

The Billboard

PRICE:
35 CENTS

APRIL 7, 1958 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Survey Cues Pop Tune Mortality

Billboard's 'Honor Roll' Charts Big Drop in Current Life Expectancy

By JUNE BUNDY

NEW YORK—The life expectancy of pop tunes these days is considerably lower than it was a year ago, according to a survey of The Billboard's "Honor Roll of Hits" chart over the past six months.

Only six songs—"Tammy," "April Love," "Fascination," "Bye Bye Love," "Honeycomb," and "Around the World"—made the "Honor Roll" more than 20 weeks during the last six months (October 14, 1957, thru March, 1958) whereas during the same period (October, 1956, thru March, 1957) 14 tunes appeared on the "Honor Roll" more than 20 times.

The stepped-up mortality rating on pop hits is attributed to a variety of causes by the trade. Some blame the boom in "Top 40" deejay stations, whereby "records get played to death." Others are of the opinion that it is caused by the fact that the market is flooded with too many singles. (The Billboard's record review staff has re-

ceived 1,111 singles for review since the first of the year.)

Also mentioned as contributory factors are "restlessness on the part of kids," and the preponderance of rock and roll material resulting in "a basic lack of interest in lyrics." In line with this, only two rockabilly tunes—"Bye Bye Love," and "Honeycomb"—made the "over 20" category.

It's also interesting to note that whereas three Elvis Presley songs—"Hound Dog," "Love Me Tender," and "Don't Be Cruel"—scored on the "Honor Roll" during the '56-'57 period, Presley's recent "Jailhouse Rock" failed to pass the 20-week mark—going off the chart last month after 18 weeks.

Other tunes making the Honor Roll from October, 1956, thru March, 1957, were "True Love," "Blueberry Hill," "Singing the Blues," "Green Door," "Just Walking in the Rain," "Honky Tonk," "Canadian Sunset," "Wayward Wind," "Walk Hand in Hand," "Whatever Will Be, Will Be," and "Allegheny Moon."

The appearance of four movie songs—"April Love," "Tammy," "Around the World," and "Fascination" (from "Love in the Afternoon") in the current over-20-weeks category highlights the live-sustaining values of exposure via motion picture. "Around the World," for example, was on the "Honor Roll" for 34 weeks.

Ballads, of course, usually chalk up higher sheet music sales, which figure importantly in the "Honor Roll" survey, and all of the six tunes (in the over-20 category) benefitted from extensive live-performance plugs on key TV shows.

DISTAFF HELP FILLS 22% OF TV, RADIO JOBS

NEW YORK — Over 22

per cent of all employees of TV and radio stations are women, a higher ratio than in any other area of show business. Of the 9,292 females in non-network broadcasting, 263 hold the highest executive position, according to results of a survey by American Women in Radio and TV, Inc. The year-long study also revealed:

While clerical and secretarial work occupies a heavy proportion, there are 725 women heading continuity departments which control local censorship, with 663 serving as traffic directors. AWRTV calls the poll results "an encouraging picture of job opportunities" but has gone on to survey packagers and the seven networks to establish a full report.

Total employees of the nation's 3,574 stations number about 41,816, an increase of 10 per cent over March, 1957. Seven per cent of the women and an estimated 15 per cent of the men serve in more than one capacity. Tenure of employment increases in direct proportion to the executive authority of the job, the survey found. All figures include on-the-air personalities.

The average years' employment for women is 2.4, about the same as for men. Stations report 2.6 female and 9.1 male employees, highest ratio for women since the war years 1942-'45. Several sources claim a breakdown, not included in the report, would show TV running far behind radio in the acceptance of women employees.

Majors Catching Up on Indie Hit Competition

Solid Vet Talent, New Artists, Smart Master Buys the Answer

By HOWARD COOK

NEW YORK—The major diskeries have gotten back the hang of making hit records after a dull period of a year or so. As recently as the beginning of the year the indie products dominated the best selling singles chart. Today, the percentage is still in favor of indie labels, the majors are better represented, and a considerable number of the pre-chart disks that show strong signs of becoming hits are releases by major companies. It is apparent that the majors—for some time knocked off balance by indie competition—are now meeting it more successfully.

The new, pay-off sound from the majors is the result of established artists who have continued to produce hits; new talent that has been developed, and acquired masters that have proven wise purchases.

Victor, Capitol Tops

On the current best selling singles chart, there are 16 records by artists on major labels. Victor and Capitol are tops among the big labels with five chart disks each. Only ABC-Paramount with six clicks, surpasses this. Columbia, Mercury, Dot and M-G-M are also represented and Decca has several items moving strongly.

Victor artists currently on the charts are Don Gibson ("Oh, Lonesome Me"), Perry Como ("Catch a Falling Star"), Elvis Presley ("Don't"), Lou Monte ("Lazy Mary") and Ronald and Ruby ("Lollipop").

Capitol's hitmakers are Frank Sinatra ("Witchcraft"), Laurie London ("He's Got the Whole World in His Hands"), the Four Preps ("Twenty-Six Miles"), Dean Martin ("Return to Me") and Tommy Sands ("Sing, Boy, Sing").

Columbia's Hat in Ring

Columbia currently has "March from River Kwai" and "Colonel Bogey" by Mitch Miller. In recent weeks, however, several Columbia artists have had chart disks. Johnny Mathis hasn't missed yet. Marty Robbins has been a consistent scorer. The Four Voices had a big one in "Dancing With My Shadow." Jerry Vale made it with "Pretend You Don't See Her." The Four Lads have a hot one going with "There's Only One of You."

Mercury artists who have or have recently had clicks are Patti Page with "Belonging to Someone," and the Diamonds with "The Stroll." The Platters have seldom missed and are currently blazing with "Twilight Time." Decca's Bobby Helms is a hot property. Owen Bradley's "Big Guitar" is a hit. The Four Aces have a likely winner in the hit groove with "Skinny Minnie." "I Met Him On a Sunday" by the Shirelles is getting lots of action.

Dot's current hits are Pat Boone's "It's Too Soon to Know" and two platters by Billy Vaughn—"Sail Along Silvery Moon" and "Tumbling Tumbleweeds." Of the pre-chart Dot disks, "Chanson D'Amour" by the Fontane Sisters

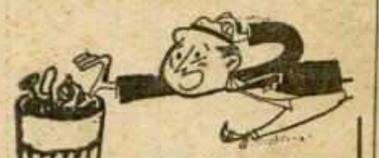
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2 D.J.s Quit in KLAC '40' Row

HOLLYWOOD — Radio Station KLAC's switch to "formula radio" has resulted in the resignation of two more disk jockeys, vets Gene Norman and Dick Haynes, both of whom objected to the station's new programming policy.

Norman, a d.j. on KLAC for the past six years, said "it would be inconceivable for me to desert my 15-year standards by resorting to a 'top 40' rock and roll format, instead of playing a quality cross-section of everything from modern jazz to Broadway show tunes. Stereotype radio leaves no opportunity to be creative and interesting."

Haynes has been with KLAC for 12 years and henceforth will concentrate on acting. Both plan on leaving the station some time next month.



Looking for
USED EQUIPMENT???
Be Sure to Check the
CLASSIFIED SECTION
this issue

NEWS OF THE WEEK

New Phono, Record Developments

Keep Stereo Disk Pot Boiling . . .

Trade continued to buzz over the CBS Laboratories' compatible stereo disk this week while Dr. Peter Goldmark, developer of the process, held an additional special press conference on the subject. Meanwhile, Magnavox, Steelman and Symphonic made stereo news with announcements of new lines now or in work for the near future Page 2

Woolworth Chain Meeting

Disk Competition: Cuts Prices . . .

The Woolworth chain is now meeting all competition from discount houses on both LP's and single records. Wherever the market is dominated by discounters, the chain has cut prices to meet the price cuts. Page 3

Hearing Gets ASCAP Figures

On Credits and Distribution . . .

Out of 608 ASCAP compositions entitled to the

high-paying 20,000-performance credit as

theme music, ASCAP publisher-board members hold interests in 351, according to information submitted by ASCAP to the Roosevelt House Small Business Subcommittee last week. ASCAP also claimed that Hans Lengsfelder's figures on network performance logging and credits showed some "discrepancies" with the society's own program logging Page 3

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Majors Reap LP Harvest

NEW YORK—Indie labels have gained a stronghold in the singles market, but the majors have lost no ground in the album field. Many artists on major labels who have slipped in the singles market continue to produce best selling LP's.

Few indie labels have managed to build an important album line, and the race in the EP field is also in favor of major companies. Interestingly enough, the LP artists who click most consistently, are also big names in the singles market.

Out of 2,000 active record labels (tho many are not in LP competition) less than 20 indie companies have made albums that have become national best sellers.

Stereophonic Disk Industry Maintains Its Frantic Pace

New System Is Explained By Developer

By REN GREVATT

NEW YORK — CBS Laboratories' "compatible" stereophonic record remained a favorite subject of discussion on the disk front this week. Some observers stated the claims and counterclaims necessarily posed the question of professional ethics among engineers, and also raised the old bugaboo of commercial versus pure research. On another front, at least one indie disk man came to the defense of the Columbia system of "compatible" stereo recordings.

At a meeting with the press at the CBS Madison Avenue studios, Dr. Peter Goldmark, developer of the "compatible" disk, delivered a detailed description of the theory and workings of the system, covering the same general ground touched upon last week when he delivered a paper to the Institute of Radio Engineers.

At this week's session, Goldmark asserted that the CBS system, after exhaustive research and testing,

BILLBOARD ED TALKS AT U. C.

HOLLYWOOD — Joel Friedman, The Billboard's West Coast music editor, will be a guest lecturer this Tuesday (8) at the University of California's extension class in popular lyric writing. The course is conducted by ASCAP cleffer Hal Levy. Friedman will discuss trends in the music business and the nature of today's record market. The Billboard is recommended by Levy as "outside reading" for the course. Past speakers have included Oscar Hammerstein, Johnny Mercer and Johnny Green.

Magnavox 1st To Show Line, Others Hurry

NEW YORK — Entrance of one of the top packaged hi-fi producers into the stereo disk player field and the promise of other highly important manufacturers to be not far behind highlighted the increasingly frantic stereo record scene this week. In other developments, there was continuing attention keyed to the disks themselves and various methods of producing them (see separate story).

Magnavox became the first major manufacturer to show a lineup of stereo disk players at a special press demonstration at the Savoy Plaza here Wednesday (2). Magnavox prexy Frank Freiman introduced the line, which consisted of a special conversion unit to sell for about \$100 and complete stereo sets, including base unit and remote speaker units, to list for from \$300 to over \$1,000. (For detailed story and photos see Record-Equipment Merchandising section.)

'Tape Future Dim'

Following the demonstration, Freiman was asked whether Magnavox would include in its higher-

was found to provide "adequate stereophony." "What we are putting out," he said, "is a record that is compatible with regular LP record players which at the same time can be played on any stereophonic phonograph. There is no worry about rumble effects because the vertical component, which is responsible for rumble in the first place, is smaller to begin with."

'Our Own Business'

Asked to comment on various reports in the press indicating an unfavorable industry reaction to the disk, Goldmark said sternly:

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Victor Inks Sorias For Classic Series

NEW YORK — Dario and Dorle Soria will develop and package a special series of gala classical recordings for RCA Victor, it was announced last week by George R. Marek, vice-president and general manager of the RCA Victor Record Division. The agreement whereby Mr. and Mrs. Soria will return to the disk field as independent producers to record the series, titled "Presented by Soria," was negotiated just before the Sorias sailed for Europe on the SS Constitution (April 3).

The Sorias on January 1, 1958, ended a five-year association with Angel Records, during which time Angel achieved a very high reputation as a quality product. Soria was president of Electrical and Musical Industries, U. S., Ltd., and Mrs. Soria was director of artistic

relations, press, advertising and promotion.

The series to be produced for Victor will be drawn from all fields of music and will be recorded both domestically and abroad. Art, documentary material, etc., will also be drawn from international sources. RCA Victor's technical staff and facilities will be used for all recordings, and RCA Victor art-

(Continued on page 10)

Capitol Lifts Face Of Classics Division

HOLLYWOOD — Capitol Records is streamlining its classical disk operation, with the promotion last week of John Coveney to merchandising manager of Capitol classics, the appointment of Leo Kepler as merchandising manager of Roger Hall to the post of sales manager for classical records for both Angel and Capitol.

All appointments are effective May 1, and were disclosed by Gordon Fraser, Cap director of merchandising.

Fraser also named Jean Marty as artist promotion representative for Angel Records, and Ralph Romann Jr. to a similar post for Capitol classics. Both will headquarter in New York, with Marty reporting to Kepler and Romann to Coveney.

Coveney will take over his new post at Cap's executive headquarters here. He has been with the firm for 13 years, starting as a salesman in New York in 1945, and

LANE PROTESTS FOR SPA OVER OSCAR SILENCE

NEW YORK — Burton Lane, prexy of the Songwriters' Protective Association, has protested the omission of songwriters' names from the recent Academy Awards telecast.

In a letter last week to George Seaton, (prexy of the Academy of Motion Picture Arts and Sciences) Lane pointed out that "the names of the writers of the nominated songs and even the winning song were not announced on the Oscar Award show."

"This is particularly disturbing to us," said Lane, "because it is not the first time that the names of writers in the song category have been omitted from the Oscar Award broadcast and telecast."

M-G-M Up 53%; Bags 'Hansel'

NEW YORK — Following a highly successful first quarter business in which dollar sales increased 53 per cent over the same period last year, M-G-M Records kicked off its second quarter by snagging the original cast album rights to the upcoming NBC-TV spectacular, "Hansel and Gretel," and initiating a new "Twentieth Century Opera Series" to list at \$4.98. During the same week, the label signed six new artists and finalized plans for moving its headquarters to the Leow's, Inc., home offices at 1540 Broadway here.

In the first quarter sales' statement, it was noted that the label produced the biggest March business in its history, with a gross of \$500,000. Single disks showed a sales increase of 14 per cent while album movement was ahead by 9 per cent.

The "Hansel and Gretel" original cast set will be out Friday (11) and will be in stores the day after the simulcast airing of the show Sunday (27). The album will star Red Buttons, Barbara Cook and Rise Stevens as well as Rudy Vallee, Stubby Kaye and Paula Lawrence. Music is by Alec Wilder.

The set is actually a co-production between M-G-M Records and Talent Associates, the package firm producing the show. It is also understood that a moral commitment was made at the same time between the two firms for the production of a cast album on a later spectacular of "Hiawatha."

Initial release in the "Twentieth

(Continued on page 12)

Tops Agrees To Open Books; Suits Held Up

HOLLYWOOD — Further action in the numerous MPHC actions against Top Records has been stayed thru May 25 upon agreement by the attorneys for both parties.

Latter last week signed stipulations agreeing to the appointment of auditors to examine the Tops firm's book and records, naming Leibovitz & Zimmerman, Los Angeles, and Joseph Fenton & Company, New York, to handle the audit.

Agreement to stay further action also holds in abeyance any further action against retailers MPHC filed against several weeks ago.

London 45's Upped to 98c

NEW YORK — London Records has upped prices on its single disks to 98 cents. The price hike also applies to its new subsidiary label Felsted.

The singles price rise—instituted recently by RCA Victor—is now virtually industry-wide.

Operation of British Clubs Is Outlined

NEW YORK — The April issue of High Fidelity Magazine explains the status of record clubs in England, tells how they operate and details some of the controversy the clubs have stirred-up. The article, in High Fidelity's "Notes From Abroad" column, was penned by correspondent Andrew Porter.

The article states that Britain now has three record clubs. They do not use the bonus record approach. Instead, they simply sell their disks at less than the going retail price. The standard LP price in Britain is \$6.

The best bargain in club merchandise is offered by the Classics Club which tags 12-inch LP's at about \$2.95. The World Record Club gets \$3.20 and the Record Society charges \$4.90. Membership in the British clubs, Mr. Porter states, is a "closely guarded secret."

The **Billboard**
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers
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William D. Littleford

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Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audio-craft, the magazine for the hi-fi hobbyist. 19
Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.
Vol. 70 No. 14

Decca Issues Mood Jazz, Hi-Fi Series

NEW YORK — Decca Records has introduced a new series titled "Mood Jazz for Hi Fi." To be known as the J 9200 Series, all releases will list at \$4.98. The series corresponds in price to another recently launched in the Decca Gold Label classical line.

Initial release consists of nine LP's, all packaged in an eye-catching covers. Decca sales personnel are being provided with handsome briefcase kits for use during the month of April. Merchandising aids have been prepared for the salesmen as well as retailers, includ-

(Continued on page 51)

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Coral Talent Shifts to Dot

NEW YORK—Additional shifts of talent from Coral Records to the Dot label became clarified this week with the appointment of Sonny Lester as a pop and jazz a.&r.staffer under newly appointed Dot veepee, Bob Thiele. Lester worked under Thiele in a similar capacity at Coral.

Larry Sonn and Manny Albam, both of whom have had jazz releases at Coral, are also moving in as new Dot artists. These changes follow the appointment last week by Thiele of Milton DeLugg as East Coast musical director for Dot. DeLugg had done considerable work under the Coral banner on recording dates.

It's understood meanwhile that Norm Wienstroer will remain at Coral as general sales manager, as will Dick Jacobs, who holds an artist contract with the label. Len Levy, on the other hand, who operated in sales under Wienstroer, left Coral Friday (5) to start his own label, to be known as Hanover Records. Levy will headquarter in the eighth floor of the Brill Building and will concentrate for the moment in acquiring masters.

In other developments on the Dot scene, it was disclosed that the label will debut a new series of packaged items, featuring music from the films of popular motion picture stars. Initial set, according to album topper, Tom Mack, is titled "Backgrounds for Brando," and airs themes from 10 pix in which Marlon Brando has starred, including "Sayonara," "On the Waterfront," "Street Car Named Desire," etc. The set was cut by composer-conductor Elmer Bernstein.

Thiele himself, who left Friday (5) for two weeks of West Coast conferences with label prexy Randy Wood, also announced the acquisition of a master of "Piakukaung-cung," from Sybil Carel and Lincoln Chase. Comments on the disk, which was first issued on the Lincoln label, reportedly have ranged from "terrific," to "shocking," to "weird."

Mercury to Talk Stereo at Summit

CHICAGO — Mercury's second international convention of its foreign licensees late this week in Paris will highlight techniques in engineering and manufacturing of stereo tape and disks, Irving B. Green, president, announced.

The announcement implemented earlier opinions by Green that overseas markets were ripe for exploitation in stereo and that the only thing holding up its development was the lack of equipment and know-how by licensees for local production.

The three-day meeting starting Thursday (10) also will review techniques in merchandising, promotion and advertising that have proved most successful State-side.

With Green helming the meetings, a raft of Merc mahoffs are flying over to handle specialized aspects, including Wilma Cozart, veepee in charge of classics; Bob Shad and David Carroll, pop a.&r. chiefs, and Bob Fine, of Fine Sound Studios, who is going over as a con-

Wald Shapes 'Package' for Filmusical

NEW YORK—Jerry Wald, who prefers to shape his indie film productions as "young star" packages rather than as "vehicles" for one or two top names, is about to put his theory to work on a major cine-musical, "Mardi Gras," on which production rolls April 10, he told a press conference here.

No soundtrack album deal has yet been firmed on the original musical, which will star Pat Boone, Garry Crosby, and Tommy Sands in actor-singer roles, plus Lee Remick and Richard Sargent. Sammy Fain and Paul Webster have penned the score for the film, which deals with a group of Virginia Military Institute cadets on leave in New Orleans.

Wald's "package" approach scored strongly in his multi-name "Peyton Place," and is about to be tested again in his current "The Long, Hot Summer." An original cast album on "Mardi Gras," however, may be a problem because of contract conflicts. Boone for Dot, Garry Crosby is heard on Decca and World Pacific, and Tommy Sands is on the Capitol roster. Also, 20th Century-Fox may make its own bid, via its own record subsidiary, for the track.

Generally speaking, Wald is not a musical producer. "Mardi Gras" is the only one on his 1958 list, with others running largely to book or play adaptations with sizable casts, action-adventure films, or biographical films like Bob Hope's "Have Tux, Will Travel."

Big Victor Month: 48 LP's, 9 Tapes

NEW YORK—RCA Victor Records has a powerhouse album release lined up for April, spotlighting 48 LP's and nine tape packages. It's an extra large release, since the label limited its March album push to one LP, the special "South Pacific" movie sound-track package.

The new albums include three Save-on-Records packages — Ronnie Gilbert's "In Hi-Fi the Legend of Bessie Smith," "The Desert

sultant on recording and engineering.

Also attending, together with about 30 representatives of the foreign affiliated companies, will be Bryce Somers, Merc international director who headquarters in Geneva; European co-ordinator Dick Whittington, London, England, and Leo Vidal and Manville Smith, co-ordinators for Latin America.

The final day of the meeting, Saturday, will be spent in business sessions aboard a boat cruising down the River Seine.

Friday night the convention will be joined by 1,200 French retailers for a concert in the Salle Pleyel Theater. Featured artists will be the Platters, Sarah Vaughan, Max Roach and the Eddie Barclay orchestra. Barclay's ork is a popular French attraction, whose work is released in the United States by Mercury.

The concert will be taped for an LP intended for world distribu-

Hearing Gets ASCAP Figures On Credits and Distribution

Cut-Up Among Board and Non-Board Members Shown for 608 Top Tunes

by MILDRED HALL

WASHINGTON — Out of 608 American Society of Composers, Authors and Publishers compositions entitled to the high-paying 20,000-performance credit as theme music, ASCAP publisher-board members hold interests in 351. Publisher-writer board members jointly have interests in 26, and writer-board members in 6. Non-board members own interests in the remaining 225 compositions. This and other information has been submitted by ASCAP to the

Roosevelt (D., Calif.) House Small Business Subcommittee as part of the record of recently held hearings. The Committee is studying dissident member complaints against the society's logging and distribution practices.

A request by committee's special counsel Robert Dawkins for a tabulation of votes cast in the last three ASCAP elections had not reached the committee as of last week (3). Also to be submitted is a percentage breakdown of total performance credits logged from each income source by ASCAP.

Justice Department representatives met with the Roosevelt Committee during an executive session last week (3). No statement was issued.

Lengsfelder Figures

In a statement submitted to the committee by the head of ASCAP's distribution division, Richard Murray, it is claimed that Hans Lengsfelder's figures on network performance logging and credits showed some "discrepancies" with the society's own program logging. Murray claims ASCAP figures are more complete and substantiate their claims of fair computation of credit for songs used on network shows "Big Payoff," "Feather Your Nest" and "On Your Account."

Murray reports that ASCAP receives 10.71 per cent of its income from foreign royalties, but the foreign performance money does not count in the number of votes credited to members. Also ASCAP issues no statement on the foreign royalties except at requests of individual members, he says.

On the much-debated "dry-runs" alleged by dissidents to have been made only to determine credit for different types of performances. No dry-runs have been made on "individual catalogs" of members or officers of the board, Murray said.

In answer to dissident member claims that some writer-members continue to get royalties with practically no current performances, Murray said the long-established members have built up credit classifications that sustain them when current performances swindle.

He cited the case of a "44-year member" (no names were mentioned in any of the exhibits submitted by ASCAP) who would have had \$1.4 million in performance money during the past five years if he had not been held to a \$499,993 ceiling by ASCAP's "ladder" of credit classification. "The difference of \$92,000" was said to equal what the member gave up during the five years in current performance credit.

Take for Top Three

Figures on ASCAP distribution for 1957 gave top three publisher-members on the board of directors approximately \$1,700,000, \$1,400,000 and \$1,200,000. The next six ranged from a top of about \$459,000 to \$114,000. Lowest three

(Continued on page 54)

Seeco Having A Great '58; Plans Pops

NEW YORK — Seeco Records had the biggest quarter in its history during the first three months of 1958, according to diskery head Sid Siegel. The diskery, formerly concentrating on the Latin-American market, started to put out albums for the pop trade in February of this year and added 16 new distributors.

These moves, in addition to a heavy advertising campaign, Siegel says, were responsible for the big upswing in business this past quarter.

The new pop albums that have helped business on the label are the Jose Melis and Elsa Maxwell LP's, both of which are selling strongly. Now that the diskery is on the pop LP kick they are readying new sets in this vein. Next releases include LP's with Stubby Kaye, Don Ameche and Aldo Bruschi.

Woolworth Meeting Disk Competition

Cuts Prices in Areas Where Price War Rages, But Sells at List Elsewhere

By BOB ROLONTZ

NEW YORK—The Woolworth chain is now meeting all competition from discount houses on both LP's and single records. Wherever the market is dominated by discounters, the chain has cut prices to meet the price cuts. On the Eastern Seaboard, for instance,

all Woolworth outlets are discounting. They are also discounting on the West Coast and in some Southern areas. In cities where there is no price war the Woolworth stores are selling at list price.

In New York City, for example, where discounters dominate the market, LP's that list at \$3.98 are being sold for \$2.77. Higher priced LP's, those that list at \$4.98, are selling at Woolworth's for \$3.79. Singles, which list for 98 cents, are selling for 77.

In other cities, however, the Woolworth chains sell at different discount prices. An average price on \$3.98 LP's in Western markets is \$3.17.

The Woolworth chain, like the Sears chain, which cut list prices on LP's by 25 per cent two weeks ago (The Billboard, March 24) feels it must meet competition if it intends to stay in the record business. As a Woolworth spokesman put it: "We have always met competition on the merchandise we

(Continued on page 51)

Freed Slates Miami Nitery For R&R Fare

NEW YORK—Alan Freed will open a teen-age nitery in Miami Beach on his return from his current one-nighter trek. The club, which will be located on the site of the old Vagabonds Club, will be called Alan Freed's Sugar Bowl. Ralph Watkins, formerly of The Embers here, will be associated with Freed in the club.

The Sugar Bowl will seat 600. There will be a \$1 admission charge. Acts to play the club will be rock and rollers and pop acts as featured on the Freed show. Club is due to open May 12. If it is successful, Freed is flirting with the idea of adding Sugar Bowls in New York and other cities.

ords and additional pressings will be issued on Cub.

Harold Drayson, M-G-M sales manager for syndicate stores and Army and Navy exchanges, has been named national sales manager for Cub under sales veepee Irv Jerome. Jerome is currently setting up a distributor network for the new label. Cub singles will list at 98 cents.

Song" with Giorgio Tozzi and Kathy Barr, and Prokofieff's "Concerto No. 2, in G Minor, Opus 16" by the Boston Symphony Orchestra with Nicole Henriot and Conductor Charles Munch.

The 25 new pop packages spotlight Elvis Presley's "Elvis' Golden Records," featuring 14 of Presley's singles million-sellers; the "Marjorie Morningstar" film sound track with Gene Kelly and Natalie Wood and "St. Louis Blues" with Eartha Kitt (who appears in the movie based on the late W. C. Handy's life story) and Shorty Rogers' ork.

Also included in the April release are seven "World of Folk Dances," albums — "Happy Folk Dances," "First Folk Dances," etc.—featuring Michael Herman's Folk Dance Orchestra. The LP's will also be made available on 21 EP's.

Victor's April classical release is highlighted by seven LP's—another Giorgio Tozzi package, "Presenting Tozzi"; "The Reiner Sound," Fritz Reiner and the Chicago Symphony Orchestra; "The Art of the Harpsicord," Wanda Landowska, "A Mighty Fortress," Robert Shaw Choral"; Brahms' "Concerto No. 2

(Continued on page 51)

Orbit Label Becomes 'Cub'

NEW YORK — The name of Orbit Records, initial title for M-G-M Records' subsidiary label, has been changed to Cub Records. The change came when it was learned by M-G-M that there were four other labels on the market employing the Orbit name. All releases to date on the Orbit label, however, will be sold. New rec-

AFM, Rival Guild Draw Battle Lines

Read Group Files for Representation; Federation Launches Expulsion Charges

HOLLYWOOD — Charges and counter-charges continued to be hurled last week in the imbroglio involving the American Federation of Musicians and the newly formed Musicians' Guild of America. The only action of any consequence was the formal filing of a petition by the MGA with the NLRB, seeking to be recognized as exclusive bargaining agent.

Cecil Read, temporary chairman of MGA, estimated the number of musicians eligible to vote in an NLRB election at 500, and claimed that the organization has the necessary 30 per cent of musicians who have authorized MGA to represent them. Read previously had esti-

imated that approximately 1,000 musicians would be eligible.

Other developments came swift and sure thruout the week, with each camp issuing bulletins and communiques almost daily. The highlights were: (1) The suspension of six members of the Musicians' Club, a California corporation which holds title to Local 47's property, on charges of violating the union's bylaws. Formal charges for expulsion have been filed with the Federation. Six members were Marshall Cram, Lloyd Ulayte, Sinclair Lott, Warren Barker, Vince DeRosa and Virgil Evans. (2) Read's filing of "unfair labor practices" charges with the NLRB against Local 47 President Eliot Daniel and Vice-Presy John Tranchitella, both of whom were accused of "coercion and restraint" in talks with members of the Los Angeles Philharmonic. (3) The declination by the Composers & Lyricists' Guild of America to abide by the AFM request that song-writers not work at the studios.

In the latter action, CLGA notified Herman Kenin, board member of the Federation here, that "the action you request of our Guild would be illegal in that it would be a strike by one union to obtain an objective of another union and would constitute a sec-

(Continued on page 49)

Spier Music Starts Label

NEW YORK — Larry Spier Music, Inc., jumped into the record business this week with the release of a new platter on its own Greenwich label. That this is a serious move on the part of the publishing firm is indicated by the fact that the firm has more than a dozen distributors set to handle the disk, that two more records are cut and in the can, and that Hal Wehman, formerly on the a.&r. staff of Decca Records, and hired by the

(Continued on page 10)

Last Garner Does 'Worst'

NEW YORK — As if there wasn't enough confusion last year between Erroll Garner and Verve's Irving Garner, there is now a new Garner on the musical scene. His name is Morris Garner, and he is debuting on a new album released by Thunderbird Records ("Guaranteed Low Fidelity") titled "The Worst of Morris Garner." On the liner notes Morris (if we may be familiar) is called "... the first new, genuine jazz musician of the coming space age ... he must be heard to be believed ... and after you listen to him you still won't believe him."

THEATER OWNERS GET OWN ALBUMS

HOLLYWOOD — In an effort to help its members cut overhead costs, the Theater Owners of America, film exhibitor organization, has unveiled an album line to sell to its members only for an estimated \$8.

Idea is designed to cut performance fees paid to ASCAP and BMI for recorded music most theaters play during intermissions. According to TOA figures, first-run theaters pay up to \$60 annually, while smallest fees are approximately \$12.

Album line consists wholly of public domain material on which performance coin need not be paid. Idea was unveiled at the TOA Drive-In Convention in San Francisco recently.

Exhibitors do not pay performance coin on the showing of theatrical film in line with the now famous "Leibell" decision.

SEVILLE EASIER TO SPELL, ALSO

NEW YORK — Cleffer-singer Ross Bagdasarian is a man of many names as well as talents. Under his own name he wrote "Come-On-A-My House" and cut some sides for Liberty Records. He has also recorded for Liberty as orchestra leader David Seville, and Alfi and Harry. ("The Trouble With Harry.")

Altho Bagdasarian would prefer to be known under his own moniker, he has made the most impact, artist-wise, as David Seville. His "Armen's Theme" did well, and his latest Seville platter, "Witch Doctor," is starting to stir up considerable action. Consequently Bagdasarian will shortly embark on a deejay tour, wherein he will be interviewed as Seville.

Ausball New Mercury Exec

NEW YORK — Clair van Ausball has joined Mercury Records in the newly created post of publicity, classical division.

The exec, who reports to Mercury's classical chief Wilma Cozart, will headquarter in New York. He formerly served as manager of the Kilbourn Hall and concert bureau of the Eastman School, where he also was administrative assistant to Doctor Hanson, who heads the school. Ausball holds bachelor of music, arts and science degrees.

Majors Come Back In Hit Sweepstakes

• Continued from page 1

and "You" by Gale Storm are gaining. M-G-M has "Who's Sorry Now" by Connie Francis. David Rose's "The Swinging Shepherd Blues" was a recent click.

Some of the labels are not currently represented in mass, each has artists who seldom fail to make it. Victor's Presley and Como are sure things. The Ames Brothers are also potent artists. Columbia's Johnny Mathis' disks have all made the charts. Nat King Cole and Frank Sinatra and Tommy Sands, Capitol artists, usually reach the top 50. Patti Page is always a threat. Dot's Pat Boone has a long unbroken string of hits. Decca's Bobby Helms has had several smashes. Marvin Rainwater's and Joni James' efforts have been going well on M-G-M.

In addition to hits by established artists, the majors have been developing new talent. Victor's Twin Dell and Ted Newman scored well with their first Victor releases. Capitol's English find Laurie London has a smash in "He's Got the Whole World in His Hands." Ed Townsend, a recent Capitol pactee, has a strong item in "For Your Love." Joel Grey and Jack Jones, have made impressive debuts. M-G-M has added Richard Barrett, Frank Sardy and the Velvetones. Dot has promising properties in Carol Jarvis and Nick Todd.

Indie tactics have been employed by the majors to advantage. Several of the records mentioned above were acquired from other labels, also Capitol artists, were Billboard talent picks.

Decca is very much in the picture with their new group, the Shirelles, who appear a good bet to make it with "I Met Him On a Sunday." Mercury's Voxpoppers, Jimmy Edwards and the Cardigans and the major labels are very

much present on the bought master scene. Victor's purchase of Ronald and Ruby's "Lollipop" has proven a wise move. Decca's buy of the Shirelles' "I Met Him On a Sunday" shows positive signs. Mercury's acquisition of the Voxpoppers' "Wishing for Your Love" looks like a good bet to pay off. Capitol, Dot and M-G-M have also bought masters. Columbia has purchased masters for their new Date label.

PICK INTL. BAND FOR NEWPORT'S JAZZ FETE

NEW YORK — The personnel of the International Jazz Band that will perform at the Newport Jazz Festival has been set. Marshall Brown and wife, Judith, and George Wein have selected 15 of the 16 European jazz musicians who will be in the band, and the 16th man, the guitarist, will be selected from two young Hungarians, both new students at the Berkley Music School in Boston.

M-G-M Post to Morry Klein

HOLLYWOOD — M-G-M Records has named Morry Klein to head the label's West Coast promotion office. Until recently in charge of public relations for the Mary Kaye Trio, Klein will handle all disk jockey and dealer promotion in the 11 Western States.

He reports to sales Vice-President Irv Jerome in New York, tho he'll work under the guidance of Jesse Kaye, vice-president in charge of operations here.

Judge Rules R&R Off Air, LP's Back On

NASHVILLE — Radio listeners who object to rock and roll records on their favorite stations now have at least one court precedent to use as a wedge in getting less rockers and more LP's.

Hon. Judge Henry F. Todd of this city established the pattern in a case here last week in which a local listener, John C. Greedack, filed suit for damages against local outlet WSIX.

Greedack's beef centered on the fact that the radio station had junked a favorite show of his, "LP Showcase," and had substituted a platter-twirling session devoted only to disks riding in the upper levels of Best Selling charts.

This, said Greedack — who appeared on behalf of "the people of Tennessee" — had "greatly injured" him. It seems he could turn on any number of stations at the same time playing the same singles hits, and he wanted his favorite show back.

To support his point, Greedack pointed out that FCC regulations provide that "on matters of controversy which are in the interest of the public, equal air time for each side is granted." Greedack felt that he should be entitled to this type of music, the same as teen-agers are fed rock and roll.

Judge Todd agreed with the irate listener, and issued an injunction which caused WSIX to return "LP Showcase" to the air in its previous time slot. The injunction was made permanent and mandatory.

Capitol Picks Up Prep Aces

HOLLYWOOD — Janice Harper, Earl Holliman, Ray Stevens and Sam Butera, in addition to several other Prep artists will be absorbed into the Capitol Records talent roster following the demise of the Cap subsidiary.

Inventory in the hands of the indie distributors who handled the Prep line is reported to have been negligible, with Capitol giving these distribs proper satisfaction.

While Prep is being pulled out of the active market, it's not inconceivable that the firm might one day start up the label again. Officially, "active operations have been suspended."

Andy Wiswell, who devoted some time to the Prep a.&r. operation in the East will now devote all his efforts to Cap a.&r. activities. Jim Gordon, Prep topper on the Coast, is currently mulling future plans with Capitol execs, while Stan Hoffman, formerly Prep's promotion man here, is now handling similar chores for Cap on the Coast.

Prep label was started less than a year ago and is the only one of the major diskeries' subsids to fold operations.

Musicals May Be Tax-Free If Non Profit

WASHINGTON — Legislation which would exempt musical comedies from the admissions tax if presented on a non-profit basis by civic or community associations won the approval of the Senate last week (13).

Under present law, "concerts" are exempt from the tax when presented by civic groups if "no part of the net earnings inures to the benefit of stockholders or members

(Continued on page 10)

Friedlander Joins UA as Promo Mgr.

NEW YORK — Buddy Friedlander has joined United Artists Records as national promotion manager.

The exec was with Mercury Records for eight years, and more recently served as national promotion manager for Epic and Okeh Records. He has also worked with Mills Music and as a promotional representative for Georgia Gibbs, Frank Warren and others.

U. A. last week signed seven-year-old Patti Austin to a long-term. The tiny canary is the daughter of Gordon Austin, the former trombonist with Fletcher Henderson and Earl Hines.

(Continued on page 49)

ATONEMENT

Sands Evens Score for Cincy Jock

CINCINNATI — Capitol Records' Tommy Sands hopped into Cincinnati Saturday night (29) to right two wrongs with a personal appearance on "Bob Braun's Bandstand" on WLW-T Sunday afternoon (30).

The initial faux pas occurred three weeks ago when Sands was to have phoned Braun for a bit of banter during the "Bandstand" show. Sands and his manager tangled their cues, with the result that the phone call failed to materialize, leaving Braun, his studio audience of 150 teen-agers and the TV audience miserably disappointed.

The flub-dub was repeated the following week, when Sands was again to call, this time from Kansas City, Mo. However, Sands failed to note the difference in time and made the call after "Bandstand" had gone off the air. This automatically clinched the No. 1 spot for Sands on the you-know-what list of Braun and his many fans, and Braun refrained from playing any Sands tunes, or even to mention his name.

When Sands learned of the turmoil he had created, he immediately phoned Braun and offered to square things with a personal appearance. For the occasion, the weekly teen-age TV show was extended from the usual 1:30-3:30 p.m. to 1:30-4, and moved from the station's Studio B, where the show's participants are limited to 150 teen-agers, to the spacious Topper Ballroom in Music Hall. The crowd at the Topper Sunday afternoon was limited to 3,000, with several hundred more seeking admission.

Upon his arrival at the Union Terminal here Saturday night, Sands was met by several thousand fans and an eight-man police escort. A party for the local music fraternity and press followed at the Sheraton-Gibson Hotel.

Braun, who during the past year has developed into one of the top record spinners in the area, also does a radio platter show from McAlpin's, downtown department, from 2-4:30 p.m. on Saturdays, with a live audience of around 400. The past week he began a series of weekend teen-age hops at high schools in the Cincinnati area, sponsored by the local Coca-Cola works. The Everly Brothers are slated to guest on the Braun TV-er this coming Sunday (13).

Verve, Studio In Ella Promo

HOLLYWOOD — Promotional tie-up between Verve Records and AB-PT Pictures has been worked out on the Ella Fitzgerald recording of "Teach Me How To Cry," from the film company's production "Eighteen & Anxious."

Disks have been earmarked for all the associate and affiliate theater groups of the picture firm, a subsidiary of American Broadcasting-Paramount Theaters, Inc. In addition, Republic Pictures' branches distributing the film and exhibitors who will show it, are expected to co-operate in the promotion.

Theater trailers, lobby displays and newspaper advertising of the film will all feature Miss Fitzgerald's recording as well.

AUDITION
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...for dealers
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IN THE BILLBOARD

The Billboard Weekly Index

RECORD SALES IN RETAIL STORES

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

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



45 EP and 78 Unit Sales Dragging

By TOM NOONAN

Over-all unit record sales dropped slightly this period with the biggest offenders being 45 EP and 78 singles unit sales; 33 1/2-12" and 45 singles are both holding their own. The over-all figure is 6 per cent below "par" for the current period. Par is represented on these charts as the figure 100 and is the average weekly record sales for the period of June thru November 1957.

While 45 EP this week remained at the same level as the previous

period, they are currently 27 per cent off "par"; 78 singles are currently 55 per cent off "par"; 78's, however, have been consistently off since the first of the year but 45 singles, which have been over "par," do not seem to be taking up the slack in the singles business. The final diagnosis, therefore, could be that the singles business is slightly off last year's sales and, at this time, they show signs of picking up.

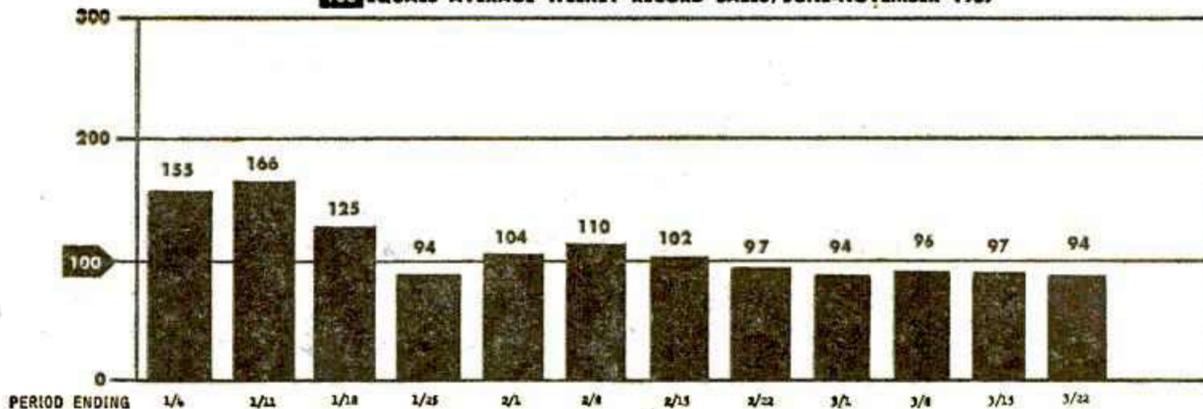
Again, it must be pointed out while the unit sales of 33 1/2-12" remain close to the comparative

period of 1957, their share of the dollar market is not as great as it was. This could indicate an increase in the sales of low-priced LP's (see story in March 31 issue, Page 3).

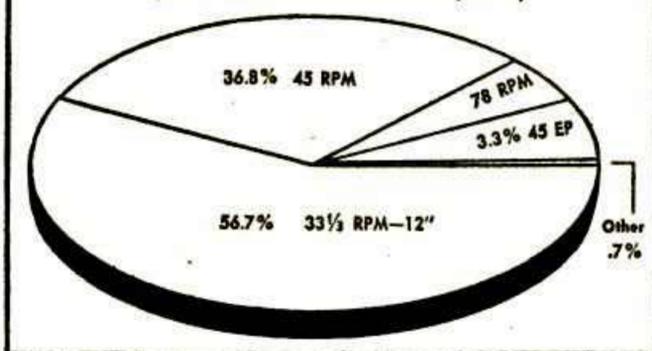
With one more week to go in the first quarter, over-all unit sales should compare favorably with last year's June thru November period but the dollar volume it represents could be below the gross income last year. The reasons could be the low-priced LP and the increasing number of stores selling at discounts.

