo. — Using a 50-cent chute with a combined appeal of a mystery and a bargain have enabled Walter Cobb, local juke box operator to hike his revenues anywhere from 30 to 90 per cent per machine.

The veteran Northern Missouri operator hit upon this idea shortly after buying his first 200-play machines equipped with 50-cent chutes. When he noticed the decalcomania labels on the glass, calling attention to the fact that the juke box accepted 50-cent coins was not getting much attention from customers, Cobb decided to make up his own. In doing so, he hit on a bonanza of half dollars which have continued ever since.

Decal

The plan revolves around a bright yellow sticker, similar to the decals already used on some makes of phonographs, but 10 times as large. The sticker indicates that one combination of letters on the selector is the "mystery combination" and guarantees at least seven plays for 50 cents. Summing up this information is the slogan: "A Large Choice" at the bottom of the sticker.

To make sure his mystery players get their money's worth, Cobb sets the mechanism controlled by the 50-cent chute to play from seven to nine records per coin, varying the number returned, according to the individual situation, such as seven plays for active nights like Friday and Saturday, nine plays on less active days, and otherwise, "balances the merchandise to the individual circumstances."

After putting such stickers on all of his 50-cent-chute machines, Cobb began keeping accurate records on the play which had been earned by each "mystery key." In

(Continued on page 74)

W'chester Ops Set Banquet

PORT CHESTER, N. Y. — The Westchester Operators Guild will hold its seventh annual dinner-dance May 20 at the Holiday Inn, Scarsdale, N. Y.

Lester Lanin's orchestra will provide music for the affair, and Seymour Pollak will be general chairman. Top recording stars will furnish the entertainment.

Ridgway Heads Mass. Group; Tolisano Cited

WEST SPRINGFIELD, Mass. — Members of the Western Massachusetts Music Operators Association held their first meeting with their recently-elected officers at the Chalet Restaurant here Wednesday night (12). At the election meeting, the members voted to meet here the second Wednesday of each month.

At a recent dinner meeting, Ralph Ridgway was re-elected president. Other officers are Pete Slepchuck, vice-president, and Fred Mielinkowski, secretary.

Elected to the board of directors were Rhea LaRocque, Charles Pomietlarz, Arthur Strahan, George Hatzpetro and Roland Hebert.

Tolisano Honored

Guests at the meeting were Jim Tolisano, president of the Music Operators of Connecticut, and Dan Brown, Trimount Automatic Sales, Boston. Tolisano was elected an honorary member of the WMMG.

(Continued on page 74)

SUBTLE SELL

'Courtesy' Calls Win Location Co-Operation

JONESBORO, Ark. — Planning a series of courtesy calls throughout the year, just as carefully as service and collection calls, is a policy which has paid impressive dividends for Service Amusement Company, phonograph operators here.

Bob Langston and Nathan Wheeler, two of Service Amusement Company's three partners feel it absolutely essential that they make themselves familiar to every location owner. This means dropping in after business hours for a cup of coffee or a meal at a restaurant, for libation at a cocktail lounge or tavern. Operating on a first-name basis with dozens of location owners throughout Northern Arkansas, and thus building good will, has made a lot of problems miraculously vanish.

Location Co-Operation

The location owner who takes a liking to the phonograph operator serving him, for example, can usually be depended upon to put a bit of merchandising effort into

his own operation. This includes Brown avers. Therefore, she has simply made it a policy to be personally acquainted with every location and to "keep in mind" the vagaries of the location owner and his customers.

From upwards of 200 locations, no two can ever be characterized as being alike Miss Brown notes and consequently, success in pro-

(Continued on page 65)

TREND?

Jazz Shows Rebirth in Mobile Jukes

MOBILE, Ala. — Rock 'n' roll appears to be bowing out in favor of a new musical favorite among juke box audiences here. A spot check of six top Mobile operating companies last week revealed a revival of interest in a brand of music long associated with this Southern musical capital—"White-Hot Jazz."

While it is still too early to tell this as any kind of trend—regional or national—the signs are unmistakable that juke box programming is in for a fast re-evaluation. Whereas jazz had to compete (a great disadvantage) with rock 'n' roll for listening time until around October of last year, the emphasis is now outstandingly on white-hot jazz in nine of 10 locations, the spot check revealed.

Returns

There have been instances in which hot new rock 'n' roll numbers have shown low play, while jazz numbers from several years back unaccountably show twice as much return.

Disk outlets to the juke box trade likewise confirm that the demand for jazz in phonograph programming has hit an all-time high during the past three months in the Mobile area.

Whether the trend will continue is anybody's guess at this stage. Some operators tab it as just a casual "breather" from the moderate and frantic beat of rock 'n' roll melodies. Others, however, feel the shift is here to stay—at least for a while.

Of the six companies interviewed, virtually all were concentrating heavily on saturating their machines with the "new" favorites.

Program 50%

All were programming at least 20 per cent of their machine capacities with jazz, and some were going as high as 50 per cent in the white-hot category.

Jazz record listings, long used

(Continued on page 65)

Investigate 5 Locations Acquired by Erice's E & E

CHICAGO — Investigators from the State's Attorney's office last week began checking juke box locations which were taken over by E & E—a new music operating company—within the last two weeks.

It was also learned that another county grand jury hearing had been set for Thursday (20).

Anthony (Tony) Erice, of 3340 West Jackson Boulevard, and of E & E, placed new juke boxes in five locations on the West Side,

all formerly held by Associated Buyers Corporation.

This brings to a total of 14 the number of locations E & E has acquired since beginning its operation.

The first nine locations acquired by E & E were formerly held by three separate operating companies which had refused to buy records from Lormar Distributing Company, a local one-stop currently under investigation.

The five most-recently acquired locations were held by ABC. ABC had been buying records from Lormar until it came under investigation in connection with a counterfeit record business.

E & E operates juke boxes made by two manufacturers, the machines of one of which are distributed by Automatic Phonograph

(Continued on page 74)

Juke Hearings Put Off to April 23-25

WASHINGTON — Hearings on the O'Mahoney bill (S.1870), which would end juke box royalty exemptions, have been delayed until April 23, 24 and 25, it was announced by spokesmen for the Senate Judiciary Subcommittee on Patents and Copyrights here, last week (14).

A further putting off of the hearings is said to be due to conflict with other Senate business and also to prevent encroachment on Congress' Easter vacation.

It is the fourth time the hearings have been postponed. For each of the first two times, delays were occasioned by successive deaths of Music Operators of America counsels—Sidney Levine and later his successor, Chauncey Carter.

Third delay came about when committee chairman O'Mahoney, was forced to cancel due to a conflict with other hearing dates. At that time, the last date of April 9, 10 and 11 were set.

The current postponement puts the hearings just one week ahead of the forthcoming Music Operators of America Convention, scheduled for Chicago May 6, 7 and 8.

It comes as a blow to MOA officials, most of whom will have the double problem of making last minute convention arrangements and preparing cases for the hearings.

MOA president George A. Miller has repeatedly urged operators to take advantage of the additional time by writing to their respective

congressmen as well as members of the O'Mahoney committee, to present the MOA side. However, the repeated delay has also had the disadvantage for MOA, of producing a lag in interest among operators.

USED RECORD MARKET

Monthly Turn-Ins Mean More Profit for Juke Op

NEW YORK — Used records need not be a dead loss for the juke box operator. Several more astute music merchants here are marketing their used disks in farmers' markets, with the concession taking half of the receipts and the operator taking the other half.

The disks sell for 30 cents each, or three for \$1. For the same records, used record dealers will pay the operator from 5 cents to 15 cents a disk, depending on various factors.

Many operators make the mistake of saving their old records in order to sell a big batch at one time and pull in one big check.

Monthly Turn-Ins

Actually, the best way to dispose of old records is to turn them in every month. Generally, the value of a used record ends within three to six months after it has been pulled from the juke box.

The longer the operator keeps the disk, the less it's worth. Some dealers in used records will give an operator up to 15 cents a disk, provided the operator turns in all his used records on a regular monthly basis.

If the operator is only an occasional seller, and the records are six months old, he might get only a nickel a disk. If they're much older, he might get nothing.

Volume Counts

As a rule, label, artist and title mean little to the dealer who buys used records from the operator. He's interested in volume, and he figures that he won't be able to use a certain percentage.

By and large, the dealer knows what he can expect from a given operator, and pays accordingly. Average price is about 10 cents a disk.

N. J. Ops Plan Annual Fete

NEWARK, N. J. — The Music Guild of New Jersey celebrates its 21st anniversary March 29 with a dinner-dance in the Elizabethan Room of the Hotel Essex House.

Top recording talent will provide the entertainment. Herbert Brant is in charge of reservations, and Humbert Betti Jr., is in charge of tickets.

Calls Win Co-Operation

Continued from page 64

programming means keeping a mass of information on each location always in mind.

Basic Menu

"We naturally use a basic music menu which will fit around 70 per cent of the locations," she says. For example, on a 120-selection machine, we might use: 40 new pops, 20 standards, 20 old favorites, 20 westerns, 10 hillbilly numbers, and several novelties.

In almost every case, however, the proportions must be varied, suggesting phonograph entertainment on the menus, training the waitresses to point out the juke box and mentioning hits which have been put on the spindle.

On the other hand, if the operator isn't well known to the location owner and remains something of a phantom figure, the location owner is likely to not only leave merchandising operations up to the phonograph owner, but to turn an attentive ear to the blandishments of competitors.

Consequently, Wheeler and Langston make sure that they are frequent visitors at every location, even those which involve a lot of driving from one small community to another. In every case, the two follow a well-planned schedule, which insures making enough calls to keep themselves known to location owners, and still have enough time free for personal interests.

Courtesy Route

To make this possible, a definite route has been mapped out, calling for visits to locations in adjacent communities on a Monday night, for example, another group, perhaps 35 miles distant on Wednesday night, and more, of course, on Saturday nights. It doesn't take long to determine the interests of location owner and to fashion a

call along the right line, Langston points out.

"Where a location owner follows the fight game closely, we make sure that we know who won the last televised bouts, what the ranking is of a contender, and can talk the subject with the location owner in a way which will please him," it was pointed out. "It's the same with baseball, football, basketball, and other subjects."

As the program is currently set up, Service Amusement Company "glad-handers" will see their prime location owners at least twice a week, and all location owners at least once per week. When either man is out of the city on business or vacation, he sends post cards to his location owners with a quip, or simple good wishes, which carry a surprisingly valuable amount of good will.

New Business

Among the end products of a program such as this is the fact that valuable new locations have been gained simply because an existent tavern owner, for example, got wind of another tavern going up in an adjoining county, and passed along the word to his "operator buddies" for a quick sales call.

Jazz Rebirth

Continued from page 64

for home listening preferences only, have suddenly become a "bible" item among juke box programmers.

What the ultimate effect will be, operators aren't prepared to say. But one thing is certain, judging by the speed that most have climbed on the jazz bandwagon, they aren't about to be left at the post regardless of what comes along.

Operators Holding Line in New Dime Play Areas Despite Slump

A national business slump, very much in evidence throughout the economy, is proving especially troublesome to operators in newly converted dime play areas. Many locations, hit by sagging business, are clamoring for a return to nickel play, feeling this to be at least a partial remedy for their ills. All operators affected are fighting the battle—some more successfully than others.

Following are reports from three cities where

PHOENIX — Altho collections are down from a general economic lag in the area, 10-cent play has been a decided success during a six-month test period, according to the Arizona Music Guild here.

President Al Harper of City Music Company reports that conversion to 10-cent play was made over about a one-month period by some 14 major operators in Phoenix and suburbs, and that results, with a few exceptions, showed across-the-board profit increases.

Summer Slump

Returns might have been even better except that the six-month period embraced Phoenix's hot summer season when most of the desert cities customarily show a sharp economic drop. Toward the close of the six-month period, which was the opening of the 1957 tourist season, collections for all operators were at least 10 per cent above those of the preceding year.