TOTAL UNIT RECORD SALES (ALL TYPES)

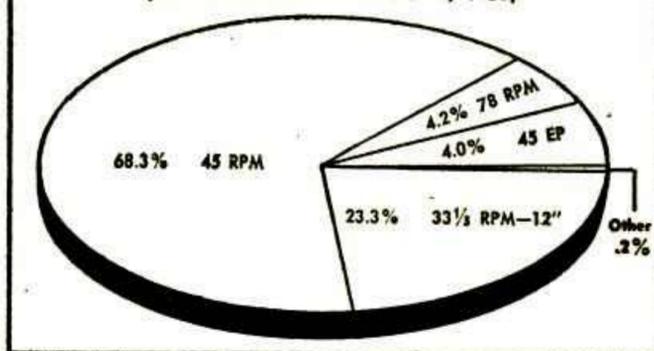
100 EQUALS AVERAGE WEEKLY RECORD SALES/JUNE-NOVEMBER 1957



SHARE OF DOLLAR MARKET (FOR WEEK ENDING MARCH 22, 1958)

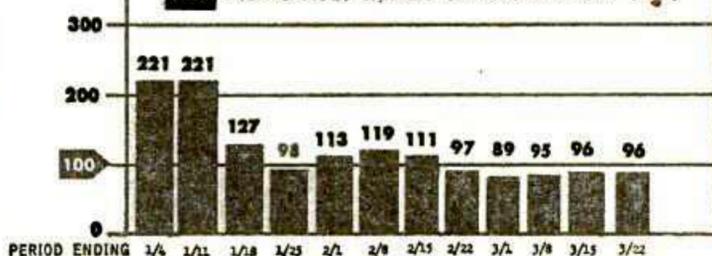


SHARE OF UNIT SALES (FOR WEEK ENDING MARCH 22, 1958)



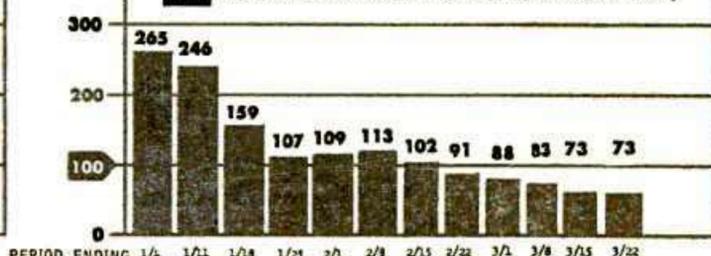
33 1/2 12" UNIT SALES

100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957



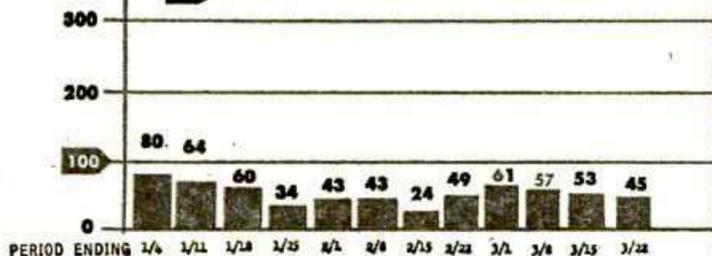
45 EP UNIT SALES

100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957



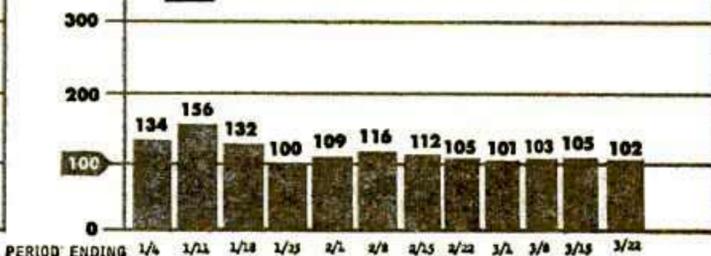
78 SINGLES UNIT SALES

100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957



45 SINGLES UNIT SALES

100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957



SOME CHANGES MADE

Copenhagen Take Slimmer for Yanks

By TED WOLFRAM

COPENHAGEN — While American music—classic, modern, jazz and pop—still rates high in Copenhagen, it is now confronted by strong competition from other countries. Up until 1953 concerts by American musicians resulted in sell-outs. Since 1953 the well-known American concert artists have generally fared well, but only a few American jazz bands and pop singers have drawn anything resembling full houses. The present winter concert season could be called disastrous for the few American jazz or pop artists who have appeared here.

Crackdown on Salty Disks Bags Dealers

NEW YORK—An off-the-studio taping of a sizzling bit of repartee repertory between Dean Martin and Jerry Lewis, being peddled surreptitiously here, led to a crackdown last week on a number of record dealers and one manufacturer. The alleged Martin-Lewis disk (which was taped without knowledge of the comics) led to raids on a group of stores in Queens by assistant district attorney Francis Smith.

The district attorney could not find out who was manufacturing the "Martin-Lewis" disks. But the assistant d. a. did arrest manufacturer Joe Davis, claiming that two LP's on the Joe Davis label in six shops contained objectionable material.

The two albums are "Girlesque" and "For Men Only." Managers and salesmen of the six raided stores were also put under arrest. Hearings will be held for the eight defendants on charges that they violated the anti-pornographic section of the penal code, a misdemeanor.

Kornheiser in Morris Tour

NEW YORK — Sidney Kornheiser, general professional manager of E. H. Morris Music, will embark on a European trip the first week in May.

The exec will spend a month abroad, conferring with Morris reps in France, England, Germany and Italy. Kornheiser also plans to work closely with musical show producers at the Worlds Fair in Brussels, Belgium. In line with this, Kornheiser said there is a strong possibility that Harold Arlen's "Blues Opera" will be produced during the Fair's run.

Puccio, Rip Label Head, Buys Brad

HOLLYWOOD — Dick Puccio, prexy of indie Rip Records, has acquired a major interest in Brad Records, newly organized indie here operated by Brad Atwood.

Both Atwood and a.&r. chief Dave Axelrod will continue to remain active in their label. Puccio will participate in the label which will be operated independently of Rip. Brad etching of "Everybody Happy" by the Address Brothers has stirred action in some sections of the country. Rip promotion man Alan Jay will hype both the Brad and Rip releases on an 18-city d.j. trek he begins this week.

In past years a big handicap faced big "name" jazz bands, due to the lack of halls big enough to assure them of a chance to clear expenses or make a profit. There has been little improvement in big halls, but Tivoli's new Concert Hall now provides an ideal spot for small combos and vocalists. It's acoustics are superb and its stage and auditorium are highly adapted to such concerts.

It is equally well suited to jazz concerts, but its seating capacity of about 2,000 would not provide a big high-salaried jazz band with a profit on the basis of two concerts per night, the format for one-nighters here.

Ice Show Smash

On the other hand, the outstanding success of the American-owned and produced "Holiday on Ice" show has been a major factor in killing off business of any high-salaried American jazz bands or pop vocalists who appear here during the period between November 30 and March 31. This is a bit ironic as it was Richard Stangerup, who handles most of the big American jazz bands that play here, who brought in "Holiday on Ice" in February, 1953, during which it

(Continued on page 14)

KELLEM NAMED CAPITOL A&R

HOLLYWOOD — Capitol Records added to its a.&r. staff last week, naming Manuel (Manny) Kellem a pop singles producer in New York.

Kellem has been with the company since 1952, starting as a promotion man in Philadelphia. Most recently he was national sales manager of Prep Records, and before that worked as a promotion man for both Capitol and Prep in New York. Kellem is a professional musician and has previously worked with Charlie Barnet, the late Jan Savitt and the Meyer Davis orchestras.

Special Price On Stereo List By Mercury

CHICAGO — Mercury Records announced a 10 per cent discount for its entire stereo line during the month of April. The offer is the same as one made during January which, according to Prexy Irving B. Green, was very successful.

The announcement was coupled with release of 11 new items in Merc's stereo tape line which now numbers 60 packages.

The new release includes tapes by Billy Eckstine, Buddy Morrow

(Continued on page 10)

THE PRIZE: R&H?

Victor, Columbia in All-Out Battle With 'So. Pacific'

NEW YORK—One of the most intriguing sales battles of the year is now being waged between RCA Victor and Columbia Records over their competing albums of "South Pacific." The battlefield covers the entire country with command posts in New York and Hollywood and the battleline engulfing such places as one stops, theater lobbies, dealers windows and department stores. Sales chiefs are the generals in the battle and field men are the scouts to outflank the enemy's positions.

The big gun on the Victor side is the new sound track of the just-released movie version of the Rodgers and Hammerstein musical, while Columbia's atomic cannon is the 10-year-old original cast version from the Broadway show with Mary Martin and Ezio Pinza.

Victor threw down the gauntlet with a \$250,000 advertising campaign on their sound track LP, and a full month's concentration from the command posts on just this one album. Columbia replied with a slightly muffled roar by repackaging and re-dressing of its best selling Broadway version, which is

still one of the best selling LP's in the catalog.

About a fortnight ago, with the flicker opening in a number of cities the battle increased in intensity. Field men from each of the companies were out on the road trying to get their set featured in windows, displayed in theater lobbies and pushed by one strips. They were seeing deejays to get their version played on album segs. And

(Continued on page 10)

Jo Stafford Album Given Live Preview

NEW YORK—Columbia Records came up with a novel method of introducing a new album last week, with a live preview of the new Jo Stafford album "Swingin' Down Broadway." The place was the Starlight Roof of the Waldorf Astoria Hotel here on the evening of April 2, the singer was Jo Stafford in person, and behind her was a 17-piece orchestra led by hubby Paul Weston and featuring such top jazz names as Hymie Schertzer, Billy Buttefield, Lou Stein,

(Continued on page 10)

Spina to Wrap 12 for Design

HOLLYWOOD — Composer Harold Spina has been named to independently package and produce a minimum of 12 albums for Design Records. Already set to record are Marie Wilson, the Merry Macs, Jerry Colonna and Anthony Quinn. A personality series of albums by motion picture stars is also in the offing.

Spina will continue with his producing chores for Tops Records and is currently at work on an album by Caesar Romero for the company.

DISTRIBUTOR NEWS

By HOWARD COOK

Bud Lampe of Commercial Music Company in St. Louis reports that several disks are moving well. Among the hottest are "Twilight Time" by the Platters on Mercury, "The High Sign" by the Diamonds and "The Little Train" by Marianne Vassel and Erich Storz, also on Mercury, and Ersel Hickey's Epic waxing of "Bluebirds Over the Mountain." Promising new platters include "When the Boys Tell the Girls Goodbye" by Valerie Carr on Roulette and "Chewing Gum" by Tommy Prisco on Epic. Lampe mentioned "Wishing for Your Love" by the Voxpoppers on Mercury as one of his leading items. Lampe has opened a new operation in Kansas City, Mo. Commercial Music in that city will be helmed by William Reussner, who was formerly a salesman at the St. Louis office. Reussner has been replaced by Don Hansen.

Harold Hassner, Choice Records Distributing Company in Kansas City, Mo., names "Talk to Me" by Little Willie John on King as his top seller. "Got a Job" by the Miracles on End is also hot. "Boo Ba Da" by Bill Doggett on King is showing well. "Let's Be Lovers" by the Playmates on Roulette is perking. The kids are beginning to favor "The Long Hot Summer," flip side of Jimmie Rodgers' current Roulette hit "Oh-Oh, I'm Falling in Love Again," according to Hassner. Top album at Choice is Jose Melis' Seeco LP, "Tonight."

Phil Katzenstein of Allied Record Distributors in East Hartford, Conn., names "Crazy Love" by Paul Anka on ABC-Paramount as his No. 1 platter. "You" by the Aquatones on Fargo is also blazing. Lee Andrews' United Artist entry, "Let's Try the Impossible" is doing well. "We Teen-Agers Know What We Want" by the Emanons (No names spelled backwards) is getting a good reaction. Katzenstein thinks that "Scapricciatello" by Anna Magnani on Verve could be a sleeper. "Ella Fitzgerald Sings the Duke Ellington Songbook" on Verve is the top album at Allied. Close behind are "Eydie Gorme Vamps the Roaring Twenties" on ABC-Paramount, and "Tonight" by Jose Melis.

NEW YORK SCENE: Bob Pare, Portem Distributing Company, Inc., states that "Chanson D'Amour" by Art and Doty Todd is a smash. "Bluebirds Over the Mountain" is going well. "The Things I Love" by the Fidelities on Baton is also getting a lot of play. "Daddy Lolo" by Ganin's Asia Minors on East West is one to watch, according to Pare. Tommy Prisco's "O Bella Mia" is moving. Pare calls "Popeye" by Captain Allen Swift, a kiddie record, the strongest disk of its kind in Portem's history.

Bernie and Harold Horner at Leslie Distributing Company, a one-stop, have quite a few hot platters. Strongest item is Elvis Presley's RCA Victor recording of "Wear My Ring Around Your Neck." Lee Andrews' "Let's Try the Impossible" is big. "Witch Doctor" by David Seville on Liberty is a runaway. The reaction to "Oh, Lonesome Me" by Don Gibson on RCA Victor is still tremendous. "Twilight Time" by the Platters is a smash. "Chanson D'Amour" by Art and Doty Todd is among the strongest at Leslie. "Bluebirds Over the Mountain" by Ersel Hickey is moving well. "Torrero" by Renato Carosone on Capitol is being received strongly.

NOTES IN THE MAIL: Leo Cheslak, promotion director of Cadet Distributing Company, Inc., in Detroit writes that

(Continued on page 12)

Dealers Given Special Offer By Somerset

NEW YORK — Somerset Records is offering a special deal on its new low price album of "Music Man" backed with "South Pacific." The deal, which is open to all dealers, lasts only one month and applies only to one-shot orders. It works as follows: For every box of 30 albums that dealers order, three free albums are included.

"The "Music Man"- "South Pacific" LP, is, like other Somerset sets, pre-bagged in a polyethylene sleeve. It has two four-color covers, to illustrate the two musical scores. According to the firm, reaction on this new set has been the greatest of any album yet released by the low-price LP diskery.

Verve Delays Mitzi Debut

NEW YORK — Upcoming tour by Mitzi Gaynor, in connection with premieres both here and overseas of "South Pacific" cinemusical, has postponed at least until June the star's plans to wax her first album for Verve label.

Miss Gaynor leaves for the p.-a. junket on April 4. Plans to record the singer prior to that date, in an album of 12 standards by Cole Porter, Rodgers & Hammerstein, etc., were also scrapped when Norman Granz' own recording schedule conflicted.

BILL PRESCRIBES KEY OF A-FLAT FOR U.S. ANTHEM

WASHINGTON — The U. S. will have an official version of the Star Spangled Banner that will "prevent crackpot versions and interpretations from being performed at official functions," if Rep. Carroll D. Kearns (R., Pa.) has his way.

Kearns, author of a bill to prescribe an official version of the National Anthem, told his colleagues in the House last week (1) that his bill would enable any organization — "whether it be a five-piece German band, a Dixieland combo, a string orchestra, a concert band, or a symphony orchestra" — to make an arrangement and play it in an acceptable manner.

In answer to press criticism that his bill changes the key of the composition, Kearns said he designated A-flat because the key is believed to be the "most singable" for the majority of voices.

According to Kearns, the bill merely would "recognize officially what is now generally accepted as the best way to perform the Anthem." It does not mean that the Anthem cannot be played in another key.

Kearns believes the official version will be of great help to conductors in foreign countries who frequently have occasion to play the Anthem.

OPERA

'Baby Doe' Captivating U. S. Opera

The City Center opera season began auspiciously with the first performance in New York of "The Ballad of Baby Doe" — a work commissioned by the Koussevitsky Foundation of the Library of Congress and dedicated to the memory of Natalie Koussevitski. The Douglass Moore score is a captivating experience in modern romanticism. John Latouche's libretto is compact, convincing and enjoyable.

The characters and events depicted are based on fact and set in the mining town of Leadville and Denver, Col., in 1880. The plot centers around Horace Tabor, middle-aged silver tycoon

The Ballad of Baby Doe
Music, Douglas Moore. Book, John Latouche. Chorus Master, Gina Smart, Staged by Vladimir Rosing. Sets and costumes, Donald Oenlager. Conductor, Emerson Buckley. New York City Center, April 11.

who falls in love with Elizabeth (Baby) Doe and divorces his first wife to marry her. Tabor later loses his fortune and dies, but his short period with Baby Doe is happy.

The principal roles were filled by Beverly Sills as Baby Doe, Walter Cassel as Horace Tabor, Martha Lipton as Augusta Tabor the first wife and Beatrice

Krebs as Baby Doe's mother. Miss Sill's aria in the first act is a wistful theme that calls for a wide range of vocal expression, and it was presented beautifully. Martha Lipton sang a dramatic, second act soliloquy in marvelous voice and with sincerity. Mr. Cassel's high spot was also a second act aria—a dream sequence — that was well-executed and staged.

Vladimir Rosing's staging was effective. Each scene was preceded by a series of slides which functioned as extra settings and set the mood for the action that followed.

Howard Cook.

ST. LOUIS BLUES A FINE HANDY EPITAPH

By CHARLES SINCLAIR

St. Louis Blues

Stars: Nat King Cole, Eartha Kitt, Pearl Bailey, Cab Calloway, Ella Fitzgerald, Mahalia Jackson. Featured: Rudy Dee, Juano Hernandez. Screenplay by Robert Smith and Ted Sherdeman, based on the life story of W. C. Handy. Music arranged and conducted by Nelson Riddle. Produced by Robert Smith. Directed by Allen Reisner. A Paramount picture. Reviewed at New York preview, April 2.

"St. Louis Blues" is an eye-and-ear treat, and the warmest kind of tribute to a simple, great, talented composer.

With its lavish line-up of musical names and Nelson Riddle's tasteful arrangements, it's also a superb showcase-on-film for a whole roster of W. C. Handy's blues, from "Beale Street Blues" and "Yellow Dog Blues" to "Careless Love" and—of course—its wo famous title tune.

The Robert Smith-Ted Sherdeman screenplay briefly spotlights Handy's childhood with the stern, unbending minister who is his father. Then, it leaps ahead, and spends the rest of the film concentrating on the period in Handy's life between his early cleffing of a campaign song for a Memphis candidate for Sheriff, thru struggles with his family, and up to the point where his great blues song is played by a symphony in New York. Handy's later years, spent in relative inactivity, are omitted.

The biographical approach is somewhat introspective; actor-singer Cole's role calls for him to be primarily concerned with gaining recognition for his father, and Ruby Dee, his sweetheart. His world-wide success as a composer thus happens largely off-stage, coming as a periodic surprise to Cole as well as the audience.

The picture often tells Handy's story best when TV-trained Director Allen Reisner gives audiences generous helpings of Handy's tunes, sung with pantherish fire by Eartha Kitt; rich warmth by Mahalia Jackson; swinging drive by Ella Fitzgerald; lazy grace by Pearl Bailey or by the velvet-voiced "King" himself.

The acting, however, is generally good. Cole portrays Handy with sincerity and respect. Miss Bailey is a pure delight as Handy's Aunt Hagar. Miss Kitt is sexy and hellcat-ish as blues singer Gogo Germaine. Cab Calloway, in a straight dramatic role, is properly villainous as Blade, the saloonkeeper who defrauds Handy on his first tune. Hernandez lends simple dignity to the role of Handy's God-fearing father, and Miss Dee is tender and charming as the girl who loves him.

Capitol and RCA Victor are issuing albums with Cole and Miss Kitt respectively, and more are on the way.

NIGHT CLUB

Pettiford Group at New Jazzspot

New York's newest jazz club, the Black Pearl, started off with a top jazz name in Oscar Pettiford and his quintet. But the group that Oscar has surrounded himself with does not do full justice to his fine bass work, and outside of Pettiford the group is an in-and-out combo, occasionally coming up with some very listenable efforts and at other times just not making it.

In this engagement the men with Oscar are Johnny Coles on trumpet, Sahib Shihab on bary,

alto and flute, Buster Smith on drums and Hod O'Brien on piano. Shihab is the steadiest man of the group, selling his reed work capably if not always inspirationally. Smith turns in some good stints on drums on up-tempo material, but misses on the softer stuff.

Basically the group sounds best when it drives solidly on hard hop material, and swinging items like Bernie Golsen's "Stablemates" which the group performed neatly. It is weakest on the softer,

prettier material.

Yet when Oscar, Shihab on flute, and intermission harpist Betty Glammann teamed up on "Willow Weep for Me" they evoked a mood that was tender and warm, and made the tune one of the high spots of the set on the night caught (1).

Oscar is the rock for the group. His bass work is strong and solid and his solos are all high spots. He has the ability to move from a ballad to a driving rhythm tune with ease. Bob Rolontz.

NIGHT CLUB

Small Club, Small Show, Big Fun

Following what seems to be a snowballing trend, the new show at Down in the Depths, the pocket-sized nitery below the Hotel Duane, New York, features a full-length musical revue titled "Smalltacular." A cast of seven prances thru assorted songs, skits and singles, following closely the timing of a TV spec in that the 90-minute show is broken into three segments, with the breaks between for drinks rather than commercials.

Bonifaces Larry Tucker and Mort Raven are on the right track. They have selected experienced, talented pros to perform in the production conceived, written and staged by Jack Vaughan, who also penned the lyrics to

original music by Bob Atwood. Comic Earl C. Hall, nitery and TV veteran, proves deft and versatile in sparking the proceedings.

Jean Shepherd, WOR deejay of "Night People" fame, emcees from a stool, participates in a couple of sketches and tells one of his autobiographical stories. He has aired far better material than used here, for example, his droll tale of how primitive man gave up peaceful evenings and succumbed to the maddening urge to "do something" that remains with us today.

Others in the cast include Dottie Love, who styles romantic ballads wistfully; Mary Harmon, a gaudily built blonde with a sultry voice; Nancee Ward, who

shows a nice sense of comedy; Rudy Tronto, who has recorded for London and Mercury, and can dance and be funny as well as sing; and Elly Stone, hitherto known mainly as a folk singer (Tradition Records), who also shone in the sketches and the delightful Wolcott Gibbs-James Doherty "Declaration of Independence" of a child.

The tunes are pleasant enough, albeit not of especially great pop potential, with one exception: a takeoff on rock and roll, the smash close of the second portion of the show could, with a minimum of change, become a for real disk hit possibility—it's that good.

Sam Chase.

NIGHT CLUB

Tjader Lure for Jazz Hipsters

Vibrist Cal Tjader's five-week run at the intimate Interlude is bound to draw a steady traffic of jazz enthusiasts. Incongruous as it may seem, Tjader's unit is cool in a warm sort of way; his approach to contemporary jazz modernism is unmistakably unfettered and inventive, yet he plays along clean melody lines that are easily identified.

Tjader combines his jazz num-

bers with an apparent penchant for the Afro-Cuban as evidenced by his frequent Latin sets and a beautiful working of "Armando's Hideaway," latter penned by Armando Perez from Tjader's most recent Fantasy album. For the less hip, there were scintillating renditions of "Our Love Is Here to Stay," "For All We Know," "The Lady Is a Tramp" and a gem of an arrangement of "I've

Crown Accustomed to Her Face."

There's plenty of room in Tjader's romp for the sidemen to shine too, particularly some top pianistics from Vince Guaraldi, and excellent bass work by Al McKibbon. Willie Correa, on drums, and Raymon Santamaria, on bongos and conga drums, round out the unit.

Joel Friedman.

NETWORK TV

Bilko Lampoons GI You-Know-Who

"Rock and Roll Rookie" — a timely burlesque based on you-know-who's recent induction into the U. S. Army—was presented on Phil Silvers' Sgt. Bilko series last Friday (28).

The film (actually shot a year ago and re-released to cash in on current events) had its amusing moments, with Silvers turning in his usual great performance, and young Tom Gilson, a startling

The Phil Silvers Show
CBS-TV, 9-9:30 p.m., est. March 28 (Caught again.)

look-alike, as the guitar-strumming, side-burned rookie Elvin Pelvin, who owned 11 Cadillacs and a hound dog who looked like Doberman in civilian life.

The yarn was an outrageous

lampoon of rock and roll, particularly Bilko's hilarious renditions of "Brown Suede Combat Boots" and "You're Nothing But a Raccoon." However, the producers wisely let Gilson play it in a sympathetic, practically straight fashion, thereby safeguarding the sponsor from the easily aroused wrath of you-know-who's fans.

June Bundy.

DAMONE SPARKS IMPACT AND POLISH IN COPA STINT

By REN GREVATT

Vic Damone, a small and physically unimposing lad, starts slowly in his current stint at Gotham's Copa. After all, he's following a mighty strong act in the person of Jane Kean, known as the "pretty one" of the former sister act, who fractures the ringsiders with a long but diverting and funny series of impressions.

But as Damone's 45-minute stint progresses, he seems to grow and grow, and before you know it, he has everybody eating right out of his hand. Starting with a bouncy "How About You," the singer quickly moves into his latest disk, a dramatic reading of the pic theme tune, "Gigi." After this he gets closer to the crowd with "I've Got You Under My Skin," which includes some byplay with a lady ringsider.

Next comes a fine medley of Gershwiniana which includes "Maybe," "Someone to Watch Over Me," "They Can't Take That Away From Me," and "Fascinatin' Rhythm," at which point the audience was really warmed up. Next Damone proves he has learned to laugh at himself with a bit that starts as a Tony Martin impress with top hat and cane and winds up with a clowning soft shoe bit, at which he's obviously not the most adept. The wind-up comes with two more disk renditions of "Our Love Affair," and the big hit, "On the Street Where You Live."

Damone proves a polished and humble performer who gets the benefit incidentally of superb ork backing by Mike Durso's house unit playing the Bobby Tucker arrangements.

The ork, in fact, does a complete switch with Damone after a contrastingly blasting backing to the Kean act. Miss Kean, however, scores well, with her new partner, Ron Fletcher, who choreographed the seg. The turn comprises dancing and singing bits highlighted by an amusing series of impersonations of such as Louella Parsons, Zsa Zsa Gabor, Marilyn Monroe, Mae West, Judy Garland, Sophie Tucker, Julie Andrews and a standout take-off on Eartha Kitt.

MANTOVANI CLIMAXES TOUR TO CARNEGIE FAN ACCLAIM

By BOB BERNSTEIN

Mantovani and His New Music, Carnegie Hall, New York.

Mantovani makes popular music sound classical and classical sound popular. Pedants may grumble but there's no doubt that this technique widens horizons for his listeners, introducing them to areas of music they didn't think they'd enjoy. The suave conductor provided a balanced program of Loewe and Lenoir, Kern and Kreisler, to wild approval from a packed Carnegie Hall. In the school of Kostelanetz, Gould, and Liberace, the aura was longhair, the food easily digested.

From the moment he entered to theme music by his "tumbling strings," Mantovani was the focus of every eye. His athletic batoning, his explanatory remarks and his dignified bows furthered the impression that here was a leader to reckon with. Standout selections were "Deserted Ballroom," "Perpetuum Mobile" and his own "Toyshop Ballet." With 31 strings out of 43 musicians, the band device of having soloists rise to perform was helpful to several brass and reed men, particularly since it brought them closer to the mikes. Two loudspeakers aided the souped-up sound which gives Mantovani disks that lush romanticism.

This One



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MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

NO REST FOR THE ADMEN

Advertisers must make Americans accept the fact that a more comfortable life, a life of greater leisure, is a major achievement and not a major failure of American thinking, according to Dr. Ernest Dichter, president of the Institute for Motivational Research. I thought that's what we were all after until Dr. Dichter pointed out "the fatalism we have absorbed from Marxist philosophy" and suggested to admen a program to promote the concept of "a world built on individual initiative." (They mustn't take it personally, of course.) Recession, like prosperity, is man-made, states Dichter, so salesmen must offer products that provide new experiences and justify the need for those products.

SHARPS IN A SEASON OF FLATS

ABC-TV expects to have a lot of music programming next fall, larger than the other networks who were burned more painfully this season. Lawrence Welk's two hour-long shows and Pat Boone's series have been renewed by happy automotive sponsor and Dick Clark is set with Beechnut. The web anticipates continuation of Patrice Munsel, "Voice of Firestone," "Country Music Jubilee" and Sinatra ("in some form") with additional entries "highly probable." It remains to be seen if Tom Moore, new programming veepee, is as musically inclined as the departing Jim Aubrey.

SNOW AND STATIC

The live syndication of "Bingo at Home" continues to mushroom, the latest success story coming from WMUR-TV, Manchester, N. H. The first game drew 31,000 pieces of mail. . . Griffin Grocery has sold KFPW, Ft. Smith, to George Herneich, but keeps KTUL, Tulsa, and KATV, Little Rock. . . ABC Film Syndication has formed Proven Programs, an economy sales division to market TV film reruns. . . Polly Bergen's father Bill made such a well-liked TV guest that he and Polly have etched a Columbia LP. . . Browning Labs, Laconia, N. H., is pioneering FM Multiplex, to enable stations to transmit three programs at once on the same frequency.

Sammy Kaye and ork get three broadcasts a week on CBS beginning this week from the Hotel Roosevelt Grill. . . Phil Cowan named director of exploitation at NTA. . . Lou Shainmark resigned as publicity veepee at Guild Films to launch a newspaper syndicate.

DAYTIME TV BEATS NIGHTTIME

Daytime TV delivers a sales message with 67 per cent greater cost efficiency than nighttime, since it's priced at one-fifth and sets-in-use are estimated at one-third, according to H-R Television's newest survey. Almost 7,000,000 women view TV in the average daytime quarter-hour, more than the circulation of any weekly magazine, H-R researchers conclude. Housewives "influence or make 85 per cent of all store purchases."

WHEELING AND DEALING

TALENT TIDINGS

NEW KIND OF TYPE CASTING

Once upon a time, TV shows booked the biggest names they could afford, any time the names were available. A quiet revolution has changed that simple premise into a complex system which screens guests as thoroughly as quiz shows test contestants. Visitors, whether performer or civilian, talker or doer, have to have "the Como feeling," "the Boone background" or "Dinah's sense of fun." Typical is "the Paar flavor" as explained by Tom O'Malley, talent co-ordinator of NBC's Jack Paar show.

"Our guests must be down-to-earth, chatty people who have something interesting or illuminating to say within the American scene," says O'Malley. "Whether they're celebs or not is secondary. We have a barber and a cab driver returning who were funnier and better liked than many star comics. Except for straight singing stints, we go for features. If you're incident prone, You're for us." There are other criteria, such as the \$320 TV minimum which is Paar's maximum pay and the shunning of "rock and roll and people so tainted." But "they're given more time and absolute choice of material, so we get everyone we want," the nimble scout states. "And Jack gives the most complimentary intros in TV."

The holdouts like Ed Sullivan still book without relations to the host, most emcees of series are aiming for a flavor peculiar only to them and instruct staffers to choose accordingly. "Take Jayne Mansfield," offers O'Malley. "Pat Boone won't use her, she isn't for family viewing. Sullivan will because she's a big name." He declined to say what Paar would do with Jayne, but supplies the moral of this story: "Programmers should keep eyes trained on guest booking, which can destroy the hard-won, long-developed air they've given the show in a single telecast."

THE DOTTED LINE

ABC-TV gave rare web coverage to a movie premiere last week, Martin Block hosting "Young Lions" from the New York Paramount. . . Archie Robbins, actor-comic, named entertainment co-ordinator of Flamingo Hotel, Las Vegas, Nev. . . Singers 16-32 invited to apply for the 1958 Marian Anderson Scholarship Fund awards at the Fund's Philadelphia address. . . Pat McDermott, Inc., has formed a subsidiary, Premiere Publicity, to promote and exploit kickoff stanzas of TV series. . . Hermione Gingold has finished a pilot film of "Theodora," comedy series being prepped for fall by George Burns.

The Moiseyev Dance Company is a New York sellout. . . The Mills Brothers now at the Fairmont, San Francisco. . . Virginia Graham and Margaret Whiting are co-chairmen of the annual Bell Ringers March for Mental Health May 5. . . St. John Terrell has added Brandywine Music Circus, Concordville, Pa., to his chain of summer stock tents. . . Michigan U's Stanley Quartet tours South America for The U. S. Culture Program.

Eastman Out With ABN Live

NEW YORK — Edward J. DeGray, veepee in charge of station relations at American Broadcasting Network, takes over the presidency of the radio web this week, with Bob Eastman resigning in the wake of sponsor failure for his live music policy. Insiders expect further exec changes. Eastman's plans are unannounced, but he's said to be returning to the station rep field.

ABN, which this week drops the last of its "live fun" variety and deejay shows, will continue its all-live policy minus music. The web will increase its news and religious coverage and install, at affiliates' suggestion, a news-alert warning system to herald important breaks.

With the departure of Jim Backus and Merv Griffin, ABN ends a six-month experiment into live music, but won't substitute records—which it calls "purely and properly a local function." The long-run "Breakfast Club" will continue as the network's sole variety entry.

Deal Okayed, NTA Planning WATV Shifts

NEW YORK — National Telefilm Associates has gotten the green light from the FCC on the TV and radio outlets recently purchased in the New York area in a multi-million dollar deal. It's the first transfer of absolute ownership of a TV outlet in the Gotham area, altho not the first time a radio station has changed hands here.

Authorization is now being sought by NTA to change the call letters of the radio and TV properties to WNTA prefixes from their present labels of WAAT, WAAT-FM, and WATV.

Program plans, expected to include sizable shakeups in both the TV and local radio operations, will be unwrapped by NTA when the fast-growing firm takes over active management.

At that time, Ted Cott, v. p. in charge of NTA stations operations and a former executive of NBC and WNEW, is likely to be a prime mover in the face-lifting slated for the stations.

Jack and Jayne Got Ax on Oscar Night

NEW YORK — A musical sequence "so funny we'll probably do it next year" was a casualty because of time problems in the recent telecast of the Oscar awards, according to Jerry Wald, "Long Hot Summer" producer who handled production reins of the special event.

The sequence, cut out at the last minute, was supposedly a demonstration of how motion picture soundtracks are scored, Wald revealed. Cameras were to have shown a "typical" scoring session with the orchestra composed of some 50 luminaries, including Jack Benny and Jayne Mansfield as first and second violinists, respectively, and with such others as Dick Powell on trumpet, Robert Mitchum on woodwind, and Fred Astair on drums. Conductor: Jerry Lewis.

One highlight that did go on the air, the duet between Mae West and Rock Hudson, has an immediate effect on film, record and program planners. After their vocaliz-

Rep Firm Plugs TV Audience for Jocks

NEW YORK—Controversy surrounding the teen-age audience is switching to TV this week, with the station rep firm of Blair-TV issuing the first in a series of direct mail promotion pieces highlighting the school-age youngsters and their "significance to television advertisers."

Mailings are going out to over 5,000 clients and ad agencies thru-out the country, according to Blair execs.

The first booklet is titled "Who Is This Charming Couple?" Text points out that the teen-agers have "over \$9,000,000,000" a year to spend, that they play "a vital part in family decisions," start driving at 16, buy 2.5 billion gallons of gas, buy 70 per cent of the phonograph records sold, and tend to marry young.

The marketing facts lead up to a sales pitch for seven TV deejays on outlets repped by Blair-TV. These shows include Jim Lounsbury's "Record Hop" on Chicago's WBKB; the Buddy Deane Show on Baltimore's WJZ-TV; Al Radka's "Open House" on KFRE-TV, Fresno, Calif.; Myles Foland's "TV

WPIX Film on Russian Coup Sweeps Nets

NEW YORK—Local TV "special events" can still take the big network telecasts under the right circumstances. This was proved conclusively last week by WPIX, the News-owned indie, whose hour-long film documentary, "The Russian Revolution," literally clobbered CBS, NBC, and ABC, plus the other TV locals.

Special ARB rating scored the show, produced by WPIX from films compiled by Herman Axelbank, with a whopping 25.8 in an April 1, 10-11 p.m. time slot. This was 64 per cent over the audience level of WCBS-TV, 80 per cent over WRCA-TV, and 249 per cent over WABC-TV. Total share of audience for WPIX: 37.9 per cent, in a seven-channel market.

Westbrook Van Voorhis narrated the eye-witness films, and Harry Glass prepared the special music score.

Dance Party" on Cincinnati's WCPO-TV; Ed McKenzie's "Saturday Party" on Detroit's WXYZ-TV; KTTV's Whittinghill's Saturday Dance in Los Angeles, and local segments of "American Bandstand" with Dick Clark on WFIL-TV, Philadelphia.

Says Blair-TV: "In market after market, the spot TV disk jockey is your tie-line to the teens, for they are television's most loyal audience, sprawled in front of the TV set for a good two hours a day."

Sees Artist Built by TV

NEW YORK—Regular TV exposure can only help you in all media, according to Jack Spina, Pat Boone's personal manager. "With the possible exception of a few veterans who have limited themselves to movies, a teleseries wins fans who are bound to support the performer's other activities, buy his records, see his films, attend his club appearances," says Spina, scoffing at such uneasiness as 20th Century-Fox recently displayed when it offered to buy up Boone's TV contract to get him out of competition with "April Love."

"Our office is getting 1,000 requests a day for Pat's photos as a result of his ABC-TV show. In consequence, the theater business for his next pic, 'Mardi Gras,' just has to be bigger," declares Spina.

The secret of Boone's success in a year of general depression among TV musicals is his sincerity and warmth of face and speaking voice, Spina believes. "It isn't enough to sing well. Viewers have to feel empathy if they're to welcome you into their homes weekly. That's why Como will go on forever."

The Boone video staff keeps the show strictly musical, however, 23 minutes out of 29, so the star's area of performance won't overlap his film roles too much. "If he did exactly the same thing, some people wouldn't pay for what they can see free," admits Spina. "But away from the TV series. Pat acts up a storm. He's studying with Sanford Miesner, who thinks he'll be tackling straight dramatic roles one of these days."

Chevrolet has renewed its sponsorship of Boone's Thursday night series thru next season, after which the young singer may switch to a schedule of 12 hour-long specials. "You build with records, club dates, personal appearances, guest shots, films," explains Spina, "but the goal is a TV series. Pat will never be out of TV."

Sol Lesser's Pic Operations To Weintraub

NEW YORK—TV film rights to Thornton Wilder's "Our Town," most recently showcased in a live musical video adaptation, have been acquired by Sv Weintraub as part of a \$3,500,000 deal in which Weintraub assumes controlling interest in Sol Lesser Productions.

Also in the same deal: theatrical and TV rights to the "Tarzan" character; 45 motion pictures; a "Tarzan" TV pilot film; Lesser's interests in a proposed "Horatio Hornblower" series, and real estate holdings. Weintraub will be president of the new operation; Lesser will serve as board chairman.

ASCAP SALUTES THE OSCAR WINNERS



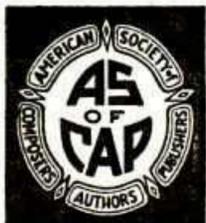
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- 1934 - "The Continental" - Con Conrad, Herbert Magidson
- 1935 - "Lullaby of Broadway" - Harry Warren, Al Dubin
- 1936 - "The Way You Look Tonight" - Jerome Kern, Dorothy Fields
- 1937 - "Sweet Leilani" - Harry Owens
- 1938 - "Thanks for the Memory" - Ralph Ranger, Leo Robin
- 1939 - "Over the Rainbow" - E. Y. Harburg, Harold Arlen
- 1940 - "When You Wish Upon A Star" - Ned Washington, Leigh Harline
- 1941 - "The Last Time I Saw Paris" - Jerome Kern, Oscar Hammerstein 2nd
- 1942 - "White Christmas" - Irving Berlin
- 1943 - "You'll Never Know" - Harry Warren, Mack Gordon
- 1944 - "Swinging On A Star" - James Van Heusen, Johnny Burke
- 1945 - "It Might As Well Be Spring" - Rodgers and Hammerstein
- 1946 - "On the Atchison, Topeka and Santa Fe" - H. Warren, J. Mercer
- 1947 - "Zip-A-Dee-Doo-Dah" - Allie Wrubel, Ray Gilbert
- 1948 - "Buttons and Bows" - Jay Livingston, Ray Evans
- 1949 - "Baby, It's Cold Outside" - Frank Loesser
- 1950 - "Mona Lisa" - Ray Evans, Jay Livingston
- 1951 - "In the Cool Cool Cool of the Evening" - H. Carmichael, J. Mercer
- 1952 - "Do Not Forsake Me, Oh My Darlin'" - Dimitri Tiomkin, Ned Washington
- 1953 - "Secret Love" - Sammy Fain, Paul Webster
- 1954 - "Three Coins in the Fountain" - Sammy Cahn, Jule Styne
- 1955 - "Love is a Many Splendored Thing" - Paul Francis Webster, Sammy Fain
- 1956 - "Whatever Will Be, Will Be" ('Que Sera, Sera') - Ray Evans, Jay Livingston

BALANCED PROGRAMMING



JAZZ GOES SERIOUS: George Norford, NBC producer of special series (left), seen with jazz clarinetist Tony Scott.

Top Jazz Names Climb NBC-TV Bandwagon

By CHARLES SINCLAIR

"It took 500 years to go from sacred music to arranged orchestral music, but jazz made it in 50 years. Jazz first existed as cellar music, with most people thinking of it as after-dark noise to arouse emotions. With jazz festivals and a growing jazz taste, the picture has changed. Today it's an important factor in balanced music programming."

The speaker is George Norford, young producer of "The Subject Is Jazz," a 13-episode series being televised as an educational project by NBC-TV in partnership with the Educational Television and Radio Center at Ann Arbor, Mich.

For a basically educational video project, "The Subject Is Jazz" has developed an impressive following. A total of 29 educational TV stations are carrying it, fed from New York on NBC's regular network cables.

And eight regular NBC-TV affiliates are airing the show on a delayed basis, as well as five of the network's owned-and-operated stations covering key cities like New York, where no educational channel is carrying the half-hour series. Total: 42 stations.

Norford, Director Lynwood King and NBC Director of Public Affairs Ed Stanley are trying to avoid any longhair feeling in the series of 13 half-hour shows even though the whole project is a serious profile of the history, development and growth of jazz in all its forms.

No Longhair Talkfests

"We're going to try to keep each program about two-thirds music and one-third comment," says Norford. "With the aid of bandleaders like Benny Goodman and Duke Ellington, we'll cover jazz improvisations, blues, jazz arranging and jazz development. With musicians like Wilbur de Paris, Billy Taylor, Mundell Lowe, Tony Scott, Osie Johnson, Eddie Safranski and others we will be exploring everything from Dixieland to the 'cool' school."

Adds the producer: "We hope the series will broaden the musical horizons of everyone watching it, and provide commercial programmers with many new music ideas."

Noted figures in the jazz world have been quick to respond to the idea of a show treating the subject seriously. Gilbert Seldes, writer and commentator, is the program's regular host. Dr. Marshall Stearns, Hunter College professor and jazz authority, and Leonard Feather, author and jazz critic, are program consultants. Dr. Harold Taylor, president of Sarah Lawrence College; Willis Conover, Voice of America deejay; blues singer Jimmy Rushing, and composer Aaron Copland are on the guest roster.

"Jazz has grown so fast as an influence in American music that our big problem is wrapping up a prediction for the future," says Norford, who is on loan from his regular NBC publicity duties for the project.

"It's easy to look back and chart early jazz growth thru blues, ragtime and swing, and the developments after the war. It's not too difficult to analyze the international acceptance of U. S. jazz. But who can really say what the future trend will be?"

Celler Sounds Off At ASCAP Dinner

NEW YORK—Annual membership meeting of the American Society of Composers, Authors and Publishers was held at the Waldorf Tuesday (1), with the customary afternoon business sessions followed by dinner in the Grand Ballroom. Tenor of many of the talks was a castigation of dissident members creating disunity and friction by bringing complaints to Congressional committees or other outside agencies. Such dissident members, it was felt, should first attempt to use all the machinery within ASCAP in order to resolve difficulties.

What seemed to be an unexpected, or unscheduled, talk was that of Congressman Emanuel Celler, one of the guests on the dais during the dinner period. Celler delivered an attack against rock and roll. He began in a subdued pitch, gradually reaching a more intense key—with a technique similar to that of a good spiritual singer on a gospel label—as one observer remarked later.

Celler noted his fondness, as a child and man, for the music of Jerome Kerns and "Vincent Yeomans" (phonetic spelling), and cast some derogatory references to some present-day song output. He recalled the old legend that a swan sings before it dies. "There are those who should die before they sing," he said heatedly. He inveighed against "pelvic contortionists," whereas the music of Kerns "assuages."

Celler's Sting

The Congressman then observed that music must be "free." The fight would end in a victory for ASCAP, and the broadcasters and BMI would be divorced and separated, he said. He noted that some broadcasters were among the guests on the dais, and added that broadcasters "shall feel my sting."

Celler got a big hand, although some ASCAPers present were embarrassed. As one board member noted later: "Those broadcasters on the dais were ASCAP's guests. . . . We didn't like that at all." Another exec stated that Celler would not have been allowed to talk if the Society had known what he would say.

On the dais were such broadcasting brass as Joseph McDonald of NBC, Larry Lowman of CBS, Harold Fellows, president of NAB, etc. The president's report was delivered by Paul Cunningham, who also emceed with professional aplomb. In his report Cunningham noted the broad range of the Society's activities on public relations level. In 1957 the Society had more than 5,000 news stories from all over the country commenting on phases of the Society's activities.

He stated that radio negotiations would be initiated this year.

The Society's TV contract was signed several months ago; Cunningham advised that the fight to amend the Copyright Act with reference to the juke box exemption will continue, and that the strength of opponents must be matched with the strength of the ASCAP membership.

Dissidents Hit

L. Wolfe Gilbert, Ned Washington, Pinky Herman and others hit at the tactics of those members who take their problems to agencies outside ASCAP.

Johnny Marks, chairman of the executive committee, commented upon the problem created by those members seeking to create the impression that ASCAP is controlled by a "small handful of unscrupulous writer and publisher board members." He stated he had never heard any board member make a suggestion that was not for the benefit of ASCAP as a whole. "As a matter of fact, the larger publishers and more successful writers bend over backwards to give the benefit of any doubt to the lesser writers and publishers."

Marks denied that any group in ASCAP controls the board or any ASCAP committees, as far as he could judge. With regard to the Roosevelt hearings, Marks said: "I do not want to engage in personal attacks on those ASCAP members who complained. . . . It is in their province to do so if they wish. After reading some of their briefs and listening to their statements, I note nothing but general charges of a most fantastic nature."

Marks added that the Society cannot survive disunity from within. "I believe the members will find that it is more productive to write than to fight. We are all in the same boat. If we all pull together . . . then we can move forward."

Victor Series

Continued from page 2

ists, and other available artists, will be used.

The series, to be launched in the summer of 1959, will be distributed thru RCA Victor's regular channels, including its record clubs.

The Sorias' European trip will combine a holiday with initial research for the series. They will spend most of May and June in Rome and Spoleto, assisting Gian Carlo Menotti with "The Festival of Two Worlds," which they helped organize and which will take place June 5-29 in Spoleto. They will visit the Salzburg Festival and other musical centers before returning home in September.

Victor, Columbia in 'S. P.' Battle

Continued from page 6

meanwhile reports were being sent back from the field telling of the enemy's advances or retreats.

There are two aspects of this battle that are interesting to traders. One is the albums themselves; the other, what a victory in the battle might mean to either firm. Both albums have their own built-in limitations. The RCA Victor album contains two-dubbed-in voices, one for Rossano Brazzi and the other for Juanita Hall. Brazzi's role of Emile de Becque is sung very well by Metopera star Giorgio Tozzi, but his name can't be publicized in the ads. And the Columbia set, even though beautifully repackaged, is 10 years old, thus the sound, altho good, is not quite equal to today's hi-fi recordings.

Observers tend to believe that the reason for the hot push on the

two "South Pacific" albums is a desire to lock up the next Rodgers and Hammerstein score, on which the two composers are currently working. Each firm believes that a solid victory in the "South Pacific" battle would win over the pair. It is no secret that Columbia wants R. & H. back in the fold—a fold that R. & H. strayed from due to their personal belief that some of the tunes in the TV "Cinderella" score should have been national smashes.

RCA Victor, now that they have the movie track of "South Pacific," is out to show R. & H. that they can sell over a million copies of their album, just as Columbia did with the original score.

Meanwhile, the battle rages on the charts. This week, in The Billboard's "Best Selling Pop LP's"

Musicals May

Continued from page 4

of the association." A number of non-profit groups have assumed that this exemption applied to all musical performances they conducted.

Internal Revenue Service has held a substantial list of musical performances given by these groups to be exempt from the tax as "concerts." Despite this, IRS recently held that the term "concerts" does not include musical comedies or reviews put on by the groups.

New legislation, authored by Rep. Frank Karsten (D., Mo.) and Rep. Thomas Curtis (R., Mo.) will end the confusion by exempting "Musical performances" from the tax when given by civic groups, rather than "concerts" only.

The bill, amended to exempt dramatic presentations from the tax if presented by civic groups, has been sent back to the House. If the House approves the amendments, proposal needs the President's signature to become law.

Spier Music

Continued from page 4

firm early this year, is cutting the disks.

First record released features the Chiefs, with the ork under the direction of Sid Bass. Record has already been received by distributors and is in the hands of deejays in many cities. Other records will be released at regular periods.

The publishing firm, now being run by Larry Spier Jr., Belle Nardone, and Webman, feel that the issuance of these Greenwhich disks will not in any way interfere with their regular publishing activity. The firm stresses the fact that the material on the disks (which is in the rock and roll vein) is material created by the artists that record it and is not material that has been turned down by a.&r. men. The firm execs state that they have no intention of selling masters.

Special Price

Continued from page 6

and Ralph Marterie in pops, and Joe Saye and Pete Rugolo in jazz. Classical items are Paul Paray conducting the Detroit Symphony in Wagner's "Dawn and Rhine Journey" and "Siegfried Idyll"; Howard Hanson and the Eastman-Rochester Symphony in Chadwick's "Symphonic Sketches"; Antal Dorati and the London Symphony in Brahms' Variations on a Theme by Haydn; the Detroit ork with Paray in Chausson's Symphony in B Flat; George Weldon and the Halle Orchestra with Richard Farrell, piano, in the Grieg Piano Concerto, and Frederick Fennell with the Eastman Symphonic Wind Ensemble in "March Time."

Jo Stafford

Continued from page 6

Tommy Mitchell, Bernie Glow, et al.

Miss Stafford, looking great and singing likewise, sang five songs from the new LP, while the band rocked behind her, swinging some great Billy May arrangements. Songs included "The Gentleman Is a Dope," "Anything Goes," "Tomorrow Mountain," "Love for Sale" and "Anyplace I Hang My Hat Is Home."

The audience, composed of usually hard-bitten newspapermen, deejays and assorted traders, applauded vigorously. If the Columbia album sounds half as good as Miss Stafford did in person it's a sure smash.

chart, the Victor album has forged ahead of the Columbia set and is in fourth position. The Columbia set, in its 210th week on the chart, is in seventh position.

Great Together!

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Cashbox

**TWO
FOOLS
IN LOVE**

Both with Instrumental Accompaniment

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A symposium directed at better music programming in radio & TV

AFTER-HOURS SESSION

PANEL POSER:

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

Second Guest Panel of a Series



Stan Dale, deejay, WAIT, Chicago: "To sum up my feelings of 'Top 40,' it's the biggest cancer that's ever hit the broadcasting industry. All individuality is completely suppressed and, after all, individuality is the one thing that this country has thrived on. The music surveys that stations conduct are not a true indication of the likes of the masses. With the current set-up of most stations of this type, radio has been reduced to nothing more than a glorified juke box. Whatever happened to radio entertainment?"

Peter Potter, deejay, KLAC, Los Angeles: "I've been a disk jockey since 1937, and I've taken pride in being able to play the best in music. 'Top 40' programming is an inadequate service to the public. A station must surely be limited in intelligence to offer its audience such selections. New tunes have to be introduced and old songs have to be played to fill the needs of all people. 'Top 40' limits the audience to kids, and altho they buy the pop single records, they do not buy a sponsor's product. Stations now using 'Top 40' were originally built on adult audiences."



Al Jarvis, deejay, KFWB, Los Angeles: "'Top 40' programming has apparently satisfied the needs of a majority of the music and record-conscious audience. The optimum in our business, as in others, is a hit. Altho a minority audience may not hear a portion of recorded music, we are supplying the most-demanded music by playing the hits. Music, however, is a very elastic commodity today, and trends change exceptionally fast. We'll meet the needs of any audience and any trend as it occurs."

Hank Shepard, manager, WAMP, Pittsburgh: "Any good program idea, properly executed, will be successful. 'Top 40' is successful because it provides the kind of music many people desire, and execution is extremely easy. However, it leaves very little room for creativity. The audiences are divided and sub-divided by the number of stations utilizing this concept. The conclusion can only be neutralization. A radio station must come up with new ideas and develop and promote its personalities in order to win the largest share of the audience."



Norman Wain, deejay, WDOK, Cleveland: "'Top 40' no longer represents America's taste in popular music. The LP has divided the market. Teen-agers buy singles; adults buy albums. The responsible broadcaster does everything in his power to get his sponsor's message heard by a wide audience with the money to buy. To me, the conclusion is inescapable. A wide variety of albums plus singles must be used to attract an adult audience with the money to buy. At their peak listening time, teen-agers represent 12 per cent of the audience, 5 per cent of buying power."

DISTRIBUTOR NEWS

Continued from page 6

David Seville's "Witch Doctor" is big. Other fast-selling disks mentioned are "That's All I Need to Know" by Sam Cooke on Specialty, "Bluebirds Over the Mountain" by Ersel Hickey and "Rumble" by Link Wray on Cadence... Manny Goldberg, Mangold Distributing Company, Baltimore, sends word that Paul Anka's "Crazy Love" has started to move. Fifteen thousand of "You" by the Aquatones have been moved. George Hamilton's "Now and for Always" is hopping. "You Excite Me" by Frankie Avalon on Chancellor is tremendous. Among the top disks at Mangold are "Believe What You Say" by Ricky Nelson on Imperial, "Corrido Rock" by Tortilla Pete on Imperial, "I've Got My Sights On You" and "That's All I Need to Know" by Sam Cooke (both on Specialty).

Marvin Slavator, Marshal Enterprises, Inc., writes that Frank Sandy's "Tarrentella Rock" on M-G-M is beginning to show. He has moved 5,000 of the Srenaders' "Never Let Me Go" also on M-G-M. "Why Don't You Answer" by the Maharajah's on Flip is a comer.

DISTRIBUTOR DOINGS: Bob Dahle, Coda Distributing Company, Minneapolis, is open for additional lines... King Records has appointed Bob Davenport as the new branch manager of their San Francisco office... Joan Oliver is now managing RB&S Distributors in Pittsburgh.

BRIEFS: Al Levine, Ideal Record Distributors in New York, called to say that "Let's Try the Impossible" by Lew Andrews is breaking. Al Hirsch, Malverne Distributors, Inc. in New York, writes that negotiations for a branch in Newark, N. J. are going on. Hottest disk this week is "Witch Doctor" by David Seville. Following closely are "Rock and Roll Is Here to Stay" by Danny and the Juniors and "Now and For Always" by George Hamilton IV on ABC-Paramount.

TERRITORIAL TIPS: Hottest new wax this week is "Witch Doctor" by David Seville on Liberty. It has all the signs of a hit. It's strongest in California, New York, Oregon, Illinois and Ohio. "There's Only One of You" by the Four Lads on Columbia is also jumping. It's moving in all markets with most action in Texas, Ohio and Illinois.

Magnovox First to Show Line

Continued from page 2

priced sets provision for playing the "RCA Victor tape cartridge."

"We think tape will diminish in importance and popularity because of the ease of handling disks and the relatively lower cost of their material," said Freiman, "So we are making no provision for tape cartridges."

Symphonic, of New Brunswick, N. J., one of the largest producers of phonos for record company lines is just about ready to move. According to veepee Al Jacobos: "As far as our own house line is concerned, we are planning to have everything in our 1959 line from our lower priced \$79.95 models up, equipped to handle stereo.

"The sets will all have tone arms equipped with four leads leading to a jack in the back. They'll have snap-in cartridges that can be replaced anytime with a stereo cartridge. The jack in the rear of the set can then be used to hook in the second channel amplifier and speaker anytime the customer wants to buy it. In this way none of our sets will become obsolete.

"As far as our custom accounts are concerned (this includes Columbia and Capitol among others) the designs are complete. We are awaiting their final okays on such things as types of cartridges to be employed before we go ahead, and we expect the word momentarily. They will all have models ready early in the summer. Our own line will be ready then, too."

Designs in Works

Roland Kalb, of Steelman Phonos, New Rochelle, N. Y., another prominent producer for disk firm phono lines, said that numerous designs are in work for various accounts, and awaiting final okays. Asked whether an okay, even if provided right away, could result in getting units out by June, Kalb confessed: "Frankly, that's what's driving us crazy now."

Kalb crystallized thinking in various quarters on how stereo equipment would be made available. Basically, the buyer will have his choice of four different packages. At the low end will be the phono, equipped with a plug-in cartridge and extra leads to a jack in the rear of the set. The jack makes possible the hook-up of the remote unit and the cartridge can be replaced anytime with the

stereo cartridge. Third will be the basic unit equipped with stereo cartridge, and the dual amplifier all built into the same case, with the external jack. Fourth would be all of this plus the external speaker unit, in other words, the works."

This general plan of production reflects views of other industry spokesmen tapped.

Last week, Sonic Industries indicated plans to be represented shortly in the stereo player field with a number of models. This week it was also learned that Westinghouse will market stereo phonographs. Stockholders of the company were told at a meeting in Metuchen, N. J., that the company will have models in its line shortly.

M-G-M Up 53%

Continued from page 2

Century Opera Series," is a recording of Leonard Bernstein's "Trouble in Tahiti," which has had successful Broadway and TV productions. The disk features Beverly Wolff, David Atkinson and Arthur Winograd conducting the M-G-M Orchestra.

On the new talent front, the label has pacted Georgie Shaw (formerly of Decca), Donny and the Duke, Don Cogan, Lew Prince, the Tophatters and Bernie Early, all of whom will have singles issued this month.

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THE SERENADERS
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and
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K12623 on 45 & 78 rpm

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THE NIGHT THEY INVENTED CHAMPAGNE
and
WALTZ AT MAXIM'S
(Both from MGM film "Gigi")
K12631

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and
WANDA JEAN
K12612

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MY BUCKET'S GOT A HOLE IN IT
and
WE LIVE IN TWO DIFFERENT WORLDS
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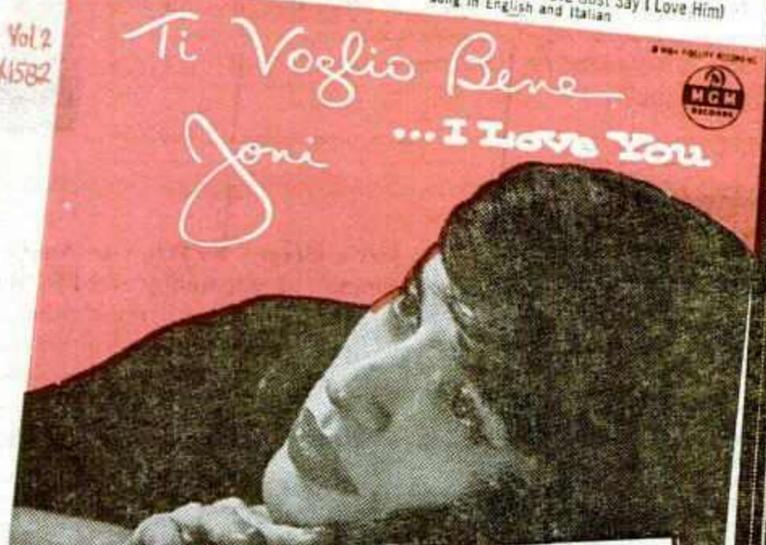
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TORNA A SURRIENTO (Come Back To Sorrento) (sung in Italian)



YOU'RE BREAKING MY HEART (Mattinata) (sung in English)
ANEMA E CORE (With All My Heart And Soul) (sung in English and Italian)
O SOLE MIO (You Are My Sunlight) (sung in Italian)
DICITENNELLO VUJE (Just Say I Love Him) (sung in English and Italian)



CHITARRA ROMANA (Roman Guitar) (sung in Italian)
LUNA ROSSA (Blushing Moon) (sung in English and Italian)
PER UN BACIO D'AMOR (Tell Me You're Mine) (sung in Italian)
ARRIVEDERCI ROMA (Goodbye Rome) (sung in English and Italian)



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Copenhagen Take Slimmer

Continued from page 6

drew turnaways at prices on a par with those charged by top-rank jazz bands.

Since 1953 "Holiday on Ice" has practically monopolized the 4,000-capacity KB Hall—prime spot for jazz—during the major part of February each year, after which it plays 10-day stands in Aalborg, Aarhus and Odense. Stangerup starts both the publicity and ticket sales campaigns for the ice show early in December—with stress on ducats as Christmas gifts — and sells up to 70,000 tickets prior to Christmas.

As the big ice show caters to the same youthful segment of the jazz bands, it is easy to surmise that its huge ticket sales hurt the mid-winter prospects for profits by any big American jazz band.

This situation has favored less costly English jazz bands and pop singers, many of whom have become well-known here via films, radio, TV and records. Two recent examples: Chris Barber's (English) jazz band gave two concerts in KB Hall, February 9—three nights prior to "Holiday on Ice"—with all tickets sold out three weeks in advance. Tommy Steele, England's "Rock 'n' Roll" idol, comes here April 14-16, for six concerts in KB Hall—already sold out.

Hampton Did Well

So far the only big American jazz band to play here this season was that of Lionel Hampton, which appeared early in the season and

did quite well. German, Swedish and English bands and vocalists have filled the gaps due to absence of Americans, and—this is really unusual—English combos or vocalists have been brought in to ican combos or singers and in some cases stole the show from them.

A partial break-down of recent concerts gives a fair idea of the situation:

February 9—Storyville Records presented Chris Barber's English jazz band, with vocalist Otilie Patterson, for two concerts in KB Hall—both advance sell-outs; enthusiastic audiences, good reviews.

February 18 — Metronome Records and Scandianvian Artists Corporation (SAC) presented local Calypso duo, Nina & Frederik, with Harry Arnold's Swedish Radio band, for two (sold-out) concerts in Tivoli Concert Hall.

March 4 — Richard Stangerup presented the Dave Brubeck quartet (Paul Desmond, Joe Morello, Eugene Wright), in two concerts at Tivoli Concert Hall. Combo was "new" here, did fairly well and netted plaudits from press. Rates a return date.

March 9—SAC and local Lions Club presented Johnnie Ray and the English thrush, Petula Clark, in two concerts in Tivoli Concert Hall. Johnnie Ray did not fare too well with audience. He drew caustic reviews. Petula Clark clicked solidly and drew near-raves. Special mentions went to the manager of Metronome Records, Bent Fabricius Bjerns, who acted as accompanist for Miss Petula, and to Eckert-Lundin and his China Theater pit band, from Stockholm.

March 17—Under sponsorship of King Frederik, the Danish Royal Orchestra gave a unique concert

in Tivoli Concert Hall, with the American conductor, George Byrd, directing it in symphonic numbers, plus Ib Glindemann's (Danish) jazz band in a special arrangement of Gershwin's "Porgy and Bess," and Rolf Liebermann's "Concert for Jazz A sell-out and good reviews, with plaudits to Byrd and pianist John Winter.

March 18 — Richard Stangerup presented Sister Rosetta Tharpe in two concerts at KB Hall. Very slim houses. Reviews confirm contention that anything smacking of jazz must look to the younger segment for support. Critics blasted the "teen-agers" for failing to turn out and coupled kudos to Sister Tharpe with requests to set a return date. The English combos, Graham Steward's Seven and Dis Dingley's New Orleans Band, plus Henrik Johansen's (Danish) orchestra, filled in between songs.

English 'Idol'

Most amazing is the hold that England's "Rock 'n' Roll" idol, Tommy Steele, has gained in Copenhagen, altho he has only appeared here once—last season, in Tivoli's Concert Hall. His films and records have helped build him up and he comes here April 14-15, for six sold-out concerts in KB Hall under sponsorship of local tabloid sheet, "B. T.," and the concert agency of Egstrom & Soaring.

While Tivoli, with its abundance of fine music of all kinds—mostly gratis—brings in plenty of outstanding American concert artists—including the Philadelphia Orchestra this summer—Sweden offers the biggest summer field for American jazz combos (small) and pop musical combos. Among those set for return dates there this summer are the Delta Rhythm Boys, the Deep River Boys and The Goofers (first time). Such units have little trouble in signing up tours of three or more months.

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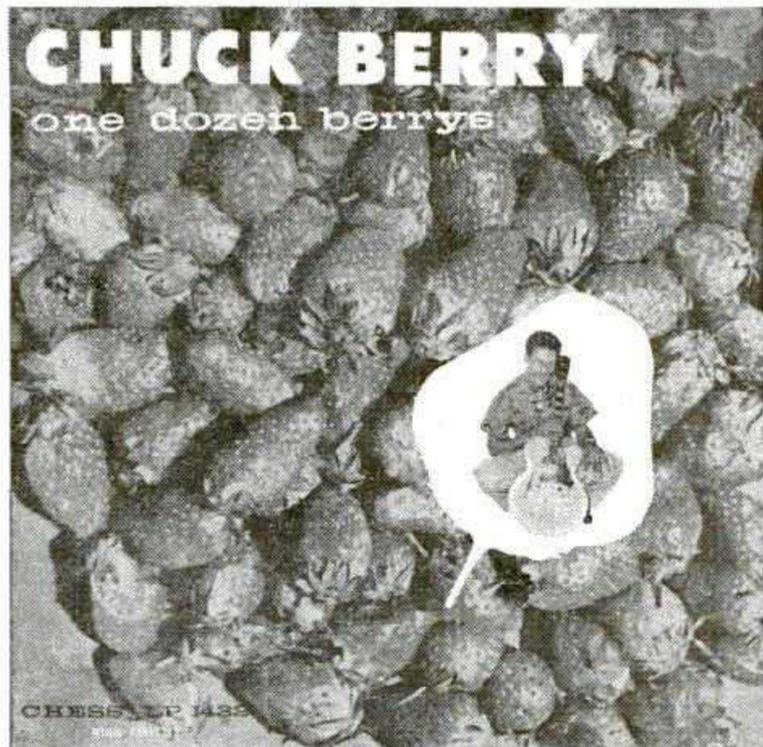
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VOX JOX

By JUNE BUNDY

ALBUM GROOVE: Jim Colston, WMNS, Olean, N. Y., writes: "At the beginning of this year we (WMNS) changed our music policy from one which was heavy on rock and roll to one which featured a strong diet of LP selections—primarily selections that are familiar to our listeners—to a point where LP's now represent about 70 per cent of our music programming. On the other hand we feel that our listeners still like to hear the best of the new pop singles as well as those that have made their mark, so we blend those numbers with th LP's and come up with a well-balanced program for the adult audience. We feel that you can't ignore the pop tunes and 'Top 40' numbers altogether for fear that our listeners will feel that they are not being kept 'up to date.' Audience response has been very, very favorable to this new policy. It's encouraging to know that other stations around the nation are following a similar policy and that maybe this trend will become more and more firmly established to the

point where record companies can settle down and offer more of this type music."

Bill Sanders, WTOB, Winston-Salem, N. C., writes: "Time worn is the 'list the Top 10 as you think they will appear' gimmick. So try this for a new twist. Give listeners the opportunity of listing their choice of the 'Top 5' LP's. Earliest post-marked entry naming all five correctly receives pick of any LP from the top selling quintet. If anyone names all five in order, they win copies of all five. Deejays get twofold results from this stunt. Jocks get idea of what kind of LP's their album audience prefers from the mail. It also makes listeners conscious of the fact that the deejay is more than a 'Top 40' man with a plan. This gimmick should be easily adaptable to any station's music policy."

Hollywood station KFVB is con-

ducting a "1001 Nights" contest in co-operation with Decca Records. A group of seven voices is broadcast 24 times each day with different clues supplied to help listeners identify Decca albums which contain the mystery voices. Person correctly identifying all seven LP's will receive as first prize Decca's entire LP catalog—834 hours of continuous music, 1,030 12-inch albums.

Jack Morse, WINR, Binghamton, N. Y., notes: "I'm playing all albums one day a week. This in itself is not unique I know. Night deejays do it, even some of the guys around here have done it, but I play just one cut from one album, which makes it necessary for me to drag out somewhere around 40 albums on the day that I call 'an afternoon of albums.' Another factor that makes this unique is that mine is a late-afternoon record show (the time tradi-

(Continued on page 49)

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

The first point that Marvin Rainwater made during a recent interview in his 48th Street headquarters was the fact that the story about his being a full-blooded Indian is a myth. "I'm not full-blooded Cherokee at all," he told me. "With a name like mine, that's the conclusion that most people, including the editors and press agents, make right away. The truth is that my father had some Cherokee blood but my mother wasn't Indian at all. This has even gotten me into trouble with some of the Indians out west. They think I'm trying to capitalize on being an Indian, but it's the publicity that's done it."

There has been considerable talk in the trade in recent months about the demise of the country field. Rainwater thinks even now that all is not lost. As he sees it, the country field for years was small, but very strong in its own sphere. "Hardly anybody could ever break out of it into the pop field," he told me, as he went

on to describe two basic types of country material as the "blue grass" or strictly hill style and the folk type. "All of a sudden, Tennessee Ernie broke thru with '16 Tons,' an example of the folk type. This helped to break down the barrier. Within a year, you had a whole flock of country singers breaking into the popular field. Some of them were overnight sensations. I'll give you some examples. There was Eddy Arnold, Ferlin Husky, Faron Young, Jim Reeves and Jimmy Newman. They all got into the pop field, but what happened? They had a chance hit on a record that maybe had a good, different sound.

"But they weren't really being themselves. I remember Jimmy Newman after he had a pop hit with 'Fallen Star.' He said he had to have those voices, the big choruses and the big bands on his records. But that wasn't really Jimmy Newman. He wasn't being

true to himself in that in-between world of half-pop, half-country. And he hasn't had a big record since, in either field. Well, some of these others have hurt themselves the same way, by trying to be something they're not.

"It's different with Presley and say, the Everly Brothers," Rainwater continued. "They haven't changed styles. They sing now the way they've always sung. It's the public who changed, to a point where they wanted what Elvis and the Everlys could give them. Those acts are sure of themselves because they are on familiar ground. I think country music can come back. Maybe not the way it once was. Even in the country, people have TV sets and they get exposed to what's going on in the cities. But if some of the great country performers would be themselves and forget the gimmicks and trying to be pop artists, they might

(Continued on page 54)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Hank Williams Jr., 8-year-old son of the late Hank Williams and "Grand Ole Opry" performer Audrey Williams, made his stage debut as an entertainer at Nancy Auditorium, Swainsboro, Ga., March 22, with a country music package that included his mother and 16-year-old sister, Lycrecia. Audrey currently has two road shows on tour, the "Audrey Williams National Talent Search" and the "Audrey Williams Musical Caravan." She plans for the two children to appear with her on one of the units at the conclusion of the school season. . . . Smiley Burnette has been set weekends until July 15 on a string of rodeo and fair dates by Music Corporation of America. John Drew continues to handle Smiley's advance. Burnette has just concluded a season extending over 105 days in the Southland, during which time he gave 291 performances in 51 cities.

Terry Fell has retired from

the recording field to launch his own label called Lode. His first release is on Fred Carter and spots "Freeloaders" b.w. "I'm in Love." Deejays who may have been missed may obtain a copy by writing to Terry at 10759 Little Lake Road, Downey, Calif. . . . Cliff (Pretend) Parman and Joe Adkins have a new semi-religious tune on the Decca label titled "The Key," release of which was skedded for last week in time for the Easter season.

Among the c.&w. artists who were slated to be on deck for KWKH's "Louisiana Hayride" 10th Anniversary and Homecoming Celebration in Shreveport Saturday (5) were Webb Pierce, Jim Edward, Bonnie and Norma Brown, Johnny Bailes, Bob Shelton, Warner Mack, Mel Tillis, the Chelette Sisters, Jimmie Davis, Buddy Attaway, Reggie Ward, Claude King, Wiley Walker, Melvin Endsley, Margie Singleton and

Smokey Stover. Among the deejays who pledged their presence were Bob Strack, Al Robinson, Bill Morgan, Walt Richardson, Merle Kilgore, Dave McClellan, Leon Sanders and Bill Lynch. Special guests were to have been Paul Cohen, Decca a.&r. man, and Lee Delcambre, of the Decca New Orleans office.

Sleepy McDaniel is presently in Canada setting up the extended Canadian tour for the Hank Snow package which gets under way May 5. Joseph Talbot, manager of the Hank Snow Music Center, Nashville, was in Cincinnati recently to interest WCKY execs in pitching the new Hank Snow E-Z Guitar Method. The guitar course will be aired soon on XERF, Del Rio, Tex. . . . The gospel-singing Blackwood Brothers Quartet has been engaged to promote the Jimmie Faulkner campaign in Alabama April 11-12. For the

(Continued on page 52)

MUSIC AS WRITTEN

By BOB ROLONTZ

SEEK STATESIDE WAX HOOK-UPS

Two visitors from Paris arrived in New York last week. They are Andre Conard, and his associate Claude Namy. Conard, of the Conard appliances family in France, has his own newly started pressing plant, Plastivox, and a new recording studio, Studio Des Victoires, in the center of Paris. Conard is in the U. S. to arrange for representation of American labels in France and in other European countries. He has also started an LP label of his own, Pretoria Records.

MORRIS BUYS 'WHO'S TO KNOW'

E. H. Morris Music has purchased the tune, "Who's to Know" from T. J. Music of Cleveland.

The song, which has been stirring up some action in Cleveland, via Wendell Tracy's Argo disk, has also been cut by Dick Jacobs on Coral and Vic Shoen on Kapp; while Michel Legrand is slated to slice it for Columbia shortly. All of the above versions are instrumentals. Tune goes into Morris's BMI firm, Meridian.

BLAZE PUBS 'SHADOW' PIC TUNES

Blaze Music is publishing two songs from the flick "Chase a Crooked Shadow," the Warner Brothers production. Tunes, penned by Matyas Sieber are "Chasing Shadows" and "In Search of a Dream." Both tunes have been waxed as instrumental items by Roberto and his ork on Coral Records.

New York

United Artists execs are hitting the road next week to promote the firm's latest diskings. Sales director Harold Friedman, promotion men Dick Gersh, Kenny Luttman, indie a.&r. men Bob Drewe and Frank Laid and others will all be out pushing disks for the next two weeks. . . . Latest label to join the record sweepstakes is Lane Records, new firm out of New York. Angelo Vinci is the prexy, Peter Forlini, secretary, and Ralph Parla, treasurer. Nick Bellarosa is in charge of promotion. First artists pacted by the label are Marty DeRose and the Sonnets. . . . Jack Yellen has added English lyrics to a tune published by Mills Music under the original French title of "Moisson." Tune was penned by Rene Rouzaud and Louis Ferrari. New English title is "Dance With Me."

The RCA Victor artists, the Versatones, are now playing the Living Room Club in New York from now thru June. . . . Irving Tanz is now handling promotion for R. & B. Records, the new Doc Pomus, Fred Huckman diskery. . . . Ray Meinberg is the new national promotion manager for Design Records. . . . Thelonious Monk and Roger Price star in the new show at the Village Vanguard in New York. . . . Erroll Garner opened at the Blue Note in Chicago for two weeks starting last week.

The Big B label, out of Avon, N. J., has signed singer Frankie Day. . . . Jules Malamud, Somerset's Records' Eastern sales manager, has returned home after a swing around introducing the label's record of "South Pacific" backed with "Music Man." . . . The Short Twins have signed with General Artists Corporation. . . . Julie Wilson, Vik Records thrush, opens at the Colony Club in London for four weeks starting April 14. . . . The review of the Tony Scott ABC-Paramount LP of "South Pacific" which was in The Billboard last week, erred in omitting the words "and baritone." Tony plays both clarinet and bary on the LP, and a fine LP it is. . . . Jazz a.&r. man Leonard Feather is now on a cruise thru Caribbean waters with wife.

Thrush Teddie King goes into the Frolics Club in Revere, Mass., for one week starting April 13. . . . Composer-arranger-conductor Neal Hefti will speak at the upcoming two-day music convention to be held at San Houston Teachers College in Houston. . . . Cy Leslie, head of Design Records, will leave for the Continent on May 1 to set up European distribution for his low price label. . . . Paul Anka starts a coast-to-coast tour on Friday, April 4. . . . Morton Downey Jr., recently signed by M-G-M Records, is now playing the Living Room Club in New York. . . . Frankie Records, a new diskery, has signed Rickey Hale. . . . A new recording studio, Regent Sound Studio, opened in New York this week.

Hollywood

Verve Records singer Ronnie Burns has a series of radio and TV shots lined up to introduce his recording of "Kinda Cute." He'll appear on the Jack Benny tele show, Amos and Andy Music Hall, and gets with his folks on the George Burns and Gracie Allen Show on May 5. . . . Gene Vincent completed his work in American-International's "Hot Rod Rock" last week, with Capitol to issue an EP of the songs he does in the film. . . . Jimmy Witherspoon and his band have been signed by Dick Puccio, Rip Records prexy. . . . "Witch Doctor" is expected to surpass the sales of "Cry Me a River," according to Liberty Records topper Si Waronker. . . . Gloria Woods' album previously titled "Wood for the Fireside" has been retitled "Paintin' the Town With the Blues."

Ray Anthony wound up his stint at the Hollywood Palladium Monday (7). . . . Julie London has been pegged to sing the title song in Ashton Productions' "Man of the West." Singer has renewed her pact with Liberty. . . . Count Basie set for an engagement at the Paramount Theater following his June 20 date at the Crescendo. . . . Columbia Records songs from "Windjammer" will receive extensive promotion at the gala premiere at Grauman's Chinese Theater. . . . Shelly Manne and His Men opened at the Jazz Cabaret on an extended run, with Howard Lucraft, of "Jazz International," to stage a show there every Thursday night. . . . Songscribe L. Wolfie Gilbert made the Congressional Record recently when his lyrics to "Waiting for the Robert E. Lee" were inserted.

Immediate Reaction



JACQUELINE

b/w

LIVING IN THE SHADOW OF THE PAST 9-30619

Bobby Helms



Another Decca Dividend
for Dealers!

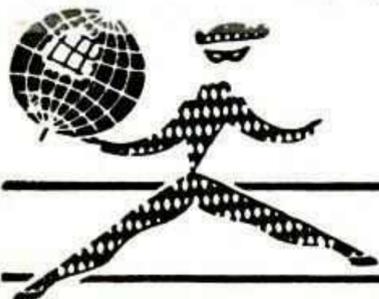
Check the record—
It's hit after hit after hit
for Bobby:

FRAULEIN
MY SPECIAL ANGEL
JINGLE BELL ROCK
... and now this sure-fire new
winner!

• Review Spotlight, The Billboard, March 31 Issue

• Review Spotlight on . . .
BOBBY HELMS . . . Decca 30619 . . . JACQUELINE
Jacqueline (Columbia Pictures, ASCAP)—
Living in the Shadow of the Past (Columbia Pictures, ASCAP)—
Decca 30619—"Jacqueline" is a pretty rockaballad that is given a
salable rendition by the artist. Flip, "Living," is also a rockaballad
presented in singular fashion with chorus support. Both tunes are
from the forthcoming flick, "The Case Against Brooklyn..."
a string pop bid.

DECCA
RECORDS



A NEW WORLD OF SOUND

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Audio Feedback

Current (April) issue of Audio-craft Magazine has a "how-to" story on building a "music wall." It has complete instructions for doing a custom hi-fi installation. Dealers who have a custom business shouldn't miss it. Article is fully illustrated and details procedure from first cut made in walls to finished job.

The Rockbar Corporation, sales reps for Collaro changers and Goodmans loudspeakers, is kicking off a new ad and promotion campaign. The Mamaroneck, N. Y., firm has appointed the Wexton Ad Agency (Martin Solow supervising) to handle the program.

An "International High Fidelity Festival" has been set for Washington early in 1959. Affair will be staged as a benefit for the National Symphony Ork. Festival will run for nine days (is it a record?) and include daily live music presentations. Exhibits of foreign manufacturers and their governments will provide international flavor.

Tape "One-Stop" is opening new showroom. Mal's Recording Service, supplier to dealers of all brands of recorded tapes, has moved to 71-03 Beach Channel Drive, Arverne 92, N. Y. In addition to tapes, firm can supply and service tape recorders, stereo play-back equipment and tape accessories.

The Home Electronics Division of Sylvania has a new sales manager in the St. Louis area. He is Ray Zipf. Zipf has been employed in the appliance business for the past 15 years. Sylvania has also appointed a new distributor in Portland and Bangor, Me. It is the Emery-Waterhouse Company, 145 Middle Street, Portland, Me.

Hi-fi dealers will profit from a comprehensive article on loudspeakers which appears in the current issue of High Fidelity magazine. If you want to be an expert on this subject, read thru "An Ear For Loudspeakers" by Norman Crowhurst. It begins on Page 43.

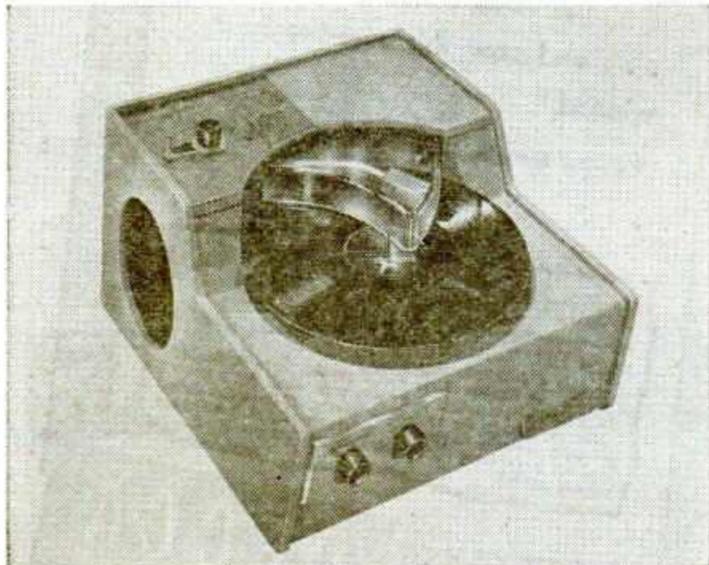
Speaking of loudspeakers: Altec Lansing has just published a brochure on the construction and design of loudspeaker enclosures. It gives construction diagrams, features comparative bass performance charts of several popular enclosures and includes information on proper phasing. The 12-page booklet fully discusses the four enclosure types currently marketed. Booklet is available in quantity for distribution to consumers.

The Lincoln Division of the Ford Motor Company has made an FM tuner available as optional equipment in its 1958 Lincoln and Continental automobiles. The tuner is manufactured by Bendix Radio and feeds thru the AM set since volume and tone controls operate either receiver.

Fairchild announces a new monaural moving-coil pickup. Designated the Model 230 "Micro 7," the cartridge is a production model of the XP-3 which has been on the market on an experimental basis for the past several months at \$60. The unit fits all standard arms and is priced at \$49.50.

Reeves Soundcraft Corporation, magnetic tape producer, reports highest year-end sales and earnings in the Company's history. The firm's 1957 figures represent an 85 per cent increase in tape sales. They have also negotiated a half-million dollar

(Continued on page 31)



The Grayline Company, Chicago, has added new refinements to its Phono-gard record demonstrator. Features prevent damage to records due to careless handling. A transparent guard encloses tone arm at all times. Remote handling of pick-up allows for placing arm anywhere on disk without possibility of dropping stylus on disk. Models for use with external speakers and headphones are available. The basic Model P500 is \$124.95.

HEARD OVER THE COUNTER

Maurie Rose, Columbia Records chief in Cincinnati, had a call the other day from one of his dealers inquiring about Columbia record EZ 10, saying he had a customer who requested that platter. Rose assured the dealer that it couldn't possibly be a Columbia disk, as Columbia record numbers don't run in that channel. Puzzled, Rose began his own investigation. He finally figured it out. What the customer wanted was Columbia's "South Pacific" album, by Ezio Pinza and Mary Martin. The customer had read Pinza's first name as the record number -EZ 10.

John Spillane, Wells Music, sends us this one:

Woman: Do you carry square-dance records?

Clerk: Yes, we do.

Woman: Are they on the 78 r.p.m. speed?

Clerk: Yes, they are.

Woman: I wonder if I'll need a player.

And from Beerman's Music House, Muskegon, Mich., comes this gem:

The other day a hillbilly type walked in and asked the clerk: "How much you gittin' for 'Walkin' in the Rain'?"

The clerk answered "98 cents" with a straight face.

"I'd like to return this record."

"Why, what's wrong?"

"Well, you can't see it but the record it broken."

"I'll try it on this machine to see what's wrong."

(Two minutes later) "It sounds perfect, here."

"You can't fool me. You got a special machine that only plays broken records."

And we have the sweet, old lady with the flower in her hat asking for a couple of "those modern hits."

"I kinda like that 'Chiquilla' one but right now I'll just get 'Supper-time,' with the Sisters, and 'Who's Crying Now!'"

"You got that hit song they play on TV?"

"Which one?"

"Lollipop."

"Sure. We have it."

"Are you sure that's the one they play?"

"Of course. Which station do you watch?"

"Channel seven."

"Well, don't worry. They buy all their records from us."

A few days ago a woman walked out of a cut-rate record shop with a smile on her face and a "40-per-cent-off" copy of "My Fair Lady" in her hand. Her husband, a meek gentleman, followed her out of the store, saying: "I don't understand, dear. We already have 'My Fair Lady' at home."

"Shut up, stupid," his wife replied. "Don't you know a bargain when you see one?"

"Do you stock the album 'Joni James Sings With Jerome Kern'?"

"I don't want to buy it 'cause I don't have a phonograph yet, but - ah - what popular song is 'Full Moon and Empty Arms' taken from?"

"I'm looking for a semi-classical piece but I'm afraid to ask for it because you'll laugh at me."

"I promise not to laugh. What is it?"

"I don't know the name of the

Sound Off!

Help Wanted!

To the Editor:

I have an Edison Fireside Phonograph (Serial No. 42739) and would like to know where I can buy needles and other repair parts. I would also like to buy records for this machine.

J. Marler

Marler Chemical Company
Cleveland, Tenn.

• This is a request which should be directed at the dealer who stocks everything. Would that dealer contact Mr. Marler directly, please. —Editor.

More About Clubs

To the Editor:

Regarding that letter from Evelyn Rodriguez, Laredo, Tex., you ask if any of us have had similar experiences. I wondered if I was the only one who had people coming in to audition club selections.

I have one lady who frequents my store—I wouldn't call her a customer because she never buys—who spends three or four hours every month playing Columbia records to decide which she'll buy from their club.

I have also had club members who received faulty records from clubs bring them in to me to exchange. They were really indignant when I wouldn't.

We are carrying more and more inventory in labels we consider to be ethical with dealers. And we carry albums from labels with clubs to the extent that we think club bulletins and advertising will make these albums in demand.

We consider the record club a far greater competitor than the mail-order or discount house. What would happen to our other music store items if all instrument manufacturers began selling direct at discount? There is no reason to beat around the bush.

composer but I think the title is 'Adoration for a Green Pea'."

"Sound like you're little mixed up. Can you hum the tune?"

"Well, I'll try. . ."

And so, another LP of the "Love for Three Oranges" was wrapped up and sold.

Do you have any real oldies like 'Buttons and Boos'?"

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.

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.

Certain major labels in their attempt to hog the whole field have been unfair to the very dealers that have helped put them where they are.

Clubs? We're agin 'em."

Joe Van Sickle

The Music & Hobby Shop
Murfreesboro, Tenn.

Killing the Sale (Cont.)

To the Editor:

The enclosed column which ran in The Reno Evening Gazette (March 14) and The Nevada State Journal (March 15) tells its own story:

An Open Letter to Billboard magazine:

In your editorial, "Killing the Sale," you approached a subject which I find wide open to attack. . . . You berated the poor clerk as having killed the sale because he took the trouble to explain to the customer that the purchase of any set of symphonies, concerti or other works by one composer as interpreted by one conductor was not in his (the customer's) best interests. It is entirely possible that such an attitude would kill a particular sale, but if the customer were an average, normal, intelligent adult, he would appreciate the salesman's attitude and obvious interest in seeing that the customer received the best his money could buy.