Prior to most operators making conversions, the Arizona Music Guild ran a two-column display ad in Phoenix newspapers, setting forth the reasons, stressing the increase in the cost of new phonographs, records and other overhead. This bit of public relations was not only to prepare the public for 10-cent play but likewise as a mollifying influence on location owners, who, as expected, often

(Continued on page 75)

DENVER — Despite heavy location pressure, brought about by a severe business slump, local operators are steadfastly refusing to revert back to nickel play in this Mountain State area.

The dime has been uniformly entrenched thruout Denver and environs for close to a year—but operators remember the conversion was a slow and painful one, taking three full years to completely win over location owners on the merits of the move.

Now, however, severe cutbacks in spending, both in the locations and on the machines, have caused many location owners to press for a return to the "good old days." Many feel the nickel might be the answer.

Hold Line

But operators are holding the line, most feeling it better to lose the stop than operate with the devalued buffalo-headed coin.

In at least three documented instances, operators have removed 200-selection machines from several stops substituting older models or none at all, when the location owner insisted on the 5-cent setting. In almost every case, the location owner backed down, telephoned the operator and asked him to replace the machine at the 10-cent rate.

The subject was discussed ex-

(Continued on page 76)

dime play has only recently become a reality. In Phoenix, Ariz., altho collections are down, a recent conversion by operators is a decided success. In Denver, operators are facing heavy location pressure to return to nickel play, but thus far are holding the line effectively. However, in St. Louis, recently converted to the dime, it appears the nickel is coming back strong despite all operators can do to stem the tide. The reports from each city follow:

ST. LOUIS—After more than two years of steady progress toward universal 10-cent play in the St. Louis area, there has been a sharp trend in the other direction, reports the Missouri Music Machine Association, with the result that at least one-third of the city's juke boxes are "back to nickel play."

"Economic necessity was the reason," typical operator Sidney Morris, manager of J. S. Morris & Sons Novelty Company, indicated.

"There have been a lot of layoffs in St. Louis industry which have resulted in employees curtailing their spending radically. For the first time in many years, we have had specific instances where tavern customers are com-

(Continued on page 73)

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CEILING SPEAKER
8-inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.

OP'S GIMMICK

Music for Airlines:
Airports and Planes

By DELORES NEWCOMB

WASHINGTON—Air travelers, leaving or departing from the nation's capital, are sometimes pleasantly surprised by the sound of music being piped into their aircraft. What many don't realize is that they're witnessing one of the most unusual background music installations in the country—if not the world.

Behind the venture is Michael Bushdid, successful music and amusement games operator here, who recently expanded his operation to include the background service. In addition to running the popular game room at Washington's National Airport, he recently completed a background installation in the American Airline ticket office.

Planes Next

His next—and most recent venture—was more bizarre: The installation of background music in the American Airline planes.

According to Bushdid, "when a plane spends more than 30 minutes standing by we supply music for the passengers, and find it is liked by them, airline officials and employees alike."

Passengers really enjoy sitting back and relaxing to soft music

while waiting for planes to be loaded, he said.

Using the facilities of Station WMAL, plus RCA music and Bogen equipment, Bushdid has developed a unique method of getting music into planes.

At first he thought it would be a simple matter to wire the music into planes from equipment in the airport itself. He soon discovered, however, that Civil Aeronautics Administration turned thumbs down on any wire. The CAA feared accidents from the wires, so another method had to be found.

Wire Sound

With assistance from J. C. Roberts, of American, and two engineers, Archie Eddington and Cecil Clark, the ingenious Bushdid turned to the power generating facilities already in use by the airline. He found that by making a few changes in a Hobart motor generator tractor, the type now used to give power to airplane engines, he could get the current needed to carry music.

An inverter was put in the tractor, so the current could accommodate a Bogen receiver. The receiver is cleverly mounted on a hand truck complete with antenna. A wire is then run directly into the aircraft's public address system.

When a plane is being readied for a cross-country flight, the music equipment is set up by employees of American's radio room. Since the receiver is mounted on a handtruck, it is easily transported.

Generator

The generating tractor is already in place to give power to the plane's engines. Speakers inside the plane are recessed, and the quality of the music is described as good.

It gives almost a supper-club atmosphere to the plane, as one hostess put it. "Our only complaint is that we can't have the music during the entire flight."

That would be impossible, however, because the public address facilities must be clear in flight so the pilot can keep in touch with the control towers and talk to the passengers.

The airline pays Bushdid a flat monthly fee for the service. He provides the music to about five cross-country planes a day. The airline eventually will play up the background music in its ads, Bushdid said.

Roanoke Holds
AMI Showings
In Va. & Tenn.

NORFOLK, Va.—The Roanoke Vending Exchange was host to juke box operators in a showing here and in Knoxville of the AMI Model I, Sunday (9).

Operators from the Tidewater section of Virginia attended the showing at the Nansmond Hotel here, with Harry D. Moseley, Dan Finegan and Alton Sheffield greeting the guests. George F. Klersey, AMI factory service engineer, was also on hand to demonstrate the new box.

The Knoxville showing was held at the Andrew Jackson Hotel, with Jack G. Bess, William A. Browning Jr. and Mrs. Viola Bess acting as hosts. Representing the AMI factory was Joe Collins, regional sales representative.

Norfolk Guests

The following Norfolk operators attended the showing at the Nansmond Hotel: Mr. and Mrs. Ken Schneider, Playtime Sales; Mr. and Mrs. Harry Akers, Akers Music; W. C. (Red) Raymer and Mr. and Mrs. W. T. Campbell, Tidewater Music; W. N. Beard, George Lineberry and Roger Horton, all of Southern Amusement, and Mr. and Mrs. O. N. Hilburn, Sebring Music.

Other operators at the showing were Herman Hicks, Hampton; Mr. and Mrs. Richard Freeman, Peninsula Music, Warwick; Al Darpino, National Amusement, Portsmouth; Mr. and Mrs. Al Loudon, Tom Harris and Mr. and Mrs. Frank Wade, all of Loudon Amusement, Portsmouth; Jack Shanks, Hampton, and Mr. and Mrs. V. E. Martin, Martin Amusement, Portsmouth.

The following Knoxville operators attended the showing at the Andrew Jackson Hotel: Roy W. Atchley, Atchley Music; Mr. and Mrs. Wiley Thomas Jr. and family; Lewis Eldridge; J. E. Wahle, Standard Music; Mr. and Mrs. N. J. Adams Jr., Steve Adams and Norman Adams, Triangle Music; Frank Vandergriff and W. N. Vandergriff, G & G Music; Albert H. Hammock and Ken Hammock, Hammock Music; H. D. Warwick and Whitton Florida, H & D Music, and Mr. and Mrs. Leonard Thornton, Knoxville Music.

Other operators attending the showing were Mr. and Mrs. W. J. Leonard and Gene Underwood, Leonard Music, Maryville; W. R. Shearin, Bristol, Va.; Mr. and Mrs. W. D. Williams, Bristol, Va., and Mr. and Mrs. Leon D. Fuller, Bristol, Tenn.



Installation of background music in American Airlines plane, made by Michael Bushdid, president of Michael Enterprises and operator of game room at Washington National Airport. Enclosed in mounting on hand truck is Bogen RM2 multiplex receiver and ATR inverter. Inverter converts power from motor generating truck to power necessary for receiver to operate. FM whip antenna mounted on hand truck. Motor generator truck is used primarily to charge batteries in plane.



Closeup of Bogen RM2 receiver mounted on hand truck. Receiver is identified by two silver colored bands. Below it is ATR inverter which supplies 110 volt a.c. to receiver after converting it from 12 volts d.c. out of generator.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

March 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

March 19—New York State Operators Guild, monthly meeting, Palatine Hotel, Newburgh, N. Y.

March 19—Automatic Equipment & Owners Association of Indiana, monthly meeting, Gary, Ind.

March 19—Eastern Pennsylvania Amusement Machine Association, General DeKalb Inn, Norristown, Pa.

March 24—Central States Music Guild, 805 Main Street, Peoria, Ill.

March 25—Music Operators of New York, Inc., quarterly meeting, 250 W. 57th St., New York City.

March 25—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 29—California Automatic Vendors Association, Venetian Room, Ambassador Hotel, Los Angeles. Cocktails, 6-7; dinner, 7-8.

March 31—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.

April 1—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

April 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

April 1—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

April 2—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

April 2—Summit County Music Operators' Association, monthly meeting, Akron, O.

April 3—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters.

April 3—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.

Hold Showing
In Little Rock

LITTLE ROCK, Ark.—George Sammons, president of Sammons-Pennington Company in Memphis, Tenn., Seeburg distributor here, staged a two-day showing of the 1958 Seeburg models last week at the Marion Hotel for Little Rock operators.

Present with Sammons to explain the models to operators, was Gunnar Gabrielson, of Dallas, Tex., Southern regional manager for the J. P. Seeburg Corporation.

"Teen Hop"

An unexpected and pleasant feature one evening during the showing was an invasion of 40 teen-age girls and four boys who were in town to attend the Future Homemakers of American convention.

Sammons said when the teenagers came in, he welcomed them and played music on the new juke boxes for them while they danced. The girls "kicked off their shoes" and rocked and rolled from 8 p.m. till midnight, he said.

This added attraction was a great delight to the operators, who were also served refreshments during the showings, Sammons said.

Operators who attended the showing were:

Harold Dunaway, Twin City Amusement Company; Cecil Hill, Hill Amusement Company; Andrew Casstrell, Little Rock Amusement Company; H. O. (Dutch) Yancey, Arkansas Amusement Company; Virgil Bryan, Deluxe Novelty Company; J. D. Ashley, Globe Coin Machine Company.

C. W. Holmes, Western Sales Company; Pete Gurley, Ace Music Company; Robert Kirsapel, Kirsapel-Hollenberg Music Company; Charles (Jeep) Thomas, Thomas Amusement Company; Robert Franklin, Southern Amusement Company; George Check, Check Amusement Company; Buehl Wortham, Wortham Amusement Company.

Wolfe Shows
In Florida

JACKSONVILLE, Fla.—Northern and Central Florida operators viewed the new Seeburg line at a showing held by Wolfe Distributing Company March 2.

Hosting the event were Simon Wolfe, president of the firm; M. F. Patton, Lois Diddell, R. E. Gibbon and W. P. Ward Jr. Edgar C.

Bow AMI
To Va. Trade

ROANOKE, Va.—The Roanoke Vending Exchange played host to Southwest Virginia operators Sunday (2) at the first local showing of the AMI Model I.

A warm, sunny day contributed to a large turnout at the open house at the Hotel Patrick Henry. On hand to greet guests were Jack G. Bess, president and general manager; William A. Browning Jr., service manager, and Mrs. Viola Bess.

Among the guests were Mr. and Mrs. Charles W. Dollman and Charles Dollman, Virginia Music Company, Roanoke; Mr. and Mrs. W. C. Booth, Salem; Charles Bartlett, Bartlett Music Company, Christiansburg; Bill Howell, Howell Amusement Company, Christiansburg; C. J. Holbrook, F. R. Gowsh and Guy Browning Jr., Modern Music Company, Lynchburg, and L. E. Bondsurant, Martinsville.

C. C. Kesseling, West Virginia Amusement Company, Bluefield; W. R. Coleman, American Shuffleboard Sales Company, Roanoke; C. A. Piner, Piner Music Company, Roanoke; Claude N. Smith and Herbert D. Smith, Roanoke Music Company, Roanoke; Mr. and Mrs. Robert Ward, Virginia Blankenship and Hyland H. Hubbard, all of State Amusement Company, Roanoke; and Mr. and Mrs. Herm Reavis, WEA Radio & Television, Roanoke.

Mr. and Mrs. Bill Pogue, Roanoke; Carl E. Coleman and D. W. Cummings, State Amusement Company, Roanoke; Mr. and Mrs. J. D. Altizer, Salem; Mr. and Mrs. M. L. Holland, William L. Pinnegar and Jennie Ferguson, Valley Music Company, Roanoke; Gladys Gibbs, Roanoke; and Willie Satter, Mrs. Katherine M. Jefferson and Shugh Saltzer, all of Saltzer Music Company, Roanoke.

Geritz Shows AMI
Line to Denver Ops

DENVER — There were some 70 guests on hand at Mountain Distributors, Inc., here as Pete Geritz staged the 1958 AMI showing in mid-February.

A surprise visitor was Harry Abramson, of Omaha, Neb., who was visiting Jerry Harris, a Denver operator formerly located in Omaha.

Factory representative at the Mountain Distributors' open house was Frank Mencuri, who acted as co-host with Pete Geritz.

Blankenbecker, Seeburg sales engineer, represented the factory. Among operators in attendance were Curtis Amerson, Harry Baumgartner, Curtis Jones, Jake Davis, Jim McLeod, Jim McLeod Jr., Mr. and Mrs. Tommy Coleman, Mr. and Mrs. E. A. Bright Jr., Louis Louque, Charlie Ledford, B. C. Paul, Ed Board, Roy Starling, Charlie Davis, and Mrs. Ernie Ortaga, Maurice Taylor, Charlie Bayer, Art Johnson, Aubrey and Alex Erdery.

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WURLITZER

Console
PHONOGRAPH

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Bowlers 'Hard Sell' In Kegling Capital

Sport's Popularity Actually Puts Damper On Milwaukee's Coin Game Prospects

This is the third in a series of articles on bowling game operations throught the country.

By BENN OLLMAN

MILWAUKEE—Bowlers come under the "hard-sell" category here. Despite the fact that the Beer City rates as one of the hottest kegling communities in the nation—the home office of the American Bowling Congress, in fact, coinmen are experiencing rough times promoting bowling games in local locations.

"Milwaukee should be a terrific

town for any kind of a coin-operated bowling game," says veteran game operator Les Reeder, L. R. Distributing Company. "But the fact is that too many people here figure that for another 20 cents they can bowl a real game. This city has a tremendous number of bowling alleys.

Bulk of the bowlers on location here are still of the shuffle type using pucks. Ball bowlers are catching on, according to reports, but the pace is slow. Most operator objections to bowlers list their high price tags as the major reason for not adding them to their holdings. Location damage, glass breakage and missing pins resulting from careless players are also fostering a lack of interest in bowlers among the operating clan here.

Expect Improvement

Interest in bowling games, however, can be expected to show improvement in the months ahead, as some of the above-mentioned objections are overcome, according to the opinions of a number of the

(Continued on page 74)

United Ships Midget, New Short Bowler

CHICAGO — Midget Bowling Alley, a compact two-player bowling game with a new ball release mechanism, is being shipped to distributors this week by United Manufacturing Company.

The compact six-by-two-foot game has a horseshoe-type ball director which spins a two-inch rubber composition ball at up to 3,600 r.p.m.

Players, who take turns shooting, control aim of the ball by turning a knob, and press a button to shoot the ball at the fly-away pins. Ball directors relocates after every shot, calling for fresh aim by player with every ball.

Scoring is regulation, with separate automatic scoring reels on the backglass for two players. One or two can play.

Midget has a backbox easily accessible for servicing, a relatively quiet operation, National slug rejector drop chute and gayly colored cabinet and backglass.

Judge Says Anti-Pin Action Not Court Duty

VALPARAISO, Ind.—Initiating proceedings against pinball equipment is not within the province of his court, Superior Judge J. A. Fleishbein has declared.

The Porter County jurist registered the assertion in answer to a demand that he bring action against a "county pinball government."

The call for the enforcement of the State's anti-pin law was addressed to the judge by David Parry, Chesterton, a former Democratic county chairman. Fleishbein is a Republican.

"Judges are not the investigating officers of the county," the jurist stated. "The courts are required to hear cases when presented by both sides."

Judge Fleishbein added that he would not convene a grand jury, as demanded by Parry, for an investigation of what the Democratic leader described as the "pinball machine menace."

Circuit Judge G. L. Burns and Prosecuting Attorney Fred Crumpacker refused comment on Parry's challenge.

NEW SPUTNIKS LAUNCHED IN GREAT BRITAIN

LONDON — Three new Sputniks were launched in Great Britain last month, and all are coin-operated.

The annual Amusement Trades Exhibition here served as the occasion for the triple send-off.

One of the Sputniks, a coin kiddie ride manufactured by Edwin Hall, reportedly caused a mild sensation. It consists of a glistening white globe with a comfortable seat, intriguing instrument panel and coin mechanism. Three antennae projecting from the globe are decorated with flashing red lights. It rocks and rolls with kiddie enclosed, as a buzzer spells out the name, Sputnik, in morse code.

Another is a one-ball game of Kraft's Automatics. On the backglass a sputnik rotates on a planetary field amid Venus, Mars and the Moon. Players aim at ball bumpers on the playfield, which cause the sputnik to stop its rotation, and a three-penny chocolate bar to jackpot out.

Still another Sputnik consists of a payout wall machine, made by Parkers Automatic Supplies.

NECESSITY BREEDS INVENTION

1958 Game Market Boasts Big Crop of Fresh Amusement Ideas

CHICAGO—As the going gets tougher on the sales end, products get better and better. At least that appears to be the case in the coin-operated amusement game market.

Since the start of the new year a host of new ideas in game models have showed up that rival anything produced in a like period of time in the industry's history.

The clincher is that these new ideas have met with success during a period of tight money bags. Were the market in a normal state of affairs there is little doubt that some of these new games could set new highs in sales.

But, the market being what it is, with operators saddled with paper and game players stretching their dimes and quarters, it is a

tribute to the manufacturers that they have come up with several games that are racking up more than fair sales.

Compact Bowlers Shine

If there is any one trend apparent on the current new game market, it is toward production of the new compact "gun" or "manikin" bowling games. Three manufacturers — Bally, Williams, and United—are all busy on output and sales of these games. The Bally and Williams models have been on the market since the turn of the year, while United begins shipments this week.

While all three games feature basically the same type of play, all differ in design.

Bally's All-Star, first on the

market, features a pivoting "gun" controlled in aim by the player, who presses a lever to "fire" a ball at fly-away pins. It utilizes three-inch balls.

Williams' Ten Pins, in place of a "gun," has a player-controlled manikin bowler about a half-foot high which catapults balls at pins. The pins are suspended on woven strings, springing up when hit, and balls are under one-inch diameter.

United's Midget Bowling Alley, bowed this week (see separate story, this section) has a horseshoe type ball "gun" that spins a two-inch rubber composition ball at up to 3,600 r.p.m., and catapults the ball at fly-away pins when button is pressed.

Really Different Game

Most radical new game on the market—and equally successful to date — is Chicago Coin's Rocket Shuffle — a game that defies a categorical grouping. While basically a puck game, it combines the action features of a shuffle game with the interior design features of a gun game and the scoring features of an in-line pin.

Object of the game is to make in-line scores by lining up bounding rubber balls in score holes. In-line scores are registered when player presses a button, and balls can be knocked out of ball holes for better in-line arrangements by shooting a puck. The entire target field of 25 ball holes is reflected from the bottom of the cabinet for added depth.

On the market since mid-February, the game is reported making steady sales. The basic idea—most original on the market—is likely to be adopted by other manufacturers with new models of similar design.

New Type Pin

Still another fresh touch in game design is apparent in the five-ball pin field, where new models generally follow one after another with

(Continued on page 71)

SPRING CLEAN-UP

Rock Ops Resolve To Do Own Policing

By ELTON WHISENHUNT

LITTLE ROCK — A plan for rigid policing of locations with pinball machines was voted unanimously by the Little Rock Operators Association at a meeting last week, according to Harold Dunaway, vice-president and spokesman for the group.

Dunaway, partner in Twin Cities Amusement Company at North Little Rock, said the meeting followed an expose by the Arkansas Democrat, afternoon daily newspaper, about conditions in which many teenagers were violating State law by playing pinballs.

Location owners were the brunt of the operators' resolution to keep teenagers under 18 away from ma-

chines in "private clubs" which have sprung up in Little Rock in the past year.

A staffwriter for the Democrat, Martin Holmes, wrote a story telling of how Little Rock now has 59 "private clubs," whereas there were only a few last year.

Not Very Private

Dunaway said that Holmes discovered in his visits to the clubs that they were not private and that anyone could get in. Inside, teenagers drank beer and whiskey, danced and played amusement games, he said.

Operators have a lot of pinballs, including in-lines, on locations in the private clubs. State law pro-

(Continued on page 72)

Six of Eight Take '5th' in Chi Probe

Union-Game Quiz Still Seeks Larner, Assoc. Exec and Man of Many Faces

CHICAGO—The coin machine-Local 134 (Electrical Workers Union) inquiry progressed on the Cook County grand jury level here last week as eight witnesses appeared, six reportedly taking the Fifth Amendment.

At the same time, investigators on the local, State and federal level still sought Hyman Larner, executive secretary of the Chicago Independent Amusement Association, who has apparently made off with association records.

Larner was revealed last week as a Jack of many trades, offices and aliases.

In the building at 165 E. Ontario here, where he moved association headquarters less than a year ago, he also rented an office under the name of Edward Jarvis, and put the name of an oil firm, the Salinas Basin Development Company, on the door.

Name Round-Up

He reportedly used his real name, Larner, when he made oil investments with Rue Menken, who had an office adjoining that of the coin game association.

As the association's executive secretary, he used the name Thomas Waterfall. The names Waterfall and Larner, were matched in previous investigation.

Larner was reportedly a protégé of Edward Vogel, slot machine king of Cook County, before entry as an association wheel.

At the Cook County grand jury meet last week, those reported taking the "Fifth" included Edward Mohill, an officer of C. I. Fred Tom (Juke Box Smith) Smith, a business agent of Local 134 who signed a union card.

(Continued on page 71)

I. Kaye Begins Production on Hockey Games

BROOKLYN—The Irving Kaye Company has begun production on its hockey game line, with immediate deliveries promised, according to Buddy Fox, sales manager.

The games are Super Hockey, six-footer, and Super Jumbo Hockey, an eight-footer. The former lists for \$349, while the latter lists for \$375.

Both games are for two players with the ball controlled by a spin handle. The games have seven balls each, six red and one black. The black ball counts for double score.

Cabinet is wood, with a Formica playfield. Play is set for 10 cents.

N. Y. Op Guild Sets Banquet For June 14

NEWBURGH, N. Y.—Members of the New York State Operators Guild will hold their Sixth Annual Dinner-Dance June 14 at Grossinger's in the Catskills.

Operators and their families will arrive Friday, attend the affair Saturday, and stay over Sunday. The management is offering a special weekend package for members of the coin machine industry.

Mike Mulqueen of Walden and Max Cohen of Woodridge are in charge of arrangements. The advisory committee consists of Jack Wilson, Newburgh, and Lou Werner, NYSOC counsel.

The up-State operators hold their next meeting on March 19, with nominations of officers and board members slated.

Bally Has All-Star Free Play Model

CHICAGO — Bally Manufacturing Company's All-Star De Luxe Bowler is now available with free play mechanism, permitting players to play free games for high scores.

According to Bill O'Donnell, Bally general sales manager, the standard All-Star De Luxe Bowler continues in production, together with the Super-Bowler model with match play feature.

All three models are equipped with fast-loading ball gun.



The DELUXE SIX-POCKET POOL

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Loaded with play-making appeal, quality built for stamina—sensational in earning power! Incorporates many of the features of the more costly Imperial: slip-in, slip-out wedge-fitted legs, flush, pull-out mechanism drawer, sloped cabinet styling, many others. Has the eye-appeal that gets you into top locations, plus the performance that keeps you there!

See Your Distributor or Write Bill Weikel

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Expert's Tips Save Money

Continued from page 64

sequence, as well as by title, every number which is currently in use at each location during the current period, which may be one week, two weeks, or three weeks, according to the amount of play and traffic at the location. As each new music menu is assembled and turned over to the collector for that location, the sheet is replaced by another current sheet, while last period's is filed away for later reference.