Such helpful advice should rather make of him a friend and steady patron for the salesperson and his shop. To know that he could shop without fear of someone pushing off any old conglomeration of records in order to ring up a quick sale should give him confidence in the store and its management.

That you would advocate the immediate closing of the sale without comment . . . is to me quite amazing. Your staff spends thousands of hours and, presumably, thousands of dollars each year in reviewing new records and making recommendations to the public. What a waste, when you seem to conclude that all that is necessary is for John Q. Pulbic to walk into the nearest record shop and ask for a "set!"

Even in the case of the Beethoven-Toscanini set, if it were not for the fantastically low price offered by RCA Victor in order to entice new members into the club, it would be a poor buy. Better interpretations and better recordings are available of at least the first, fourth, sixth and seventh symphonies of Beethoven than RCA proffers in this series.

As for the Tchaikovsky set . . . the first three are certainly not to

(Continued on page 31)



RCA Victor's new low-cost portable hi-fi Victrola phonograph is tagged at \$99.95. The unit, housed in simulated leather, brown and beige case, is designed to look like more expensive RCA Victor models.

Relax...tune TV from the comfort of your easy chair with

ZENITH original and exclusive SPACE COMMAND

REMOTE CONTROL TELEVISION TUNING

JUST TOUCH A BUTTON

ON THE UNIT IN YOUR HAND

AND SEND THROUGH SPACE YOUR SILENT COMMAND



This "electronic ear" hears your silent command from across the room.

And, magically, your set does exactly what you've told it to do.

THIS BUTTON TELLS YOUR SET TO TURN ON, OR OFF

THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE LEFT

THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE RIGHT

THIS BUTTON TELLS YOUR SET TO SHUT OFF THE SOUND OF LONG, ANNOYING COMMERCIALS WHILE THE PICTURE STAYS ON

With Zenith Space Command, you can shop all the shows, switch back and forth between programs, "de-voice" a long-winded announcer . . . right from your easy chair. No need to get up even to fuss with fine-tuning. On a Zenith, each channel comes in *precision-tuned automatically* . . . brighter, more sparkling, with Zenith's new "Sunshine" Picture Tube. Space Command is not an extra cost accessory, it's built right into the set.



The quality goes in before the Zenith name goes on.

Backed by 39 years of leadership in radionics exclusively.

Also makers of Radio, High Fidelity Instruments and fine Hearing Aids.

ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS

QUALITY BY
Zenith
SPACE COMMAND TV

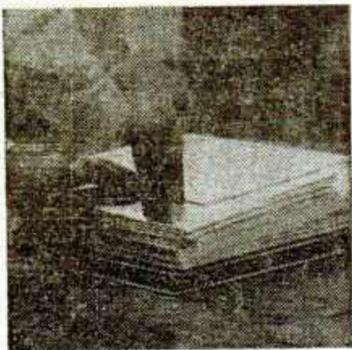
Private Eye Disk Check

Audio Fidelity is taking a step to prevent trans-shipment of records. The problem has always been to trace the disks from the retailer to his source of supply. The use of a code number on the disks is the obvious solution. But what if the retailer or trans-shipper, scratches off the code number?

Sid Frey, Audio Fidelity top-per, believes he has the answer. It is a special ink that can be seen only under an infra-red lamp. Each album that leaves the Audio Fidelity warehouse is stamped with a specific number assigned to each distributor.

"If I find anyone cutting prices on my records," says Frey, "I cut him off immediately. If he continues to get my records, I can find out where."

The infra-red lamp which shows up the special number can be plugged into any ordinary electrical outlet. And it is small enough to be carried around in an overcoat pocket.



Rubber stamp puts code number on album jacket in infra-red ink.

BRUCK HOSTS WBAI SHOW

Audio Devices, producers of magnetic recording tape, is sponsoring an hour-long tape jockey program on New York's WBAI-FM. Host of the show, called "Notes on Tape," is Gene Bruck. New recorded tapes will be featured on the show, along with tape masters from which records have been made. A portion of the show is also devoted to recorded tapes made in the home. Audio Devices' comprehensive, 24-page Tape Recorder Directory is being offered free to listeners who write in.

Bruck claims to be the only tape jockey in the New York area. He also hosts a show featuring new tapings on municipal station WNYC. He is the former head of Phonotapes, Inc., recorded tape firm.

Acoustone's 'Famous 50'

Acoustone, Brooklyn, N. Y., manufacturer of grille cloth for hi-fi installations, offers dealers a new dispenser rack. Called the "Famous Fifty," the rack holds 50 of the firm's most popular patterns and colors. It takes up minimum floor space measuring 27 inches wide by 15 inches deep. The grille cloths are easily accessible without stooping. A double-faced header panel allows the dispenser to be placed anywhere in the store. The wooden rack, with mahogany and gold trim, is also slip-proof. Further details can be had by writing the manufacturer.

STEREO DISK PITCH

Magnavox Offers Phono Conversion

Phonographs in the current Magnavox line can be converted to play stereophonic disks with special conversion systems developed by the firm. The systems, which add the second channel, will be available in dealers' stores by the first of May, according to Frank Freimann, the firm's president. They will cost between \$100 and \$300, depending on the customer's existing system. Magnavox has individual systems to match individual phonograph

models in their line. The more expensive conversion systems are designed to match phonos on the top end of the line and contain higher-powered amplification and more elaborate speakers systems.

In addition to the speakers, the conversion system consists of the following: a needle and pick-up, an amplifier, control switch on phonograph and volume control for additional speaker.

The Billboard asked Freimann to estimate what the service charges on making the change-over should be.

"If a dealer charges anything," said Freimann, "it will be a surprise. The installation is a simple one. It takes a matter of minutes. The dealer will make enough profit on the additional equipment sale to make it worth his while."

Freimann pointed out that consumers who already have a Magnavox phono and high fidelity television can convert to playing stereo record for as little as \$30.

"The television, if it's high fidelity, can be used for the additional channel," he said. "All that is required is a simple connection between the two and the installation of a stereophonic cartridge."

He added that the conversion systems use the Electro-Voice cartridge.

Commenting on the stereo development, Freimann said he believed that the appearance of stereo disks with the equipment to reproduce them stereophonically would halt the progress of stereo tape. The reason he said is the disparity between prices of stereo disks and stereo tapes.

The demonstration, held last Wednesday (April 2) at New York's Savoy Plaza Hotel, featured stereophonic disks provided by four manufacturers: RCA Victor, Columbia, Capitol and Audio Fidelity. Of the four, only Audio Fidelity's are now available commercially.

Motorola in Kellogg Tie

Motorola's phonograph division scored an "important first" in exclusive tie-ins this week when it was announced that Kellogg's cereals would use Motorola's Hi-Fi in Fiberglas (Model 3H24701) as merchandise prizes. The contest, according to Harold McCormick, the firm's ad-promotion manager, is a "Woody Woodpecker Picture Puzzle" contest.

Kellogg's is beginning the contest in mid-April and it will run thru June 30. First prize is \$2,000 cash and the portable \$109.95 list Motorola hi-fi record player. There will be 700 more Motorola hi-fi's awarded.

Motorola's sales department will tie in with point-of-sale and window displays with their retail accounts. Contest will be announced thru full-color, full-page ads in the Sunday comic sections of 267 newspapers. There will be an additional 512 newspapers carrying 1,000 line black and white ads. Family Weekly will carry two-page contest ad spreads in the magazine sections of 169 more newspapers. In addition, 17,000,000 direct mail pieces will be sent to consumers and the contest will be boomed on Kellogg's seven TV programs.

Developer Explains System

Continued from page 2

"We are minding our own business and if anybody cares to belittle it, that's their business."

Goldmark clearly indicated his feeling that the Columbia stereo disk is not only a "compromise," as some have called it, but that for "electronic reasons" it is essentially a superior record.

Again reminded of the press stories, Goldmark said: "I have some clippings in my file of stories from 10 years ago, about the LP record. Accusations from people who don't have our record, who may not have even heard it, remind me of fruit-sour grapes. I think it's inexcusable."

"They should give credit to the other fellow for his research efforts. After all, if we didn't believe in this system, we wouldn't have spent so much time and money in developing it."

Herbert M. Greenspon, Columbia Records veepee, declined comment on Goldmark's reference to "the records we are putting out." Greenspon repeated that there are no current plans to release stereo disks commercially at the label, either under the Goldmark system or any other.

'People Will Think' Meanwhile, Jac Holzman, Elect-

tra Records exec, said he disagreed with many of the industry people who have played down the importance of the Columbia stereo record. "The Columbia move was a good one because it steadied the tremendous tobogganning toward stereo when perhaps it wasn't quite ready. It will make people think."

Holzman said that his firm plans limited stereo disk releases during the summer, altho present plans call for practically no stereo releases of current monaural inventory of some 50 or more LP's.

Holzman also discussed the importance of proper pricing of stereo disks. "they should be definitely priced at a level higher than current material. Pricing at \$3.98 would tend to quickly obsolete a lot of good monaural material. If they carry a \$5.98 or \$6.95 tag, people will think a bit before buying them instead of a good \$3.98 monaural record."

It was also noted during the week that Capitol Records will bring out a limited release of stereo disks early in the fall. This was confirmed by Capitol veepee Lloyd Dunn, but no other details were immediately available. "It will not be the 'Columbia type' disk, however," Dunn added.

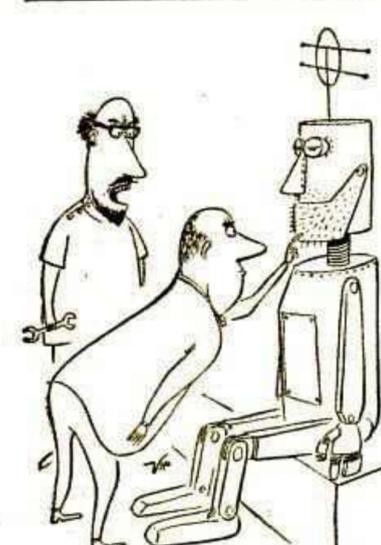
sell **RECOTON** and build profits

RECOTON Wipe-a-way record cleaning cloth. With new anti-static silicone.

RECOTON "Whisk-a-way" record brush. Helps preserve costly records.

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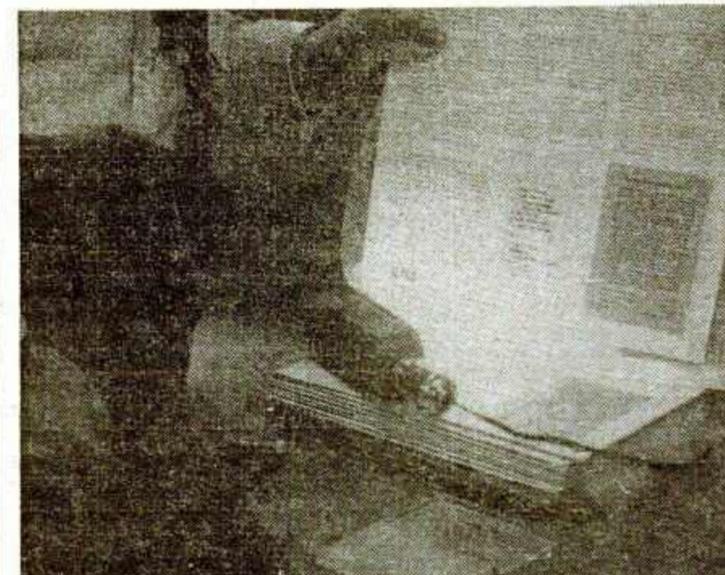


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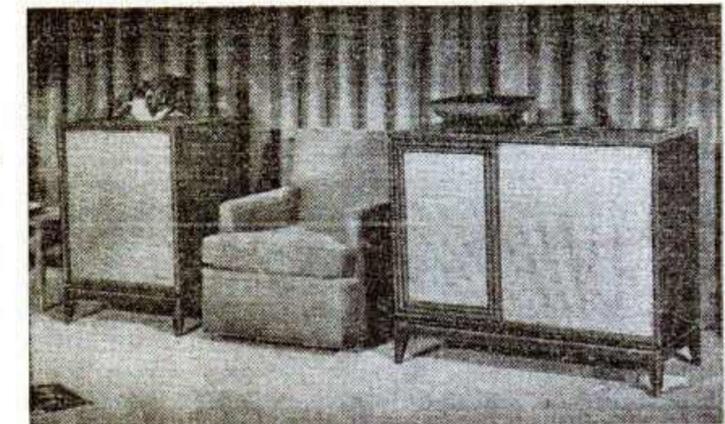
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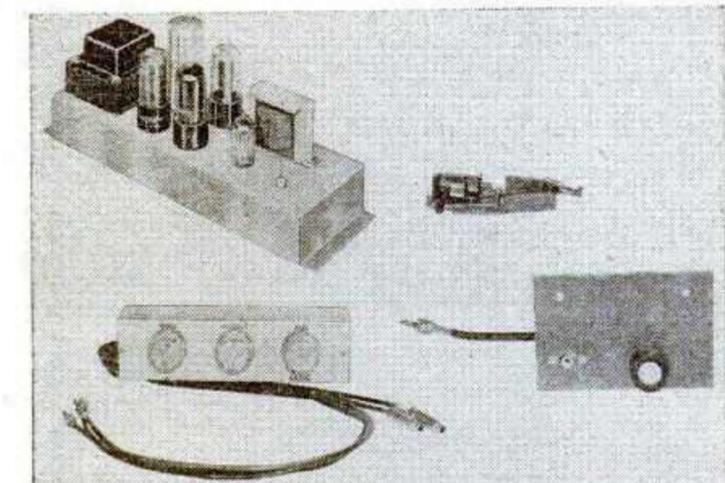
by Voice of Music



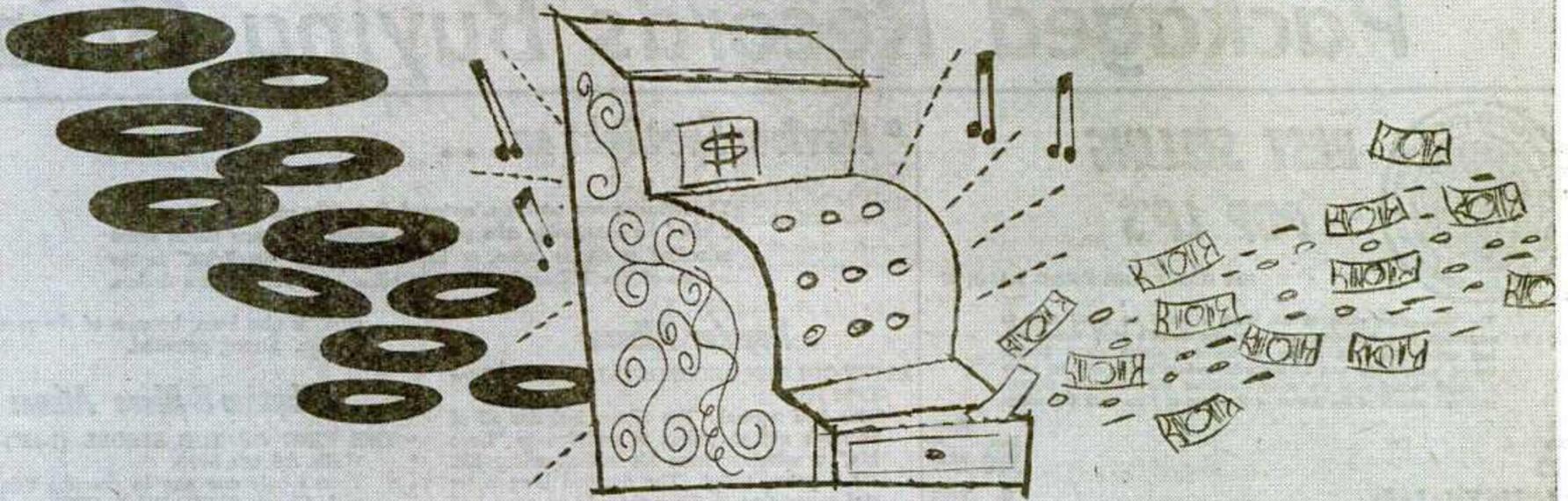
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The Magnavox Continental (right) becomes a stereophonic phonograph with the addition of the matching speaker system (left) and the firm's new stereo conversion system.



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Coral
9-61983

and

I THINK THE WORLD OF YOU



THE BAY BOPS JOANIE b/w FOLLOW THE ROCK

Coral 9-61975



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MARCH 29

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	3	105	My Fair Lady Original Cast, Columbia OL 5090	Columbia
2.	1	7	The Music Man Original Cast, Capitol WAO 990	Capitol
3.	2	10	Come Fly With Me Frank Sinatra, Capitol W 920	Capitol
4.	16	2	South Pacific Sound Track, RCA Victor LOC 1032	RCA Victor
5.	4	54	Around the World in 80 Days Sound Track, Decca DL 9046	Decca
6.	10	16	Warm Johnny Mathis, Columbia CL 1078	Columbia
7.	16	210	South Pacific Original Cast, Columbia OL 4180	Columbia
8.	—	6	The Late, Late Show Dakota Staton, Capitol T 876	Capitol
9.	6	134	Oklahoma! Sound Track, Capitol SAO 595	Capitol
10.	9	4	The Seven Hills of Rome Mario Lanza, RCA Victor LM 2211	RCA Victor
11.	20	2	Till Roger Williams, Kapp KL 1081	Kapp
12.	7	91	The King and I Sound Track, Capitol W 740	Capitol
13.	15	22	Pal Joey Sound Track, Capitol W 912	Capitol
14.	5	67	Hymns Tennessee Ernie Ford, Capitol T 756	Capitol
15.	—	1	Goodnight, Dear Lord Johnny Mathis, Columbia CL 1119	Columbia
16.	8	32	Spirituals Tennessee Ernie Ford, Capitol T 818	Capitol
17.	19	25	Pat's Great Hits Pat Boone, Dot DLP 3071	Dot
18.	13	2	Shillelaghs and Shamrocks Bing Crosby, Decca DL 8207	Decca
19.	—	35	Love Is the Thing Nat King Cole, Capitol W 824	Capitol
19.	—	4	Sing, Boy, Sing Sound Track, Capitol T 929	Capitol
21.	11	22	Ricky Ricky Nelson, Imperial IMP 9048	Imperial
22.	22	4	West Side Story Original Cast, Columbia OL 5230	Columbia
23.	—	43	Film Encores Mantovani, London LL 1700	London
24.	—	6	Muted Jazz Jonah Jones, Capitol T 839	Capitol
24.	—	7	Dream Along With Me Perry Como, RCA Camden CAL 403	RCA Camden

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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

ELVIS' GOLDEN RECORDS (1-12")—RCA Victor LPM 1707

This is a natural. The album includes all of Presley's million sellers in addition to "Love Me," a selection from his million-selling EP. It's a potent entry. The detailed liner notes and cover shot of the artist add to appeal of the set.

JOHNNY'S GREATEST HITS (1-12") — Johnny Mathis, Columbia CL 1133

Johnny Mathis broke thru like a whirlwind in 1957. This set contains the recordings that brought him fame, including "Chances Are," "It's Not for Me to Say," "Wonderful, Wonderful," "All the Time" and "The Twelfth of Never." It is brightly packaged in a double cover, with a four-color photo on each side of the envelope, making it an outstanding display set. Very strong potential here.

THE FLYING PLATTERS AROUND THE WORLD (1-12")—Mercury MG 20366

The Platters' current disk "Twilight Time," (included in this LP) is stirring up some action in singles field right now, which should help this album sales-wise. The group registers strongly on a group of standards and effective international selections — "I'll Take You Home Again Kathleen," "My Old Flame," etc.

Low-Priced Popular Album

SMASH HITS FROM THE MUSIC MAN & SOUTH PACIFIC (1-12")—The Hollywood Sound Stage Chorus with Theater Ork. Somerset SSP 77

Here's a natural for the economy buyer. The set spotlights listenable choral settings from two top Broadway clicks. Attention on "South Pa-

cific" is also keen, because of the recent flick version. Strong potential.

Rhythm & Blues Album

THE KING OF THE STROLL (1-12")—Chuck Willis, Atlantic 8018

There's only one way to describe this. It's a gas! Chuck (C. C. Rider) Willis performs a group of great blues and they are blues right from the heart. "That Train Is Gone" is especially effective, tho all bands, with interesting, almost ethereal choral backings are highly effective. Great for the slow lindy terpers, but even better for just listening. This is the stuff that can make a man want to jump and shout!

Special Merit Jazz Albums

KING PLEASURE SINGS - ANNIE ROSS SINGS (1-12")—Prestige 7128

Pleasure and Miss Ross gained fame by adding lyrics to great jazz instrumentals and solo instrumental passages. These selections are re-issues of their best-selling singles. Swinging assistance is lent by several groups of jazz greats. Great sense of timing and clever lyrics on numbers including "Red Top," "This Is Always" and "Annie's Lament" make this an attractive buy.

JAZZ FOR PLAYGIRLS (1-12")—Billy Ver Planck's Ork. Savoy MG 12121

In spite of the somewhat limiting title this is one of the most exciting albums of recent weeks.

(Continued on page 24)

— Album Cover of the Week —

NO SELECTION THIS WEEK.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 29

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

1. COME FLY WITH ME
Frank SinatraCapitol W 920
2. MUSIC MAN
Original CastCapitol WAO 990
3. SOUTH PACIFIC
Sound TrackVictor LOC 1032
4. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
5. WARM
Johnny MathisColumbia CL 1078
6. 'S MARVELOUS
Ray ConniffColumbia CL 1047
7. EYDIE GORME VAMPS THE ROARING TWENTIES
Eydie GormeABC Paramount ABC 218
8. GLENN MILLER, CARNEGIE HALL CONCERT
Glenn MillerVictor LPM 1506
9. MUTED JAZZ
Jonah JonesCapitol T 839
9. PAT'S GREAT HITS
Pat BooneDot DLP 3071



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 29

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1. JAILHOUSE ROCK
Elvis PresleyRCA Victor EPA 4114
2. JOHNNY MATHIS
.Columbia EP B-8871
3. RICKY
Ricky NelsonImperial EP 153
4. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
5. SAM COOKE SINGS
.Keen EP 2002
6. LOVING YOU
Elvis PresleyRCA Victor EPA 1-1515
7. COME FLY WITH ME
Frank SinatraCapitol EAP 1-920
8. ELVIS
Elvis PresleyRCA Victor EPA 992
9. LOVE ME TENDER
Elvis PresleyRCA Victor EPA 4006
10. GREAT BALLS OF FIRE
Jerry Lee LewisSun EPA 107



CHALLENGE



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Appearance—American Bandstand

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"JUST BEFORE DAWN"
Challenge #59001

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"LIFE BEGINS AT FOUR O'CLOCK"

b/w

"DOUBLE TALKING BABY"

Challenge #59005

Bobby Milano

"SEAL ROCK"

b/w

"LOVE ME BABY"

Challenge #59003

Don Durant

"DOWN ON THE FARM"

b/w

"OH! BABE"

Challenge #59006

**Al Downing
with the Poe Kats**



CHALLENGE





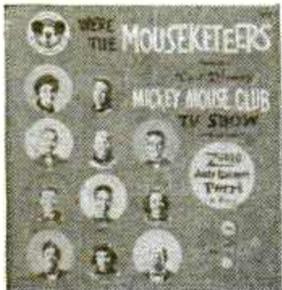
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And other songs from the Mickey Mouse Club Serials.

DISNEYLAND RECORDS
BURBANK, CALIFORNIA

Review Spotlight on Albums . . .

Continued from page 22

It features Bill Harris on trombone, Eddie Costa on piano, Phil Woods on alto, Joe Wilder on trumpet and Selden Powell on tenor, plus a number of other top musicians, playing seven originals all arranged by trombonist Bill Ver Planck. The material is imaginative, the arrangements are bright and the jazz is played with spirit. If exposed it should interest a lot of cool jazz fans.

New Jazz Talent Albums

OLAY! (1-12)—Featuring Ruth Olay. Mercury MG 36125

Ruth Olay's wax debut marks her as a talent to watch. In her first album for the label she turns in some striking performances on a group of well known standards including "You Make Me Feel So Young," "Love for Sale," and "I'm Glad There Is You." She can be wild or tender as the song demands and she can sing. Her style is somewhat derivative of Lena Horne, but it is still her own. This platter should get her much attention.

JEAN HOFFMAN SINGS & SWINGS (1-12)—Fantasy 3260

An exciting new voice, a rarity indeed in today's market, has at long last blossomed via chirp Jean Hoffman, who combines the best elements of jazz styling without negating her pop commercial lure. While it's a little voice, it's strong, resonant and powerful in expression. Her rendition of "Bluebird of Happiness" is one of the freshest and most imaginative arrangements of this tune to come along in many a moon, and coupled with the other standards in this package, it makes for palpitating listening. Set is an artistic success, and deserves heavy exposure and air-play.

Classical Albums

THE REINER SOUND (1-12)—Chicago Symphony Orch. (Reiner). RCA Victor LM 2183
The selections in this set give the Chicago Symphony Orchestra and Reiner a chance to show off some dazzling orchestral tone colors. The set is excellently recorded and the sound is superb. In addition to its appeal to classical fans who enjoy familiar selections it should also have a strong appeal for the hi-fi fan, who can test both his tweeters and woofers with this recording. Selections are Ravel's "Rapsodie Espagnole" and "Pavan for a Dead Princess," and Rachmaninoff's "Isle of the Dead." A Victor "Save on Records" special.

BEETHOVEN: DIABELLI VARIATIONS (1-12)—Rudolph Serkin, Piano. Columbia ML 5246
This is masterly playing of music conceived on a grand scale. Serkin brings tremendous authority, control and impassioned interpretation to Beethoven's last major piano work. Composition does not offer facile appeal, but will be welcomed by more serious classical buyers. Present versions can better competitive showings.

THE ART OF THE HARPSICHORD (1-12)—Wanda Landowska. RCA Victor LM 2194
Choice merchandise. The noted artist's playing of three works by Bach ("Partita No. 2," "Capricio on the Departure of His Beloved Brother" and "Fantasia C Minor") and Fischer's "Passacaglia in D Minor" truly illustrates the art of the harpsichord. Every performance is compelling. Dealers will find this a fine disk to demonstrate. Cover, a picture of Wanda Landowska, and notes by the artist are sensible merchandising attractions. Must inventory for class shops.

PRESENTING TOZZI (1-12)—With Rome Opera House Orch. (Morel). RCA Victor LM 2188
RCA Victor is grooming Georgio Tozzi as the successor to the late Ezio Pinza. The selections on this disk, Tozzi's first LP recital, invite comparison with Pinza since the four Mozart and five Verdi arias have long been identified with the late singer. Tozzi's basso cantante is rich, pure and correct on these selections, altho he does not yet have the fire of the nuances of Pinza. With the push the label is putting behind this disk and with Tozzi's Metopera and "South Pacific" (movie) following, it should grab a lot of action.

Semi-Classical Album

SELECTIONS FROM "THE DESERT SONG" (1-12)—Kathy Barr, Giorgio Tozzi, Various Artists & Lehman Engel Ork. RCA Victor LOP 100

ists & Lehman Engel Ork. RCA Victor LOP 100

Here's an excellent version of the nostalgic Sigmund Romberg operetta, which should fare well sales-wise on the basis of quality performances and the name appeal of Met basso Tozzi. Both Tozzi and soprano Kathy Barr do full justice to such memorable romantic tunes as "Romance," and the title theme. Tozzi's current prominence as vocal double for Rossano Brazzi in "South Pacific," should help sales.

Chamber Music Album

BEETHOVEN: TRIOS (1-12)—Heifetz, Violin; Primrose, Viola; Piatigorsky, Cello. RCA Victor LM 2186

Here's a must for chamber music enthusiasts. Two of the composer's early string chamber works (G and C-Minor) are performed flawlessly by the artists. The string trios have not been over-recorded, so that competition is not too heavy. An excellent cover drawing and sound quality add to the over-all appeal.

Sound

TOP PERCUSSION (1-12)—Tito Puente & Various Artists. RCA Victor LPM 1617

Here's an interesting package for hi-fi, percussion, and Latin American music fans. Tito Puente spotlights two different kinds of percussion music on each side of this LP, one featuring outstanding percussionists and singers on various patterns of 6-8 rhythm, the other, Puente himself on timbales (cuban drums played with sticks) with some advanced pop Latin rhythms. An unusual sound treat.

RESPIGHI: BRAZILIAN IMPRESSIONS; THE BIRDS (1-12)—London Symphony Orch. (Dorati). Mercury MG 50153

Respighi's wizardry in handling the orchestra is thrillingly recreated by Dorati's meticulous baton and Mercury's superior recording. "Brazilian Impressions" provides rich, tropical hues; "The Birds" proceeds with wit and clarity. Sound is sensitively handled, with due respect for delicate effects as well as for big resonance.

Folk Album

SUNDOWN SONGS (1-12)—Marais & Miranda. Decca DL 8711

Veteran folk singing couple are rejoined by members of the original Bushveld Band in program that ranges about the globe. Singers are reliable as ever in material from France, Switzerland, Appalachian Mountains and, of course, from South Africa. Feature of album is freshness of material.

Children's Albums

42 MOTHER GOOSE SONGS (1-12)—Sung & Played by Alec Templeton. Judson J 3024

Practically the whole "Mother Goose" repertoire is given whimsical new settings by pianist Alec Templeton, who sings the verses as he goes. Altho tailored for the moppet market, there's no "playing down"; adults will probably enjoy this album as much as youngsters. Full of fine humor and surprise piano effects. Handsome, tasteful cover completes a first-rate job. Excellent gift item.

GOBBLEDEGOOK SONGS (1-12)—Stanley Holloway. Judson J 3026

Judson's class series for kids gets a cheerful helping of Israel-Krasno story songs, wittily arranged for two musicians and 22 instruments. Holloway (of "My Fair Lady" fame) sings, talks and impersonates with verve, fine diction and a keen sense of fun. Grownups will love this too, especially "Ump-Diddle," "Why the Giraffe Laughed" and title song.

Low-Priced Album

SYMPHONY FOR TOMMY (1-12)—Hamburg Philharmonia Orch. Trans-World TWLP 213

Almost anyone over 30 will get misty-eyed after hearing this richly orchestrated salute to the late T. D. Joseph Kuhn has scored many of Dorsey's greatest hits, like "I'll Never Smile Again" and "There Are Such Things," with a nice sense of the noted bandleader's style, and the smooth, dreamy sound of the Hamburg Philharmonia rivals Kostelanetz. Cover, showing trombone and pair of glasses on red velvet, is a stopper. Great "mood" waxing for deejays. Running mate to "Symphony for Glenn."

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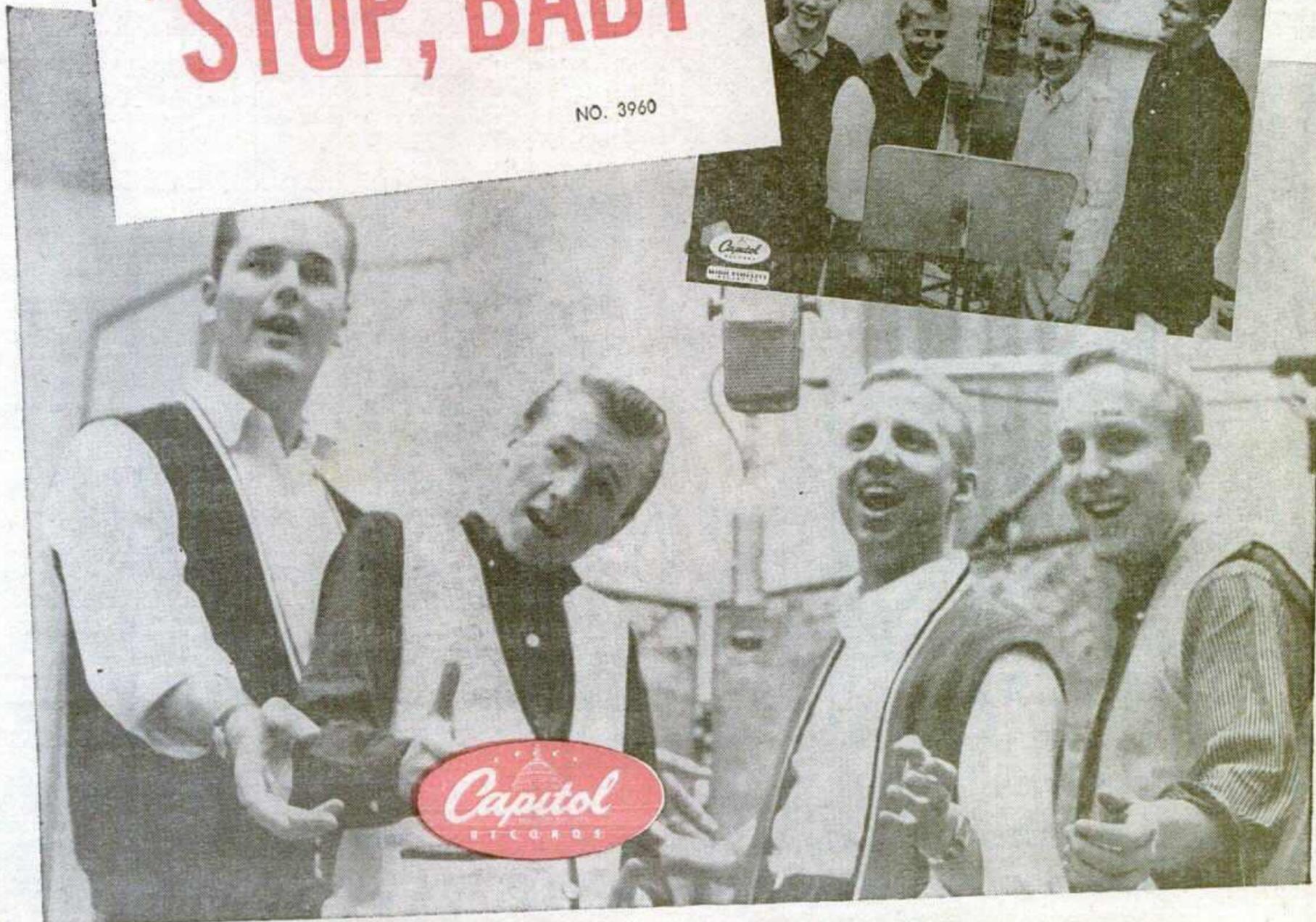
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• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

- SPOTLIGHT**—Sure-Fire Merchandise—Top Demand
- ★★★★—Very Strong Sales Potential—Essential Inventory
- ★★★—Good Potential—Will Sell
- ★★—Moderate Potential—Salable Qualities
- ★—For dealers who stock all merchandise.

POPULAR ★★★★★

DANCING BANDSTAND
The Gone All Stars (1-EP) Gone GEP 1
 You can do all the popular teen type dance crazes to this, including the stroll, walk, chalyppo, etc. Thus it's a solid package for the juvenile group. Set can do particularly well, inasmuch as the group are currently on the best-selling singles chart. Good teen product.

SARAH VAUGHAN IN A ROMANTIC MOOD
 (1-12") Mercury MG 20223
 The art of love as caressed by Sarah's port wine voice, with muted (unbilled) strings adding flavor. "Edge of the Sea," "Fabulous Character," "It Happened Again" are among the fresh material, tho some sides were previously issued. Gal can sell anyone who goes for style and class. Solid inventory and strong jock fare.

POPULAR ★★★

A COLLECTION OF GOLDEN HITS
The Platters, The Crew-Cuts, The Diamonds, The Gaylords (1-12") Mercury MG 20213
 A nice package for the teen-age buyers, since it features a roundup of single hits by four of Mercury's best-selling vocal acts. Titles are familiar, including "Sh-Boom," "The Magic Touch," "The Great Pretender," and "Angels in the Sky." Cover is straightforward and attractive, showing color photos of the acts. Should sell nicely on the strength of the artists' names.

THE DIAMONDS MEET PETE RUGOLO
 (1-12") Mercury MG 20368
 The quartet divides into bass vs. other three for happy noises on "Lulu's Back in Town," "Ain't Misbehavin'," "One for My Baby" and other standards. Rugolo's jazz arrangements contain a super-imposed rock and roll beat to please fans. Group sells hard. Can sell.

BETTY JOHNSON
 (1-12") Atlantic 8017
 Miss Johnson's first LP for the label, this has some earlier hits plus previously unreleased sides and a few new efforts to boot. The gal shows versatility and warmth in the set, which includes everything from the bouncy "I Dreamed" and "1492" to the folk song "I Gave My Love a Cherry." Gal sings well, gets regular TV exposure on the Jack Paar "Tonight" show, and gets a solid cover on the set. Good combination for sales.

IVORY JOE SINGS THE OLD AND THE NEW
Ivory Joe Hunter (1-12") Atlantic 8015
 Here's Ivory Joe with a rhythm section and a big, full choral backing on a selection that comprises standards as well as some of his own material. The group even includes "I'll Take You Home Again Kathleen," and "Moonlight and Roses." Nice readings are agreeable and tasteful tho a little more of the cleffer-chanter's blues efforts would have been welcome. Strong cover.

THE YOUNG LIONS
Sound Track (1-12") Decca DL 8719
 Hugo Friedhofer's score for one of the season's film blockbusters is better-than-average, but it doesn't mean much out of movie context, where it sounds like a brassy blend of Ravel and Prokofieff. The "Main Title" opener, however, is a nice demonstration track for hi-fi gear.

OH CAPTAIN!
Stan Freeman & His Quartet (1-12") Columbia CL 1126
 Freeman has a smart followup to his pleasing instrumental treatment of tunes from "The Music Man," in this listenable jazz-flavored instrumental version of the score from the new Broadway musical "Oh Captain." Freeman's tasteful, lightly relaxed piano work is showcased on nine selections including "You Don't Know Him," and "You're So Right for Me."

THE PALMER METHOD OF DANCING
Jimmy Palmer Ork (1-12") Mercury MG 20348
 One of the better of the recent flood of society dance albums. Palmer's arrangements and playing are among the better ones in this category, altho he never strays far from the melody and

keeps a strict beat. Each side contains two extended medleys comprising standards.

OKLAHOMA; CAROUSEL; SOUTH PACIFIC
Fred Waring Ork (1-12") Decca DL 8708
 A lot for the money in this package, and it will prove good inventory—particularly in view of the strong promotion now being given Rodgers and Hammerstein music as a result of the film revival of "South Pacific." The Pennsylvanians do a dozen sides here, virtually all of them great repertoire.

POPULAR ★★

DREAM ON—DANCE ON
Elliot Lawrence Ork (1-12") Fantasy 3261
 Elliot Lawrence produces a nice danceable beat in this latest effort, with the arrangements still very fresh and imaginative, and the sound very, very pleasant. Tailor-made for the college set, personified by a gliding sound on "Deep Purple," "Check to Check," etc.

THE HITS THAT MADE RALPH MARGERIE & HIS ORK FAMOUS
 (1-12") Mercury MG 20336
 A very danceable package made up of Margerie's hits, including "Skokiaan," "Tricky," "Caravan," etc. Buyers looking for dance material have it here. The arrangements are swinging and the sound is bright and fresh.

AND GOD CREATED WOMAN
Sound Track (1-12") Decca DL 8685
 Sound track consists mainly of instrumental background composed by Paul Misraki, punctuated by occasional fragments of Brigitte Bardot's narration in French. In her one song, the actress proves more than competent as a singer in the Gallic style. Cover—full of Bardot's photos, makes a good display piece.

GIGI
Robert Clary & Pete Rugolo Ork (1-12") Mercury MG 20367
 Lerner and Loewe's first score since "My Fair Lady" has several fine LP's (including the sound-track version) which offer strong competition to this package. Nevertheless, Robert Clary's exuberant vocal interpretations—with a nice assist from Faith Winthrop—merit spins. The French warbler is particularly effective with "The Night They Invented Champagne," and "Thank Heaven for Little Girls."

I LOVE GINA
Roberto & His Ork (1-12") Coral CRL 57152
 Mood package is composed of unfamiliar selections, chiefly by Robert Melin, nicely arranged for background function. Sole piece that is readily recognized is adaptation of Beethoven's "Für Elise." Gina (Lollobrigida) is present only on the cover.

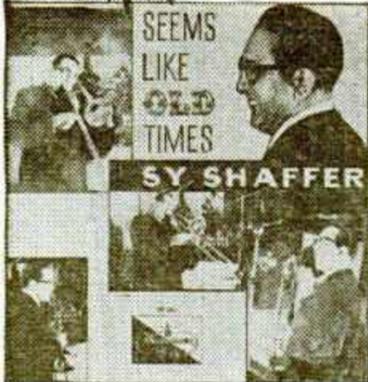
DINAH SINGS BESSIE SMITH
Dinah Washington with Eddie Chambliss Ork (1-12") Mercury MG 36130
 Blues fans and fans of Dinah will find this one of interest. Miss Washington sings 10 tunes, most of them Bessie Smith's, in her stylized fashion. Her voice has a brilliance of its own, yet differs so radically from Bessie Smith's that collectors of the latter will find the current disk strange to their ears. "Jailhouse Blues," "You've Been a Good Ole Wagon," "Back Water Blues" are among the sides.

MY LOVE FOR JANE
Roberto Ork (1-12") Coral CRL 57153
 Lush dreamy instrumental versions of pretty standards and originals highlight this package. However, prime sales appeal is title gimmick, which ties in with sexy photo of Jane Russell, thereby providing good display value, and interesting jockey chatter. LP is one of series by Roberto dedicated to movie glamour queens.

HAVING WONDERFUL TIME
Tommy Dorsey's Clambake Seven; Vocals by Frank Sinatra, Edythe Wright, Sy Oliver & Hughie Prince (1-12") RCA Victor LPM 1643

Most of these are classics with dust gathered thickly around. From as far back as '35, comes the band-within-a-band's versions of "Head on My Pillow," "Music Goes Round and Round," and "Head on My Pillow," latter with
 (Continued on page 28)

GODFREY'S FAMOUS TROMBONIST!



WP 6083
 Seems Like Old Times
SY SHAFER
 All-time hits in dance time with Sy, his famous trombone, and orchestra.

WP 6077
 Tabu
RALPH FONT
 and His Orchestra.
 Played in Latin driving rhythms by a native who knows!



CHA-CHAS! MERENGUES! RHUMBAS!

WP 6078
 The Too, Too Marvelous
BEA ABBOTT
 with Hal Otis & his orch.
 Chicago's great night club star in a moody musical treat!

SENSATION OF CHICAGO'S AFTER-DARK!



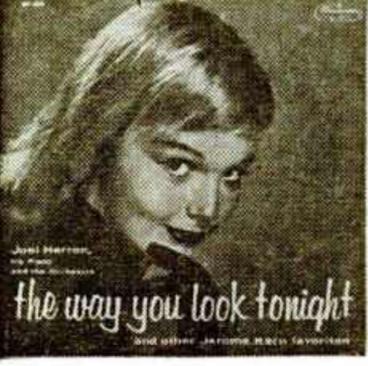
FRIML PLAYS FRIML!