The big ledger, some three and one-half inches thick, is thus the operating nucleus of all routes and is likewise a valuable source of information for local radio and television stations which cue their programming efforts very closely with the Montgomery phonograph operator.

Maintaining a black and white record of the peculiarities of every location is a serious problem, Miss For example, one location owner has a lot of slavic customers who want to hear polkas and folk music. Another may have a concentration of college youngsters who naturally want plenty of rock

and roll and some jazz. Still another location owner may be a lover of hillbilly music and by playing it for his own amusement, has infected his own customers with the same enthusiasm. Whatever the case may be, we must keep it in mind and put the information to work.

Personal Responsibility

Miss Brown is responsible for making up each record change for each phonograph personally, selected from no less than 1,280 plywood compartments, built along the wall of the retail record store, which the Cohen brothers operate out in front of their route office.

This huge fixture occupies almost 50 feet of wall space. The big compartment fixture has been kept in place so that Miss Brown, assembling one music menu at a time, can select the desired record, slip it into a box which the route man will pick up, marked for a specific location with a minimum amount of effort.

As she assembles the music menu, each number is called off to a typist, in the left rear corner of the room, who types up the labels, using a special slant-type which the Cohen brothers feels makes a more distinctive and easily readable listing.

The three collectors report in each morning and service anywhere from five to 10 machines during the day, depending, of course, on the frequency of record change and have little voice in the programming whatsoever. Altho she sometimes makes a mistake, programming a record that fails to play, in 99 per cent of all cases, her full time concentration on the programming job pays exactly the sort of dividends which Cohen Amusement Company wants.

BEACH BEAUTY	\$125.00
BIG SHOW	240.00
BIG TIME	75.00
BROADWAY	150.00
DOUBLE HEADER	175.00
GAY TIME	95.00
GAYETY	45.00
KEY WEST	275.00
MIAMI BEACH	90.00
NIGHT CLUB	175.00
PARADE	175.00
SHOW TIME	245.00
TRIPLE PLAY	55.00
MANHATTAN	50.00
EASY ACES	150.00
FAIR LADY	275.00
FLAG SHIP	285.00
FLYING HIGH	40.00
FOUR CORNERS	40.00
FRONTIERSMAN	95.00
GLADIATOR	175.00
GRAND CHAMPION	35.00
GREEN PASTURES	50.00
GYPSY QUEEN	175.00
HARBOR LITES	145.00
MAJESTIC	375.00
QUEEN OF HEARTS	40.00
ROYAL FLUSH	275.00
SEA BELLES	225.00
STAGE COACH	125.00
SWEET ADD-A-LINE	125.00
GENCO 3-PLAYER BASKET	
BALL	100.00
GENCO QUARTERBACK	100.00
TELEQUIZ	50.00
MIDGET MOVIE	100.00

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- Bally All Star Bowler
- Williams Ten Pin
- Test Pilot
- Auto Test
- Grandma
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1700 475	WALL BOXES	M-100-W 550
1800 550	WURLITZER 5207,	V-200 550
1900 650	Like New Write!	KD-200 750
2000 750		

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- EASY ACES 185
- TOURNAMENT, 2 Pl. 225
- WISHING WELL 165
- SLUGGING CHAMP 165
- LOVELY LUCY 115
- POKER FACE 105
- SHINDIG 110
- QUEEN OF HEARTS 95
- GUYS AND DOLLS 85
- WILLIAMS BAND WAGON, 4 Pl. \$295
- THREE DEVICES 165
- RACE THE CLOCK 145
- SMOKE SIGNAL 145
- COLORS 135
- SPIFFIRE 115
- BIG BEN 115
- GUN CLUB 90
- BALLY CIRCUS \$340
- BALLS-A-POPPIN' 210
- CHICAGO COIN BLONDIE \$140

SHUFFLES

- CHICAGO COIN SCORE-A-LINE \$245
- HOLLYWOOD 225
- ARROW 215
- HOLIDA 215
- THUNDERBOLT 210
- FLASH 175
- BALLY CONGRESS \$375
- MAGIC 145
- UNITED VOGUE (Targetite) \$195

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- Genco BIG TOP 225
- Genco DAVY CROCKETT 225
- C.C. TWIN HOCKEY 220
- Genco RIFLE GALLERY 140
- Evans SUPER BOMBER 145
- C.C. STEAM SHOVEL 130
- Keeney CROSS COUNTRY 125
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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.

(For 10-week period ending with issue of March 10, 1958)

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.

MUSIC MACHINES			
	High	Low	Mean Avg.
AMI			
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51)			
40 sel. 78 RPM	299.00	95.00	225.00
Model E-40 (53)			
40 sel. 78 RPM	195.00	195.00	195.00
Model E-80 (53)			
80 sel. 45 RPM	225.00	225.00	225.00
Model E-120 (53)			
120 sel. 45 RPM	495.00	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	550.00
ROCK-OLA			
120 Comet	\$435.00	\$435.00	\$435.00
1432 (50-51)			
50 sel. 78 RPM	149.00	95.00	95.00
1428 (48)			
20 sel. 78 RPM	75.00	75.00	75.00
1432 Rocket	100.00	95.00	95.00
1434 (50-51)			
50 sel. 78 RPM	149.00	139.00	145.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	139.00	139.00	139.00
1436 A- (53)			
120 sel. 45 RPM	229.00	229.00	229.00
1438 (54)			
120 sel. 45 RPM	395.00	295.00	375.00
1442 (54)			
50 sel. 45 RPM	395.00	395.00	395.00
1445 Hi-Fi			
120 sel. 45 RPM	525.00	525.00	525.00
Hi-Fi (55)	189.00	189.00	189.00
SEEBURG			
HM-100-Hideaway (9/49)	\$189.00	\$189.00	\$189.00
M-100-A (9/49)			
100 sel. 78 RPM	275.00	69.00	145.00
M-100-B (10/50)			
100 sel. 45 RPM	400.00	325.00	375.00
M-100-C (5/52)			
100 sel. 45 RPM	525.00	145.00	475.00
HF-100-G (9/53)			
100 sel. 45 RPM	595.00	595.00	595.00
HF-100-R	695.00	495.00	665.00
100-W (9/53)	590.00	550.00	575.00
M-100-G	595.00	525.00	595.00
WURLITZER			
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	59.00	49.00	49.00
1217 Hideaway (50)			
48 sel. 45 or 78 RPM	89.00	89.00	89.00
1250 (50)			
48 sel. 45 or 78 RPM	99.00	79.00	99.00
1400 (51)			
48 sel. 45 or 78 RPM	175.00	149.00	149.00
1450 (51) 48 sel. 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel. 45-78 RPM Mix	180.00	100.00	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	239.00	239.00	239.00
1650 (53) 48 sel. 45 RPM	345.00	239.00	275.00
1650-A (54) 48 sel. 45 RPM	325.00	325.00	325.00
1700 (54) 104 sel. 45 RPM	595.00	395.00	495.00
1800 (2/55) (W)	675.00	365.00	595.00

PINBALL GAMES			
	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	\$ 45.00	\$ 45.00	\$ 45.00
Beach Beauty (1/55)	95.00	95.00	175.00
Beach Club (2/53)	65.00	37.00	55.00
Beauty (11/52)	165.00	40.00	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)	145.00	45.00	45.00
Broadway (12/55)	270.00	160.00	175.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	60.00	45.00	55.00
Frolic (10/52)	45.00	45.00	45.00
Gayety (3/55)	85.00	60.00	75.00
Gaytime (6/55)	125.00	75.00	110.00
Hi-Fi (6/54)	75.00	55.00	65.00
Ice Frolics (1/54)	65.00	50.00	65.00
Miami Beach (9/55)	210.00	110.00	125.00
Nite Club (3/56)	275.00	185.00	225.00

	High	Low	Mean Avg.
Palm Beach (7/52)	\$ 85.00	\$ 40.00	\$ 40.00
Palm Springs (11/52)	65.00	45.00	55.00
Spot Lite (1/52)	45.00	45.00	45.00
Surf Club (3/54)	65.00	50.00	55.00
Variety (9/54)	85.00	65.00	75.00
Yacht Club (6/53)	55.00	30.00	30.00

CHICAGO COIN			
	High	Low	Mean Avg.
Basket Ball Champ (10/49)	\$195.00	\$ 95.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00

EVANS			
	High	Low	Mean Avg.
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00

GENCO			
	High	Low	Mean Avg.
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00

GOTTLIEB			
	High	Low	Mean Avg.
Arabian Knights (11/53)	\$105.00	\$100.00	\$100.00
Auto Race (9/56)	235.00	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)	225.00	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	115.00
Derby Day (4/56)	200.00	145.00	185.00
Diamond Lill (12/54)	125.00	95.00	120.00
Dragonette (6/54)	165.00	115.00	150.00
Duette (3/55)	175.00	45.00	165.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	125.00	120.00	120.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	165.00	115.00	150.00
Gold Star (8/54)	150.00	125.00	125.00
Grand Slam (4/53)	60.00	50.00	60.00
Green Pastures (1/54)	75.00	75.00	75.00
Guys & Dolls (5/53)	85.00	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)	175.00	165.00	175.00
Hawaiian Beauty (5/54)	125.00	110.00	125.00
Hi-N Run (3/52)	45.00	45.00	45.00
Jockey Club (4/54)	125.00	110.00	110.00
Jubilee (5/55)	275.00	275.00	275.00
Jumbo (10/54)	235.00	235.00	235.00
Marathon (10/55)	255.00	185.00	225.00
Lady Luck (9/54)	145.00	110.00	145.00
Lovely Lucy (2/54)	115.00	95.00	95.00
Marble Queen (6/53)	55.00	55.00	55.00
Mystic Marvel (3/54)	125.00	110.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	85.00	85.00	85.00
Poker Face (8/53)	105.00	75.00	75.00
Quartette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	95.00	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)	245.00	195.00	195.00
Sea-Belles (8/56)	295.00	265.00	275.00
Shindig (9/53)	110.00	90.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ Deluxe (4/55)	175.00	115.00	160.00
Southern Belle (6/55)	175.00	145.00	145.00
Spot Bowler (10/50)	30.00	40.00	30.00
Stage Coach (11/54)	160.00	135.00	150.00
Sweet Add-A-Line (7/55)	175.00	155.00	155.00
Toreador (6/56)	265.00	200.00	255.00
Tournament (8/55)	225.00	185.00	210.00
Twin Bill (1/55)	145.00	135.00	135.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	175.00	115.00	155.00

UNITED			
	High	Low	Mean Avg.
Cabana (3/53)	\$ 45.00	\$ 45.00	\$ 45.00
Caravan (1/56)	165.00	95.00	125.00
Circus (8/52)	395.00	25.00	325.00
Havana (2/54)	45.00	45.00	45.00
Hawaii (6/54)	45.00	45.00	45.00
Manhattan (4/55)	95.00	55.00	75.00
Mexico (3/54)	55.00	45.00	45.00
Nevada (8/54)	55.00	35.00	45.00
Pixie (9/55)	175.00	70.00	75.00
Rio (11/53)	65.00	25.00	55.00
Singapore (10/54)	65.00	55.00	65.00
Stardust (4/56)	155.00	100.00	145.00
Starlet (11/55)	175.00	85.00	115.00
Tahiti (8/53)	35.00	35.00	35.00
Triple Play (8/55)	115.00	65.00	85.00

	High	Low	Mean Avg.
Tropicana (1/55)	\$ 65.00	\$ 65.00	\$ 65.00
Tropics (7/55)	85.00	35.00	50.00

WILLIAMS			
	High	Low	Mean Avg.
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	115.00	55.00	55.00
C.O.D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	75.00	75.00
Dealer '21' (2/54)	55.00	55.00	55.00
Deluxe Baseball	125.00	45.00	85.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	59.00	50.00	59.00
Grand Champion (8/53)	60.00	60.00	60.00
Gun Club (11/53)	90.00	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	225.00	225.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	75.00	75.00	75.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	145.00	95.00	135.00
Quarterback (10/49)	85.00	85.00	85.00
Race the Clock (1/55)	190.00	85.00	165.00
Rag-Mop 5 Ball (11/50)	49.00	49.00	49.00
Rainbow 5 Ball (11/48)	245.00	125.00	245.00
Regatta (10/55)	145.00	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	55.00	55.00
Sky Way (9/54)	65.00	65.00	65.00

	High	Low	Mean Avg.
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)	215.00	215.00	215.00
Hollywood (CC) (5/55)	225.00	175.00	195.00
Imperial (U) (9/53)	95.00	60.00	85.00
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	145.00	150.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	155.00	145.00	155.00
Manhattan 10th Frame (U)	85.00	85.00	85.00
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) (2/54)	60.00	60.00	60.00
Mercury (U) (12/54)	145.00	145.00	145.00
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	96.00	50.00	70.00
Facemaker (K) (9/53)	149.50	50.00	85.00
Galatide (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	125.00	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)	245.00	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 (CC) (11/53)	75.00	50.00	50.00
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
Stedane 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)	125.00	125.00	125.00
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
Target (U)	100.00	100.00	100.00
Target Deluxe (U) (8/54)	320.00	95.00	195.00
Tam Bowler (U) (1/54)	95.00	95.00	95.00
Tam 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)	210.00	175.00	210.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00

	High	Low	Mean Avg.
Venus Deluxe (U) (3/55)	\$350.00	\$225.00	\$275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Virus Bowler	150.00	150.00	150.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Kerney; M—Mint; Muto—Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Waddington.

AA Gun (K) (1/48)	\$ 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) (1/48)	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
Balloonat 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)	95.00	95.00	95.00
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	125.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	295.00	235.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	495.00	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	145.00	145.00
Champion Baseball (G)	195.00	175.00	175.00
Champion Hockey (46)	100.00	100.00	100.00
Coon Gun (S)	145.00	85.00	85.00
Coon Hunt (S) (2/54)	155.00	95.00	150.00
Dale Gun (Ex)	85.00	60.00	65.00
Defender (B) (1/40)	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
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	95.00	49.00	95.00
Football (M)	275.00	275.00	275.00
Coalee (CC) (11/46)	225.00	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)	\$ 75.00	\$ 75.00	\$ 75.00
Lord's Prayer (M) (6/56)	390.00	390.00	390.00
Lovemeter (Ex)	25.00	25.00	25.00
Mausier Pistol (Ex)	89.50	89.50	89.50

	High	Low	Mean Avg.
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	195.00	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)	350.00	250.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (11/49)	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)	225.00	225.00	225.00
Pop Up	20.00	20.00	20.00
Quartbacks (G) (9/55)	195.00	55.00	175.00
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)	195.00	195.00	195.00
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)	125.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	95.00	195.00
Silver Bullets (Ex) (11/49)	195.00	75.00	125.00
Silver Gloves (I)	175.00	145.00	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) (5/55)	210.00	195.00	195.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Ranger (Deco)	275.00	275.00	275.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ship	275.00	275.00	275.00
Speed Boat (B) (7/53)	325.00	275.00	275.00
Sportland (Ex) (11/51)	150.00	140.00	140.00
Sportsman (K) (11/54)	140.00	140.00	140.00
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	110.00	120.00
Steeple Chase	395.00	395.00	395.00
Strike-A-Lite (ABT)	195.00	195.00	195.00
Submarine (K) (1/42)	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
Telegiz (11/49) (T)	95.00	95.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-Of-A-Kind	20.00	18.00	18.00
Three Way Gripper (Gb) (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	120.00	125.00
Voice-O-Graph (M) (4/46)	325.00	345.00	325.00
Wild West (G) (2/55)	250.00	250.00	250.00
Wizard Sc	20.00	19.50	19.50
Wizzard 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

CHILDREN'S RIDES
by CAROUSEL

Pony Express Hobby Horse	\$125.00
Miss America Boat	225.00
Space Ranger Space Ship	250.00
Circus Jet	100.00
Sea-Saw	125.00
Space Patrol Space Ship	150.00
Star Shooting Gallery	75.00
Scarfland Shooting Gallery	110.00
Western Gun—Space Gun	50.00
A.B.T. Challenger Pistol	39.95
Merry-Go-Round (Lane)	300.00
Auto Rides	200.00
Metal Typer (Standard)	225.00
Drive-In Movie	250.00
Williams Crane	150.00
Williams Peppy the Clown	150.00
Big Bronco Hobby Horse	Write
Pony Boy Hobby Horse	Write

Operating Order—Parts Complete Also Available, Fully Reconditioned.
Terms: F.O.B. Chicago, 25% Deposit, Balance C.O.D. or Sight Draft.
NOTE: PRICES SUBJECT TO CHANGE WITHOUT NOTICE

WANTED #18 MILLS TAB GUM VENDOR—State Quantity and Price

CAROUSEL INDUSTRIES, INC.
2645 W. Lawrence Ave.
Chicago 25, Illinois

GIVE TO DAMON RUNYON CANCER FUND

'58 Game Mart
Continued from page 68

little or no new basic play features. Genco's new Fun Fair pin features "knocking out" lighted symbols and numbers on the backglass by hitting contacts on the playfield. Fourteen lighted numbers, decorated in the form of ducks and rabbits, flash off one at a time when balls hit correspondingly-numbered bumpers and rollovers on playfield.

Fun Fair is immediately recognized as something different by its backglass design. It has a "magic mirror" score glass spotted behind the regular backglass to give an added dimension of depth. The lighted numbers appear on the "magic mirror."

FOR SALE
Good clean Bingos—Startlet, \$65.00; Tropics, \$25.00; Tropicana, \$30.00; Rio, \$25.00; Varsity, \$25.00; Beauty, \$25.00; Hi-Fi, \$25.00; Frolics, \$25.00; Dude Ranch, \$25.00; Big Time, \$75.00; Gaytime, \$75.00; Hunter, \$200.00; Genco Quarterback, \$100.00; Official Skill Ball, \$100.00; United Royal, \$50.00; Caravan & Mermaid Pin Ball, \$25.00 each. Send 1/2 deposit. FRANK GUERRINI, 1311 West 4th St., Lewistown, Pa.

Six Take '5th'
Continued from page 68

with CIAA; Mrs. Gertrude Ross, an association office girl; Rue Menken, the oil speculator with an office adjoining CIAA's; Michael Dale, Commercial Phonograph Survey chief; and Earl Kies, Recorded Music Service, juke box operator association president.

Milton T. Raynor, former CIAA legal counsel, testified before the grand jury; and Mrs. Hattie Allegan, owner of a currency exchange which cashed three CIAA checks made out to a Daniel Baker (also sought), reportedly testified.

Smith reportedly told newsmen before he entered the closed grand jury room, that neither he nor his local had received money from the association.

The association hiked its dues to \$1 per machine per month after signing a pact with Local 134 in December, 1956. At one time, a reported 4,500 union stickers were mailed out by the association to cover game operators' machines. This would amount to \$13,500, and the potential for a year's take at this rate would come to \$54,000.

Were union stickers eventually made available to cover all of the approximately 6,000 city-licensed games on location in Chicago, the potential for one year's take could come to \$72,000.

However, not all of the city's game operators belonged to the association and the union, and not all those who belonged bought union stickers for all their machines.

How the money that was taken in was split, (if it was split) remains a prime question in the investigation.

MUSIC	BOWLERS	GUNS
AMI C-200	United Bowling Alley, 14 ft., 1 piece	Genco Gun Club... Write
AMI C-120	115.00	Genco Circus... \$395.00
AMI C-80	115.00	Genco State Fair... 295.00
AMI B-40, 45 RPM, repainted	195.00	Genco Wild West... 250.00
AMI C-40, 45 RPM, repainted	195.00	Genco Big Top... 250.00
Seeburg M100R	695.00	Genco Super Big Top... 295.00
Seeburg M100G	595.00	Genco Sky Rocket... 195.00
Seeburg M100C	495.00	Genco Davy Crockett... 295.00
Seeburg M100A	150.00	Genco Rifle Gallery... 150.00
Wurlitzer 1550	150.00	Ex. Treasure Cove... 225.00
C.C. Bowling League, 14 ft.	\$495.00	Ex. Shooting Gallery... 110.00
C.C. Bowling League, 11 ft.	495.00	Ex. Jungle Hunt... 325.00
Bally Bowling Lane, 14 ft.	495.00	Ex. Pop Gun... 495.00
		C.C. Pistol... 75.00

MONROE
COIN MACHINE EXCHANGE INC
2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

SLATE TOPS

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Rock Ops Do Own Policing

• Continued from page 68

hibits anyone under 18 from playing them.

After the expose, Dunaway called a meeting of all game operators in Little Rock, most of whom are also music operators, to discuss and act on the situation.

At the meeting, the operators passed a resolution which calls for strict policing of locations and statement that they will take the pinballs from the location if the location owner lets under-age teenagers play them and does not heed a warning.

Ops Take Pledge

The resolution:

"We, the Pulaski County (Little Rock) Music Machine Operators, do hereby resolve that we will notify all of our locations that any location which allows minors or teenagers under 18 to play coin-operated marble machines in his location, that said machine operators will warn the location and if the location will not co-operate, then the machine operator will remove the location's marble machines.

"And furthermore, no competitive operator shall set coin-operated equipment in that location, and that location shall be without coin-operated marble machines for a period of not less than 30 days."

The story of the meeting in the Arkansas Democrat by Holmes said:

"The resolution was a voluntary move on the part of the operators to clean up an unsavory situation in a few trouble spots."

Dunaway said: "We felt it was best to take action to correct the situation before it got out of hand. We know that a few locations have permitted teenagers to play and that is giving operators and other locations a black eye."

To Aid Enforcement

Dunaway added:

"We want to co-operate fully with law enforcement officers and the Democrat's clean-up campaign."

The meeting attended by reporter Holmes was held at Standard Automatic Distributing Company, owned by Dan Levin, Wurlitzer distributor. Holmes' story said, in part:

"The operators unanimously agreed that immediate action was necessary to forestall a clean-up by outside forces. Some operators favored even stricter penalties than were finally approved."

One operator at the meeting said:

"I would rather go out of business completely than get involved in a situation which would reflect on my family."

Dunaway said:

"The problem is with a few locations, not the operators. We don't want kids playing the machines. But some locations either don't know the law or won't enforce it. These are the ones we must stop."

Hundreds Affected

The resolution affects hundreds of locations in Little Rock and Pulaski County, mostly cafes and restaurants. Those location owners not co-operating could be hurt hard financially, Dunaway said, because usually pin games bring location owners enough money monthly to pay rent and utilities.

"Thousands of people derive at least part of their livelihood from coin-operated machines," Dunaway said. "We want to make certain that this industry is not threatened."

Dunaway asked thru the Democrat that any complaints be forwarded to the operators' association, the Democrat or police. He said any complaint would be investigated and the operators' association would take "immediate action."

After the expose of the private clubs, Holmes planned to write about teenagers under age playing pin games. Dunaway met with Holmes, arranged the meeting of operators and Holmes. They worked together as a public service.

Operators attending the meeting were, besides Dunaway: Cecil Hill, Hill Amusement Company; Andrew Cassinelli, Little Rock Amusement Company; H. G. (Dutch) Yancey, Arkansas Music Company; Virgil Bryan, Delux Novelty Company; J. D. Ashley, Globe Coin Machine Company; C. W. Holmes, Western Sales Company.

Pete Gurley, Ace Music Company; Robert Kirspel, Kirspel-Hollenberg Music Company; Charles Thomas, Thomas Amusement Company; Dan Levin, Standard Automatic Distributing Company; Robert Franklin, Southern Amusement Company; George Check, Check Amusement Company, and Buehl Wortham, Wortham Amusement Company.

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AMI F120	525
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SEEBURG-C	450
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F-120	495

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WURLITZER BALLY CHI. COIN GENCO FISCHER

After the expose of the private clubs, Holmes planned to write about teenagers under age playing pin games. Dunaway met with Holmes, arranged the meeting of operators and Holmes. They worked together as a public service.