WP 6069
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RUDOLF FRIML
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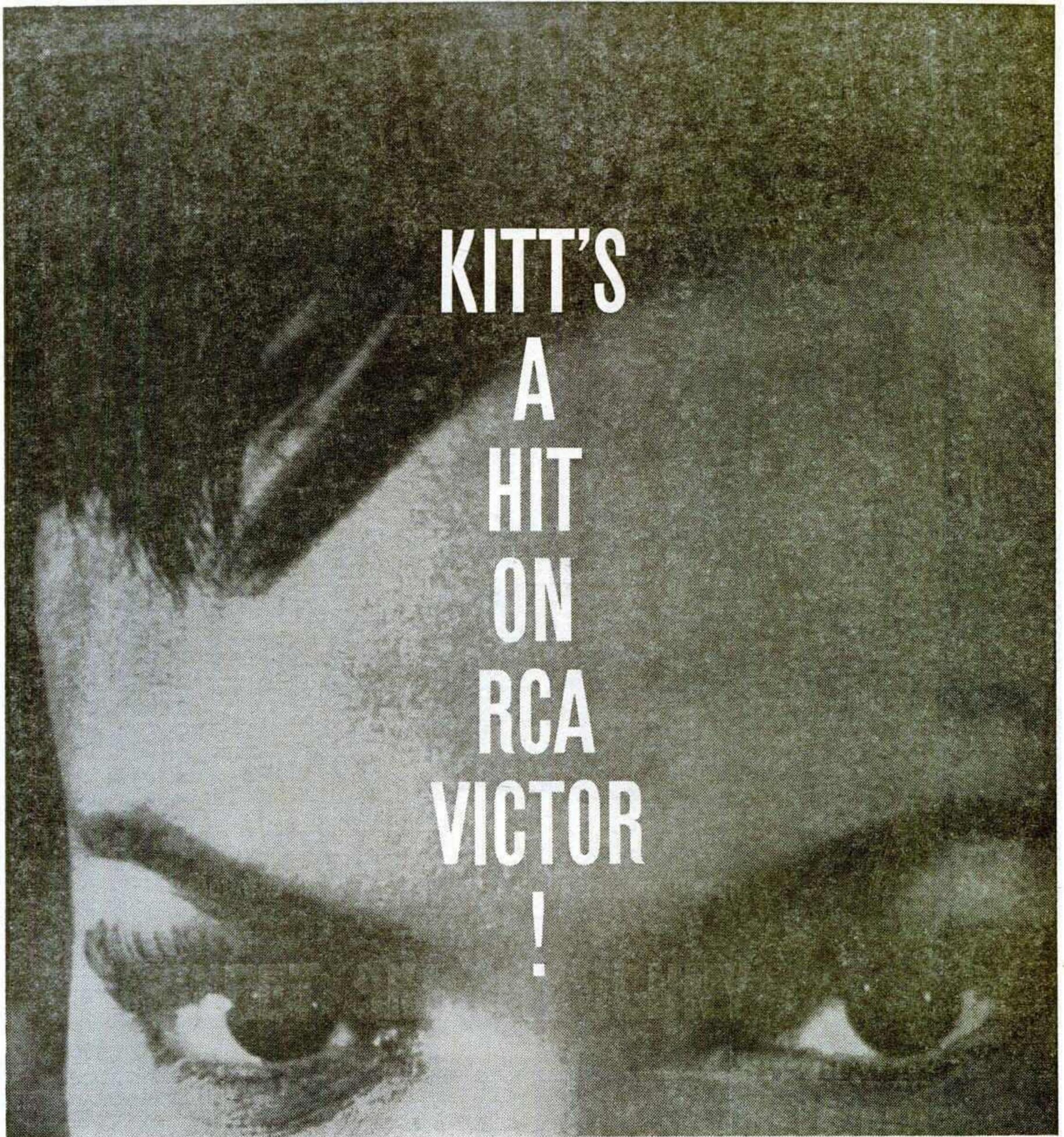
WP 6086
 How Did He Look?
JOAN MERRILL
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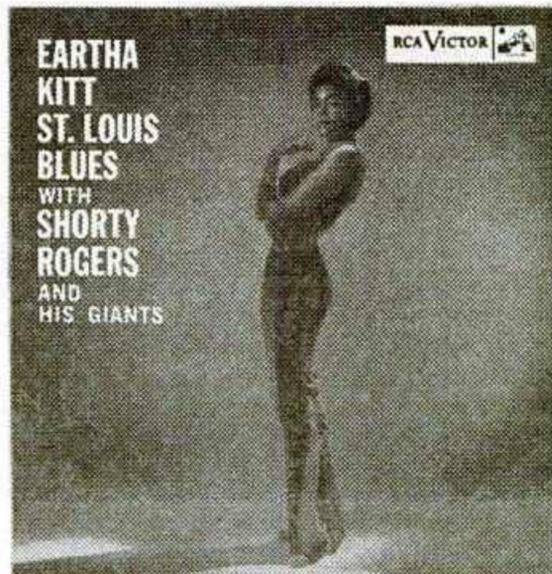
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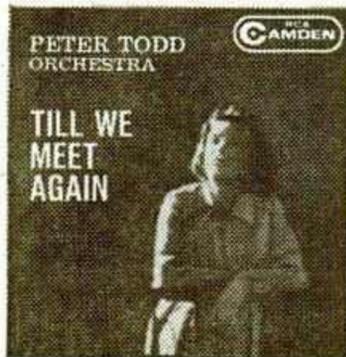
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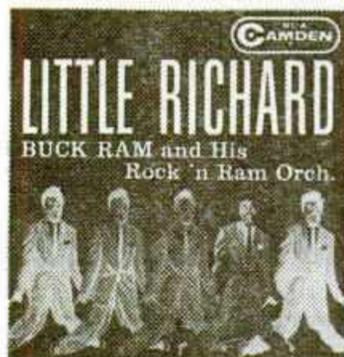
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VIOLIN FAVORITES—Outstanding collection of popular violin pieces by Chopin, Kreisler, others. CAL-419

• Reviews and Ratings of New Popular Albums

• Continued from page 26

vocal by F. Sinatra. Edythe Wright handles other vocals. To a certain segment of fans, these are memorable sides and the set can no doubt do business over a spell. This could even get some jock interest.

FUNNY FACE - OF THEE I SING

Cy Walter (1-12") Atlantic 8016
Walter, a cocktail pianist of some distinction, plays a pair of sides full of Gershwin tunes. Fourteen songs in all, including "S Wonderful," "Who Cares," "I Got Rhythm," plus less familiar Gershwin works get clean, bright readings by Walter at the solo piano. Could be a profitable long-hauler.

HE'S SO FINE

Jackie Wilson (1-12") Brunswick RL 54042
Wilson has had a hit single, "Reet Petite," and that, included with a selection of mostly ballads, makes for a good LP debut by the chanter. His style is somewhat akin to that of Roy Hamilton, except if anything, this one has the more frantic, fervent and breathless approach. Nice ork backings by Milton DeLugg and Dick Jacobs. Can be sold to the juvenile element.

MUSIC FOR HAPPY PEOPLE

Albimoor Ork (1-12") Jubilee JLP 1069
A package of much charm, and an ingratiating sound derived from the instrumentation—piano, glockenspiel, zylphone, accordion and two guitars. Material includes some great standards, as "Wedding of the Painted Doll" and "Surrey With the Fringe on Top," and some originals by Albimoor, Belgian composer-arranger-conductor.

LET'S HAVE A PIZZA PARTY

The Gaylords (1-12") Mercury MG 20356
The Gaylords do a pleasant job here with a listenable collection of Italian tunes, sung in Italian and in typical old country style. Tunes include the perennial "Oh Marie," "Neapolitan Nights," "Sicilian Tarantella" and others of the same genre. Gaylords' fans will enjoy it.

THE JEROME KERN SONG BOOK

Betty Madigan with Dick Jacobs Ork (1-12") Coral CRL 57192
There have been many songbooks of the great popular composers, songbooks devoted to Berlin, Cole Porter and Richard Rodgers. Unfortunately this Jerome Kern songbook does not measure up to the others. The tunes from "They Didn't Believe Me" to "Long Ago and Far Away," are still wonderful, and Dick Jacobs arrangements, in most cases, are good, but Miss Madigan's performance of these lovely songs is disappointing. Limited appeal only.

POPULAR ★

THE ITALIAN TOUCH
Toni Arden with Ralph Burns Ork (1-EP) Decca ED 2599

TERRY NOLAND (1-12") Brunswick BL 54041

LOW PRICE-POPULAR ★★★

EXOTIC LANDS
Paris Theatre Ork. (1-12") Somerset P 5600
Lush dinner music suggesting Asian lands, with Joe Kuhn's arrangements notably potent on "Song of India," "In a Persian Market" and "Road to Mandaley." Famed titles, low price and album cover should boost sales.

A TRIBUTE TO GLENN MILLER
Hamburg Philharmonia Ork. (1-12") Somerset P 5400

Glenn Miller's name and low price should move this, with titles like "In the Mood," "Tuxedo Junction" and "Perfidia" helping. Joe Kuhn's arrangements combine dance beat and sound of symphonic schmaltz. Ork works hard in strange medium.

SAFARI
Trans-World Symphony Ork (Alister) (1-12") Somerset P 5500

Title work, which occupies one side, is the first of a series of "descriptive works" commissioned by Somerset with an eye on the woofer-and-tweeter buyers. It's full of jungle-flavored excitement, drums, native chants, and real gunshots, altho musically it has the air of a sound track for "Trader Horn." Flip side has two hi-fi warhorses: "Polovisian Dances" and "Ritual Fire Dance."

DOCUMENTARY ★★★

THE TRUE STORY OF THE CIVIL WAR
Sound Track (1-12") Coral CRL 59100
Sound track from prize-winning short documentary film features narration by Raymond Massey. Excellent musical score is based on battle songs of North and South, sea chanties, Negro work songs. Recorded sound is far from

brilliant but this should not hamper prospects for sales to many Civil War buffs.

RHYTHM & BLUES ★★★

SWING ME
Ella Johnson with Buddy Johnson Ork (1-12") Mercury MG 20347

This set can move in both pop and r.&b. markets. Most of the numbers were formerly released as singles. Good ork support backs Miss Johnson's swinging vocals on listenable selections that include "Alright, Okay, You Win," "I Still Love You" and "Someday." Good for r.&b. jocks.

COUNTRY & WESTERN ★★★

COUNTRY MUSIC
Lester Flatt & Earl Scruggs & The Foggy Mountain Boys (1-12") Mercury MG 20358

For devotees of the true "hill" sound, this is it. The vets of the "Grand Ole Opry" turn out a flock of those familiar traditional country harmonies with the typical banjo and fiddle accompaniment of the Foggy Mountain lads. There's a mixture of blues, sacred tunes and down home nostalgia. Certainly not for the mass market but in its field it's great and the set can do good business in the right centers.

CHILDREN'S ★★★★★

OLD TESTAMENT BIBLE STORIES
Narrated by Jon Arthur (1-12") Judson J 3027

Here's a powerful item for the children's market and sacred field. April Ousler Armstrong has selected six Bible stories—specially written for a small-fry audience—from her book "The Book of God," which was adapted from her father Fulton Oursler's best-seller "The Greatest Book Ever Written." Jon Arthur narrates with warmth and effective simplicity. Selections include "The Boy Who Fought the Giant," "The Story of Esther," etc. Handsome cover gives package display value.

INTERNATIONAL ★★★

SERENATA ANDALUZA
Diego Castellon, Enrique Montoya, Goyo Reyes (1-12") Montilla FM 117

Performers here command the virtuosity, flair and excitement of good flamenco artists. Sabicas and his brother, Diego Castellon, are the able guitarists, while dancer Goyo Reyes contributes typical heel stamping. Enrique Montoya's youth is no barrier to good singing in traditional style. Cover art is striking and appropriate.

RELIGIOUS ★★★

HOLY, HOLY, HOLY
The Laymen Singers (1-12") Sacred LP 9054

A collection of hymnals and spiritual songs, rendered a cappella and with a brass section, with arrangements by the noted Ralph Carmichael. Selections are well performed and show meticulous care in their recording. Included are "Beautiful Saviour," "God of Our Fathers," and "Holy, Holy, Holy." An excellent item for the Easter holidays.

SPECIALTY ★★★★★

THE GOOD OLD DAYS
The San Francisco Marching, Trotting & Walking Band (1-12") Fantasy 3265

Whether it's a gag or not, there's a good and ready market for such off-beat material as this. Liner notes list a half dozen distributors as members of the "band," the latter dominantly represented by an amplified banjo. It's good fun listening to the devilish treatment given such apples as "Doo Wacka Doo," "The Old Gray Mare," "King Chanticleer" and a mirthful cowboy medley composed of "Red Wing," "Pony Boy" and "Cheyenne." An adult collectors gem, with plus exposure value in the nonsense cover.

SPECIALTY ★★

THE FUTURE LIES AHEAD
Mort Sahl (1-12") Verve MG V 15002

Billed as an iconoclast rather than a comic, Mort Sahl's efforts at breaking cherished beliefs are successful indeed. It's doubtful tho that he can be received as well on wax as he is in person. His cynicism is witty, and in holding up a mirror for us to see how foolish we are at times, he's achieved consumer rapport via laughter than do most by lecture. Package is offbeat enough to attract attention; certainly his flock of fans will be ready customers.

(Continued on page 30)

MOOD JAZZ IN HI-FI

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MAKIN' IT • JOHNNY PISANO and BILLY BEAN DL 9206	VERY WARM FOR JAZZ • RALPH BURNS AND THE QUIET HERD DL 9207	THE MELLO SOUND • DON ELLIOTT AND HIS CHOIR DL 9208

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**Reviews and Ratings of
New Jazz Albums**

JAZZ ★★★

WHEELIN' & DEALIN'
Frank Wess, Tenor Sax & Flute; John Coltrane, Tenor Sax; Paul Quinichette, Tenor Sax; Mal Waldron, Piano; Doug Watkins, Bass; Arthur Taylor, Drums (1-12") Prestige 7131

A swingin' four-set album in which all of the principals are featured to advantage. Standout track is Ellington's "Things Ain't What They Used to Be," where they all get a chance to wail. Other tunes are Illinois Jacquet's "Robin's Nest" and two Mal Waldron originals, "Wheelin' and Dealin'." Hard bop fans should take to this easily.

disk to lead a small combo, instead of the trios he usually cuts with, and he comes off exceedingly well. Men supporting him are Donald Byrd, John Coltrane, Art Taylor, and a newcomer, George Joyner on bass. Garland's piano work is first rate, especially on the lengthy title tune which takes up one side of the LP. It's hard bop, but in a warmer mood than usual. Performances, names and attractive cover should help sell this set.

CHAMBLEE MUSIC
Eddie Chamblee (1-12") Mercury MG 36124

Swinging quintet digs into "Sometimes I'm Happy," "And the Angels Sing," "Whisper Not" and six others, keeping them danceable, too. Wild rides by Chamblee on tenor; J. Wilson, piano; C. Davis, baritone; J. Priester, trombone; and R. Evans, bass. Will please mainstream fans.

COMMAND PERFORMANCE
The Jazzpickers Featuring Red Norvo (1-12") Mercury MG 36123

More quiet elegance from the West Coast quartet with nimble vibes of Norvo. Harry Babasin's cello and arrangements score big in "Blues for Bill," "Lester Leaps In" and "The Stinger." Red Wootten, bass, D. Wright guitar, B. Douglas, drums, get fat solos. Can move.

TENORS ANYONE?

Stan Getz, Wardell Grey, Zoot Sims, Paul Quinichette (1-12") Dawn DLP 1126
Set can have wide appeal. The contrasting and distinct styles included in the set by four great tenor stars cover a wide range in jazz tastes. Five groups (with personnel duplicated on several) furnish excellent backing for the saxes. Try Zoot Sims' run on "Blues for the Month of May" and the late Wardell Grey's "In a Pinch" as samples. Good sales potential.

ALL MORNIN' LONG

The Red Garland Quintet (1-12") Prestige 7130
Red Garland gets a chance on this new

THE GEORGE WALLINGTON QUARTET
(1-12") Savoy MG 12122

George Wallington receives able support from Don Byrd (trumpet), Phil Woods (alto), Knobby Totah (bass) and Nick Stabulas (drums) in a total of five extended tracks of the "hard bop" variety. Session is a re-creation of a date played at Hotchkiss prep school. "Before Dawn" is ingeniously melodic, and "Ow" does real honor to a Gillespie idea. They are worth the price of admission.

JAZZ ★★

THE LEGEND OF BESSIE SMITH
Ronnie Gilbert & Various Artists (1-12") RCA Victor LPM 1591

Again indicative of the resurgence of interest in blues and particularly Bessie Smith's blues is this package by Miss Gilbert of the Weavers. Album is generally well-recorded, altho impact of some of the sides is much greater than the others. "Empty Bed Blues," a great one for Bessie, gets a fine performance here, whereas "Trouble in Mind" doesn't make it at all. In general, aficionados will like it.

JAZZVILLE VOL. 4

Various Artists (1-12") Dawn DLP 1122
Two groups are featured on this fourth volume of "Jazzville" from the Dawn label. One group is the Gene Roland Octet, the other the Hal Serra trio and quartet. The Roland crew, with such stars as Roland, Nat Pierce, and Paul Quinichette, offers four originals, in what could be called small band jazz, somewhat in the Basie vein. The Serra group comes thru with some bright, cool work on a group of standards, including "Why Was I Born" and "Suddenly It's Spring." Good modern jazz wax.

THE PARIS SCENE

The Jazz Group of Paris (1-12") Savoy MG 12113

One of Europe's top jazz groups gives a fine ensemble reading to 10 of composer-critic Andre Hodeir's intricate, expressive jazz arrangements. Christian Garros' shadings on drums and Sadi on vibraphone are well worth catching. Very avant-garde, and thus a specialized taste, but very well done.

SOLEMN MEDITATION

The Paul Bley Quartet (1-12") Gene Norman Presents GNP 31

Here's a set that can sell with exposure. Bley's group is distinguished by its unique exploring of harmonic as well as
(Continued on page 31)

ing various vocal artists, e.g. Bobby Capo chanting "Piel Canela"; Celia Cruz offering "Ritmo, Tambo y Flores." Will do best in specialized locales but merits general circulation.

THE BEST OF DANIEL SANTOS

(1-12") Seeco SCLP 9122
Collection of varied Latin tunes sung by Santos will find most success with Latin-American audiences. Instrumental backing by La Sonora Matancera for "Siempre Contigo"; "Por Mi Honor"; "Lluvia o Sol"; etc. Sound is only fair.

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AUDIO BOOK COMPANY
St. Joseph, Michigan

Reviews and Ratings of New Popular Albums

(Continued from page 28)

LATIN AMERICAN ★★★

DANCE BREAK
Luis Arcaraz Ork (1-12") RCA Victor LPM 1612

Arcaraz, who has quite a following in the L. A. field, provides listenable, danceable instrumental treatments of romantic originals penned by Arcaraz and Gabriel Ruiz. Sock Latin American wax. Selections include "Mar," "Desesperadamente," and "Bonita."

CECILIA VALDES

(1-12") Montilla FM 118
This is the same production of score by Roig that has enjoyed several successful incarnations on Soria and Angel labels. As always, Ruth Fernandez and Martha Perez are outstanding in this latest pressing of the melodic Cuban operetta. Standard catalog in its field should go on selling almost indefinitely.

LATIN AMERICAN ★★★

CUBAN RHYTHMS
Pantaleon Perez Prado Ork (1-12") Tor-eador T 514

A group of 14 bands, given over to the brassy, big-band sound of Prado on a number of Latin rhythms. Most are danceable and many fall into the mambo, cha-cha vein. Excellent sound and for its market, this set certainly merits attention.

LATIN AMERICAN ★★

SONORA MATANCERA'S PARADE OF STARS
Various Artists (1-12") Seeco SCLP 9120

Disk fulfills dual role by offering danceable material thruout, while highlight-

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• **Reviews and Ratings of New Classical Albums**

CLASSICAL ★★★★★

PROKOFIEFF: CONCERTO NO. 2; BARBER: MEDEA'S MEDITATION & DANCE OF VENGEANCE (1-12")—Nicole Henriot, Piano & Boston Symphony Orch. (Munch). RCA Victor LM 2197
A clean-cut first performance by a major orchestra and soloist of the tricky, expressive Prokofieff piano work. Pianist Henriot's performance is often technically brilliant. Barber's "Medea" on reverse side is the 1955 version, which the composer re-scored. It's handled with fire and passion by conductor Munch. A Victor "Save on Records" special.

CLASSICAL ★★★

SAINT-SAENS: SYMPHONY NO. 3 (1-12")—Marcel Dupre, Organ with Detroit Symphony Orch. (Paray). Mercury MG 50167
Popular symphony receives vital reading, replete with drama and effective climaxes. Sound is of the best, conception is good. However, recent Columbia release may have skimmed some of the cream off the good sales potential.

ENCORE PLEASE, SIR JOHN! (1-12")—Halle Orch. (Barbirolli). Mercury MG 50161
Barbirolli shows his high accomplishments with the Halle orchestra in these brilliant readings of short "encore" pieces by Nicolai, Sibelius, Chabrier, Tchaikowsky, etc. Especially bright is performance of Purcell's "Trumpet Voluntary." Recording is notable for range and accuracy of color.

CLASSICAL ★★

THE FIRST INTERNATIONAL CONGRESS OF ORGANISTS (2-12")—Marilyn Mason & Gerald Bales, Organists & The Harvey Phillips Orch (Sowerby & Wright). Mirrosonic DRE 1001-3
Album documents some highlights of 1957 congress in London. Marilyn Mason represents American organists, playing works by Sowerby, Camidge and Bingham on Westminster Abbey organ. Gerald Bales, Canadian, plays selections by Bach, Dupre and others on instrument in Westminster Cathedral. Set should prove more at-

tractive to professionals than to general public.

SEMI-CLASSICAL ★★★

BRAVO HI-FI
Eastman-Rochester Symphony Orch (Hanson) (1-12") Mercury MG 50166
Disk couples some former issues on label, unified by Latin-American bond. Combination now includes Gershwin's "Cuban Overture"; McBride's "Mexican Rhapsody" and Gould's "Latin-American Symphonette." All three afford good opportunity for generating rhythmic excitement together with high color. Splendid sound.

Audio Feedback

• *Continued from page 18*

loan for expansion of facilities.

National Music Week (May 4 to 11) offers dealers a chance to help make the nation music-conscious. The National Association of Music Merchants has developed a kit for dealers to aid them in getting most out of Music Week. The program is under the joint sponsorship of the American Music Conference and the National Federation of Music Clubs.

General Electric has appointed Joe Owen to the post of manager of advertising and sales promotion for the firm's Specialty Electronic Components department. His concentration will therefore be on hi-fi component sales. He comes to the post from the television department where he handled similar chores.

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.

• *Continued from page 18*

be appreciated by the beginner. Truthfully, they are seldom appreciated by the advanced students of music. They are rarely performed in concert.

If the record-buying public cannot rely on the knowledge and honesty of the record dealer and seek his advice when it is needed, then why not just hop into the nearest drugstore and buy low-priced labels or others of their caliber. Is this your recommendation?

Charles R. Ramsey
3002 Wrondel Way
Reno, Nev.

The Far Eastern View
To the Editor:
I can't help but reminisce about

Granco Adds Hi-Fi Model

Granco is adding a new model to their high fidelity phonograph line. It is a Provincial-styled, white and gold finished console (Model RP-1230 G).

The RP-1230 G features complete FM-AM radio-phonograph performance. It has a balanced four-speaker system in matched acoustic wood enclosure. The new model has a suggested list price of \$109.95.

how U. S. dealer problems are solved in Tokyo, Japan.

Instead of clogging the store with high counters displaying all of the stock, the stores have low, long counters with low swivel stools in front. In front of each or every other stool location there is a record player. On counters are printed lists of all latest records. Also, there is a booklet with titles and record numbers of all records kept in stock.

Clerks stand behind the counters. And behind them are rows and rows of racks with record boxes piled up from floor to ceiling. The record numbers and titles are clearly printed on each box. The clerk takes the record requested to the counter and places it on the turntable. If it is accepted, the transaction is completed right there.

Another thing—in every record envelope is a slip. The slip is handed over to the stock clerk who replaces the record sold. With this system, the owner can check how many and what kind of records have been sold up to each hour or so.

All record companies in Japan have the lyrics printed on small sheets of paper and these are placed in each envelope. At times, a photo of the recording artist is also put on this slip with other pertinent data. This takes the place of a liner. Thruout the stores are posters pertaining to the latest recordings.

If American record stores

• **Reviews and Ratings of New Jazz Albums**

• *Continued from page 30*

melodic improvisation and variation. Dave Pike shines on vibes and excellent pacing is provided by L. McBrowne, drums and C. Haden, bass. Sets are nicely varied from introspective runs on such fare as "Porgie" to a swinging go on "Beau Diddley," a Bley original.

SIDNEY BECHET IN PARIS
With Sammy Price Bluesicians (1-12") Brunswick BL 54037

The eight sides on this disk were cut in Paris several years ago, with Bechet accompanied by pianist Sammy Price, trumpeter Emmett Berry, trombonist group. Bechet's soprano sax still is thrilling—warm, full of heart and with the same noted vibrato. The tunes are classic blues and standards, including "Tin Roof Blues," "St. Louis Blues," "Dinah" etc. A strong album for collectors of traditional jazz. Knowledgeable notes by Burt Korall and an attractive cover are selling aids.

LES STRAND PLAYS DUKE ELLINGTON
(1-12") Fantasy 3256

While Les Strand's interpretations of Ellington on the Hammond organ are pleasant, there's nothing more to be desired in the technical aspects of this recording. Much of the brilliance appears to have been lost, tho Strand's deft touches are evident. "Caravan," "Mood Indigo" and the seldom recorded "T. T. on Toast" are included.

JAZZ ★

MAS RITMO CALIENTE
Cal Tjader & Friends (1-12") Fantasy 3262

would follow suit, their stores would look much neater instead of the present honky-tonk appearance. Besides it would even add class. After all, adults also buy records.

Dudley Manners
So Deska Records
Belle Harbor, L. I., N. Y.

Thanks, Jocks, For Picking Up On—and Staying with—THE ORIGINAL!!!

"CHANSON D'AMOUR"

Art and Dotty Todd ERA #1064



Your Spins Are Pushing It To #1

George Jay
National Promotion • ERA Records

And now comes Ronnie Deauville's New Release
CRAZY WONDERFUL and Hong Kong Affair—#1066

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending March 29

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Tequila		1 6	6. He's Got the Whole World in His Hands		11 2
By Chuck Rio—Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Paramount 9899. RECORD AVAILABLE: Stan Kenton, Capitol 3928.			By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNail, Coral 61972.		
2. Lollipop		2 4	7. Sweet Little Sixteen		6 6
By J. Dickson-B. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vic 7174.			By Chuck Berry—Published by Ark Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1683.		
3. Catch a Falling Star		3 11	8. Are You Sincere?		5 7
By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.			By W. Walker—Published by Cedarwood (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1340.		
4. Sugartime		4 13	9. Sail Along Silvery Moon		9 12
By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.			By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.		
5. Who's Sorry Now		7 6	10. Twenty-Six Miles		8 9
By Snyder-Calmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588.			By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3845.		
Second Ten					
11. A Wonderful Time Up There		12 5	16. Billy		- 1
By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.			By Goodwin-Kendis-Paley—Published by Mills (ASCAP) BEST SELLING RECORD: Kathy Linden, Felsted 8510.		
12. Don't		10 10	17. Little Blue Man		14 2
By Jerry Leiber & Mike Stroller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.			By Ebb-Klein—Published by Trinity (BMI) BEST SELLING RECORD: Betty Johnson, Atlantic 1169.		
13. It's Too Soon to Know		13 7	18. Oh-Oh, I'm Falling in Love Again		24 7
By Chessler—Published by E. H. Morris & Co. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15690. RECORDS AVAILABLE: Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3802.			By Hoffman-Manning-Mark Well—Published by Planetary Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4045.		
14. Swinging Shepherd Blues		19 9	19. Maybe Baby		20 4
By Moe Koffman—Published by Benell Music (BMI) BEST SELLING RECORDS: Moe Koffman Quartet, Jubilee 5311; Johnny Pate Quintet, Federal 12312; David Rose Ork, M-G-M 12608. RECORDS AVAILABLE: Ella Fitzgerald, Verve 10130; Kirk Stuart, Josie 832; David Terry, Vic 7153.			By Norman Petty & Buddy Holly—Published by Nor-Va-Jak-Melody Lane (BMI) BEST SELLING RECORD: Crickets, Brunswick 55053.		
15. Breathless		18 4	20. The Walk		26 5
By O. Blackwell—Published by Homefolks, Obie (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 288.			By McCracklin & Garlic—Published by Arc (BMI) BEST SELLING RECORD: Jimmy McCracklin, Checker 885.		
Third Ten					
21. Don't You Just Know It		- 1	26. Book of Love		- 1
By Smith & Vincent—Published by Ace Publishing (BMI) RECORDS AVAILABLE: Huey Smith, Ace 545; Titans, Specialty 625.			By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) RECORD AVAILABLE: Monotones, Argo 5290.		
22. Dinner With Drac		16 3	27. Witchcraft		27 11
By Sheldon-Land—Published by Mayland Music (BMI) RECORD AVAILABLE: John Zacherle, Cameo 130.			By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP) RECORD AVAILABLE: Frank Sinatra, Cap 3859.		
23. Oh, Julie		17 11	28. Good Golly, Miss Molly		28 5
By Moffett-Ball—Published by Excellorec (BMI) RECORDS AVAILABLE: Crescendos, Nasco 6005; Sammy Salvo, Vic 7097; Otis Williams and His Charms, De luxe 6158.			By Marascalco & Blackwell—Published by Venice Music (BMI) RECORDS AVAILABLE: Little Richard, Specialty 624; Valliants, Keen 34004.		
24. Short Shorts		23 10	29. Maybe		29 4
By T. Austin & B. Gandio—Published by Admiration (BMI) RECORDS AVAILABLE: Tiny Bradshaw, King 5114; Four Winds, Decor 175; Royal Teens, ABC-Paramount 9882.			By Casey-Goldner—Published by Figure Music (BMI) RECORD AVAILABLE: Chantels, End 1005.		
25. Ballad of a Teenage Queen		15 6	30. My Bucket's Got a Hole in It		- 1
By J. Clement—Published by Knox Music (BMI) RECORD AVAILABLE: Johnny Cash, Sun 283.			By H. Williams—Published by Pickwick (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Decca 27194; Sonny Burgess, Sun 285; Ricky Nelson, Imperial 5503; Hank Williams, M-G-M 10560.		

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

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



BUYBOARD

Together for the First Time!

FRANK SINATRA
and **KEELY SMITH**

with Orchestra conducted by Billy May

HOW ARE YA' FIXED FOR LOVE
NOTHING IN COMMON

From the United Artists' Picture "Paris Holiday"

RECORD NO. 3952



TOMMY SANDS

Has Another "Teen-Age" Crush on a

TEEN-AGE DOLL
HAWAIIAN ROCK

RECORD NO. 3953

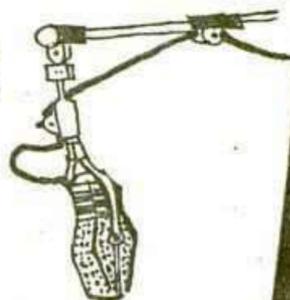


Rockin' and Rollin'

THE SPINNERS

GOOFIN'
LOVE'S PRAYER

RECORD NO. 3955



GUY LOMBARDO

*and His Royal Canadians
with Kenny Gardner and The Chorus*



OVER AND OVER
THE LETTER GETS BETTER

RECORD NO. 3954

*It's The Greatest—
It's The Original!!*

THE BEAVERS

Orchestra Conducted by Jack Marshall

SACK DRESS

ROCKIN' AT THE DRIVE-IN

RECORD NO. 3956

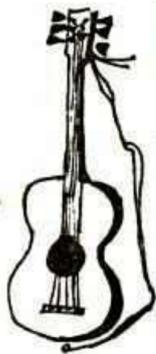


GREAT C & W

BUCK OWENS

SWEET THING
I ONLY KNOW THAT
I LOVE YOU

RECORD NO. 3957



The "Late, Late Show" styling of

DAKOTA STATON

with Orchestra Conducted by Sid Feller

From the Broadway Production "The Bells Are Ringing"

INVITATION • THE PARTY'S OVER

RECORD NO. 3958



GENE VINCENT

And His Blue Caps

BABY BLUE
TRUE TO YOU

RECORD NO. 3959



Teen Ballads!

LARRY HOVIS

with Jack Marshall's Music

SILLY TEARS
HELPLESSLY, HOPELESSLY

RECORD NO. 3961





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 29, 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 Train to Nowhere (BMI)—Challenge 1016	1	6	17. MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Ricky Nelson BELIEVE WHAT YOU SAY (BMI)—Imperial 5503	—	1	35. YOU ARE MY DESTINY (BMI)—Paul Anka When I Stop Loving You (BMI)—ABC-Paramount 9880	33	11
2. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry Reelin' and Rocking (BMI)—Chess 1683	3	8	18. THE WALK (BMI)—Jimmie McCracklin I'm to Blame (BMI)—Checker 885	17	6	36. DEDE DINAH (ASCAP)—Frankie Avalon Ooh La La (ASCAP)—Chancellor 1011	30	11
3. LOLLIPOP (BMI)—Chordettes Baby, Come-A Back-A (ASCAP)—Cadence 1345	2	4	19. OH, JULIE (BMI)—Crescendos My Little Girl (BMI)—Nasco 6005	15	13	37. NOW AND FOR ALWAYS (ASCAP)—George Hamilton IV One Heart (ASCAP)—ABC-Paramount 9898	41	2
4. A WONDERFUL TIME UP THERE (BMI)—Pat Boone IT'S TOO SOON TO KNOW (ASCAP)—Dot 15690	4	8	20. THE LITTLE BLUE MAN (BMI)—Betty Johnson Winter in Miami (ASCAP)—Atlantic 1169	20	6	38. AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	34	18
5. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London Handed Down (ASCAP)—Cap 3891	13	2	21. MAYBE BABY (BMI)—Crickets Tell Me How (BMI)—Brunswick 55053	18	5	39. DON'T LET GO (BMI)—Roy Hamilton The Right to Love (BMI)—Epic 9257	38	12
6. WHO'S SORRY NOW (ASCAP)—Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	5	6	22. BILLY (ASCAP)—Kathy Linden If I Could Hold You in My Arms (ASCAP)—Felsted 8410	32	3	40. EVERY NIGHT (BMI)—Chantels Whoever You Are (BMI)—End 1050	—	1
7. SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	10	14	23. SHORT SHORTS (BMI)—Royal Teens Planet Rock (BMI)—ABC-Paramount 9882	22	10	41. BEEN SO LONG (BMI)—Pastels My One and Only Dream (BMI)—Argo 5287	45	5
8. DON'T (BMI)—Elvis Presley I BEG OF YOU (BMI)—Victor 7150	6	11	24. GOOD GOLLY, MISS MOLLY (BMI)—Little Richard Hey-Hey-Hey-Hey! (BMI)—Specialty 624	23	7	42. WITCHCRAFT (ASCAP)—Frank Sinatra Tell Her You Love Her (BMI)—Capitol 3859	31	10
9. BREATHLESS (BMI)—Jerry Lee Lewis Down the Line (BMI)—Sun 288	12	5	25. MAYBE (BMI)—Chantels Come My Little Baby (BMI)—End 1005	25	12	43. LOLLIPOP (BMI)—Ronald and Ruby Fickie Baby (BMI)—Vic 7174	40	3
10. CATCH A FALLING STAR (ASCAP)—Perry Como MAGIC MOMENTS (ASCAP)—Vic 7128	9	11	26. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers The Long Hot Summer (ASCAP)—Roulette 4045	29	8	44. TEQUILA (BMI)—Eddie Platt Popcorn (BMI)—ABC-Paramount 9899	35	5
11. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn Raunchy (BMI)—Dot 15661	7	16	27. YOU WERE MADE FOR ME (BMI)—Sam Cooke LONELY ISLAND (ASCAP)—Keen 4009	25	3	45. COLLEGE MAN (BMI)—Bill Justis The Stranger (BMI)—Phillips International 3522	45	3
12. ARE YOU SINCERE? (BMI)—Andy Williams Be Mine Tonight (BMI)—Cadence 1340	11	8	28. GET A JOB (BMI)—Silhouettes I Am Lonely (BMI)—Ember 1029	21	12	46. SO TOUGH (BMI)—Casuals I Love My Darling (BMI)—Back Beat 503 WAITIN' IN SCHOOL (BMI)—	46	5
13. DON'T YOU JUST KNOW IT (BMI)—Huey Smith High Blood Pressure (BMI)—Ace 545	26	2	29. BOOK OF LOVE (BMI)—Monatones You Never Loved Me (BMI)—Argo 5290	47	2	47. STOOD UP (BMI)—Ricky Nelson Imperial 5-483	37	15
14. DINNER WITH DRAC (BMI)—John Zacherle Parts 1 and 2—Cameo 130	8	4	30. THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	24	14	48. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet Hambourg Bound (BMI)—Jubilee 5311	42	8
15. TWENTY-SIX MILES (BMI)—Four Preps It's You (ASCAP)—Cap 3845	14	9	31. LAZY MARY (ASCAP)—Lou Monte Angelique (ASCAP)—Vic 7160	19	4	49. TUMBLING TUMBLEWEEDS (ASCAP)—Billy Vaughn Trying (ASCAP)—Dot 15710	—	1
16. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash BIG RIVER (BMI)—Sun 283	16	9	32. OH! LONESOME ME (BMI)—Don Gibson I CAN'T STOP LOVING YOU (BMI)—Vic 7133	36	4	50. RETURN TO ME (ASCAP)—Dean Martin Forgetting You (ASCAP)—Cap 3894	—	1
			33. ROCK AND ROLL IS HERE TO STAY (BMI)—Danny and the Juniors School Boy Romance (BMI)—ABC-Paramount 9888	27	6	50. SING, BOY, SING (ASCAP)—Tommy Sands Crazy 'Cause I Love You (BMI)—Cap 3867	49	4
			34. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller Hey Little Baby (BMI)—Col 41066	39	12			

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.

- TUMBLING TUMBLEWEEDS** (Williamson, ASCAP)—Billy Vaughn—Dot 15710—A strong item. It popped onto the charts this week in 49th position. Flip is "Trying" (Randy-Smith, ASCAP). A previous Billboard "Spotlight" pick.
- RETURN TO ME** (Southern, ASCAP)—Dean Martin—Capitol 3984—A comer! It's number 50 this week. Flip is "Forgetting You," (Barton, ASCAP).
- WITCH DOCTOR** (Monarch, ASCAP)—David Seville—Liberty 551328 It's big in all markets. Flip is "Don't Whistle at Me, Baby" Monarch, ASCAP). A previous Billboard "Spotlight" pick.
- STAIRWAY OF LOVE** (Planetary, ASCAP)—Marty Robbins—Columbia 41143—The side appears a pop and c.&w. hit. It's big in all marts. Flip is "Just Married," (De Vorzon, BMI). A previous Billboard "Spotlight" pick.
- KEWPIE DOLL** (Leeds, ASCAP)—Dance Only With Me (Stratford, ASCAP)—Perry Como—RCA Victor 7202—Both sides are much in demand. "Kewpie Doll" has the edge at present. A previous Billboard "Spotlight" pick.
- I MET HIM ON A SUNDAY** (BMI)—The Shirelles—Decca 30588—The platter is doing well in all marts. It looks like a big one. Flip is "I Want You to Be My Boyfriend," (Scepter-G&H, BMI).



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MARCH 29

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Twilight Time *The Platters*
(BMI) Mercury 71289

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.

Add TWO MORE to the List

POWERFUL REACTION THE FIRST WEEK OUT

"NIGHT STROLL"



A Wailin' Instrumental By

RALPH MARTERIE

coupled with
TROMBONE BLUES
MERCURY 71295

"GAMBLIN' GAL"



A Socko Vocal By

RUSTY DRAPER

coupled with
THAT'S MY DOLL
MERCURY 71298

5 ABSOLUTE BEST BUYS 5

- | | | | |
|--------------|-----------------------------|--------------------------------|-------|
| SMASH | Wishing For Your Love | THE VOXPOPPERS | 71282 |
| SMASH | Twilight Time | THE PLATTERS | 71289 |
| SMASH | These Worldly Wonders | PATTI PAGE | 71294 |
| | Another Time, Another Place | | |
| SMASH | The Little Train | M. VASEL & E. STORZ | 71286 |



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*Dot's***PARADE of BEST SELLERS**

- 15710 **TUMBLING TUMBLEWEEDS—TRYING**—Billy Vaughn
 15690 **A WONDERFUL TIME UP THERE—IT'S TOO SOON TO KNOW**—Pat Boone
 15661 **SAIL ALONG SILV'RY MOON**—Billy Vaughn
 15736 **CHANSON D'AMOUR—COCOANUT GROVE**—The Fontane Sisters
 15730 **SYMPATHY—DON'T GET AROUND MUCH ANYMORE**—Johnny Maddox
 15734 **YOU—ANGRY**—Gale Storm
 15680 **I CAN'T HELP IT**—Margaret Whiting
 15711 **CORRIDO ROCK—PARTS I & II**—"Handsome" Jim Balcom
 15708 **A VERY PRECIOUS LOVE—JOHNNY VAGABOND**—Bonnie Guitar
 15705 **KATHLEEN—DONNA**—Wally Lewis
 15704 **STEP ASIDE SHALLOW WATER—WITH TEARS IN MY EYES**—Jimmy Newman
 15712 **YOU SURE LOOK GOOD TO ME—STARRY EYES**—The Hilltoppers
 15700 **YOUR LOVE IS DYING—HOWDY NEIGHBOR HOWDY**—Don Reno-Red Smiley
 15731 **PUT ME IN YOUR POCKET—WHEN THE WORK'S ALL DONE THIS FALL**—Mac Wiseman

DOT NEW RELEASES

- 15742 **HOT SPELL—I'M SO LONESOME I COULD CRY**—Margaret Whiting
 15732 **TURKEY TROT—POTATO CHIPS**—The Art Foxall Combo
 15733 **STROLLIN' DOWNTOWN—I CAN TELL**—Jerry Markoe
 15735 **MY LITTLE RED WAGON—CIRCLE ROCK**—Lloyd Copas
 15738 **MODERN ROMANCE—TRAVELIN' MAN**—Sanford Clark
 15739 **HAVE I BEEN AWAY TOO LONG—SOMEBODY'S STEALING MY THUNDER**—Fran Palmer

DOT BEST SELLING 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**

DOT BEST SELLING EP'S

- DEP-1056 **A CLOSER WALK WITH THEE**—Pat Boone
 DEP-1057 **"FOUR BY PAT"**—Pat Boone
 DEP-1021 **MELODIES OF LOVE—VOLUME I**—Billy Vaughn
 DEP-1022 **MELODIES OF LOVE—VOLUME II**—Billy Vaughn

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now breakin' for a national hit!