Operators attending the meeting were, besides Dunaway: Cecil Hill, Hill Amusement Company; Andrew Cassinelli, Little Rock Amusement Company; H. G. (Dutch) Yancey, Arkansas Music Company; Virgil Bryan, Delux Novelty Company; J. D. Ashley, Globe Coin Machine Company; C. W. Holmes, Western Sales Company.

Pete Gurley, Ace Music Company; Robert Kirspel, Kirspel-Hollenberg Music Company; Charles Thomas, Thomas Amusement Company; Dan Levin, Standard Automatic Distributing Company; Robert Franklin, Southern Amusement Company; George Check, Check Amusement Company, and Buehl Wortham, Wortham Amusement Company.

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Coinmen You Know

Milwaukee

By BEN OLLMAN

Down South in search of warm, sunny weather was Herb Wagner, G. & W. Novelty Company. He was vacationing in the Fort Lauderdale, Fla., area while partner Glenn Geadtke kept thing in check here. . . . Martin Oberdieck, Horicon, was in town shopping for music equipment. He stopped off at the Badger Novelty Company to inspect the Rock-Ola machine, according to Orville Carnitz.

Bob Puccio and Joe Pelligrino have been on the West Coast on a business trip. . . . Music buyer Mary Humiston claims that the P. & P. Distributing Company juke boxes have been doing well lately.

A heart attack recently caused the death of veteran coinman Wilho Mackey, of Mackey's Vending, Calumet, Mich. His son, Larry Mackey, is taking over operation of the firm, according to reports. . . . Northern Candy Sales, Wausau, has been sold to Bob Buzinski, of Mosinee. Up in Hurley, Wis., Ben Miller has returned to the business to lend a hand while his brother, Izzy, convalesces from an operation.

Juke box play stimulator designed and manufactured by Joe Beck, Mitchell Novelty Company, is still proving a good receipt builder, according to Beck. All States Record Distributing Company has opened a Milwaukee office on Jackson Street. Bill Ferrall is in charge.

Vending firm boss John Cocking and his wife are sending out announcements of the birth of their eighth child, Jennifer Lynn. Cocking, head of Automatic Coffee Service, Inc., now has five girls and three sons. . . . One-stopper Stu Glassman and his wife, Rae, spent a weekend in Chicago. . . . Visitors at the United, Inc., base this week included Wurlitzer factory people, Bert Davidson, Winthrop McBride and Royce Garris.

St. Louis

Continued from page 65

plaining over the 10-cent-three-for-a-quarter rate, and we find they are emphatic about it. As a result, we have had to change over to nickel play simply to keep phonograph usage up.

Lower Income

Morris hastened to point out that this resumption of five-cent play is confined primarily to lower income neighborhoods, and that phonographs in better class taverns, cocktail lounges and restaurants are continuing to show good play at the 10-cent figure.

"It's a regrettable thing," Morris said. "Particularly since all of us have put in a lot of effort, thru the Association and on personal initiative, in getting location owner co-operation in the matter of 10-cent play. Now, we are more or less resigned to recession-type operations in areas where employment cutbacks have meant that employees no longer have enough extra funds to pay 10 cents for phonograph play."

In almost every known case the switchback to nickel play was a "forced one," operators report. In some instances, for example, location owners, on finding that play had fallen off sharply in their locations, simply informed the servicing operator that unless the phonograph was returned to five-cent play, he would "replace it with someone else's equipment." This, of course, was a bitter pill to swallow, but it has been responsible for the fact that an estimated 1,500 locations in the St. Louis area are again operating on a nickel basis.

The problem has been thoroly discussed at meetings of the Missouri Amusement Machine Association. One point cropping up in such discussion was the fact that there has been no such clamor for nickel play in the suburban districts. Such operators as John Gazzolo, for example, whose Star Novelty Company has a predominance of suburban locations have converted only a few machines back to five-cent play. The general opinion of operators in the St. Louis area is that "we're simply going to have to tighten our belts, operate as economically as possible, until the situation returns to normal and the public will again accept 10 cent play."

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B or C—45 RPM, 40 Sel.	\$165.00
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'Hard Sell'
 • Continued from page 68

bigger operators and distributors here. According to Sam Cooper, Paster Distributing Company general manager, "By now many of the operators who have held off buying new bowlers because they were waiting for "something radically new and different" in the game field to make its appearance, are beginning to see the light. They realize that instead of saving money by holding back and waiting, they have been missing out on a lot of earnings that they could have had with bowlers."

Despite the guarded optimism expressed by distributors over prospects for upped bowling game volume during the balance of the year, they agree that sales will not hit boom proportions. Most operators claim that the high prices, especially, of the longer bowler units are prohibitive. They also state that the limited space in the average location cuts down the usefulness of the larger models. Small, 5 1/2-foot bowlers are finding a fair market, according to distributors, as an answer to the numerous high price and space objections.

"Manikin or gun" type bowlers have been tried on the Kendo, Inc., routes with encouraging results, according to Ken Kulow. "But, the prices are still too high for these units, in order to make out in the average location," he says.

Glen Geadtke, G. & W. Novelty Company, South Milwaukee, also notes that the high prices of long bowlers and gun bowlers are keeping his firm from making purchases. "But, these games aren't the only ones that are too high priced today," says Geadtke. "Operators are in danger of being priced right out of the new equipment market in all fields today," he claims.

Ridgway Heads
 • Continued from page 64

the first time such an honor has been made. The membership voted to send individual letters and wires to members of the Senate Judiciary Subcommittee, Senators Joseph C. Mahoney (D-Wyo.), Alexander Wiley (R-Wis.) and Olin Johnston (D-S.C.) to protest Senate Bill S. 1870. The bill would remove the performance royalty exemptions from juke box play.

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10-90% Hike
 • Continued from page 64

the space of time from March to August, at a typical steady-play location, collections increased from an average of \$51 per week to \$91 per week. At no location did the take go up less than 10 per cent. The conclusion is obvious, according to Cobb. The 50-cent chute represents a real saving for the customer, but only if he knows about it and gives enough thought to the matter to see that a half dollar represents at least two, and as many as four additional plays for his money. "All we are doing is making the public aware of what the 50-cent chute means in terms of return for the money invested."

Investigation
 • Continued from page 64

Distributing Company. A principal of Automatic is Joseph (Joey) Glimco, currently under investigation in connection with Chicago juke box racketeering. E & E is not a member of Recorded Music Service Association, Chicago's juke box operator group. (For information on other phases of the investigation, see the amusement games section.)

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 Exclusive Wurlitzer Distributor
 1301 North Capitol Avenue
 Indianapolis, Indiana
 Phone: MEIrose 5-1593

14' CHI. COIN BOWLING ALLEYS \$425.00

ALLEYS

Genco 2-PL. SKILL BALL	\$195.00
Chi Coin TRIPLE STRIKE, S.A.	175.00
Chi Coin SCORE A LINE, S.A.	225.00
Chi Coin BONUS SCORE, S.A.	195.00
Chi Coin STARLITE, S.A.	125.00
Chi Coin FIREBALL, S.A.	125.00
Chi Coin HOLLYWOOD, S.A.	195.00
Chi Coin SUPER FRAME, S.A.	95.00
United CAPITOL, S.A.	225.00
United MARS, S.A.	145.00
United 11TH FRAME, S.A.	125.00

PINS

Gottlieb SEA BELLES	\$265.00
Gottlieb REGISTER	295.00
Gottlieb MARATHON	225.00
Gottlieb GLADIATOR	225.00
Gottlieb SCOREBOARD	195.00
Gottlieb SLUGGIN' CHAMP	165.00
Gottlieb LADY LUCK	145.00
Gottlieb SOUTHERN BELLE	175.00
Gottlieb SWEET ADD A LINE	175.00

UNIVERSITY Coin Machine Exchange
 858 No. High St. Columbus 8, OHIO
 Tel: AXminster 4-3529

NOW DELIVERING NEW GOTTLIEB CRISS CROSS

WANTED 10 EACH... MAJESTIC and SILVER

NATIONAL RECONDITIONED SPECIALS!

Multiple Player 5-BALLS

CONTINENTAL CAFE	\$315
FLAGSHIP	300
REGISTER	295
FAIRLADY	285
SEA BELLES	275
TORREADOR	200
GLADIATOR	200
MARATHON	185
TOURNAMENT	185
RACE-THE-CLOCK	145

Single Player 5-BALLS

CLASSY BOWLER	\$225
HARBOR LIGHTS	175
DERBY DAY	175
WISHING WELL	175
EASY ACES	175
SOUTHERN BELLE	175
SWEET ADD-A-LINE	175
DeL. SLUGGIN' CHAMP	160
Reg. SLUGGIN' CHAMP	150
CYPSY QUEEN	150
MYSTIC MARVEL	110

ARCADE EQUIPMENT

STATE FAIR	\$275
WILD WEST	250

NATIONAL COIN MACHINE EXCHANGE
 1411-13 Diversy, Chicago 14, Ill.
 Buckingham 1-6166

PREPARE FOR SPRING

21 SEEBURG M100C's \$475 ea.

17 SEEBURG HF100G's 575 ea.

BOTH PHONOGRAPHS READY FOR LOCATION

- COMPLETELY RECONDITIONED
- NEW DECALS

CONTACT TRIMOUNT TODAY!!

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and International Mutoscope Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS.
 Tel. Liberty 2-9480

RECONDITIONED BARGAINS!

5 BALLS

Southern Belle	\$150.00	Fairway	\$ 29.50
Diamond Lili	125.00	Reg Moop	49.50
Gold Star	105.00	Flying Saucers	49.50
Jackey Club	110.00	Stop & Go	49.50

GAMES

Exhibit Ringer Ball	\$ 75.00	Keeney Bowlette	\$245.00
Cris Cross Targette	100.00	Keeney National	175.00
Genco Match Pool	60.00	Keeney Speedlane	185.00
Genco Shuffle Pool	50.00	Century	145.00
Genco Skill Ball	149.00	United Imperial	85.00
C.C. Bowling Team	245.00	United Team Bowler	95.00
Seeburg M-100-A Conv. to 45 RPM	\$195	United Super Flash	125.00



POOL TABLES

4 Pocket Pools	\$175.00
Jumbo Pools	95.00
Bumper Pools	75.00

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

PURVEYOR
DISTRIBUTING CO.

Better Buys

NOW DELIVERING

- ★ BALLY STRIKE BOWLING LANES—ALL STAR BOWLERS—SUPER BOWLERS
 - ★ BALLY TARGET ROLL—MISS AMERICA
 - ★ BALLY CIRCUS, THE BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
 - ★ ROCK-OLA PHONOS—50-120-200 SELECTION
- WRITE OR CALL FOR PRICES

★ ★ SPECIAL ★ ★

1446 Hi-Fi Rock-Ola, 120 Sel.	\$450.00
1438 Comet Rock-Ola, 120 Sel.	350.00
1434 Rock-Ola, 50 Sel., 45 RPM	145.00
ChiCoin Ski Bowl	245.00
Like New A.B.C. Bally Bowling Lanes, 17 ft.	495.00
14 ft.	345.00

BINGO GAMES

Sun Valley	\$575.00
Showtime	425.00
Beauty	65.00
Big Show	275.00
Gayety	75.00
Gaytime	115.00
Yacht Club	30.00
Palm Beach	30.00
Variety	75.00
Miami Beach	115.00
Dude Ranch	35.00
Big Time	115.00
Hi Fi	55.00
Surf Club	55.00

ARCADE

Genco Motorama	\$495.00
Bally Bull's Eye Kiddie Gun	225.00
Key West	325.00

Phoenix

Continued from page 65

put up stiff resistance to dime play conversions.

In most instances it took a concentrated selling job to get the location owner sold on the advantages of 10-cent play.

Distributors co-operating in the program lent support with local newspaper ads and a direct-mail program to location owners. Included were Canyon States Distribution Company, handling Wurlitzer; Minthorne Music Company, with Seeburg equipment, and Paul Hawkins of Tucson, A.M.I.