ANNA MAGNANI

SINGS

"SCAPRICCIATELLO"

(INFATUATION)

FROM THE SOUND TRACK OF HAL WALLIS' PRODUCTION
"WILD IS THE WIND" A PARAMOUNT PICTURE



ANNA ALSO SINGS "AGGIO PERDUTO O SUONNO"
one of the biggest hits ever to come out of Italy. V-10113x45



RECORDS 451 Canon Dr., Beverly Hills, Calif.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 29

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.	TEQUILA (BMI)—The Champs Train to Nowhere (BMI)—Challenge 1016	1	5
2.	LOLLIPOP (BMI)—Chordettes Baby, Come-A Back-A (ASCAP)—Cadence 1345	2	5
3.	CATCH A FALLING STAR (ASCAP)—Perry Como Magic Moments (ASCAP)—Vic 7128	3	13
4.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London Handed Down (ASCAP)—Cap 3891	11	3
5.	TWENTY-SIX MILES (BMI)—Four Preps It's You (ASCAP)—Cap 3845	4	11
6.	ARE YOU SINCERE (BMI)—Andy Williams Be Mine Tonight (BMI)—Cadence 1340	6	7
7.	WHO'S SORRY NOW (ASCAP)—Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	8	5
8.	SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	5	14
9.	SWEET LITTLE SIXTEEN (BMI)—Chuck Berry Reelin' and Rocking (BMI)—Chess 1683	7	6
10.	A WONDERFUL TIME UP THERE (BMI)—Pat Boone It's Too Soon to Know (ASCAP)—Dot 15690	10	6
11.	IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone A Wonderful Time Up There (BMI)—Dot 15690	17	7
12.	DON'T (BMI)—Elvis Presley I Beg of You (BMI)—Vic 7150	9	10
13.	WITCHCRAFT (ASCAP)—Frank Sinatra Tell Her You Love Her	12	12
14.	BILLY (ASCAP)—Kathy Linden If I Could Hold You in My Arms (ASCAP)—Felsted 8410	—	1
15.	OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers The Long Hot Summer (ASCAP)—Roulette 4045	19	7
16.	SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn Raunchy (BMI)—Dot 15661	15	11
17.	MAYBE BABY (BMI)—Crickets Tell Me How (BMI)—Brunswick 55053	—	3
18.	MAGIC MOMENTS (ASCAP)—Perry Como Catch a Falling Star (ASCAP)—Vic 7128	13	12
19.	THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads Blue Tattoo (ASCAP)—Col 41136	—	1
20.	RETURN TO ME (ASCAP)—Dean Martin Forgetting You (ASCAP)—Cap 3894	—	1
21.	LOLLIPOP (BMI)—Ronald and Ruby Fickle Baby (BMI)—Vic 7174	—	1
22.	TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mer 71289	—	1
23.	THE WALK (BMI)—Jimmy McCracklin I'm to Blame (BMI)—Checker 885	—	1
24.	THE LITTLE BLUE MAN (BMI)—Betty Johnson Winter in Miami (ASCAP)—Atlantic 1169	22	5
25.	OH! LONESOME ME (BMI)—Don Gibson I Can't Stop Loving You (BMI)—Vic 7133	—	1
25.	BREATHLESS (BMI)—Jerry Lee Lewis Down the Line (BMI)—Sun 288	—	2

WESTERN UNION



TO: BILL LOWERY NATIONAL RECORDING CORP ATLANTA GEORGIA

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BIGGEST CLIMBING HIT SINCE SPUTNIK A SMASH THAT WILL
STAY UP FOR A LONG TIME
PAUL DREW RADIO STATION WGST ATLANTA

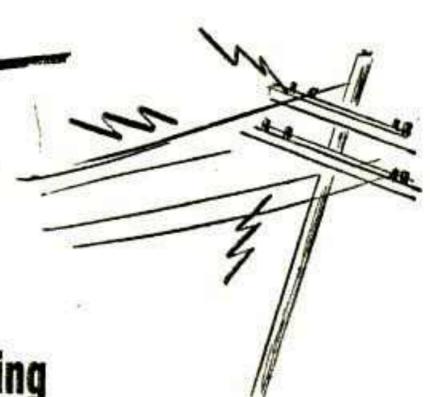
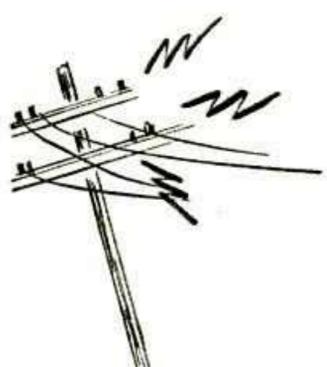
N R Co.

CONGRATULATIONS DADDY YOUR FIRST BABY QUOTE SWEET SKINNY
JENNY IS A HIT FIRST RETURNS ON OUR QUOTE BELL'S BELLS
PREVIEW SHOW GIVES SEVENTY TWO VOTES FOR FIFTEEN AGAINST
CONGRATULATIONS.
DON BELL KIOA DES MOINES IOWA

I THINK PAUL PEEK HAS A SWINGIN SWEETHEART IN SWEET SKINNY
JENNY
ELLIOT FIELD 3-6PM TOP HOOPER RATED KFNB
LOS ANGELES CALIFORNIA

CONGRATULATIONS ON YOUR FIRST RELEASE "SWEET SKINNY
JENNY" IS STARTING TO GET HERSELF A GOOD REPUTATION IN
PHILADELPHIA AND FROM THE REACTION I HAVE RECEIVED FROM
MY LISTENERS I PREDICT A WINNER
HY LIT WRCV RADIO NBC PHILADELPHIA

PAUL PEEK'S "SWEET SKINNY JENNY" IS RUSHING HEADLONG FOR THE TOP IN SALT LAKE CITY.
REAL COMMERCIAL SOUND BOTH ON RECORD AND CASH REGISTERS. CONGRATULATIONS.
GRAHAME RICHARDS PD RADIO STATION KALL SALT LAKE CITY UTAH



COAST TO COAST

Proof of what they are saying is yours for the playing
of

SWEET SKINNY JENNY

b/w ROCK-A-ROUND

by

PAUL PEEK

#001



Hit No. 2

I'M SNOWED

b/w

IT'S ONLY YOU

by

JOE SOUTH

#002

Hit No. 3

Teenage Wonderland

b/w

HEY, LITTLE NELL

by

THE

FOUR MINTS

#003

ATLANTA

NATIONAL RECORDING CORP.

GEORGIA

1224 Fernwood Circle, N. E.

Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 29

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

Are You Sincere? Andy Williams, Cdc.
Breathtaking, Jerry Lee Lewis, Sun
Don't, Elvis Presley, Vic.
Lazy Mary, Lou Monte, Vic.
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
Tequila, Eddie Platt, ABC-Para.
The Walk, Jimmy McCracklin, Che.
Who's Sorry Now, Connie Francis, M-G-M

CHICAGO

Dinner With Drac, John Zacherle, Cam.
Don't, Elvis Presley, Vic.
Don't You Just Know It, Huey Smith, Ace
It's Too Soon to Know/A Wonderful Time
Up There, Pat Boone, Dot
Lazy Mary, Lou Monte, Vic.
Lollipop, Chordettes, Cdc.
Oh Lonesome Me, Don Gibson, Vic.
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.

DETROIT

Catch a Falling Star/Magic Moments
Perry Como, Vic.
Lollipop, Chordettes, Cdc.
The Stroll, Diamonds, Mer.
Sweet Little Sixteen, Chuck Berry, Chs.
Swinging Shepherd Blues
Johnny Pate Quintet, Fed.
Tequila, Champs, Chal.
Twenty-Six Miles, Four Preps, Cap.
Who's Sorry Now? Connie Francis, M-G-M

EAST TEXAS

College Man, Bill Justis, Phil. Intl.
Get a Job, Silhouettes, Emb.
He's Got the Whole World in His Hands
Laurie London, Cap.
Lollipop, Chordettes, Cdc.
Lonely Island/You Were Made for Me
Sam Cooke, Keen

Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
The Walk, Jimmy McCracklin, Che.
Who's Sorry Now, Connie Francis, M-G-M

NORTHERN OHIO

Are You Sincere? Andy Williams, Cdc.
Don't You Just Know It, Huey Smith, Ace
He's Got the Whole World in His Hands
Laurie London, Cap.
Lollipop, Chordettes, Cdc.
March From the River Kwai and "Colonel
Bogey," Mitch Miller, Col.
Return to Me, Dean Martin, Cap.
Sweet Little Sixteen, Chuck Berry, Chs.
Twenty-Six Miles, Four Preps, Cap.

NORTHWEST

Are You Sincere? Andy Williams, Cdc.
He's Got the Whole World in His Hands
Laurie London, Cap.
Lollipop, Chordettes, Cdc.
Sugartime, McGuire, Cor.
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
The Walk, Jimmy McCracklin, Che.
Who's Sorry Now, Connie Francis, M-G-M
A Wonderful Time Up There/It's Too Soon
to Know, Pat Boone, Dot

PHILADELPHIA

Breathtaking, Jerry Lee Lewis, Sun
Dinner With Drac, John Zacherle, Cam.
Don't/I Beg of You, Elvis Presley, Vic.
Lollipop, Chordettes, Cdc.
Oh, Julie, Crescendos, Nsc.
Twenty-Six Miles, Four Preps, Cap.
Who's Sorry Now, Connie Francis, M-G-M
Witchcraft, Frank Sinatra, Cap.

ST. LOUIS AND KANSAS CITY

Are You Sincere? Andy Williams, Cdc.
Ballad of a Teenage Queen, Johnn Cash, Sun
Catch a Falling Star/Magic Moments
Perry Como, Vic.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
The Walk, Jimmy McCracklin, Che.

FLORIDA

Are You Sincere? Andy Williams, Cdc.
Book of Love, Monatones, Argo.
It's Too Soon to Know/A Wonderful Time
Up There, Pat Boone, Dot
Maybe, Chantels, End
Maybe Baby, Crickets, Brk.
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
Who's Sorry Now, Connie Francis, M-G-M
You Were Made for Me/Lonely Island
Sam Cooke, Keen

LOS ANGELES

Are You Sincere? Andy Williams, Cdc.
Don't, Elvis Presley, Vic.
He's Got the Whole World in His Hands
Laurie London, Cap.
The Little Blue Man, Betty Johnson, Atl.
Lollipop, Chordettes, Cdc.
Tequila, Champs, Chal.
We Belong Together
Robert and Johnny, Old Town
Witchcraft, Frank Sinatra, Cap.

NEW YORK AND NEWARK

Billy, Kathy Linden, Fel.
Dinner With Drac, John Zacherle, Cam.
Don't, Elvis Presley, Vic.
Lazy Mary, Lou Monte, Vic.
Lollipop, Chordettes, Cdc.
Oh, Julie, Crescendos, Nsc.
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.

NORTHERN NEW YORK STATE

Breathtaking, Jerry Lee Lewis, Sun
Dinner With Drac, John Zacherle, Cam.
Lollipop, Chordettes, Cdc.
Sall Along Silvery Moon, Billy Vaughn, Dot

It's Too Soon to Know/A Wonderful Time
Up There, Pat Boone, Dot
Lollipop, Chordettes, Cdc.
Sugartime, McGuire Sisters, Cor.
Tequila, Champs, Chal.
The Walk, Jimmy McCracklin, Che.

SAN FRANCISCO AND OAKLAND

Book of Love, Monatones, Argo
Don't You Just Know It, Huey Smith, Ace
Lollipop, Chordettes, Cdc.
My Bucket's Got a Hole in It
Ricky Nelson, Imp.
Oh-Oh, I'm Falling in Love Again
Jimmie Rodgers, Rit.
Sweet Little Sixteen, Chuck Berry, Chs.
Tequila, Champs, Chal.
A Wonderful Time Up There/It's Too Soon
to Know, Pat Boone, Dot

SOUTHERN OHIO

Breathtaking, Jerry Lee Lewis, Sun
Don't, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
He's Got the Whole World in His Hands
Laurie London, Cap.
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.
Tequila, Champs, Chal.
A Wonderful Time Up There/It's Too Soon
to Know, Pat Boone, Dot

WASHINGTON AND BALTIMORE

Belonging to Someone, Patti Page, Mer.
Book of Love, Monatones, Argo
Catch a Falling Star, Perry Como, Vic.
Click Clack
Dickey Doo and the Don'ts, Swan
He's Got the Whole World in His Hands
Laurie London, Cap.
The Little Blue Man, Betty Johnson, Atl.
Lollipop, Chordettes, Cdc.
Twenty-Six Miles, Four Preps, Cap.

TALK ABOUT HITS...it's

VALERIE CARR

with her greatest

"WHEN THE BOYS TALK ABOUT THE GIRLS"

"P A D R E"

R-4066



A sound bet...
buy



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**ARCHIE, A TEEN-AGER I'M NOT, BUT I TELL YOU
THE EVERLY BROTHERS'
"ALL I HAVE TO DO IS DREAM"
WILL BE BIGGER THAN "WAKE UP LITTLE SUSIE"**

CADENCE #1348 flip side: Claudette

Archie says, "You shouldn't forget the boys make albums": 12" Long-Play CLP 3003, Economy Package (vol. 1) CEP 104, Economy Package (vol. 2) CEP 105

P.S. You're noticing maybe how Cadence is hotter than a \$2.00 pistol: Chordettes' Lollipop (#1345), Andy Williams' Are You Sincere (#1340) and Rumble (#1347)

CADENCE RECORDS INC., 119 West 57th Street, New York. *In Canada, Apex Records.*



Top 100 Sides

FOR SURVEY WEEK ENDING MARCH 29

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	1
2.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	3
3.	LOLLIPOPS, Chordettes, Cadence	2
4.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	12
5.	WHO'S SORRY NOW? Connie Francis, M-G-M	4
6.	SUGARTIME, McGuire Sisters, Coral	8
7.	DON'T, Elvis Presley, Victor	5
7.	BREATHLESS, Jerry Lee Lewis, Sun	11
9.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	7
10.	ARE YOU SINCERE? Andy Williams, Cadence	10
11.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	14
12.	DON'T YOU JUST KNOW IT, Huey Smith, Ace	27
13.	CATCH A FALLING STAR, Perry Como, Victor	9
14.	DINNER WITH DRAC, John Zacherle, Cameo	6
15.	TWENTY-SIX MILES, Four Preps, Capitol	13
16.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	16
17.	THE WALK, Jimmy McCracklin, Checker	16
18.	OH, JULIE, Crescendos, Nasco	15
19.	LITTLE BLUE MAN, Betty Johnson, Atlantic	20
20.	MAYBE BABY, Crickets, Brunswick	18
21.	BILLY, Kathy Linden, Felsted	31
22.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	19
23.	SHORT SHORTS, Royal Teens, ABC-Paramount	23
23.	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	24
23.	MAYBE, Chantels, End	25
23.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	29
27.	GET A JOB, Silhouettes, Ember	22
27.	BOOK OF LOVE, Monatones, Argo	48
29.	THE STROLL, Diamonds, Mercury	25
29.	MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial	59
31.	LAZY MARY, Lou Monte, Victor	20
32.	OH LONESOME ME, Don Gibson, Victor	36
33.	ROCK AND ROLL IS HERE TO STAY, Danny and the Juniors, ABC-Paramount	27
34.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia	38
35.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	33
36.	DEDE DINAH, Frankie Avalon, Chancellor	29
37.	NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount	41
38.	AT THE HOP, Danny and the Juniors, ABC-Paramount	34
38.	DON'T LET GO, Roy Hamilton, Epic	37
40.	EVERY NIGHT, Chantels, End	67
41.	BEEN SO LONG, Pastels, Argo	49
42.	WITCHCRAFT, Frank Sinatra, Capitol	31
42.	YOU WERE MADE FOR ME, Sam Cooke, Keen	39
44.	LOLLIPOP, Ronald and Ruby, Victor	39
45.	TEQUILA, Eddie Platt, ABC-Paramount	35
45.	COLLEGE MAN, Bill Justis, Phillips International	46
45.	SO TOUGH, Casuals, Back Beat	46
45.	MAGIC MOMENTS, Perry Como, Victor	53
49.	BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial	—
49.	LONELY ISLAND, Sam Cooke, Keen	51
51.	THE SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	42
52.	TUMBLING TUMBLEWEED, Billy Vaughn, Dot	—
53.	RETURN TO ME, Dean Martin, Capitol	—
53.	BELONGING TO SOMEONE, Patti Page, Mercury	43
53.	SING, BOY, SING, Tommy Sands, Capitol	50
56.	TWILIGHT TIME, Platters, Mercury	—
57.	STOOD UP, Ricky Nelson, Imperial	43
57.	THE SWINGING SHEPHERD BLUES, Johnny Pate, Federal	80
59.	CLICK CLACK, Dickey Doo and the Don'ts, Swan	43
60.	WE BELONG TOGETHER, Robert and Johnny, Old Town	59
60.	WHOLE LOTTA WOMAN, Marvin Rainwater, M-G-M	64
62.	APRIL LOVE, Pat Boone, Dot	53
62.	YES, MY DARLING, Fats Domino, Imperial	55
64.	JO-ANN, Playmates, Roulette	73
65.	DANCING WITH MY SHADOW, Four Voices, Columbia	51
65.	ANGEL SMILE, Nat King Cole, Capitol	55
65.	COME TO ME, Johnny Mathis, Columbia	57
65.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	57
65.	LIECHTENSTEINER POLKA, Will Glahe, London	80
70.	ALL THE WAY, Frank Sinatra, Capitol	62
70.	THE SWINGING SHEPHERD BLUES, David Rose, M-G-M	86
72.	BIG GUITAR, Owen Bradley Quintet, Decca	59
72.	BETTY AND DUPREE, Chuck Willis, Atlantic	69
72.	YOU SEND ME, Sam Cooke, Keen	80
76.	THERE'S ONLY ONE OF YOU, Four Lads, Columbia	—
76.	JAILHOUSE ROCK, Elvis Presley, Victor	90
78.	TALK TO ME, TALK TO ME, Little Willie John, King	—
78.	ROCK AND ROLL RHAPSODY, Four Aces, Decca	66
78.	"7-11," Gone All Stars, Gone	67
78.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	69
82.	SHE'S NEAT, Dale Wright, Faternity	75
82.	I CAN'T HELP IT, Margaret Whiting, Dot	80
82.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	86
82.	WILD IS THE WIND, Johnny Mathis, Columbia	93
86.	BAD MOTORCYCLE, Storey Sisters, Cameo	75
86.	PEGGY SUE, Buddy Holly, Coral	75
86.	THAT'S ALRIGHT, Little Jr. Parker, Duke	78
86.	SO TOUGH, Kuff Linx, Challenge	78
90.	THE SHAKE, Mark IV, Cosmic	69
91.	SWEET ELIZABETH, Will Glahe, London	—
91.	BOP-A-LENA, Ronnie Self, Columbia	64
91.	THE STORY OF MY LIFE, Marty Robbins, Columbia	90
91.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	93
91.	RAUNCHY, Billy Vaughn, Dot	93
91.	OH, BOY, Crickets, Brunswick	93
91.	FRAULEIN, Bobby Helms, Decca	—
91.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	—
94.	TEARDROPS, Lee Andrews and the Hearts, Chess	—
91.	YELLOW DOG BLUES, Johnny Maddox, Dot	—

Herald RECORDS

1697 BROADWAY, NEW YORK 19, N. Y.

The Greatest Sound In Years Breaking All Over The West Coast

GENE ROSS

"ENDLESS SLEEP"

b/w

"THE ONLY ONE"

HERALD #517

The Billboard March 3, 1958

Review Spotlight on . . .

GENE ROSS . . . Herald 517. ENDLESS SLEEP (Johnstone-Monster-Elizabeth, BMI) (Keynote, ASCAP)
THE ONLY ONE
Ross's platter will be competing with the original by Jody Reynolds. The haunting tune, a rockballad, is presented with appeal. Flip "Only One" is an equally strong side. It's a medium-beat blues with a good vocal effort.

RONNIE PEARSON

"TEEN-AGE FANCY"

b/w

"FLIPPIN' OVER YOU"

HERALD #516

The MELLO KINGS

"VALERIE"

b/w

"SHE'S REAL COOL"

HERALD #518

Herald RECORDS

1697 BROADWAY, NEW YORK 19, N. Y.



"PIA-KUKA-UNG-KUNG"

b/w

"WHO'S TO KNOW"

9-61984

DICK JACOBS and his orchestra



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

ELVIS PRESLEY . . . RCA Victor 7240 . . . **WEAR MY RING AROUND YOUR NECK** (Rush-Presley, BMI)

DONCHA' THINK IT'S TIME . . . (Presley, BMI)
Two potent items from the hit maker. Top side is an uptempo item that gets the artist's usual sock delivery. Flip, "Doncha," is a ballad with rhythm backing. Both are likely clicks in all markets.

THE EVERLY BROTHERS . . . Cadence 1348 . . . **ALL I HAVE TO DO IS DREAM** (Acuff-Rose, BMI)

CLAUDETTE . . . (Acuff-Rose, BMI)
These sides are a change of pace for the duo. The sound is different, but effective, and both are good bets to go all the way. "Dream" is a country ballad with a Latinish beat. "Claudette," the flip, is an untempo ballad that is read just as strongly.

CHUCK BERRY . . . Chess 1691 . . . **JOHNNY B. GOODE** (Arc, BMI)

AROUND & AROUND . . . (Arc, BMI)
Berry figures to keep his hit string going with these two powerful sides. "Johnny" is a rocker sold in smash style. "Around" is a cute stop-and-go effort that should also be in there. Strong r. & b. potential also.

FATS DOMINO . . . Imperial 5515 . . . **SICK AND TIRED** (Travis, BMI)

NO, NO . . . (Travis, BMI)
"Sick" has the artist shouting on a blues. "No, No" is also a salable side in the "Poor Me" tradition. Domino's fine performances on each have the loot sound, and both should also go well in r. & b. marts.

TOMMY SANDS . . . Capitol 3953 . . . **TEEN-AGE DOLL** (Central Songs, BMI)

HAWAIIAN ROCK . . . Tri-Park, (BMI)
Sands reads "Teen-Age Doll," a rockaballad with appeal. Good backing helps sell the side. Flip, "Hawaiian Rock," is a rockahula that is also well sung. Either can score.

THE RAYS . . . Cameo 133 . . . **THE MAN ABOVE** (Conley, BMI)

RAGS TO RICHES . . . (Saunders, ASCAP)
The crew could have another "Silhouette" with either of these listenable sides. "The Man Above" is a ballad read with sincerity against good ork support. Flip, "Rags to Riches," is a rock-and-roll delivery of the Tony Bennett hit of a few years ago. Also contender for r. & b. coin.

CLYDE McPHATTER . . . Atlantic 1185 . . . **COME WHAT MAY** (Tiger, BMI)

A solid entry by the artist. It's a swinging uptempo side strongly presented by McPhatter with excellent ork backing. It can also go in r. & b. markets. "Let Me Know," the flip, is a weeper ballad (Progressive, BMI).

VALERIE CARR . . . Roulette 4066 . . . **WHEN THE BOYS TALK ABOUT THE GIRLS** (Valyr-Favorite, ASCAP)

This is the strongest yet by the chick. It's a lovely new Bob Merrill ballad that is handed an appealing thrushing stint by Miss Carr. The kids can easily go for this. Flip, "Padre," is a ballad (Ross Jungnickel, ASCAP).

POP DISK JOCKEY PROGRAMMING

JUANITA HALL . . . Counterpoint 004 . . . **HOLD THAT TRAIN** (P. Bradford, ASCAP)

BABY, WON'T YOU PLEASE COME HOME (Pickwick, ASCAP)
The thrush didn't sing in her appearance in the pic version of "South Pacific," but on this new disk, her vocal work is great. Both sides—on top a wonderful blues and on the flip a great standard—are handled with deep feeling and perception. Claude Hopkins ork, with Coleman Hawkins and Jimmy Crawford, are in the backing. Solid programming.

POP NOVELTY

GANIM'S ASIA MINORS . . . East-West 109 . . . **DADDY LOLO** (Monument-Progressive, BMI)

The artists are well known in the smarter Turkish and new East sets in the U. S. A., and on this crazy "uska lara" type side, employing weird sounding Turkish instruments, they could become better known. It has a sound that could cause a stir. Flip is "Halvah" (Progressive-Monument, BMI).

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

DICKY DOO AND THE DON'TS

Nee Nee Na Na Na Nu Nu . . . 85
SWAN 4006—The group follows its "Click Clack" hit with another reading much in the same vein. Has the sound and the beat to go. (Deane & Doo, ASCAP)
Flip Top Box . . . 81
Here's a novelty effort that has a wild and crazy story about a wily fox. Solidly sold, it can move, too. (Dee Dee, BMI)

THE DOUBLE DATERS

Hey! Blondie Baby . . . 80
CARLTON 457—The Double Daters bow on the label with a bright rendition of a driving rock and roller, about a lass who spurned gold for love. Ork and girl vocal group backing is sharp. Good wax here. (Jones, BMI)
The Senior Stroll . . . 73
On this side the Double Daters turn in a sincere reading of a new tune about a high school dance. (Jones, BMI)

EILEEN RODGERS

I'm Alone Because I Love You . . . 80
COLUMBIA 41151—Canary displays convincing pathos and heart on a moving rock and roll treatment of the plaintive standard. Watch it. (Witmark, ASCAP)
Careful, Careful . . . 73
Thrush sings lively ditty with verve and tricky backing, featuring ya-ya-styled chorus. Flip tho is stronger side. (Witmark, ASCAP)

JOHNNIE PATE

Muskeets . . . 80
FEDERAL 12325—On the "Tequila" kick is this sock reading of a Latinish instrumental effort by Pate, with Pate on Flute. It's melodic, light and should make it big. (Armo, BMI)
Pretty One . . . 74
Happy swinging instrumental, with Pate in front on flute but the flip has the power. (Armo, BMI)

DALE HAWKINS

Tornado . . . 80
CHECKER 892—Provocative vocal interpretation of a catchy rhythm-novelty. Watch it, it has a real chance to break thru. (Arc, BMI)
Little Fig . . . 75
Amusing take-off on "Three Little Pigs" nursery tale. Showmanly reading by Hawkins. (Arc, BMI)

THE BAY BOPS

Follow the Rock . . . 80
CORAL 61975—The Bay Bops make an impressive debut on the label with a sock reading of a swinging new tune made up of the titles of dozens of rock and roll hits. Watch this one, it could happen. (Figure, BMI)
Joanie . . . 77
The boys turn in another listenable reading on this side, too, as they sing of "Joanie," over a solid beat by the ork. Flip seems stronger but this side could get action too. (Vernon, ASCAP)

JO-ANN CAMPBELL

You-oo . . . 79
GONE 5027—Winning performance by the chick on a rocker with chorus and ork backing. The teens could take to this. (Figure, BMI)
Wassa Matter With You . . . 79
Peppy wailing by the artist who uses a Buddy Holly gimmick on the rocker. This could also move. (RealGone, BMI)

RENE HALL ORK

Thunderbird . . . 79
SPECIALTY 629—This cah cha with a big sound definitely rates action. Hall, co-cleffer, makes it swing, and disk can bust thru. (Venice, BMI)
Salts Go Marchin' In . . . 77
Inventive variations on the standard could create interest. Instrumental has a bright beat, but flip looks bigger. (Venice, BMI)

RANDY STARR

Count on Me . . . 79
DALE 104—Most attractive new song is sung in strong style by the singer, with standout work by the girl's group behind him and a tricky arrangement. Side has a chance, watch it. (Republic, BMI)
Pink Lemonade . . . 76
Cute, listenable ditty receives a warm warble from the singer, over first rate support from a vocal group. Should get some action, altho flip is more potent. (Republic, BMI)

DON COSTA

Bolero Rock . . . 79
ABC-PARAMOUNT 9910—Dramatic instrumental impression of bolero rhythm theme, underscored with exciting rock and roll tempo, which

builds. Fine for deejays. (North Forty, BMI)
Strolling Strings . . . 74
Effective stroll instrumental treatment of bluesy theme. Merits spins. (Pamco, BMI)

TONY BENNETT

Crazy Rhythm . . . 78
COLUMBIA 41157—Sock warbling on exciting version of infectious standard. Standout backing by Ralph Sharon with Chico Hamilton on drums. Both sides are from Bennett's LP "The Beat of My Heart." (Harms, ASCAP)
The Beat of My Heart . . . 76
Another powerful performance by Bennett on infectious rhythm theme, and solid drum solo work. Great Jockey wax. (Bourne, ASCAP)

FIVE STARS

Pickin' on the Wrong Chicken . . . 78
HUNT 318—Wild, up-tempo rocker receives a shouting vocal from the Five Stars with a lead voice featured. Good action platter here. (Condor, BMI)
Dreaming . . . 76
Slow, pretty ballad is sung with charm by the Stars, over neat ork support. Flip should get most of the action. (Condor, BMI)

JOE JONES

A-Ticket A-Tasket . . . 78
ROULETTE 4063—Sock r.&r. version of the oldie. Features Joe Jones and gal singer. Excellent deejay side for both pop and r.&b. markets. Watch this one. (Robbins, ASCAP)
Every Night About Eight . . . 75
Flavorsome chanting of ingratiating rockaballad with plaintive lyrics. Style is in Fats Domino blues groove. Fine coupling. (Ban Ghazi, BMI)

THE SAD SACKS

Sack Dresses . . . 78
IMPERIAL 5517—Another tune on the apparel kick gets a good up-tempo treatment. Side is more instrumental than vocal with chanting effort limited to opening bars and the wind-up section. Good sound has fine piano backing. (Travis, BMI)
Guard Your Heart . . . 74
Here's a nice rockaballad with a New Orleans type beat. Rates interest too. (Travis, BMI)

BOBBY JACKSON

My Teen Angel . . . 78
BRUNSWICK 55060—Chanter gives this slow rocker sincere, husky reading, with good group and organ support. May be a sleeper. (Nor-Va-Jak, BMI)
Dinah's Party . . . 72
"Aunt Dinah's Quilting Party" gets the rocker treatment by lead and group for so-so results. (Nor-Va-Jak, BMI)

THE EMANONS

We Teenagers . . . 78
ABC-PARAMOUNT 9913 — On the "Short Shorts" kick is this bright divertissement, in which the group tells how "We teenagers know what we want." It rocks and it has a chance. (Figure & G&H, BMI)
Dear One . . . 70
Fair effort by the group on an okay item. Flip side much more important. (Byrd, BMI)

JIMMY LLOYD

You're Gone, Baby . . . 77
ROULETTE 4062—Frantic rockabilly vocal highlights this amusing novelty. (Coaxial & Kahl, BMI)
I Got a Rocket in My Pocket . . . 76
Uninhibited performance by Lloyd on okay rocker with infectious backing. (Coaxial & Kahl, BMI)

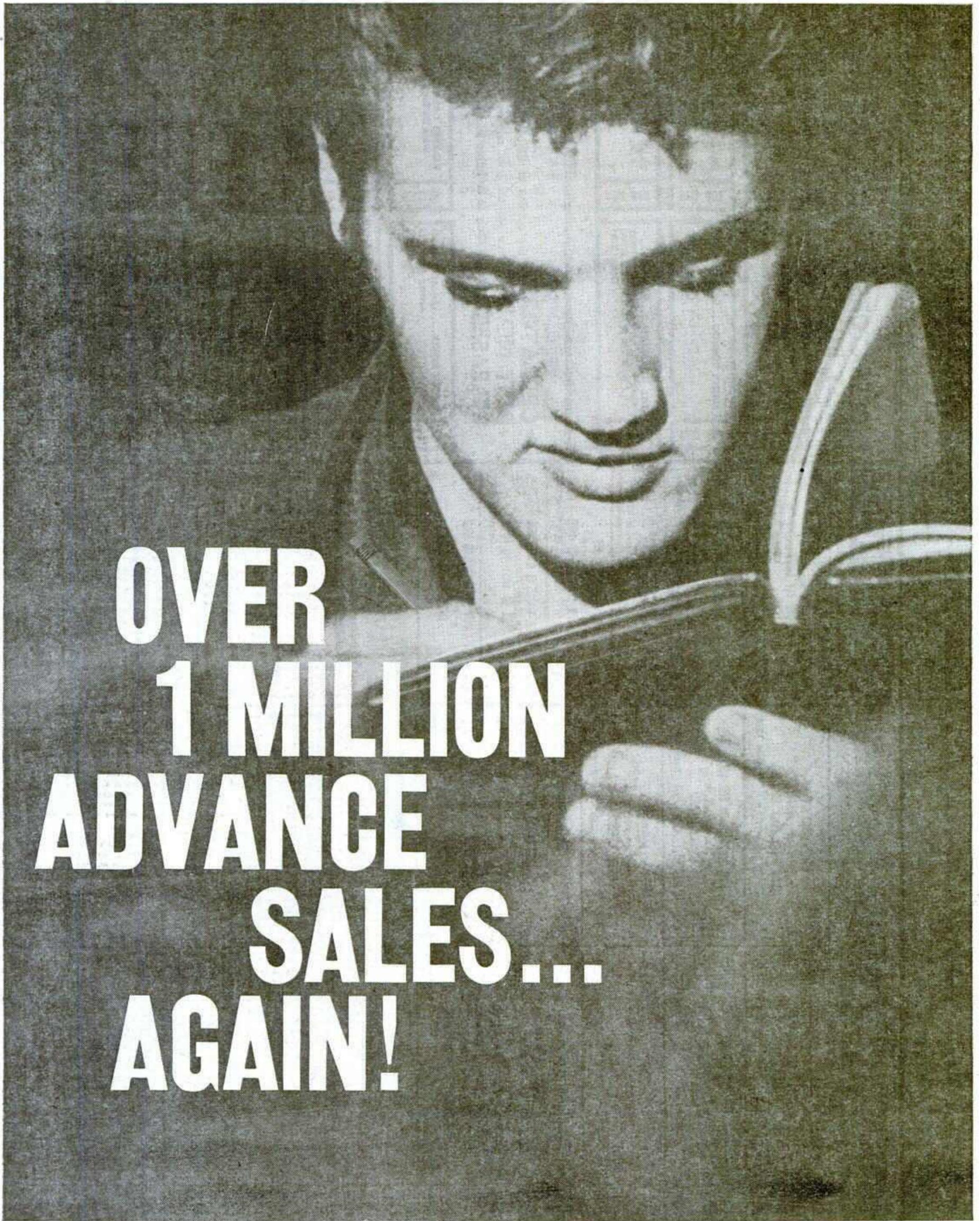
SCOTT McDONALD

Don't Make It Hurt . . . 77
TREND 007—The warbler sells this plaintive ballad with much feeling over simple backing with a beat. With exposure it has a chance, watch it. (Obie, BMI)
Happy in Love . . . 76
Scott McDonald bows on the label with a happy reading of a bright new rockabilly effort, which he sells neatly. He is supported by a girl's group and a combo. (Roosevelt, BMI)

JACK PLEIS ORK

Run Silent—Run Deep . . . 77
DECCA 30641—Theme from the Gable-Lancaster starrer has an ethereal quality. Lush and appealing ork reading can win spins. (Hecht-Lancaster & Buzzell, ASCAP)
Gigi . . . 75
A late version of the pic theme tune, done up in a nice instrumental framework by the Pleis ork. Could get some spins. (Chappell, ASCAP)

(Continued on page 48)



**OVER
1 MILLION
ADVANCE
SALES...
AGAIN!**

WEAR MY RING AROUND YOUR NECK
 c/w **DONCHA' THINK IT'S TIME** 47/20-7240

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 SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH** ... all sponsored by...



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



The Billboard Weekly Juke Box Programming Guide

FOR
SURVEY WEEK
ENDING
MARCH 29, 1958

POPULAR

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

THE LITTLE BLUE MAN
★ BETTY JOHNSON ★
WINTER IN MIAMI
Atlantic 1169

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

BOOK OF LOVE
★ MONATONES ★
YOU NEVER LOVED ME
Argo 5290

DON'T YOU JUST KNOW IT!
★ HUEY SMITH ★
HIGH BLOOD PRESSURE
Ace 545

GET A JOB
★ THE SILHOUETTES ★
I AM LONELY
Ember 1029

BREATHLESS
★ JERRY LEE LEWIS ★
DOWN THE LINE
Argo 5287

SAIL ALONG SILVERY MOON
★ BILLY VAUGHN ★
RAUNCHY
Dot 15561

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

HE'S GOT THE WHOLE WORLD IN HIS HANDS
★ LAURIE LONDON ★
HANDED DOWN
Capitol 3891

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 ★
Cameo 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 HOW
Brunswick 55053

OH-OR, 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

JUST A LITTLE LONESOME
★ SOBBY HELMS ★
★ LOVE MY LADY ★
Decca 30557

CURTAIN IN THE WINDOW
★ RAY PRICE ★
IT'S ALL YOUR FAULT
Columbia 41105

STAIRWAY OF LOVE
★ MARTY ROBBINS ★
★ JUST MARRIED ★
Columbia 41143

OH 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

TO BE LOVED
★ JACKIE WILSON ★
★ COME BACK TO ME ★
Brunswick 55052

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

TWILIGHT TIME
★ THE PLATTERS ★
★ OUT OF MY MIND ★
Mercury 71289

EVERY NIGHT
★ The Chantels ★
★ WHOEVER YOU ARE ★
End 1015

ROCK AND ROLL IS HERE TO STAY
★ Danny and the Juniors ★
★ SCHOOL BOY ROMANCE ★
ABC-Paramount 9888

OPERATORS BEST BUYS

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

PERRY COMO.....Kewpie Doll
Dance Only With Me
RCA Victor 7202

MARTY ROBBINS.....Stairway of Love
Just Married
Columbia 41143

THE SHIRELLES.....I Met Him on a Sunday
I Want You to Meet My Boy Friend
Decca 30588

DEAN MARTIN.....Return to Me
Forgetting You
Capitol 3984

DAVID SEVILLE.....Whistle at Me, Baby
Liberty 55132

BILLY VAUGHN.....Tumbling Tumbleweeds
Trying
Dot 15710

OPERATORS BEST NEW RELEASES

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

CHUCK BERRY.....Johnny B. Goode
Around & Around
Chess 1691

FATS DOMINO.....Sick and Tired
No, No, No
Imperial 5515

GANIM'S ASIA MINORS.....Daddy Lolo
Halvah
East West 109

WEBB PIERCE.....You'll Come Back
Cryin' Over You
Decca 30623

THE RAYS.....The Man Above
Rags to Riches
Cameo 133

VALERIE CARR.....When the Boys Talk About the Girls
Padre
Roulette 4066

THE EVERLY BROTHERS.....All I Have to Do is Dream
Claudette
Cadence 1348

CLYDE McPHATTER.....Come What May
Let Me Know
A&R 1185

ELVIS PRESLEY.....Wear My Ring Around Your Neck
Doncha' Know It's Time
RCA Victor 7240

JIMMY REED.....You Got Me Cryin'
Go on to School
Vee Jay 275

TOMMY SANDS.....Teen-Age Doll
Hawaiian Rock
Capitol 3953

• **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	Chart	Weeks on Chart
1. CATCH A FALLING STAR (Fishky)	1	10	10
2. SUGARTIME (Nor-Va-Jak)	2	14	14
3. SAIL ALONG SILVERY MOON (Joy)	3	13	13
4. ARE YOU SINCERE? (Cedarwood)	4	5	5
5. WHO'S SORRY NOW? (Mills)	6	4	4
6. LOLLIPOP (Marks)	8	3	3
7. SWINGING SHEPHERD BLUES (Kahl-Benell)	5	8	8
8. A WONDERFUL TIME UP THERE (Fowler)	10	3	3
9. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	13	2	2
10. TWENTY-SIX MILES (Beechwood)	9	4	4
11. SEVENTY-SIX TROMBONES (Frank)	7	3	3
11. TEQUILA (Jat)	14	2	2
13. THE LITTLE BLUE MAN (Trinity)	15	2	2
14. ARRIVEDERCI ROMA (Hill and Range)	-	1	1
15. ALL THE WAY (Barton)	11	21	21

• **Best Selling Sheet Music in Britain**

(For week ending March 29)

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)	I May Never Pass This Way Again—Chappell (Oval)
Catch a Falling Star—Feldman (Marvin)	Forgotten Dreams—Mills (Mills)
Sugartime—Southern (Nor-Va-Jak)	You Are My Destiny—Mellin (Pamco)
The Story of My Life—Sterling (Famous)	Jailhouse Rock—Belinda (Presley)
April Love—Robbins (Feist)	To Be Loved—Duchess (Pearl)
Love Me Forever—Kassner (Greta)	Put a Light in the Window—Dominton (Planetary)
Nairobi—Leeds (Favorite)	Oh-Oh I'm Falling in Love Again—Sterling (Planetary)
Mandy (the Pansy)—World Wide (Duchess)	Why Don't They Understand?—Henderson (Hollis)
At the Hop—Bron (Singular)	
All the Way—Barton (Maraville)	
Raunchy—Aberbach (Hi-Lo)	
Swinging Shepherd Blues—Sherwin (Benell)	

• **Best Selling Pop Records in Britain**

(For week ending March 29)

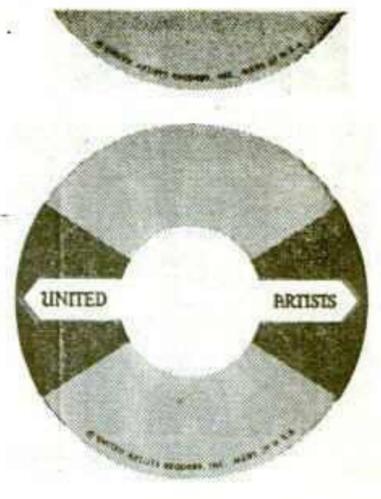
This Week	Printed thru the courtesy of the "New Musical Express" Britain's Foremost Musical Publication.	Last Week
1. MAGIC MOMENTS—Perry Como (RCA)	1	1
2. WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M)	5	5
3. NAIROBI—Tommy Steele (Decca)	3	3
4. DON'T—Elvis Presley (RCA)	2	2
5. THE STORY OF MY LIFE—Michael Holliday (Columbia)	4	4
6. MAYBE BABY—Cricke's (Coral)	9	9
7. LA DEE DAA—Jackie Dennis (Decca)	6	6
8. AT THE HOP—Danny and the Juniors (HMV)	6	6
9. MANDY—Eddie Calvert (Columbia)	14	14
10. SWINGIN' SHEPHERD BLUES—Ted Heath (Decca)	15	15
11. JAILHOUSE ROCK—Elvis Presley (RCA)	8	8
12. CATCH A FALLING STAR—Perry Como (RCA)	12	12
13. TEQUILA—The Champs (London)	-	-
14. GOOD GOLLY, MISS MOLLY—Little Richard (London)	11	11
15. YOU ARE MY DESTINY—Paul Anka (Columbia)	10	10
15. TO BE LOVED—Malcolm Vaughan (HMV)	-	-
17. A WONDERFUL TIME UP THERE—Pat Boone (London)	-	-
18. BABY LOVER—Petula Clark (Pye-Nixa)	13	13
19. OH-OH, I'M FALLING IN LOVE AGAIN—Jimmie Rodgers (Columbia)	-	-
20. CAN'T GET ALONG WITHOUT YOU/WE ARE NOT ALONE—Frankie Vaughan (Philips)	19	19

• **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	Television
A Very Precious Love (R) (F) — Witmark—ASCAP	A Very Precious Love (R) (F)—Witmark—ASCAP
All the Way (R) (F)—Maraville—ASCAP	All the Time (R) (M) — Livingston & Evans—ASCAP
Another Time Another Place (R) — Famous—ASCAP	All the Way (R) (F)—Maraville—ASCAP
April Love (R) (F)—Feist—ASCAP	Are You Sincere (R)—Cedarwood—BMI
Are You Sincere (R)—Cedarwood—BMI	Believe What You Say (R)—Homefolks—Obie—BMI
Billy (R)—Mills—ASCAP	Catch a Falling Star (R)—Marvin—ASCAP
Catch a Falling Star (R)—Marvin—ASCAP	Dance Only With Me (R) — Stratford —ASCAP
Chanson D'Amour (R) — Meadowlark —ASCAP	Don't You Just Know It (R)—Ace—BMI
Gigi (R) (F)—Chappell—ASCAP	Gigi (R) (F)—Chappell—ASCAP
He's Got the Whole World in His Hands (R)—Chappell—ASCAP	Happiness (R)—Conley—BMI
It's Too Soon to Know (R)—Morris—ASCAP	High Sign (R)—Vivo—BMI
I've Got Bells on My Heart (R)—Southern—ASCAP	I Want a Girl (R)—Von Tilzer—ASCAP
I've Got Bells on My Heart (R)—Southern—ASCAP	I'm Glad I'm Not Young Anymore (R)—Chappell—ASCAP
Kewpie Doll (R)—Leeds—ASCAP	In the Naughty Naughty Nineties (R)—Willow—BMI
Long Hot Summer (R) (F)—Feist—ASCAP	It's Too Soon to Know (R)—Morris—ASCAP
Magic Moments (R)—Famous—ASCAP	I've Got Bells on My Heart (R)—Southern—ASCAP
Marching Saints (R)—Clara—ASCAP	Kewpie Doll (R)—Leeds—ASCAP
Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP	Magic Moments (R)—Famous—ASCAP
Return to Me (R)—Southern—ASCAP	Oh, Lonesome Me (R)—Famous—ASCAP
Seventy-Six Trombones (R) (M)—Frank—ASCAP	Skinny Minnie (R)—Valley Brook—ASCAP
Sugartime (R)—Nor-Va-Jak—BMI	Sugartime (R)—Nor-Va-Jak—BMI
Surprise (R)—Livingston & Evans—ASCAP	Teacher Teacher (R)—Korwin—ASCAP
Swinging Shepherd Blues (R)—Kahl-Benell—BMI	Tequila (R)—Jat—BMI
Tango Boobie (R)—Bregman, Vocco & Conn—ASCAP	These Worldly Wonders (R)—Brenner—BMI
Tequila (R)—Jat—BMI	To Be Loved (R)—Pearl—BMI
There's Only One of You (R)—Korwin—ASCAP	Twenty-Six Miles (R)—Beechwood—BMI
These Wordly Wonders (R)—Brenner—BMI	Twilight Time (R)—Porgie—BMI
Till There Was You (R)—Frank—ASCAP	Wishing for Your Love (R)—Rayven—BMI
Who's Sorry Now (R)—Mills—ASCAP	Witch Doctor (R)—Monarch—ASCAP
Witch Doctor (R)—Mills—ASCAP	Witchcraft (R)—Morris—ASCAP
Witchcraft (R)—Morris—ASCAP	You (R)—Instant—BMI
	You Excite Me (R)—Debmar—ASCAP

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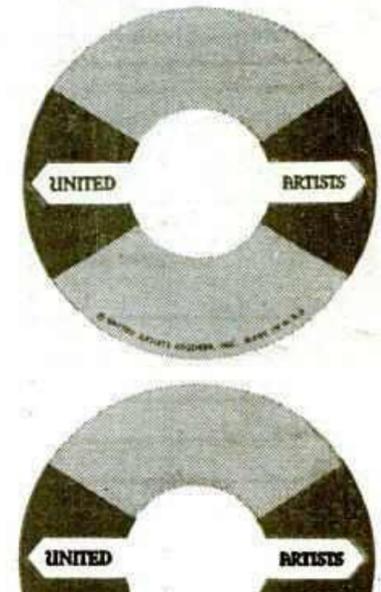
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TOM CATTIN'

b/w LAUGHIN' UP MY SLEEVE

RUSS MARLO

and The Kingpins on UA 112X



CHANSON D'AMOUR

RAY HARTLEY

47/20-7228



RCA VICTOR
MUSIC CORPORATION OF AMERICA

• Reviews of New Pop Records

• Continued from page 44

ADDIE LEE
Please Buy My Record.....77
END 1018—Good presentation by the thrush on a side that mentions several current record hits in the lyrics. Jocks could take to this Latin-beat rocker. (Monument, BMI)
C'mon Home...74
The blues-ballad is warmly thrusted by Miss Lee, however, flip appears more likely. (Monument, BMI)

MARTI BARRIS
Scottish Fling.....77
KEEN 2003—Cute side has an interesting sound. Miss Barris presents the swiny item with clever ork backing that features a "highland sound." This bears watching. (Mart, ASCAP)
My First Love...74
Soft warble on a waltz ballad with rhythm backing. Flip appears top side. (Whiteman, BMI)

FRANK SARDO
May I.....77
M-G-M 12621—Warm new ballad is sold with feeling by the chanter over listenable combo support, with mouth organ adding an intriguing sound. Side is attractive enough to get some action. (Eden, BMI)
My Story of Love...73
Ballad with a beat receives a nice vocal from Sarido backed by a vocal group and combo plus mouth organ. (Eden, BMI)

SALMAS BROS.
Earthquake in My Heart.....77
KEEN 2002—Pretty rockballad is warmly rendered by the crew. Soft chorus and ork support is effective. This could step out. (Whiteman, BMI)
Circle Rock...73
Happy sound by the group on a cheerful theme with a polka-like flavor. Fair chances. (Sherman, BMI)

DIANH SHORE
The Secret of Happiness.....77
RCA VICTOR 7211—This tune, based on the "Impala Theme" receives a beautiful reading from Dinah, over lush, listenable ork support. Tune is used as background on the Shore show which should help it get action. (Manchester, ASCAP)
It's the Second Time You Meet That Matters...73
Tune, from the new musical "Say Darling" is sung well by the thrush, but the flip packs more punch. (Stratford, ASCAP)

DAVEY HOLT & THE HUBCAPS
You Move Me.....76
UNITED ARTISTS 110—Davey Holt turns in a strong reading as a zippy bouncy in the rock and roll groove, helped by the Subcaps. Good wax here for the market. (Lido, ASCAP)
Pittery Pat...76
Listenable ditty with a "Don't Be Cruel" beat is also sold well by the lad over good ork and vocal support. Singer is good and disk has possibilities. (Holt-Lido, ASCAP)

PAUL HAMPTON
Slam Bam Thank Ya Ma'am.....76
COLUMBIA 41145—Vigorous vocal by the lad on a rockabilly with frantic guitar support. This could catch on. (Singleton, BMI)
Live a Life of Love...76
Another peppy vocal. This is also in a rockabilly groove. Both sides bear watching. (Roosevelt, BMI)

TERESA BREWER
I Think the World of You.....76
CORAL 61983—Attractive ballad enhanced by canary's pretty piping. Should get action and juke loot. (Mermaid, BMI)
Saturday Dance...76
Thrush sells strongly on appealing ditty with teen-styled lyrics. Both sides will pull coins. (Chatham, ASCAP)

SAMMY DAVIS JR.
Unspoken.....76
DECCA 30611—Moving ballad with gentle tempo is wrapped up in thoughtful vocal tint. Another fine deejay item. (Marvin, ASCAP)
No Fool Like an Old Fool...76
Davis contributes his usual tasteful reading to an outstanding ballad with smart lyrics. Excellent jockey programming. (Evans, ASCAP)

DAKOTA STATION
Invitation.....76
CAPITOL 3958—Dakota Station does a first rate job with this lyric version of the familiar tune, backed warmly by the combo. Fine after hours stuff and good for her many fans. (Robbins, ASCAP)
The Party's Over...74
Ditty from "The Bells Are Ringing" is handed a smart reading by Dakota, as she sings it up-tempo jazz style. Two fine sides for jocks. (Stratford, ASCAP)

SAMMY KAYE ORK
Our First Formal Dance.....76
COLUMBIA 41140—Male vocal group packs plenty of emotional impact into strong ballad with teen-appeal

lyrs. If backing isn't too square for jds, this could happen. (Republic, BMI)
The Girl Next Door...73
Bouncy novelty is handed ingratiating vocal by Barry Frank and Kaydets. Flip tho has more appeal for today's market. (World, ASCAP)

JERRY WAYNE
You Can't Be True, Dear.....76
M-G-M 12622—Jerry Wayne returns to wax with a tune he cut about 10 years ago and which sold a couple of million records. This time he sings it, and well too, with a rock and roll beat. It has a chance. (Blitmore, ASCAP)
I Can't Forget Last Night...73
Another good job by Wayne this time on a medium tempo ballad. Flip is the more potent side. (Brunswick, BMI)

ENZO STUARTI
One Great Love.....76
RUBILEE 5322—The big voiced chanter sells this legit-styled ballad in the grand style supported by a large chorus and ork. Good wax here that, with exposure, stands a chance. (Paxton, ASCAP)
It Must Be Emily...72
Attractive ballad is sold in intimate style here by the chanter, backed quietly by the ork and vocal group. (Diana, ASCAP)

BOB HOLT WITH THE SAINTERS
Polka Re, Polka Ra.....76
VIK 0323—This disk, originally issued on the Cue label, was bought by Vik after getting action in Cleveland. Side features Bob Holt and a kids' vocal group in a listenable reading of a happy polka. Has a chance.
BOB HOLT WITH CAROLE HARMON
Are You the Girl?...72
Bob Holt and Carole Harmon combine on this side for a pretty reading of a country-ish ballad, supported by a small combo.

MICKEY MICHAELS
Always.....76
FELSTED 8509—A ballad, chanted artfully by Michaels, to a simple but very effective backing. Chanter's vocal has appealing individuality. (Lowery, BMI)
Koffee Shop Rock...70
Blues, adequately chanted, to a funky accompaniment. (Lowery, BMI)

DON DURANT
Seal Rock.....75
CHALLENGE 59003—The novelty has a Latin beat. Durant's vocal has a sound that could catch on. Chorus and ork help sell the side.
Love Me Baby...74
Soft warble on a waltz with country backing. Good effort, but flip appears to have a slight edge. (Orlando, BMI)

FREDDIE HART
I Won't Be Home Tonight.....75
COLUMBIA 41144—Wistful country-styled vocalizing marks this poignant ballad with mildly rock and roll-type backing. (Vidor, BMI)
Love, Come to Me...74
Hart warbles sincerely on pretty pop ballad with pleasant pop-ish backing. (Peer, BMI)

HUELYN DUVALL
Hum-Dinger.....75
CHALLENGE 59002—Hic-cuppy style by the artist is effectively used in a honky-tonkish theme with good ork and chorus support. (Golden West, BMI)
You Knock Me Out...74
The rockarumba is given a listenable chant by the new artist. This can do biz. (Golden West, BMI)

JUDY & JOYCE
He's the One.....75
DOT 15729—Teen-slanted lyrics on this slow rocker blues should help chances. It deals with a cat the gals go for. Good potential. (Rush, BMI)
Hey Pretty Baby...74
Bright sound by the gals on a ranchero rocker. Cheerful backing helps pace the side. It can do biz. (Rush, BMI)

JAN AND PATTI NORTH
Lonely Moonlight.....75
M-G-M 12634—The sisters present the c.&w. ballad with steel and plucked guitar support. It can also appeal in pop maris. (Charlene, BMI)
I'll Never Be Sorry...73
A shuffle-pace, medium-beat tune gets a pleasant warble by the fem duo. Flip appears stronger. (Charlene, BMI)

DAVID ORRELL
Be My Baby.....75
FELSTED 8515—Personable rockabilly stint by Orrell on bouncy ditty with pounding piano solo work. (Hill & Range-LeBill, BMI)
You're the One...73
Orrell wails plaintively on poignant rockballad. (Hill & Range-LeBill, BMI)

(Continued on page 50)

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CRAZY HOP

THE CRESCENDOS

Nasco 6009

THE CRESCENDOS
Crazy Hop.....83
NASCO 6009—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. (Excelloree, 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. (Excelloree, BMI)
... The Billboard, March 17 Issue.

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TALK TO ME
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PIMENTO
King 5125

JOHNNIE PATE Quintet
SWINGING
SHEPHERD
BLUES
Federal 12312

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

THE MIDNIGHTERS
DADDY'S LITTLE BABY
Federal 12317

JOE PENNY
MERCY, MERCY, PERCY
Federal 12322

WAYNE CARROLL
CHICKEN OUT
King 5123

SUGAR RAY ROBINSON
I SHOULDA BEEN
ON MY MERRY WAY
b/w

KNOCK HIM DOWN
WHISKEY
King 5128

EARL BOSTIC
BACK BEAT
King 5127

LESTER LEAPS IN
King 5120

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JOHNNIE PATE
MUSKEETA
b/w
PRETTY ONE
Federal 12325

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RECORDS

"DO YOU
WANT TO
DANCE?"

BOBBY FREEMAN
Josie 835
JUBILEE RECORDS
1721 Broadway
N. Y. C.

VOX JOX

• Continued from page 16

tionally allotted for the 'tops in pops') but I play all albums one day a week—proclaiming both on and off the air that there's a lotta good stuff in albums that the people will like as well as—if not better in some cases—than the pop top tunes. Maybe mine's not an original idea—in fact I know it isn't—but I think I'm the first late-afternoon jockey to take one day a week to play three hours of just one cut from one album. It makes a heck of a lot of albums, and maybe some trouble for me, but a great satisfaction."

Warren Saunders, speaking for KTIX, Seattle ("the only AM sta-

YESTERYEAR'S TOPS—

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

APRIL 3, 1948

1. Now-Is the Hour
2. I'm Looking Over a Four Leaf Clover
3. Manana
4. Beg Your Pardon
5. But Beautiful
6. Ballerina
7. Baby Face
8. The Dickey-Bird Song
9. Sabre Dance
10. You Were Meant for Me

APRIL 4, 1953

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

AFM, Rival Guild Gird for War

• Continued from page 4

ondary boycott." Composers group again advised its members that insofar as composition is concerned, they need not comply with the AFM request to cease work for the studios. Guild, however, admonished those of its members who also belong to the AFM to comply with the AFM's request in their capacity as musicians.

Late last week Read charged Eliot Daniel and Local 47 with "infringing on the union members' rights of free assembly," declaring that the local has passed out literature and informed its members "not to be seen with me or attend any meetings at which I am present" under penalty of expulsion. Read also charged the union with violating its obligations to its members receiving strike benefits, claiming that the union has demanded these members affirm they are not members of MGA, and where these musicians refuse or sign under protest, strike benefits have been refused. Read vociferously declared that "the strike fund, to which all members have been contributing 1 per cent of their wages for years, is being misused."

MGA chairman also alluded to previous testimony held here before the special subcommittee on labor and education in 1956, and altho he did not indicate any plan of action, it is possible he again is considering a congressional probe.

Daniel, meanwhile, pointed out that his meeting with members of the L. A. Philharmonic was made so that these musicians would not act on misinformation. Read has ostensibly told these members they can work even if they're expelled. Daniel, on the other hand, firmly repeated his admonition to all members who sign MGA authorization cards, that they'd be

tion in the Northwest which plays only LP's"), commented on Mitch Miller's anti-rock and roll speech at the recent deejay convention as follows: "Naturally the pitch from Mitch is close to the hearts of us who have forsaken top tune format to go exclusively LP. We have photostated his speech and placed it in our salesmen's pitch books to help sell our product." Saunders also notes that KXRX, San Jose, Calif., has been an exclusively pop LP station for the past six months.

In explanation of KTIX's LP programming policy, Saunders says "KTIX programs heavily from the new pop albums (no extremes) released within the past two months. Rest of our programming is made from older LP's that are still selling. Albums that don't sell will be removed from our library after two months. Since 'single' stations program and attempt to sell pop singles as shown by sales (mostly teenage sales, as you know) it seems only reasonable that the album stations reflect the sound that sells the bulk of LP's. Ed Lytle, KTIX manager, believes stations programming albums exclusively will be common in the next two years, and in the majority within the next four or five."

FROM - TO - DEPARTMENT:
Stan Freeman. To: WCBS, New York. . . . Tom Mathis. From: WGGH, Marian, Ill. To: WEIC, Charleston, Ill. . . . "Daffy Dan" Neaverth. From: WBNY, Buffalo. To: KKBW, Buffalo. . . . Ed Case. To: KNUZ, Houston. . . . Julie Godsey. From: WCPO, Cincinnati. To: Ohio Appliances, Inc. (RCA Victor distributor.) Cincinnati.

subject to expulsion and would not work.

Prospects for an early settlement in the strike against the studios were infinitely darker. It seems likely that the NLRB will establish its own ground rules in determining the eligibility of members to vote in an election, and more so, it seems probable that some of Read's authorization cards will be challenged.

The Read faction has apparently succeeded in weakening the AFM's bargaining position since they cannot exercise a contract at this time. Even if they could, such a contract would be voided if the MGA won an NLRB election.

Despite this, the strike has throttled some productions and pushed back a number of pictures to new shooting schedules. Conversely, some films are reported to have been scored out of the country. The AFM is expected to shortly get open support from the American Guild of Variety Artists and possibly from the Screen Actors' Guild and AFTRA.

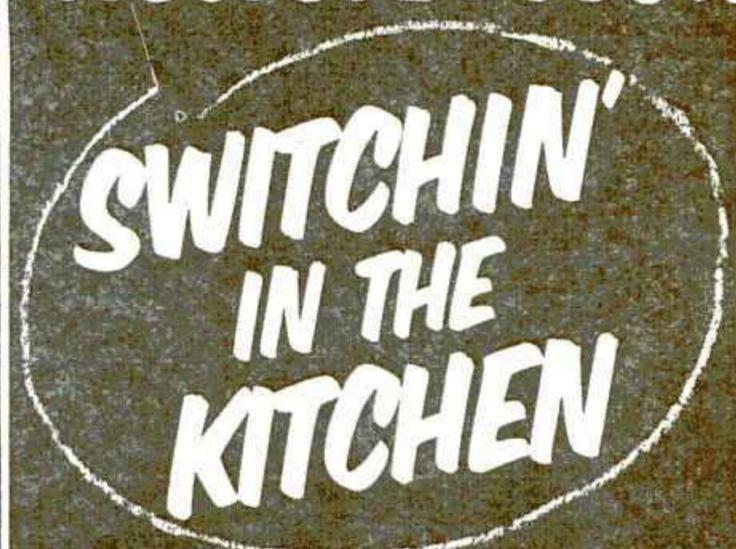
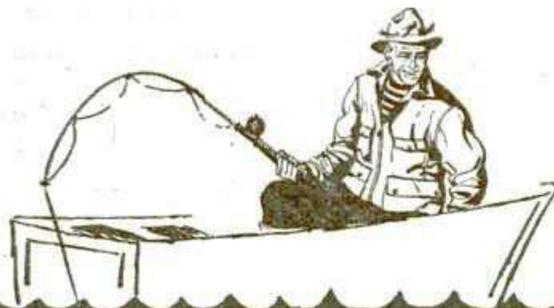
International Band

• Continued from page 4

lec, Czechoslovakia; Albert Mangelsdorff, Germany (winner of the first prize at Moscow Conservatory 1957). Reeds—Hans Salomon, Austria, and Wladimior Bas Fabache, Spain, altos; Bernt Rosengren, Sweden, and Jan Wroblewski, Poland, tenors; Ronnie Ross, England, baritone. Drums—Gilberto Scuppini, Italy; bass—Rudolph Jacobs, Holland. Piano—George Gruntz, Switzerland.

The average age of the band is 23 years. The youngest jazzman selected is 18.

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"LOVE IS OVER, LOVE IS DONE"
#101

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and | **YOU KNOW"**
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45-107 John Coltrane—Time Was
45-108 Sonny Rollins—St. Thomas
45-109 Red Garland—Please Send Me Someone to Love
45-110 Kenny Burrell—Don't Cry Baby

modern jazz begins on

PRESTIGE

447 WEST 50th STREET, NEW YORK

Reviews of New Pop Records

Continued from page 48

THE FIVE GRANDS

Kiss Me.....75
BRUNSWICK 55059—Melodically interesting and attractive new ballad is sung stylishly here by the group, over first rate combo backing. Should get many jock spins. Group's a good album bet. (Hefti, ASCAP)
Two for the Blues....72
Listenable, straight reading of a modern styled blues by the group. Jazz musicians may spin, as group is in the Hi Lo's groove. (Hefti, ASCAP)

LORRIE & LARRY COLLINS

Sweet Talk.....75
COLUMBIA 41149—Duo tees off on his own rock and roll item with a popular sound and strong support. Good prospects. (Vidor, BMI)
Mercy....72
Thrush shouts this furious rocker with verve. Flip side more important. (Vidor, BMI)

101 STRINGS

Basin Street Blues.....75
SOMERSET 725—Lush big ork instrumental interpretation of the great standard with a sensuous tempo. Fine mood wax for jocks. This is from the album "101 Strings Plays the Blues." (Miller, ASCAP)
Blues Pizzicato....71
Piquant instrumental theme with urban flavor is handed polished orchestral treatment. Both sides are from Somerset LP. (Miller, ASCAP)

LORD LUTHER

Just One More Chance Dear.....75
MUSIC CITY 812 — Medium-beat blues-ballad is given a listenable go by the chanter. This could also attract in r.&b. marts. (Gatton, BMI)

THE GAYLARKS

Somewhere in This World....70
So-so group vocal on an up-tempo ballad. Flip offers more. (Gatton, BMI)

ALLEN BRADLEY QUINTET

Space Race.....75
OKEH 7100 — Rocker has novelty blast-off opening and atom bomb effects for juke and jock possibilities. Combo sounds good. (Lowery-Bradley, BMI)
Slow Rock....69
It's a slow rocker, but with an okay sound. Flip looks stronger. (Bradley, BMI)

RONNIE HAIG

Don't You Hear Me Calling, Baby....74
ABC-PARAMOUNT 9912 — Ronnie Haig bows on the label with a good reading of a rocker that really moves. He pleads for his baby to answer his call. (Condor, BMI)
Traveler of Love....74
Here's another good side by the lad as he asks his chick to settle down. Tune is a warm ballad. (Condor, BMI)

BENNY GOODMAN ORK

Swing Into Spring.....74
COLUMBIA 41148—Lightly swinging, tasteful instrumental treatment of lyrical tune, title theme of Goodman's forthcoming TV spectacular. Should benefit, spin-wise, from video exposure. (April, ASCAP)
Back in Your Own Backyard....74
Goodman wraps up bright oldie in his usual quality instrumental interpretation and danceable beat. (Bourne, ASCAP)

PRETTY BOY

Rockin' the Mule.....74
BIG 617—The cat comes on like Little Richard on a blues rocker. This could catch on in both pop and r.&b. marts. (Village, BMI)
Switchen' in the Kitchen....74
Shoutin' approach on a blues with wild ork backing. Either side could go. (Village, BMI)

JIMMY DONLEY

Please, Baby, Come Home.....74
DECCA 30574—Blues, with a fine striding beat and a shouting vocal. Instrumentation is full of mood and color. Nice wax. (Trans World, BMI)
Born to Be a Loser....74
Bluesy rockballad, with the vocal accompanied by Anita Kerr singers. Chanter has a world of heart. Arrangement has a conventional triplet figure. Side has a pretty melody line and is well recorded. (Forrest, BMI)

MARTY DEROSE

The Great Big Beat.....74
LANE 502—Marty DeRose bows on the new label with a vigorous reading of a driving rock and roller, helped by a bright combo and handclapping backing. Good wax here. (Herbert, ASCAP)
Juvenile....73
"They think we're juvenile" is the theme of this rockballad, as DeRose sings that love is for the young too. He sings it pleasantly and it should get spins. Two listenable sides. (Harvest, ASCAP)

TEDDY BART

Headin' for a Wedding.....74
FELSTED 8514—Like the flip, side

has freshness and some charm. Song, which has a rollicking beat, has a folksy quality. (Sudbury, BMI)
Just Enough....73
Cute novelty. Bart's vocal is relaxed and swingy; and he's backed by a simple arrangement with plenty of beat. Lyric has charm and a touch of country feeling. (Sudbury, BMI)

LU ANN SIMMS

The Mooch.....74
JUBILEE 5321—Attractive effort is sung neatly by the thrush helped much by clever ork and vocal group support. Side could pull some coins and spins. (Hecht, Lancaster & Buzzell, ASCAP)
Bye Um Bye....72
Light, lilting effort, almost a ranchero, is sung spiritedly by Lu Ann again supported well by the group and chorus. (Hecht, Lancaster & Buzzell, ASCAP)

MIMI ROMAN

Dance With Me.....74
DECCA 30585—Happy cha-cha is sold with spirit by the thrush as she asks her lad to dance with her. Backing is good too. (Skidmore, ASCAP)
I Am the Heart....72
The unusual lyric to the pretty ballad, and the listenable vocal by the thrush should help it get many spins in the market. (Shapiro-Bernstein, ASCAP)

VINCE MALOY

Crazy About You.....73
END 1019—A Blues with a solid vocal stint by the artist. Guitar helps on the danceable side. It could create interest. (End, BMI)
Hubba Hubba Ding Ding....73
A novelty-blues with an equally winning delivery from the chanter. Potential appears similar to flip. (End, BMI)

TONI ARDEN

Padre.....73
DECCA 30628—Fine reading of a haunting Latin-beat theme. Miss Arden handles the slow theme tenderly with good orking by Jack Pleis. (Ross-Jungnickel, ASCAP)
All at Once....72
Quality vocal by the thrush on a lovely waltz. Lush ork and chorus support complement nicely. Strong side for deejays on adult segs. (Rosemeadow, ASCAP)

CARMEN McRAE

Invitation.....73
DECCA 30618—Warmly expressive interpretation of haunting class ballad, now with a lyric. (Robbins, ASCAP)
Lo and Behold....72
Perceptive thrushing of tender ballad. Lush backing by Jack Pleis. (Roosevelt, BMI)

TONY MARTIN

Try to Love Me Just as I Am.....73
RCA VICTOR 7210—Ballad from the show "Say Darling" receives a typical smooth voiced reading by Martin, supported nicely by the ork. Will get spins. (Stratford, ASCAP)
Say, Darling....72
This is the title song from the Broadway musical. Martin sells it well, and the ork backs him with warmth. (Stratford, ASCAP)

TWIN TUNES QUINTET

Run-Around, Run-Around.....72
RCA VICTOR 7225—Medium tempo effort of a tune in current sound groove. Okay performance by the new group. (GH, BMI)
Dream Face....72
An up-tempo side here which gets another commercial performance by the group. Moderate potential. (Peer, BMI)

HANS LORENZ

Buttercup a Golden Hair.....73
CREST 104—Folkish sounding effort receives a straight but tender reading from the warbler over simple, unaffected backing. Deejays will spin. (Choice, ASCAP)
Ollie....71
Another folk effort, this one with a Latin flavor is sung warmly by Lorenz, again supported simply. (Choice, ASCAP)

FRANK CHACKSFIELD ORK

Arrivederci Roma.....73
LONDON 1797—Pretty lush instrumental treatment of the tune that's currently going well for Roger Williams. This may be late for top coin. Good jockey side. (Connelly, ASCAP)
Blue Hawaii....71
Sound effects of a surf are heard thruout this lovely setting of an island melody. Also good stuff for deejays. (Famous, ASCAP)

THE FOUR MINTS

Hey Little Neil.....73
NRC 003—Good reading of a standard rock and roll item with a driving beat. Group sells the material with vigor. (Wonder, BMI)
Teenage Wonderland....71
Sweet, old fashioned ballad is sung with feeling by the Four Mints on this new release. Pleasant but uninspired. (Lowery, BMI)

THE OSPREYS

Do You Wanna Jump, Children.....73
EAST WEST 110—Frantic vocal by the crew on a cute, up-tempo theme. Guitar and sax backing is effective. This can move in pop and r.&b. markets. (Progressive, BMI)
It's Good to Me....71
The lead is given listenable backing by the group on this rocker-blues. Fair chances. (Progressive, BMI)

ELLA FITZGERALD

The Swingla' Shepherd Blues.....73
VERVE 10130—Miss Fitzgerald's version may be a bit late to make a splash in spite of her usual top-notch performance. This is the second vocal version of the tune. Jocks will like. (Kahl, BMI)
Teach Me How to Cry....70
Ballad is from the flick "Eighteen and Anxious." Flip appears top side. Lush chorus backing assists the singer's listenable chirping. (Barton, ASCAP)

TED FORBES

Knee Sox.....73
MODERN SOUND 6901 — Frantic treatment of another teenage rocker. Flip appears stronger. Singer clefted both. (Andover & Buckeye, BMI)
The Flirt....69
Rocker with strong teenage lyric gets solid job from singer, with group support making that little kid sound. Should make a dent. (Andover & Buckeye, BMI)

WHISPERING PIGG

Darlene.....72
EAST WEST 111—The whispering one talks to his sweet Darlene in rhythmed couplets over solid backing by a combo, who play more than he talks. Novelty could help this one get action. (Nor-Va-Jak, BMI)
Pennies From Heaven....70
Whispering Pigg talks about the travels of a bright copper penny on this novelty waxing, backed by a combo that plays the standard sweetly and with a beat. Good deejay wax. (Joy, ASCAP)

LEE ADRIAN

Love Theme From the Brothers Karamazov.....72
RCA VICTOR 7201—The haunting flick title theme is romantically presented by the ork and chorus. Spinable jockey wax. (Robbins, ASCAP)
26 Men....68
A male chorus has the honors on this march-like title theme from the current TV series. (Towne, ASCAP)

FRANK TRIOLO

Ice Cream Baby.....71
FLAGSHIP 106—Rock and roll with blues base given sincere performance by co-author. (Sardo Brady Flagship, ASCAP)
Pretty Little Woman....71
Chanter does a nice job on rhythm tune with driving beat. Possible juke spins (Sardo Brady Flagship, ASCAP)

VIC SHOEN ORK & CHORUS

Who's to Know.....71
KAPP 217—Pretty theme accorded lush instrumental treatment. Pleasant jockey wax. (T. J., BMI)
Pansy....70
Blithe instrumental theme with gay la-la-styled choral work. (Leeds, ASCAP)

BOBBY MARTIN

Jo Jo Rock & Roll.....71
BEL-KAY 600—Blues, belted out with driving rhythm and honking horns and funky guitars. (Annis, BMI)
Dood It....60
Rock and roller, with honking horns picking up after the vocal. (Annis, BMI)

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

ERNIE ANDREWS: Around the World/My Mother's Eyes—Whippet 213
HOWARD W. BRADY & PAUL ELLIS ORK: Darling I'm Hoping—Flagship 107
GEORGIE COOK: Seaway Polka/This Is the Last Time—Decca 30586
BABY DEE: You Don't Have to Be a Fool/I Cried the Last Time—Zebra 120
WADE JERNIGAN: So Tired/Road of Love—Sandy 1010
RONNIE MALONE: Doodles Do/Lightning Bug—Flagship 105
TERRY MILLER: Too Lonesome to Cry/Teen-Age Lingo Jive—Cavalier 877
THE MULCAYS: My Happiness/Diane—GNP 131
THE REVELERS: Give Me a Second Chance/The Ghaly Ghaly Man—Masquade 22459
RED (HOT) RUSSELL: Stop/Pedro Joe—Porter 5012
THE SONNETS: Oh, Judy/Angel of My Dreams—Lane 501

Jazz

YUSEF LATEEF
Marching Piper Blues.....76
ARGO 5292—Drums beating in march tempo blended with flute, a la "Swinging Shepherd Blues," produces an interesting instrumental side, for jocks. (Lisa, BMI)
Cookin'....74
Exotic instrumental with provocative flute solo work. Another unusual

side for jocks in search of off-beat programming. (Lisa, BMI)

TEDDY BUCKNER

Martinique.....74
DIXIELAND JUBILEE 104 — Up-tempo effort with listenable clarinet and honky tonk piano solos, good tom-toms. Can do some business. Both sides from Buckner LP. (Progressive, BMI)

(Continued on page 54)

LATEST RELEASE
DWAYNE HICKMAN
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FULL COLOR FIDELITY

THE GREATEST!
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with Coeds
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• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

ELVIS PRESLEY

Wear My Ring Around Your Neck (Rush and Presley, BMI)
Doncha' Think It's Time (Presley, BMI)—RCA Victor 7240
For review, see listing under Review Spotlight on pop records.

THE EVERLY BROTHERS

All I Have to Do Is Dream (Acuff-Rose, BMI)
Claudette (Acuff-Rose, BMI)—Cadence 1348
For review, see listing under Review Spotlight on pop records.

WEBB PIERCE

You'll Come Back (Cedarwood, BMI)
Cryin' Over You (Cedarwood, BMI)—Decca 30623—A very strong coupling for the warbler, on a strictly traditional country kick. Top side is a first-rate novelty effort, sold with the high-pitched vocal style that is a trademark for Pierce. Flip is a warmly sold weeper that could also go. Top side has an edge but both spell country quality.

Victor Month

• Continued from page 3

in B Flat, Opus 83," Emile Gilels, Reiner, and Chicago Symphony Orchestra; Falla's "Nights in the Gardens of Spain" and "Music of Granados," Artur Rubinstein, San Francisco Symphony Orchestra; Beethoven's "Trios in G, Opus 9, No. 3" Jascha Heifetz, William Primrose and Gregor Piatigorsky.

The six low-priced Camden entries for April are headed by "Little Richard," culled from sides recorded for the label by the rock and roll star in 1953, and "Instrumental Selections From 'The Music Man'" with the Hill Bowen Orchestra.

Victor's seven new pop stereo-orthophonic tape releases for April spotlight the "South Pacific" film sound track and "Dancing Thru Space," with 10 name bands.

Capitol Lifts Classics' Face

• Continued from page 2

most recently, sales manager of classical records.

Kepler has been with Capitol since 1956 and has owned and operated a prominent longhair record shop here for the past 12 years, and has an extensive knowledge of classical music and recording artists.

The division of merchandising functions of Capitol and Angel classics only pinpoints the increased activity in this department since the label took over Angel at the beginning of the year. Angel volume has substantially increased since Cap took over its distribution, while none of the repertoire or other policies of the label has changed. Cap continues to import all Angel masters, art and other

Woolworth Chain

• Continued from page 3

carry and we will meet it on records, too. At the same time we don't intend to lose money at it, as some outlets appear to be doing."

The discount policy, which is now an established part of the Woolworth record operation, will not preclude special sales or promotions. The chain will continue to run monthly sales as before.

The Woolworth and Sears discount policy adds two more large chains to the ever-increasing pattern of discounting record list prices on the part of chain stores. The Korvette chain in New York State, the Grand Union Grand Way Savings Center in New Jersey, New York and Connecticut, the Discount Records stores in New York City, Detroit, and San Francisco, and others all are part of this general pattern.

printed media, all of which are selected by EMI abroad.

In his new post, Hall will be responsible for the sale of all Capitol and Angel longhair works, and direct four classical field representatives — Frank Page, Phillip Baron, Tupper Turner and Reidar Torsen. Before joining Cap as national sales manager of Angel last January, Hall served as a regional manager for EMI in the Midwest and was an assistant manager of the Chicago Symphony for three years.

Jean Marty has been in charge of classical a.&r. relations for Pathe-Marconi, an EMI affiliate, working out of Paris. He has been with Pathe for three years and has moved to New York to take up his new post. He is a concert pianist, a graduate of the University of

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 29

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. Breathless, Jerry Lee Lewis, Sun
2. Oh Lonesome Me, Don Gibson, Vic.
3. Too Soon to Know, Eddy Arnold, Vic.
4. I Can't Stop Loving You, Don Gibson, Vic.
5. Ballad of a Teenage Queen, Johnny Cash, Sun
6. Send Me the Pillow You Dream On, Hank Locklin, Vic.

Dallas-Fort Worth

1. Ballad of a Teenage Queen, Johnny Cash, Sun
2. Stop the World, Johnnie and Jack, Vic.
3. Breathless, Jerry Lee Lewis, Sun
4. I Can't Stop Loving You, Don Gibson, Sun
5. Is It Wrong? Warner Mack, Dec.
6. She's No Angel, Kitty Wells, Dec.
7. I Can't Stop Loving You, Kitty Wells, Dec.
8. Don't, Elvis Presley, Vic.
9. Oh Lonesome Me, Don Gibson, Vic.
10. The Story of My Life, Marty Robbins, Dec.

Houston

1. What Makes a Man Wander?, Jimmie Skinner, Mer.

Decca Hi-Fi

• Continued from page 2

ing two-color forms, illustrating the entire release, a bound litho book, die-cut mounted lithos, a window centerpiece and a mounted insignia for counter use. A heavy trade and consumer ad campaign has been set and jazz deejays will receive a special sampler.

Paris and has studied at the Paris Conservatory of Music.

Romann is a graduate of Juilliard and was formerly a concert promotion rep for the Civic Concert Service in New York before joining Angel in 1956.

2. Jive After Five, Carl Perkins, Col.
3. Breathless, Jerry Lee Lewis, Sun
4. Don't, Elvis Presley, Vic.
5. Ballad of a Teenage Queen, Johnny Cash, Sun
6. I Can't Stop Loving You, Don Gibson, Vic.
7. Oh Lonesome Me, Don Gibson, Vic.
8. Stop the World, Johnnie and Jack, Vic.

Memphis

1. I Can't Stop Loving You, Don Gibson, Vic.
2. Breathless, Jerry Lee Lewis, Sun
3. This Little Girl of Mine, Everly Brothers, Cdc.
4. What Makes a Man Wander?, Jimmie Skinner, Mer.
5. You Win Again, Jerry Lee Lewis, Sun
6. Ballad of a Teenage Queen, Johnny Cash, Sun

Nashville

1. Oh Lonesome Me, Don Gibson, Vic.
2. Ballad of a Teenage Queen, Johnny Cash, Sun
3. Stop the World, Johnnie and Jack, Vic.
4. Don't, Elvis Presley, Vic.
5. Breathless, Jerry Lee Lewis, Sun
6. Geisha Girl, Hank Locklin, Vic.
7. Just a Little Lonesome, Bobby Helms, Dec.

New Orleans

1. Ballad of a Teenage Queen, Johnny Cash, Sun
2. I Beg of You, Elvis Presley, Vic.
3. Breathless, Jerry Lee Lewis, Sun
4. Don't, Elvis Presley, Vic.
5. Oh-Oh, I'm Falling in Love Again, Jimmie Rodgers, Rit.
6. Oh Lonesome Me, Don Gibson, Vic.
7. The Story of My Life, Marty Robbins, Col.
8. This Little Girl of Mine, Everly Brothers, Cdc.
9. Your Name is Beautiful, Carl Smith, Col.
10. Stop the World, Johnnie and Jack, Vic.

St. Louis

1. Oh Lonesome Me, Don Gibson, Vic.
2. Oh-Oh, I'm Falling in Love Again, Jimmie Rodgers, Rit.
3. Breathless, Jerry Lee Lewis, Sun
4. Ballad of a Teenage Queen, Johnny Cash, Sun
5. Don't, Elvis Presley, Vic.



My Sincere

THANKS

C&W Disk Jockeys

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"ONCE MORE"

b/w

I Don't Care
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ROY ACUFF

FOLK TALENT & TUNES

• Continued from page 16

remainder of April, the group is set as follows: El Dorado, Ill., April 15; Bowling Green, O., April 17; Indianapolis, Ind., 18; Archbold, O., 19, and the Baptist Temple Revival, Akron, O., 20-28.

The Miller Bros. Band, which recently concluded its Southern California tour with an appearance at Rolling Hills Barn, Riverside, Calif., are booked to return to that area for more dates in June. Lee Ross and Bobby Bare, who handle the dances at Rolling Hills, have set Hank Thompson and His Brazos Valley Boys as the attraction there April 16. . . . Claude Casey has sold his country music park at Ellenboro, N. C., and is deejay show on WBLR, 5,000-watt at Batesburg, S. C. He says he's willing to co-operate by spinning any records the artists may send him.

Glen (Trout) Glenn is in Hollywood on a 30-day leave after winding up his basic training at Fort Ord, Calif. He will work a number of dates in the area while vacationing. . . . Jeani Mack, mended from injuries sustained in a recent auto crash, is set thru April on one-nighters thru Southern California. . . . Sharon Grimes, 13-year-old guitarist-singer, is reported kicking up a storm with her playing and singing with the Charlie Aldrich crew at Riverside Rancho, Los Angeles. Brenda Lee was the Riverside guest Saturday (5), and the Wills Family and their band are booked in early in May. . . . Slim Duncan, of the Aldrich band, is busting

buttons bragging of his first grandson.

Itinerary of Hank Thompson and His Brazos Valley Boys is as follows: Phoenix, Ariz., April 10; San Diego, Calif., 11; Los Angeles, 12; Capitol Record Studios, Hollywood, 14-17; San Francisco-Oakland, Calif., area, 18-20; San Antonio, Tex., 30; Goliad, Tex., May 1; San Marcos, Tex., 2; Houston, Tex., 3; Scottsbluff, Neb., 8; Denver, Colo., 9; Elk Mountain, Wyo., 10; Fort Carson, Colo., 11; Salt Lake City, 16-17; Sheppard Air Force Base, Tex., June 9; Fort Sill, Okla., 11 Tinker Air Force Base, Okla., 13; Oklahoma City, 14; Graham, Tex., 15; Kingsville, Tex., 15; Austin, Tex., 18, and Amarillo, Tex., 20.

Jimmy (Shorty) Boyd, formerly for more than 10 years with Pee Wee King's Golden West Cowboys, now has his own band, the Show-Stoppers, at the Dixie Club, San Angelo, Tex. In addition, he's doing deejaying and public relations work at Station KPEP, San Angelo, and handling the personal management on Ronnie (Bangs) Blackwell, a new artist on the Bo-Kay label, of Lamesa, Tex. . . . Marty Robbins held down the guest spot on Red Foley's noon-time NBC radio show Saturday (5). . . . Si Siman is back at his Springfield, Mo., headquarters from a week of song plugging in behalf of Earl Barton Music, making the rounds of the artists and a.&r. reps in Nashville.

County and western entertainers from the Baltimore area and

surrounding States staged a benefit performance for the Heart Fund at the Baltimore Variety Club Sunday (30). Talent brigade included Donn Reynolds, the Roane Brothers, the Blue Mountain Boys, the Arizona Wranglers, the Roadside Rangers, the Hometown Boys, the Lazy River Boys, the Melody Playboys, the Sagebrush Serenaders, and Paul Siepp and band, with Glen Sipes as emcee. The event netted more than \$2,000 for the Heart Fund.

Bobby Helms, now working thru the Emerson Talent Agency, Nashville, April 13 kicks off an eight-day trek thru Indiana and Michigan, and then hops into New York State to play Castile, Dunkirk, Springfield and Jamestown, with two New York TV shows tentatively set. In May, Bobby begins a 19-day package tour with Ray Price, Hank Locklin, Faron Young, Marty Robbins and Johnny Cash. Helms recently introduced his new Decca release, "Jacqueline," in the Columbia picture, "A Case Against Brooklyn." . . . Kenny Marlow reports that his Fidelity Recordings Studio, formerly Reavis' Studio, Nashville, has been completely revamped and modernized and is now one of the top recording outfits in Nashville.

Lou Stevens, deejay at KXLA, Pasadena, Calif., is currently handling Stan Mathews, heard on Coronation Records. . . . Lefty Frizzell, who has just completed a 12-day jaunt thru Utah and Colorado for Steve Stebbins, of Americana Corporation, Hollywood, has been inked by the same office for a 15-day trek thru Oregon and Washington, starting in June. Lefty has resumed his regular slot on "Country America" over KABC-TV, Los Angeles, and last Saturday (5) doubled on "Town Hall Party." He plays Santa Ana, Calif., April 8, and Artesia, Calif., April 9. . . . Freddie Hart, another "Country America" regular, appeared on "The Life of Riley," NBC-TV network show, Saturday (5). His new Columbia release is "I Won't Be Home Tonight" b/w "Love, Come to Me," both from his own pen.

A new feature on the "Grand Ole Opry" roster is Don Gibson, RCA Victor recording artist. He formerly had his own band and appeared for a time on "Tennessee Barn Dance" over WNOX, Knoxville. . . . Ramblin' Lou, c.&w. deejay at WJLL, Niagara Falls, N. Y., has Roy Acuff, the Wilburn Brothers and Justin Tubb set for the State Theater, Niagara Falls, April 13, and Dunkirk, N. Y., April 15. Lou also has Jim Reeves booked for the Akron, N. Y., high school for a show and dance, April 12, along with his own combo, the Twin Pine Mountaineers. Ramblin' Lou, who now has three record shops in that area known as the Ramblin' Lou Record Ranches, is launching his own distributing firm to specialize in c.&w. labels. It will be known as the Rainbow Distributing Company.

Texas Jim, manning the spinner at WTUX, Wilmington, Del., says he's in need of c.&w. wax. . . . Stu Wilson, of WKBN, Youngstown, O., reports that the most-requested artist on his program in recent weeks have been Don Reno and Red Smiley, Jim Reeves, the Louvin Brothers, the Wilburn Brothers, and Johnnie and Jack. Stu is heard each morning from 5:30-7 a.m., and on Saturdays from 5:30-8 a.m.