Currently, around 43 per cent of the phonographs operating in the Phoenix area are on 10-cent play. "Oddly enough, it hasn't been the public but the location owner who put up the most resistance to the change," a prominent operator indicated. "The public is more or less resigned to slow price advances and, of course, is certainly aware that our costs have gone up."

LOOK! LOOK!

Genco Grandma Fortune Telling	\$300.00
Genco 6-Pocket Pool Games (like new)	195.00
Keeney True Score Bowler	475.00
Williams Steeplechase (2 player)	310.00
Gottlieb Score Board (4 player)	225.00
United Bonus Gun	225.00
Genco Circus Rifle Gallery	425.00
Genco Davy Crockett	250.00
Exhibit Ringer Ball	50.00
Genco Champion Baseball	175.00
Genco Quarterback	185.00
Genco Hi Fly Baseball	195.00

W. B. A SERVICE TO THE OPERATOR FOR OVER 25 YEARS

W. B. Distributors, Inc.
1012 Market St., St. Louis, Mo.

UNITED'S BONUS BOWLING ALLEY

Williams KICKOFF Genco's FUNFAIR
New Single Player Five Balls

5 BALLS

GOTTLIEB

Continental Cafe	\$250
World Champ	265
Royal Flush	235
Scoreboard	245
Classy Bowler	215
Easy Act	185
Deluxe Sluggin' Champ	175
Dragonette	160
Stagecoach	160
Wishing Well	155
Frontierman	150
Jockey Club	125
Arabian Night	100
Shindig	100
Pinwheel	85

WILLIAMS

Surf Rider	\$250
Piccadilly	250
Hot Diggity	245
Perky Score	225
Super Score	225
Cue Ball	225
Fun House	195
Three Deuces	165
Tim-Buc-Tu	165
Peter Pan	145
Regatta	145
Thunderbird	110

BINGOS

BALLY MISS AMERICA NITE CLUB

Double Header	\$235
Variety	75
Miami Beach	125
Caravan	145
Brazil	245
Big Show	295
Broadway	195
Big Time	135
Key West	425

UNITED Royal Bowling Alley Genco Gun Club WILLIAMS Ten Strike Genco Motorama

BALLY DeLuxe All Star Bowler VALLEY 6 Pocket Pools KAYE 6 Pocket Pools GOLISH 6 Pocket Pools

ARCADE

Horoscope	\$495
Drive Ur Self	295
Genco Circus Rifle	375
Round the World Trainer	345
Gypsy Grandma	345
Grandma	325
Genco State Fair	260
Genco Big Top	225
Voice-o-Graph	245
Star Sluggo	245
Twin Hockey	225
Genco Sky Rocket	210
2-Player Basketball	165
Quarterback	175
Genco Rifle Gallery	150
Exhibit Sportland	150
Coon Hunt	145
Silver Gloves	145
Basketball Champ	125
Shoot the Bear	125
Deluxe Baseball	125
Super Home Run	125
Exh. Shooting Gallery	100
Sidewalk Engineer	100
Telequiz	95
Dale Gun	85

PHONOGRAPHS UNITED UPA-100

SEEBURG

KD200	Write
V-200	\$495
M100A	145
M100C	475
MF100G	525
MF100B	445
M100B	395
M100W	525

WURLITZER

1800	\$525
1700	475
1650 Hi Fi	345
1400	195

AMI

E-120	\$375
F-120	525
G-120	635
G-200 (New)	775

ROCK-OLA

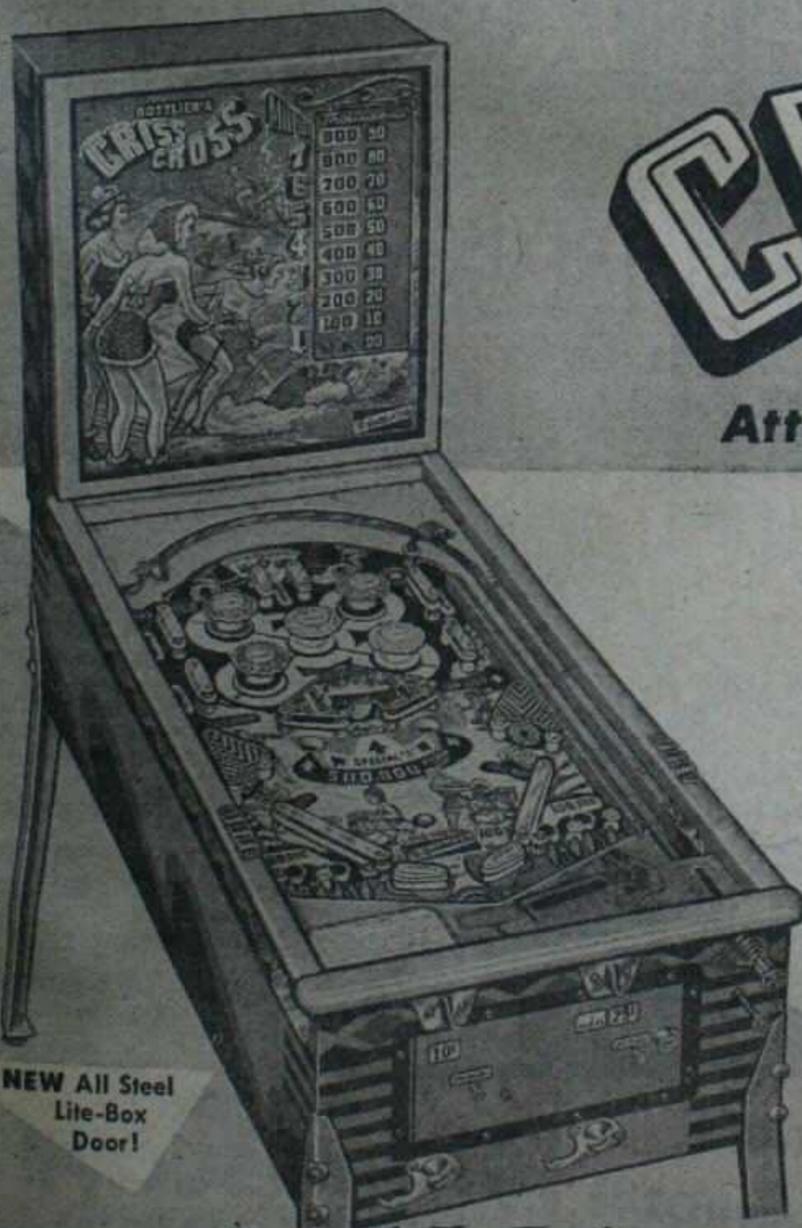
Comet 120	\$435
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BARGAIN SPECIALS!

Chicoin 6 Pl. Ski Bowl	} \$189.50
Genco 6 Pl. Skill Ball	
Wms. 6 Pl. Roll-a-Ball	

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150



GOTTLIEB'S

CRISS CROSS

Attracts More Play! Top Profits!

Location tests prove Criss Cross attracts more play because it appeals to more players. An array of new scoring features offers player appeal that results in continued High Profit for the Operator.

- Making Matching Colored Rollovers or Roto-Targets Lights 5 Corresponding Pop Bumpers
- Lighting 3 Bumpers in a Diagonal Line Scores Special
- Lighting 4 Corner Bumpers Makes Holes Score Specials
- Lighting All 5 Bumpers allows All Roto-Targets and Bottom Rollovers to Score Specials
- 4 Places to Spin Roto-Targets
- 2 Cyclonic Kickers and Super-Powered Flippers
- High Score to 7 Million
- Match Feature

See your distributor today!

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

NEW All Steel Lite-Box Door!

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

CIGARETTE VENDORS

Lehigh & Col.	\$ 85.00
Lehigh 10 Col.	125.00
Lehigh 12 Col.	150.00
Eastern Elec. & Col.	75.00
Eastern Elec.	185.00
11 Col.	185.00
Eastern Elec.	275.00
Mercury 9 Col.	150.00
National 950	125.00
National 9 M L	150.00
Keeney 9 Col. Elec.	125.00

CANDY MACHINES

Mills 3 Col.	\$ 65.00
Vandell 8 Col.	85.00
National 6 Col.	65.00
National 9 Col.	95.00
Shiman 6 Col., new	160.00

RIDES

Big Branco	\$350.00
Donald Duck	275.00
Elsie	275.00
Space Ship	295.00
Palomina Horse	295.00
Sea-Saw	350.00
Miss America	350.00
2 Horse Carousel	325.00
Crusader Horse	295.00
Leaping Lena	165.00
Dappy Duck	240.00
Pluto the Pup	240.00

BINGOS

Brasil	\$225.00
Beach Beauty	175.00
Beach Club	55.00
Big Time	110.00
Broadway	145.00
Cabana	45.00
Frolics	45.00
Gayety	75.00
Gaytime	75.00
Nite Club	135.00
Miami Beach	110.00
Nevada	45.00
Palm Beach	55.00
Palm Springs	45.00
Parade	135.00
Pixie	95.00
Starlet	95.00
Surf Club	65.00
Varieties	75.00

ARCADE EQUIPMENT

Aula Foto, Mod. F 51,595.00	
Aula Foto, Mod. 11 2,295.00	
Atomic Bomber	125.00
Air Hockey	175.00
Bally All Stars	Write
Basketball Champ.	195.00
Bear Gun	125.00
Boomerang	105.00
Big Inning	125.00
Bonus Gun	215.00
Basketball C.C.	175.00
C.C. Pistol	75.00
Champion Hockey	105.00
Chester Pollard	95.00
Football	95.00
Coen Gun	135.00
Drive Mobile	150.00
Dale Gun	50.00
Ex. Pop Gun	315.00
Ex. Silver Bullet	95.00
Ex. Vivalders	75.00
Evans Batascove	95.00
Football	175.00
Flying Saucer	95.00
Genco Gun Club	Write
Genco Maltrame	495.00
Genco Quarterback	125.00
Goalie	110.00
Heavy Hitter	65.00
Jack Rabbit	125.00
Keeney Air Raider	125.00
Lite A. League	125.00
Midget Movies	135.00
Metal Typers	375.00
Standard	375.00
Panorama	295.00
Pitcher & Batem	195.00
Punching Bag	150.00
Photomatic	350.00
Rock 'N' Roll	75.00
Soccer	100.00
Sat. Shot	250.00
Sidewalk Engineer	135.00
Silver Gloves	175.00
Toboggan, Phil.	325.00
Underska Raider	125.00
Voicegraph	325.00
Wms. Jet Filter	195.00

WANTED
100
14' BOWLERS
United-Bally
Chicago Coin or
Keeney
Write or wire
PRICES

WURLITZER DISTRIBUTOR

CLEVELAND COIN
MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715



GIVE TO DAMON RUNYON CANCER FUND

Denver

Continued from page 65

tensively at a recent meeting of the Associated Phonograph Owners Association, with virtually all members indicating they would maintain their machines at dime play.

More than one operator brought up the point that lack of play was due more to lack of customers, rather than the price charged for the tune.

Bistros and eating places around Denver have definitely noted a drop-off in business—a condition

prevalent throught the nation. Whether the coming summer vacation business will be sufficient to pull the city from its doldrums,

operators aren't saying. But virtually all agree they'll ride the slump at dime play, if they can't to ride it at all.



The NEW

Valley
SPECIAL
6-POCKET
POOL TABLE

- "Cadillac Quality" Design and Construction!
- Beautiful Plastic Speckled Lacquer Finish—Cold-color analyzed aluminum rail protectors.
- Exclusive "Easy-Count" Scorer.
- Exclusive Valley Viewer—gives quick check on balls played—speeds play.
- Cheat-proof—Burglar-proof.
- Composition or Slate Top. Choice of "Double-Dime" or 25x Chute. 74"x32"x33" size.

See your Distributor or write direct

VALLEY SALES CO.

333 MORTON STREET, BAY CITY, MICHIGAN

(Sales affiliate Valley Mfg. Co.)

Twinbrook 5-3387



GENCO'S
NEWEST Sensation

FUN-FAIR

5-BALL GAME

Featuring **NEW**

Striking 3-DIMENSION *Miracle* **MIRROR**
TARGET ON BACK RACK

DUCKS AND RABBITS DISAPPEAR WHEN HIT!

PLUS

GENCO'S FAMOUS
10-SPOT FEATURE

Player can skillfully put out any target by use of rollover at top of playfield.

Specials for:

- Hitting numbered targets
- Knockout and hole targets when lit
- Rollover when lit (9 ways to make specials)

SCORES OVER 9,000,000

All Metal Hinged Door
National Slug Rejector Coin Chutes
— standard equipment



MATCH
Feature

— SEE YOUR GENCO DISTRIBUTOR TODAY!

GENCO

MANUFACTURING

Division of Chicago Dynamic Industries, Inc.
2621 N. ASHLAND AVE • CHICAGO 14, ILL.

GENCO'S
GUN CLUB
RIFLE GALLERY

STILL
IN PRODUCTION
AND
GOING STRONG

GENCO'S
HOROSCOPE
& GYPSY-GRANDMA
FORTUNE TELLER

EXPLOSIVE!

chicago coin's **BIG PROFIT MAKER...**

Rocket Shuffle

With Features Never Before In A Shuffle Type Game!



Featuring The
World's Newest
Action Packed
SATELLITE
ROCKET
THEME!

CAPTIVE
BALL ACTION
GIVES PLAYER
EVERY THRILL OF
SATELLITES
TRAVELING
THROUGH
SPACE!

THE NEWEST
SHUFFLE TYPE
HIGH SCORE
GAME . . .
TOP SCORE
9,900,000

UNUSUAL
AND NEW 3
DIMENSION MIRROR
EFFECT . . . GAME IS
ONLY 7'7" YET
GIVES THE
APPEARANCE OF
A GAME 11'11"

AVAILABLE
IN REPLAY OR
REGULAR MODELS
. . . . REPLAYS
AWARDED FOR
HIGH SCORE!

NEW METHOD
OF SCORING
WITH CAPTIVE
BALLS . . 3 in Row—
4 in Row—5 in Row
DIAGONALS
SCORE
DOUBLE!

PLAYER
DETERMINES
WHEN AND IF HE
WANTS TO ACCEPT IN
LINE BONUS SCORE
OR CONTINUE TO
PLAY FOR A HIGHER
BONUS SCORE!

10 SHOTS PER GAME . . . STRAIGHT 10c PLAY

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic
Industries, Inc.

Get Double Value with **Bally**[®] TOP EARNING POWER TOP RESALE PRICES

GAMES AND KIDDIE-RIDES

MISS-AMERICA



2 Cards... 10 Magic Lines... 4 sets of Advancing Scores... Corner Scores... Extra Balls... 2 Extra Time Rollovers... all add up to profit-packed play-appeal

MISS AMERICA is now smashing all in-line records for big steady earning-power. Get your share... Get MISS AMERICA now.

All-Star DE LUXE Bowler

for match-score order Super-Bowler



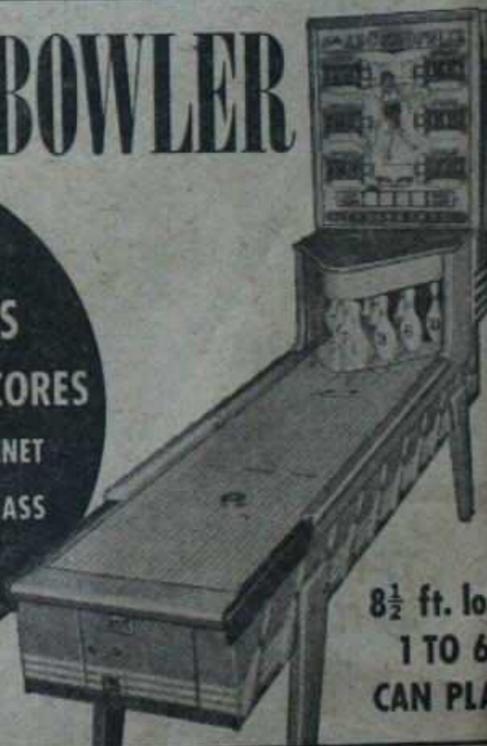
New instant-loading ball-gun doubles dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER with or without Free Play, and Match Model, SUPER-BOWLER.

Only 5½ ft. by 2 ft. floor space

Now Available in **FREE PLAY Model**

ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
 DE LUXE CLUB-STYLED CABINET
 BOWLING BEAUTY BACKGLASS
 LIGHT-UP TOTALIZERS
 SPEEDY PIN-SET



Biggest money-maker in shuffle-puck class!

8½ ft. long
 1 TO 6
 CAN PLAY



TARGET-ROLL

Fastest competitive-play money-maker ever built! High-score plus new Match-Target feature gets continuous repeat play. See TARGET-ROLL... and see!



TOONERVILLE TROLLEY

\$50 to \$100 a week in only 2 ft. by 3 ft. space! That's the TOONERVILLE TROLLEY story in a nutshell. Other famous Bally Kiddie-Rides—BALLY BIKE, MODEL T, THE CHAMPION Ballyhorse—are equally fast money-makers. Write for literature.

UNITED'S

BONUS

BOWLING ALLEY

with fascinating new bonus profit features!

**NEW
EXTRA ROLLS**
2 FOR 1 FOR
in 5th and 10th Frames

**Bonus 5th Frame
ADJUSTABLE FEATURE**

**2 FOR 25c PLAY
STEPS UP EARNINGS**

Special CREDIT UNIT accepts up to 20 quarters at one time for future play

Also obtainable as one game for 25c

Easily convertible to 10c play

QUIET
Specially Treated to Insure Extremely Quiet Play

**BIG
4 1/2 INCH
COMPOSITION
BALL**

**Regulation
Bowling**

**AUTOMATIC
SCORING**

1 to 6 Can Play

DROP-CHUTE COIN MECHANISM with
NATIONAL REJECTOR on Pull-out Drawer for Easy Servicing

**LOCKED-IN
BALL GATE**
KICKS BALL BACK
WHEN GAME IS COMPLETED

4

JUMBO SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections to

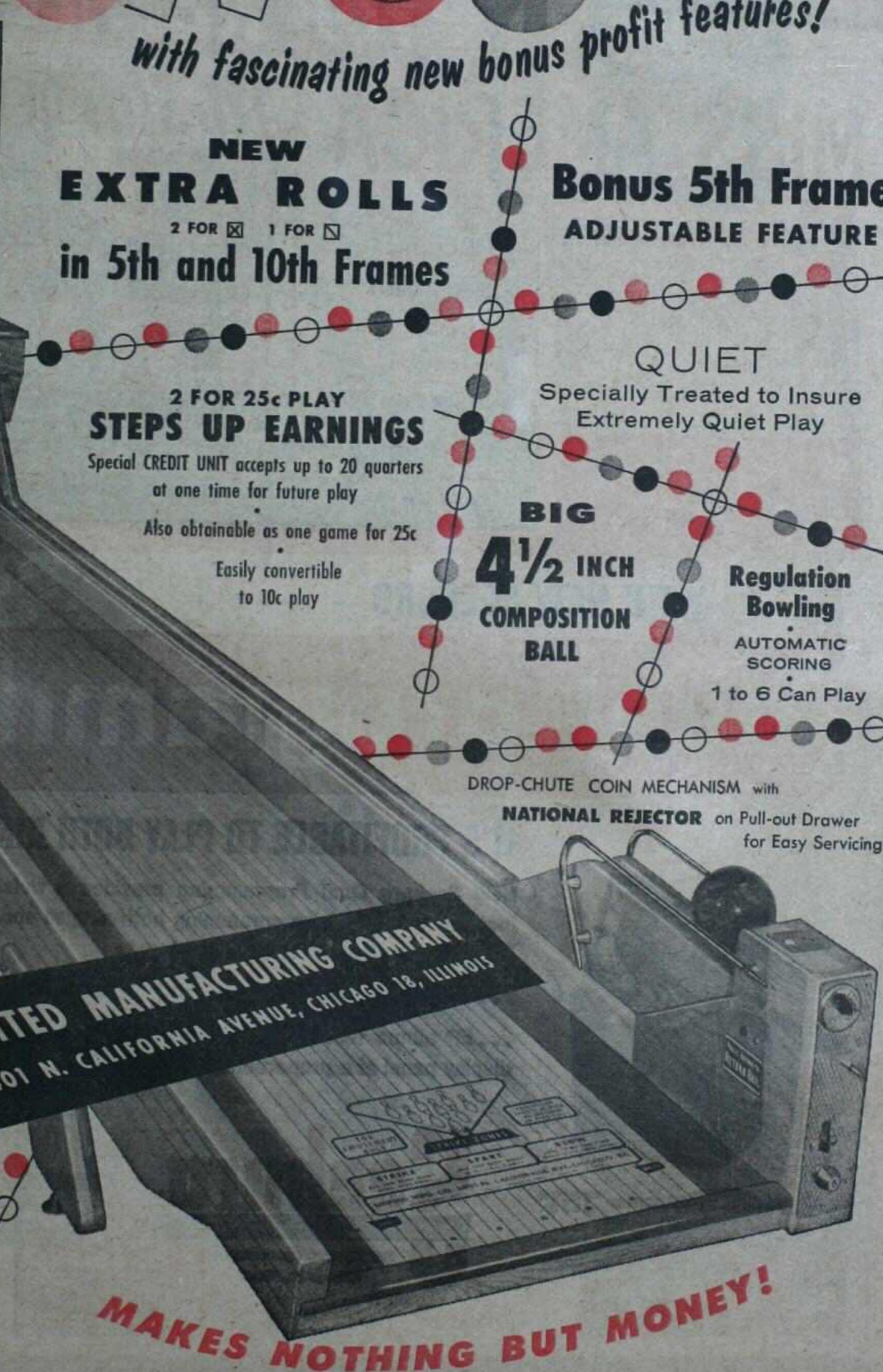
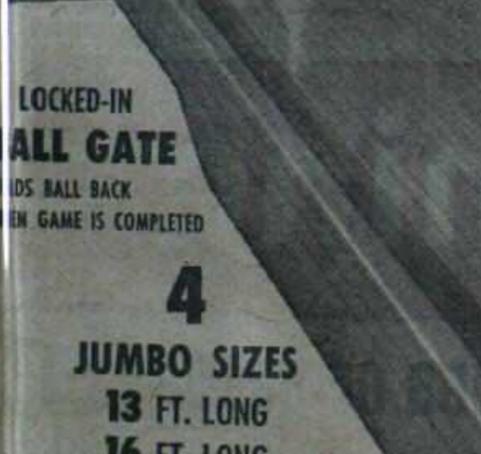
17 FT. LONG

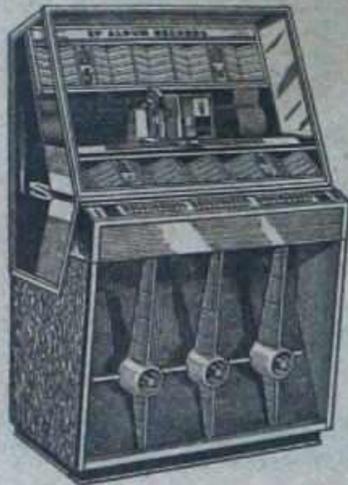
20 FT. LONG

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

See Your
UNITED DISTRIBUTOR
Today!

MAKES NOTHING BUT MONEY!





The **SEEBURG** '201'



WITH NEW SEEBURG

dual programming

IT'S PROFITABLE TO PLAY BOTH KINDS OF RECORDS



The **SEEBURG** '161'

New Seeburg Dual Programming provides a welcome new opportunity to increase earnings by programming both singles and EP album records. With Dual Programming plus Dual Pricing...

... singles are programmed in the lower display panel at one price

... EP album records (two tunes per side) are programmed in the upper display panel at a proportionately higher price.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

*America's finest and
most complete music systems*