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 29

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	1	11	
Big River (BMI)—Sun 283			
2. OH, LONESOME ME (BMI)—Don Gibson	2	7	
I CAN'T STOP LOVING YOU (BMI)—Vic 7133			
3. DON'T (BMI)—Elvis Presley	3	10	
I BEG OF YOU (BMI)—Vic 7150			
4. BREATHLESS (BMI)—Jerry Lee Lewis	4	4	
Down the Line (BMI)—Sun 288			
5. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—The Long Hot Summer (ASCAP)—Roulette 4045			
6. THIS LITTLE GIRL OF MINE (BMI)—Everly Brothers	6	9	
SHOULD WE TELL HIM (BMI)—Cadence 1342			
7. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	7	20	
Once-a-Week Date (BMI)—Col 41013			
8. GEISHA GIRL (BMI)—Hank Locklin	8	33	
Livin' Alone (BMI)—Vic 6984			
9. STOP THE WORLD (BMI)—Johnnie and Jack	11	5	
Camel Walk Stroll (BMI)—Vic 7137			
10. I CAN'T STOP LOVING YOU (BMI)—Kitty Wells	13	4	
SHE'S NO ANGEL (BMI)—Dec 30551			
11. YOUR NAME IS BEAUTIFUL (ASCAP)—Carl Smith	12	4	
You're So Easy to Love (BMI)—Col 41092			
12. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	9	19	
YOU WIN AGAIN (BMI)—Sun 281			
13. CURTAIN IN THE WINDOW (BMI)—Ray Price	—	1	
IT'S ALL YOUR FAULT (BMI)—Col 41105			
14. IS IT WRONG? (BMI)—Warner Mack	17	34	
Baby Squeeze Me (BMI)—Dec 30301			
15. ANNA MARIE (BMI)—Jim Reeves	15	10	
Everywhere You Go (BMI)—Vic 7070			
16. JUST A LITTLE LONESOME (BMI)—Bobby Helms	10	5	
Love My Lady (BMI)—Dec 30557			
17. STOOD UP (BMI)—Ricky Nelson	14	12	
Waitin' in School (BMI)—Imperial 5483			
18. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	20	35	
Don't Do This to Me (BMI)—Col 40951			
19. STAIRWAY OF LOVE (ASCAP)—Marty Robbins	—	1	
Just Married (BMI)—Col 41143			
20. MY SPECIAL ANGEL (BMI)—Bobby Helms	16	26	
Standing at the End of My World—Dec 30423			

• Reviews of New C&W Records

MARV AND PATTY

Because I'm a Dreamer 78
M-G-M 12625—A sad lament is sung with feeling here by Marv and Patty as they sing of a lost love. They are supported by a group and a beat. Listenable country wax. (Charlene-Tree, BMI)
Two Fools in Love 76
Cute up-tempo effort receives a strong reading by the duo over listenable ork backing. Both sides could get deejay action. Marv is Marvin Rainwater; Patty his sister. (Charlene, BMI)

BILL CARLISLE

Dumb Bunny 77
RCA VICTOR 7214—This attractive country novelty receives a first rate reading from the chanter, as he spins out its cute tale. Could get action. (Acuff-Rose, BMI)

Who's A-Gonna Stop Me . . . 75

Happy novelty, featuring girls' group in the backing, is sung brightly by the country warbler. Jockeys will spin. (Warden, BMI)

ALVADEAN COKER

Playing Cupid 76
DECCA 30580—A weeper waltz is rendered with charm. Country string and chorus support are effective. This could go well in c.&w. marts. (Winnar, ASCAP)
It's Nearly Over 74
Impressive debut by the thrush on a pretty c.&w. ballad with poppish chorus and ork backing. Some pop appeal also. (Copar, BMI)

HELEN CARTER

Set the Wedding 74
HICKORY 1076—A strong weeper, smack in the traditional groove. The thrush's vocal, right from the heart, is backed with honky-tonk type piano and strings. Lovers of true country will go for it. (Acuff-Rose, BMI)
What's to Become of Me Now 72
A weeper. In theme and in Helen Carter's vocal, this one is cast in the traditional groove. For c.&w. jocks looking for the authentic sound. (Acuff-Rose, BMI)

DICK MILLER BAND

I'll Take Your Love 71
AGGIE 1002—Traditional sound by singer on own-cleffed song. Fair prospects. (Kangas, BMI)
Now I'm Gone 70
Miller's own tune delivered by chanter in so-so style. (Kangas, BMI)

LITTLE JIMMY DEMPSEY

Bop Hop 71
FOX 5—Blues—of the type known as country blues in pre-Presley days. Dempsey does much better here than on the flip. Gets an authentic sound. (Lowery, BMI)
So Many Times 68
A rockaballad, with considerable country flavor of the weeper type. The chanter does it adequately. (Lowery, BMI)

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

SLIM HARPER: Lure of Love/A Hard Way to Go—Wagon 1002
GENE MCKOWN: My Dream Girl/Rock-A-Billy Rhythm—Aggie 1001

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MARCH 29

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week	Chart
1. BALLAD OF A TEENAGE QUEEN—Johnny Cash	1	12	
Sun 283—BMI			
2. OH! LONESOME ME—Don Gibson	2	8	
Vic 7133—BMI			
3. I CAN'T STOP LOVING YOU—Kitty Wells	4	6	
Dec 30551—BMI			
4. BIG RIVER—Johnny Cash	6	9	
Sun 283—BMI			
5. CURTAIN IN THE WINDOW—Ray Price	3	6	
Col 41105—BMI			
6. JUST MARRIED—Marty Robbins	—	1	
Col 41143—BMI			
7. DON'T—Elvis Presley	8	7	
Vic 7150—BMI			
8. ONCE MORE—Roy Acuff	11	2	
Hickory 1073—BMI			
9. THIS LITTLE GIRL OF MINE—Everly Brothers	7	8	
Cadence 1342—BMI			
10. SEND ME THE PILLOW YOU DREAM ON—Hank Locklin	10	2	
Vic 7124—BMI			
11. I CAN'T STOP LOVING YOU—Don Gibson	12	4	
Vic 7133—BMI			
12. JUST A LITTLE LONESOME—Bobby Helms	—	2	
Dec 30557—BMI			
13. ANNA MARIE—Jim Reeves	5	18	
Vic 7070—BMI			
14. YOUR NAME IS BEAUTIFUL—Carl Smith	9	6	
Col 41092—ASCAP			
15. THE STORY OF MY LIFE—Marty Robbins	—	18	
Col 41013—ASCAP			
15. OH-OH, I'M FALLING IN LOVE AGAIN—Jimmie Rodgers	—	2	
Roulette 4045—ASCAP			

personal

We don't know where you'll be May 6-8, but if you're at the MOA Convention in Chicago, you can pick up your messages at The Billboard's Service Center on the convention floor. Telephone: ANdover 3-0482

NOW ON HICKORY!
Roy Acuff
"ONCE MORE"
Hickory 1073
If It's Country Music
It's Bound To Be Good!

Breaking Wide Open
Pop and C&W
JOHNNY CASH
BALLAD OF A
TEENAGE QUEEN
b/w
BIG RIVER
Sun #283

A SURE FIRE COUNTRY HIT!
"LURE OF LOVE"
b/w "A HARD WAY TO GO"
#1002
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R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 29

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 R&B best sellers.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 29

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.

Table with 3 columns: City, Rank, Record Title, Weeks on Chart. Lists top 20 R&B territorial best sellers across various cities like Atlanta, Charlotte, Chicago, etc.

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R&B RECORDS

ELVIS PRESLEY: Wear My Ring Around Your Neck (Rush, Elvis Presley, BMI) Doncha' Think It's Time (Elvis Presley, BMI) RCA Victor 47-7240
FATS DOMINO: Sick and Tired (Travis, BMI) No No (Travis, BMI) Imperial 5515
CHUCK BERRY: Johnny B. Goode (Arc, BMI) Around and Around (Arc, BMI) Chess 1691

SPIRITUAL

THE SENSATIONAL NIGHTINGALES: The Lord Will Make a Way (Lion, BMI) To the End (Lion, BMI) Peacock 1778
JIMMY REED: You Got Me Cryin' (Conrad, BMI) Veejay 275

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING MARCH 29

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 most played R&B by jockeys.

Reviews of New R&B Records

JOE TURNER: Jump For Joy (Atlantic 1184)
SUGAR PIE & PEE WEE: One, Two, Let's Rock (Atlantic 3416)
JIMMY REED'S NEW LP "GO ON TO SCHOOL" (Vee Jay 275)

Breaking Out! TONY SPADE singing LIFE IS A MYSTERY and WHAT'S GWYNE ON? BACK BEAT RECORDS

WANT PARTNER, DISTRIBUTORS! Gospel Lights New Releases: Jesus, He Can't Fail-100A Oh Heaven, I Haven't Been to Heaven, But I've Been Told-100B

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

GIVE TO DAMON RUNYON CANCER FUND

SPOTLIGHT REVIEW in Billboard on our Spiritual Hit "I Can't Believe It" b/w "In His Arms" THE GOSPEL CHORDETTES

COMING UP! "DO NOT PRETEND" The Penguins #435 DOOTO RECORDS

Hearing Gets ASCAP Figures

Continued from page 3

ranged from \$11,500 down to \$5,800. These figures included publisher-affiliates' income.

Writer-board members in 1957 earned approximately \$56,700, \$33,200 and \$33,190 for the top three. The next six ranged from \$28,700 downward to \$11,800. Lowest three went from \$7,000 to \$1,300.

Among the top 50 writer-members in 1957, high take was distribution of \$102,311, \$83,336, and \$75,724 for the first three. Writers in 40th place took about \$29,800, 50th took \$28,815 in 1957. In 1950, writer-member top was about \$38,000; 50th about \$17,500.

Highest 50 started individual publisher-members (not including 1957) started at \$734,500, with next two toppers making \$678,900 and \$630,600. Lowest of the top 50 took in \$32,200. In 1950 the top was \$400,000 for publisher-members and 50th place took \$12,200.

In a percentage breakdown of broadcast playings versus credit, ASCAP gives number of radio playings 40 per cent network, 60 per cent local. Credit for radio network play is 44 per cent, and for local radio 56 per cent. In television, network playings account for 56 per cent; local TV for 4 per cent. Credit to network TV is set at 80 per cent, and to local TV at 20 per cent, according to Murray figures.

Reviews of New Pop Records

Continued from page 50

Sweet Georgia Browns... 73
Another up-tempo starrer for clarinet, punctuated with applause and whistles. Mild potential. (Remick, ASCAP)

MICHEL LARUE & THE DRINKING GOURDS

John Henry... 71
COUNTERPOINT 005—Michael Larue and Alex Foster duo on this familiar folk effort backed by a rhythm group using gourds as well as standard instruments. (Serena, ASCAP)

Evil Wench Blues... 70
Familiar folk blues is sung pleasantly by Larue over unusual support from a rhythm combo featuring gourds along with string bass. (Serena, ASCAP)

Spiritual

CLARA WARD

Were You There... 80
DUKE 216—Richly sincere reading of moving sacred theme. Side should grab a lot of action in the sacred field. (C. Ward, BMI)
Come On... 79
Fervid delivery by canary, with light-voiced fem choral backing, on strong spiritual. (C. Ward, BMI)

Number of Releases This Week

Label	Pop	R&B/C&W
ABC-PARAMOUNT ..	1	2
AGGIE ..	1	1
ALADDIN ..	1	1
BACK BEAT ..	1	1
BEL-KAY ..	1	1
BIG ..	1	1
BRUNSWICK ..	2	1
CAMEO ..	1	1
CAPITOL ..	1	1
CARLTON ..	1	1
CAVALIER ..	1	1
CHALLENGE ..	3	1
CHECKER ..	1	1
COLUMBIA ..	7	1
CORAL ..	2	1
CREST ..	1	1
DECCA ..	6	1
DEMON ..	1	1
EAST WEST ..	3	1
END ..	2	1
DALE ..	1	1
DOT ..	2	1
FELSTED ..	3	1
FLAGSHIP ..	3	1
FOX ..	1	1
GNP ..	1	1
GONE ..	1	1
HERALD ..	1	1
HICKORY ..	1	1
JUBILEE ..	2	1
KAPP ..	1	1
KEEN ..	2	1
LANE ..	2	1
LONDON ..	1	1
MASQUERADE ..	1	1
M-G-M ..	3	1
MODERN SOUND ..	1	1
MUSIC CITY ..	1	1
NRC ..	1	1
OKEH ..	1	1
PORTER ..	1	1
RCA VICTOR ..	1	1
ROULETTE ..	2	1
SANDY ..	1	1
SOMERSET ..	1	1
SPECIALTY ..	1	1
TREND ..	1	1
UNITED ARTISTS ..	1	1
VERVE ..	1	1
VIK ..	1	1
WAGON ..	1	1
WHIPPET ..	1	1
ZEBRA ..	1	1
TOTALS ..	75	5

ON THE BEAT

Continued from page 18

have country hits again. The field certainly needs somebody to give it some life."

Marvin singles out Frank Walker, erstwhile head of M-G-M Records and developer of the late, great Hank Williams, as the man who did most for him. "He would always tell me: 'Don't give up Marvin, the hit will come.' And it did with 'Gonna Find Me a Bluebird.' For myself, I like the folk rather than the blue grass stuff the best. But no matter what I sing, I hope I can always manage to be myself. If you sing how you really feel it, whether its the blues, the hill sound or the folk song, and don't try to get a phony effect that's not yourself, that's the best way I know of to get a hit."

"Whole Lotta Woman," Marvin's current disk, is in the top 10 in the British charts right now, and he leaves this week to perform it and a program of his folk material for British fans. The tour will last at least six weeks and may be extended beyond to accommodate other dates on the Continent. "I'm happy about the trip," Marvin told me. "I'm looking forward to hearing their skiffle brand of country music, which they tell me is very big right now."

Our caps and hats are tipped in a belated tribute to the great W. C. Handy. The death of the 84 year old "father of the blues," clarinet and trumpeter, came, ironically enough, at a time when the blues as an idiom has experienced a tremendous revitalization. It came too just at the time when the filmed story of his life, "The St. Louis Blues," which stars Nat Cole and Eartha Kitt, was about to be released. It has already been written here that it's a great day for the blues. This, plus the advent of the film were in themselves great tributes.

An even greater tribute was the turnout of dignitaries of the music field, government and the plain people for whom "St. Louis Blues" was itself a symbol, at the funeral for Handy. More than 2,500 people attended services at the Abyssinian Baptist Church here Wednesday (2). Others, to the number of 150,000 lined the route of the funeral procession. "The St. Louis Blues" was played in funeral tempo by the 30-piece brass band of the Prince Hall Masonic Temple.

There is a personal recollection of meeting the man on several occasions—backstage, during a TV show and at various banquets. We found him to be a dignified, quiet, gentleman with an ever-present smile which somehow gave him the look of a happy little boy. Truly, he was a great cat.

But it remained for the Reverend Adam Clayton Powell Jr., pastor of the church and a congressman, to put into words the thoughts of many: "His personal blues are now finished. No more the problems of Beale Street. No more the irritations of Memphis. No more the vexation of the St. Louis woman. No more the cynical 'Love, Oh Love, Oh Careless Love.'"

"Gabriel now has an understudy—a side man. He has gone to join others we have funeralized here before, Charles (Bird) Parker, King Oliver, Fats Waller, Bill Robinson. What a jam session in Heaven today! And when the last trumpet shall sound, I am sure that W. C. Handy will be there to bury this world, as a side man!" To which we can only add, Amen. Peace be with you, man!

Reviews of New R&B Records

Continued from page 53

EXCELLO 2136—Here's a potent rockaballad entry with a Latin beat. Side has an interesting, mixed-up sound which can command a lot of attention. Watch it. (Excellorec, BMI)

Shoop Shoop... 77
Here's a swinging handclapper by the group. It's a cute ditty and the lead man is strong. Side can go too. (Excellorec, BMI)

THE BOBBETTES

Rock and Ree-Ah-Zole... 79
ATLANTIC 1181—Here's a side that's packed with plenty teen-age lingo. Has a cute, boppy, hiccupy feeling in the first wax for the gals in a spell. Could go with the teen element. (Walden, ASCAP)

Zoomy... 76
More hiccupy, rhythm sounds by the gals here. This could develop some action too, and bears watching. (Progressive, BMI)

IVORY JOE HUNTER

Shooty Booty... 78
ATLANTIC 1183—A medium tempo effort here that's sold well by the chanter. Strong arrangement in the backing. (Progressive, BMI)

I'm So Glad I Found You... 75
Here's a typical Ivory Joe blues ballad, much in the style of "I Almost Lost My Mind." Mighty pleasant job that's worthy of attention. (De-lard, BMI)

THE UNIQUES

Hey, Little Cupid... 75
END 1012—Up-tempo blues, with the lead singer giving the vocal a unique, gimmicked quality. Honking horns and a good beat are assets. (Real-Gone, BMI)

Tell the Angels... 71
A tender ballad, with a conventional triplet figure in the arrangement.

Lyric is in the celestial groove. (RealGone, BMI)

KUF-LINK FEATURING JOHN JENNINGS

Eyeballin'... 75
CHALLENGE 59004—Here's a driving, rock and roller which gets a sly and fairly groovy reading. Interest possible here. (Sherman, BMI)

Service With a Smile... 70
This is on the so-so side, mainly because of mediocre material. Flip would have a hefty edge. (Golden West, BMI)

THE MOONGLOWS

Soda Pop... 75
CHESS 1689—Bright novelty, based on a kiddie tune receives a fine reading from the Moonglows. Action is in store. (Arc, BMI)

In the Middle of the Night... 73
Listenable ballad is chanted well by the group and the backing is also good. Flip seems more important. (Arc, BMI)

WYNONA CARR

Touch and Go... 73
SPECIALTY 628—The rocker blues is given a nice belt by the chick. Both sides can also move in r.&b. fields. (Venice, BMI)

The Things You Do to Me... 72
Pretty ballad with rhythm ork support and chorus backing is a good entry. Miss Carr uses a Sam Cooke approach in her delivery. (Venice, BMI)

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

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EASILY SEEN

Beatty Top Billows To Herald Opening

NEW YORK — The new Clyde Beatty Circus tent made an attractive sight for motorists on the city side of the Hudson River last week, and this, plus a favorable break in the weather, helped swell the advance sale at Palisades (N. J.) Amusement Park.

The top, a 140 with three 50-foot middle pieces, went up as scheduled on Monday (31). Bernie Mendelson, of O. Henry Tent & Awning, was on hand to view his handy work, and various officials of the Beatty operation showed up over the weekend. Among them were Jerry Collins and Randolph Calhoun, president and vice-president of the Acme Circus Corporation which runs the Beatty show.

Beatty trucks this year are solid red, with yellow lettering. They made the haul from Florida with only two breakdowns and one motor burnout.

Working in advance of the Friday (4) opening, Floyd King and Howard Y. Bary combined with

publicist Bert Nevins of the park to gain good recognition of the Beatty opening. More than a dozen TV spots were lined up for Beatty, Emmett Kelly, Hugo Zacchini, Josephine Beronini and Eddie Dillon.

The show, billed as the combined Beatty and Hamid-Morton circuses, is padded out by H-M acts, but the rundown was not completely worked out by publication time.

Advertising was heaviest on the outdoor side, with big boards, which the park contracts on a permanent basis, all flying circus paper, and sniping profuse thruout the metropolitan area.

Harold Alzana Injured on Opening Night

NEW YORK — Harold Alzana fell at the conclusion of his high wire act during the opening performance of the Ringling-Barnum Circus here Wednesday (2).

Hospitalized, he was treated for fractures of the left wrist and ankle, concussion and facial lacerations.

He fell as he was walking down the inclined cable to close his act. Alzana was half way down the wire and fell 20 feet. His wife, Minnie, who was waiting to enter the next number, and Justino Loyal, assistant equestrian director, were among the first to reach him. Lights went out, music changed and the show's finale production came into the arena as Alzana was picked up.

The circus was auditioning another high wire single Friday afternoon (4) with the expectation of hiring him to replace Alzana.

The Alzana act had two other major falls in the past several years, and on the second night of the 1957 season a member of the act was stunned when hit by a bike while on the rigging.

Theme Park Rides Spur Arrow Growth

MOUNTAIN VIEW, Calif.— Snowballing business from major and theme-type amusement parks has encouraged Arrow Development Company to acquire more land and building facilities. Walter Schulze, secretary-treasurer, said Arrow is buying land area five times its present size, based on 1958 contracts and business anticipated for 1959.

Arrow will debut three new units next year, Schulze said. They are an intermediate sized monorail, a new platform ride and a combination of the Shooting Star and Flying Platform units. This will have eight flying platform baskets and a hydraulic ram for tilting the tower while the ride is in motion.

Several major spots have added special-design equipment from Arrow in the last two years. Included are six electric locomotive trains of a banana plantation type for Pacific Ocean Park, Santa Monica, Calif.; 30-gauge Candy Stick

RINGLING STILL FIRST DESPITE COST-CUTTING

Some Imports Good, Others Lack Flash; First Half Drags, Then Picks Up Steam

By TOM PARKINSON

NEW YORK—Ringling Bros. and Barnum & Bailey Circus opened its new season Wednesday (2) with a performance in Madison Square Garden that displays much entertainment. There are lots of people.

There are more clowns this year and an abundance of displays with up to five acts going simultaneously, and there are three production numbers.

While the show is a big and enjoyable end result, a close-up on individual displays reveals only a

moderate portion of the sensational. Some of the new imports are good, some are lackluster. Cost cutting from the standards of two or more years ago is visible, and this year's show is comparable to that of last year in most ways.

It must be stressed that while this two-year-old kind is not as powerful as the predecessor show of 86 seasons, it nevertheless remains the biggest circus on the road. It produces substantially more than any other circus. It may not be what it could be, but

it is more than anyone else can be performance-wise.

Augmented at Garden

Several acts turned up here that had not made the preview stand at Charlotte, N. C. Chief among these is the double cannon act of the Zacchini girls.

The show drags in the first half, pauses for an intermission, and then picks up its pace and power in the second part.

Climax comes with Harold Alzana and the Zacchins at the end. But Alzana fell on opening night and was injured (see separate story) and the cannon act apparently is not scheduled to stay for the season.

Overture Singer

First night here was a benefit for the Damon Runyon Cancer Fund and the New York police and firemen's association. A few celebrities, chief among them Sugar Ray Robinson and Dagmar, turned out for the benefit this year. Clown Otto Griebing followed with his come-in, followed by the overture by Izzy Cervone's band. In this context, the overture seemed slowing and non-circus. A vocalist joins in and, in the fashion of a night club emcee, turns announcer. Here and thruout the show it is demonstrated that he is neither. If there must be a singer in a circus, he should not have the flat, stylized type of voice that pleases in clubs and records but fails in an arena circus, and when a circus needs an announcer, it needs one with lines and the force to put them across.

Bear, Cat Acts

Klauser's Bears have the center opening spot and fill it nicely. There is a forepaw stand by one bear and high bike riding by another. Albert Rix works the familiar Ringling-owned bear act at one side and the bears on the slide still win laughs. At the other end is Joe Horwath with lions and tigers. These animals aren't yet ready for public appearances, but Horwath does a masterful job of providing action when the cats don't.

Clowns—about 25—fill the arena
(Continued on page 60)

R-B SIDELIGHTS

Showfolk Galore Visit N. Y. Debut

NEW YORK — Sideline spectators for the Ringling opening in Madison Square Garden included personnel from the Beatty and Wirth circuses, which were to open in the area on Friday (4), and the Harold Bros.' Circus, which was between engagements. Watching from a new angle were former R-B midget funsters Frankie Saluto and Jimmy Armstrong, who had choice arena seats, thanks to Ed Kelly.

Injured Artist Covered

The fall of Harold Alzana from his descent wire highlighted benefits for injured American Guild of Variety Artists (AGVA) people. Alzana, who broke a wrist and suffered head and internal injuries, is entitled to a \$1,000 maximum on hospitalization and surgery, and \$50 weekly up to three years for time out of work. This is under the Welfare's Fund's accident policy and is separate from the Margie Coate Hospitalization Plan.

'Name' Showing Thin

Benefit night was light on the celebrity side, and so the entire program ended earlier than in the

past. Only a few names turned out. With AGVA's insistence that salaries were due celebrities taking part in the spec walkarounds, the show was not interested in paying, and many names weren't interested in showing if they couldn't parade. Making center ring appearances were Sugar Ray Robinson, Dagmar, Lisa Ferraday, Lynda Jones, Al Kelly, Earl Wilson and John Teeter of the Runyon Fund.

Loyal Plenty Busy

In evidence and plenty active, altho not as a performer, was Justino Loyal. The veteran bareback rider was red-jacketed and will function this year as assistant equestrian director. He had all he could handle on opening night, shooting photographers out of harm's way.

Show Sparkles

Audience comment was favorable on the show's color, which was more lavish this year than in several years. The green rubber ring matting enhanced the attractiveness of the show and broom-and-hove bridges kept the floor clean. Also a noticeable improvement was the smart blue coveralls and red caps of the property department.

'MUSIC MAN' SIGNED FOR DALLAS FAIR

DALLAS — "The Music Man," current Broadway hit musical, will be the attraction in the Music Hall at the 1958 State Fair of Texas, which runs October 4 thru 19. The Meredith Willson musical is playing to capacity audiences in its sixteenth week in New York.

The national company of the show will be organized in Los Angeles and after playing there will come to Dallas. Following the fair date, the show will return to the Coast.

"The Music Man" will have 24 performances during the fair—one on each of the sixteen evenings of the exposition and eight matinees on Wednesdays, Saturdays and Sundays.

Last year's fair show was "My Fair Lady," a \$337,500 grosser for the 16-day run.

Nebraska Fair Inks Howard Water Show

LINCOLN, Neb.—The Nebraska State Fair has wrapped up its attraction program with the signing of Sam Howard's water show for one day. The show was booked thru GAC-Hamid Inc. Ed Schultz, fair secretary, closed the contract on a visit to the GAC-Hamid's Chicago office.

Attractions previously signed include Roy Rogers, who will make six grandstand appearances in four days; Aut Swenson's Thrillcade for one night; a variety bill which includes Jan Garber and his orch, the Andrews Sisters, Mr. Pastry and the Three-Leggers for two nights, and four auto race programs, the latter to be presented by National Speedways (Al Sweeney).

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LONG RANGE

Knotts Plan New \$4 Million Park

BUENA PARK, Calif. — An amusement park to cost approximately \$4,000,000 when it is completed some years hence will be constructed by Knotts Berry Farm with Ray and Bud Hurlbut participating on a concession basis, Russell Knott, son of the famous tourist spot's founder, announced.

Site of the park will be 65 acres across Highway 39 from the farm, well known for its food, shops, packaged farm produce, and amusements that fit into its Ghost Town theme. A lake has already been constructed and a train around it will be in operation this summer.

"We are looking for the unusual," Knott said. "Things that tie in with Knott's Berry Farm. There will be things such as boating on the lake and we even have given thought—some five years

hence—of a mono rail system connecting the farm with a nearby shopping area."

A goodly portion of the park is expected to be installed by the summer of 1959. The completion may be 10 years away because, Knott explained, "the plan provides expenses thru earnings."

The Hurlbuts, formerly ride manufacturers, operate a William Dentzel Merry - Go - Round and other concessions at the farm.

Highway Ads Control Bill Goes to Pres.

WASHINGTON — Legislation to control billboards along the new system of interstate highways passed the House Thursday (3).

The measure, approved earlier by the Senate, gives cash incentives to States that agree to observe federal standards in regulating outdoor advertising along the new 41,000-mile highway system. Proposal was passed in the form of an amendment to the highway bill.

Thruout the long battle, opponents of the bill expressed fear roadside amusements and business would suffer if controlling legislation was passed. Proponents argued, however, that such businesses would not be hurt. Some proponents say that the measure, as passed, is not strong enough. Bill must now be signed by the President to become law.

Calif. Fairmen Honor Freeman, Edith Scott

GRASS VALLEY, Calif.—Loyle Freeman and Edith Scott, who were with the Nevada County Fair as manager and secretary, respectively, for 21 years until their retirement were honored at a testimonial dinner at the Bret Harte Inn here.

The event was attended by legislators and county fair officials. The dinner followed a meeting of the Mother Lode Fair Association at the fair grounds.

Malcolm Hammill, who was named to succeed Freeman, presided. Louis Merrill, Western Fairs Association general manager, was toastmaster and gifts were presented by Superior Judge Vernon Stoll. Also joining in the tribute were A. A. Jensen, Lassen County Fair manager and WFA president; George Miller, assistant chief of State Division of Fairs & Expositions, and Goula Waite, Amador County Fair manager and Mother Lode Fairs Association president.

Freeman and Miss Scott were given engraved gold passes to the fair in addition to other gifts.

McKeesport Bldg., Damaged by Fire

McKEESPORT, Pa.—A fire of undetermined origin caused heavy damage to the Palisades, sports and recreation center here, last week. Damage was estimated at \$10,000 by firemen.

FINE PRINT

Denver Okays Bloodless Bull Fight

DENVER—It's okay with city officials if Latin American Productions, Inc., stages its mock bullfight in the city's Coliseum this June.

City Attorney John Banks, who admits he's never seen a bullfight, ruled that the production as planned does not violate a strict interpretation of the city charter which would prohibit the real thing.

Banks said that, according to his information, the bullfight will consist of a demonstration of the art of the toreador in the handling of the cape and muleta. This demonstration, he said, would not amount to a bullfight and advised that it could not be advertised as such.

Both the bull and the matador can take heart from the fine print in the city's statute. It prohibits "needless or cruel mutilation of animals." It also makes it unlawful "to cause or procure animals to fight for sport or amusement."

From the fine print it would seem that it's unlawful for matador to harm the bull and vice-versa.

Exhibit Assn. Sets May 3 L. A. Meeting

NEW YORK — An open meeting of directors of the Exhibit Producers and Designers' Association is set for Saturday, May 3, at the Ambassador Hotel in Los Angeles, it is announced at national offices here.

Members and potential members in the West have been invited. On the following day a closed board meeting will be held at 10 a.m.

President Harvey G. Stief will convene the meeting at 9 a.m., and there will be luncheon at 12:30. Immediately afterward, all in attendance and their wives will be guests at the home of director Fred J. Tabery for refreshments, a barbecue, swimming and dancing.

On the agenda are the report of treasurer Peter Corn, president's message, and Raymond J. Walter's executive secretary report. Committees will report on the budget, publicity and public relations, trade practices and ethics, economic survey; the 1958 convention, December 4-8 in Miami, and "getting the government out of the exhibit business."

ABC Popcorn Takes Larger Quarters

CHICAGO — A.B.C. Popcorn Company, Inc., local popper, has moved its plant and offices to 3527 West North Avenue. Mack Lambeth, president, said the new space of 12,000 square feet and all on one floor is three times as large as the former quarters one block away.

Red Deer, Alta., Brings Back Parade

RED DEER, Alta.—Directors of Red Deer Agricultural Society have decided to re-establish the annual exhibition parade. It will be held on the morning of July 31, first day of the three-day fair.

Salisbury, Mass., Girds For Second Dry Season

SALISBURY, Mass. — This big resort town that spent a year "on the wagon" was busy this week putting an end to its private recession. There's a hustle and bustle about the beach area in preparation for the big opening day—Saturday April 19.

One encouraging sign that the spot can attract the thousands of visitors it normally had was the fact that Sunday (30) saw more people milling around the funspot than in many years at this time. This was despite the fact that only one or two small concessions were opened for business.

But the Salisbury Beach Mer-

chants association is working hard to promote interest in the town again. Prime leaders in the move are Gene Dean and Roger Shaheen both of whom have large concession interests. It was largely thru their efforts that the "noble experiment" was voted out. This was done, not so much by plugging for the return of liquor, but by the expedient of showing the townspeople that the business at the beach was linked to the life blood of the town.

Dean and Shaheen also have managed to instill a better spirit and feeling between the townsfolk and the businessmen, for when the crowds stayed away and business dropped off by more than 60 per cent last year, many in town not only lost jobs but were faced with a higher tax rate.

Both of the business leaders were confident of a fine year ahead and were hoping that the big crowds from Canada and New York state could be induced to return. The association has started its promotion plan with ads mapped out in the Boston papers

(Continued on page 68)

Swift Current Hikes Fair Budget to 90G

SWIFT CURRENT, Sask. — Directors of the Frontier Days celebration and exhibition have approved a record expenditure of \$90,566 for this year's show, which is \$8,690 more than the actual cost of the 1957 event.

The board was compelled to trim its original estimates by \$3,000 after being told that city council had cancelled the \$2,000 grant it had been giving annually.

The board hopes to show a net profit of \$1,909 this year.

Estimated revenues, with estimated expenditures in brackets, are: Grounds and buildings, \$9,720 (\$7,675); rodeo and afternoon show, \$14,610 (\$11,235) evening show \$12,655 (\$8,230); special events \$20,001 (\$8,000); concessions, \$24,050 (\$14,270); agricultural activities, \$2,103 (\$4,876); educational exhibits, \$8,000 (\$1,400); industrial exhibits, \$1,200; harness races, \$3,670 (\$3,890); general and administration, \$4,100 (\$20,730); accommodation (\$625); publicity (\$2,125); depreciation charges (\$7,700).

Auto Show Airs Signals Of Vanguard

NEW YORK — The national Automobile Show, playing the Coliseum thru Sunday (12), is offering a Myer Davis orchestra, broadcast signals from the Vanguard satellite and other attractions to stimulate interest.

Denise Darcel appeared Friday and Saturday (4-5); Abbe Lane appeared on Friday (4), and the \$1,000,000 jewel display of Harry Winston was an opening weekend feature.

Nelson, Cole Set to Play Vancouver

VANCOUVER, B. C. — Solly Volchuk, who last year brought Elvis Presley here, is mapping plans to bring in Ricky Nelson, singer. Also coming is the rock and roll show, "Shower of Stars," and a one night stand by Nat King Cole. Georgia Auditorium and Exhibition Forum will split the bookings.

CORSON SET

Boston Preps For Annual Dairy Fete

BOSTON — Plans are under-way for the third annual Boston Common June Dairy Festival to be held June 7-14 in the heart of the Hub. Sponsors for the event, which in other years has attracted more than half a million visitors, are the American Dairy Association of Vermont and all of the New England dairy industries.

Paul Corson of Topsfield Fair will be again general manager with Daniel P. Hurd, Essex County agricultural agent, as assistant. Six breeds of high class pure bred cattle will be exhibited with special education exhibits by several dairy organizations including the New England Dairy and Food Council.

Special entertainment features include the presentation daily of the live broadcast of Weel's Beantown Matinee featuring Carl Moore and Jerry Howard as Slim Pickins. Also included are several band concerts and animal acts. Free milk will be given out at various times during the day.

Memphis Aud Ends Construction Work

MEMPHIS—The Auditorium is winding up construction of its new building and remodeling is expected to be completed by early summer, Chauncy Barbour, managing director, announced.

Among proposed attractions slated for the building is a furniture show, he said.

Flint to Address Grandmas' Confab

CHICAGO—George B. Flint, sales rep of Barnes-Carruthers Theatrical Enterprises, Inc., will be the key speaker at the national convention of the Grandmothers' Club here Friday thru Sunday (11-13). Flint will speak at the annual luncheon on the final day.

Miami Fest's Water Skiing Draws Champs

MIAMI—Top water-skiers from Western hemisphere nations will compete in the June 20-22 International Water Ski Tournament sponsored by the Festival of the Americas. Areas entering champions include Mexico, Jamaica, Cuba, Venezuela, Peru and Panama.

The course is under construction at Wheeler's Lake, NW 24th Street, a mile west of the Miami International Airport. A U-shaped space has been dredged which will permit seating of 10,000 spectators within 10 yards of the action.

The tournament is being staged in conjunction with the Greater Miami Water Ski Club. Festival of the Americas headquarters are located at Bayfront Park Auditorium, Miami.

Soldier Field Skeds Busy '58 Season

CHICAGO—Soldier Field, Chicago's big lakefront stadium, will have one of its busiest seasons on record this summer, Erwin Weiner, manager, announced.

Included will be the appearance of the Cristiani Bros. Circus, which will set up in the parking lot; an armed forces football game, Shrinera parade and variety show, Fire Department thrill show, Chicagoland Music Festival, All-Star Football Game, American Legion July 4 celebrations and some 26 prep football games.

In addition there will be 17 stock car race dates, and negotiations are pending for several other events, Weiner said.

Red Circus Film Showing in N. Y.

NEW YORK — "Arena of Friendship," showing circus activities at last year's Moscow Youth Festival, will play April 10-11 and 17-18 at the American Theater, 238 East Third Street, at Avenue A. It shows national circuses from several Iron Curtain countries encamped in the city, and dozens of Caucasian and Oriental acts.

LITTLE CHANGE

Show Equipment Prices Hold to 1957 Levels

BUYERS of general or miscellaneous outdoor show equipment are facing a spring season that is somewhat mixed. Prices for the most part are being quoted as stable. The business outlook, however, varies according to the producers, with ideas ranging from poor to excellent and some claiming it's just too early to comment.

H. W. Terpening, Ocean Park, Calif., manufacturer of long range shooting galleries and supplies, is quoting prices as unchanged. Business, however, has been slow for the past six months, Terpening reports.

Just the reverse is contained in a report from Ray Oakes & Sons, Tampa manufacturer of concession equipment. "Our business is very gratifying and we expect a better season than last year. Our sales in February topped any similar month since we moved to Florida," is the way Ray Oakes Jr., partner in the firm, talks. Prices are unchanged on the line. New equipment includes the Sputnik, a two-ball game selling at \$65 each; Gammaline, a two-ball ring-the-bell game that is listed at \$35, and Big Top, a \$30 game. In addition, Oakes reported they are working on a new add-em-up shuffle alley.

New in the line of concession stands is an expandable merchan-

dise display being manufactured by Golden Displays, Inc., Chicago. Aimed at the concession and bingo operator, the racks can be expanded to any size or shape by using different legs or wing sections. The racks are made of lightweight steel tubing that is zinc plated while the shelves are constructed of masonite or wood. The racks, which are said to go up and down quickly, come in single side, double side or island types.

Paper Up

Outdoor poster printing in the Southeastern areas should be slightly higher than last year, according to T. Shapiro, Southern Poster Printing Company, Atlanta. As a result of a general increase in the price of materials, they have upped their prices by one per cent.

Prices on plaster novelties for stores, fairs and carnivals will be unchanged this year, according to Angelo Lucarelli, of Pellegrinia Bros., Old Forge, Pa. Several new articles added to the line include

(Continued on page 65)

Animated Units, Tape Combine For Show Uses

COMBINATION of animated figures and pre-recorded tape has developed into a set-up with wide application in show business.

Some of these units are in use as bally for Side Shows. Some are centers of attention at Kiddielands. Some are used in connection with shows and dark rides at amusement parks.

Animated figures have long been a part of such amusements as Arcades, parks and piers. Sound effects for them are not new either, but the combination now has been perfected to a high level and new variations and applications are springing up many places.

Possibilities are pretty well illustrated by Anirama, a "museum of animation" in Miami. Here are monkey bands, Humpty-Dumpty, elephants, Side Show characters, Santa Claus, barnyard animals and a host of other features in animation. A jungle display with many animated figures is fitted with a

(Continued on page 64)

Taped Trade Music Has Marked Growth

PRE-RECORDED music on tapes for use by operators of outdoor amusements—amusement parks, Kiddielands, carnivals, etc.—are becoming available in increasing numbers and varieties.

A survey of the taped recording field has uncovered a number of such products. Typical are the recordings of the Ross R. Davis concert band organ by Bel Canto Magnetic Recorded Tapes, which includes "Parade of the Wooden Soldiers," "Toot Toot Tootsie," "Lovin' Sam," and a number of others.

Music From the Big Top is the title of a series of taped selections offered by Mercury Records. Included among the numbers in this package are "The Thunderer" and a long list of others.

Web Distributing Company has taped an hour of calliope music that is already widely used by carnivals, parks and Kiddielands. And this same firm, in another tape of marches, lists Barnum & Bailey's Favorite as one of the selections.

A full 24 hours of carousel band organ on tape is being distributed by Golden Displays, Inc., in addition to their continuous tape player and record player.

Allan Herschell Company, Inc., along with its line of amusement rides, has available a series of recordings of band organ tunes—waltzes, polkas and marches—that are offered on 10-inch 78 r.p.m. records or on tape.

The music of the noted McCullough Merry-Go-Round, which for years was outside Steeplechase Park, New York, has been preserved in a Mirrosonic album entitled "Catch the Brass Ring."

Sound Center Fills Need

A MOBILE communications center that provides public address facilities at outdoor events, serves a wide variety of other uses and even has commercial aspects, is now operating along the Eastern Seaboard.

Developed and operated by Michael Wynne-Willson and Alex Troy, the center serves many purposes. An air-conditioned, sound-proofed studio, installed in a house trailer, is moved onto the grounds on an event. This serves as headquarters for the regular public address type of announcements with up to 30 speakers spotted around the grounds.

In addition, recorded and taped music, news and public service announcements are sent out over the network. And subsidiary systems are available to cover features on the grounds. Roving microphones are available for interviews, tape recorders are provided and the service brings in its own emcees, announcers and audio engineers.

To offset the cost, the partners have developed what they call a "sponsorship" plan. Under this, national advertisers pick up part or all of the cost, being repaid in the form of commercials aired at specific times.

(Continued on page 68)

Pawtucket Zoo Buys Animals From Ringling

PAWTUCKET, R. I.—Purchase of animals from the Ringling circus has been revealed by Slater Park Zoo here. The public works director and park superintendent have selected the following:

One young elephant, a pair of polar bears, a pair of lion cubs, a leopard and a zebra. The price came to \$4,800, it was reported, and the circus threw in a male lion as a bonus.

Mayor L. A. McCarthy plans to name a committee to raise the money for the animals, which are to be picked up after the circus menagerie appears in New York and Boston.

Amusements Make Use Of Sound, Light, Music

WITH A RANGE from giant batteries of generators to short takes of tape recordings, outdoor show business and its allied fields are major users of products and equipment in the areas of sound, light, power and music.

This use has expanded many fold in recent seasons and there is no sign the limit has been reached.

Starting with major portable lighting systems, there are set-ups for illuminating carnival midways, circus grounds and tents, race tracks, ball parks, and other large areas that often have no facilities at all except for those carried by the shows.

Besides lights to show the way for pedestrians, there are multi-colored light towers to attract attention, searchlights for the same purpose, plus miles of neon and fluorescent lights on scores of show front, concession frames and

refreshment stands. Amusement rides at parks and carnivals are virtually covered with bright lights.

Show, Stage Lights

Inside the tents, arenas, auditoriums, fairgrounds buildings and at grandstands or stadiums, the revues, circuses, ice shows, rodeos and dozens of other shows are constant big users of spotlights, floodlights, footlights and other theatrical lighting equipment.

Generators supplying electricity for these lights also supply the power that operates electrically-powered amusement rides, and many more facets of the business.

Also electrical in many cases are the music systems in parks and show establishments. Electric organs, tape recorders, public address systems, record players—a host of devices—supply show grounds music.

And that music comes now on

N. Y. NOTES

R-B Scores Winner At Charlotte Bow

NEW YORK — Ringling-Barnum came in here with a winner to its credit already. The circus date at Charlotte, N. C., prior to the New York stand, won turn-aways at all but two performances, and it grossed about \$130,000.

John Ringling North's name is much in evidence around the show again, after being minimized last season.

Press attention for the circus has been very strong. Two events — Alzana's fall and Hugo Schmitt's bringing the elephants across a major bridge despite a traffic rush because they were cold — garnered bonus space, while the press staff, headed by Bill Fields, was registering regularly and well.

Show again has restricted press tickets sharply. Working press paper was limited to that for New York dailies in first days. Offers of various kinds of coverage and publicity in outlying areas were being turned back.

Professional visitors during early days of the run included show people from the Clyde Beatty Circus, Hamid-Morton Circus, Hunt Bros. Circus, Frank Wirth's Long Island show, Orrin Davenport Circus and Harold Bros. Circus.

Ringling advance route now extends to Boston, Providence, R. I., and Hershey, Pa., all repeats from last year and all booked thru the Arena Managers' Association. Harry S. Dube, national director, said additional dates are being finalized now, with a long string to be announced shortly.

Ed Kelly, executor of the Mrs. Edith Ringling estate and spokesman for minority stockholders, is on hand with the show.

Also here was Stuart Lancaster,

circus vice-president, who with his mother and brother has been opposing North and others in the circus management and has legal action pending against them. He was accompanied by one of his attorneys, Andrew Rhubottom.

There was word here that the circus has sold from Sarasota about seven elephants, a giraffe, a hippo and about 100 horses. Sale of horses included one Liberty act, but was mostly stock not trained or used in the show. Horses bought in recent years from the King Ranch of Texas have not been sold, but have been leased to others in Florida.

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 Burkhart: Jonesboro, La.
 Byers Bros.: Lake Charles, La., 7-15.
 Capell Bros.: Mammoth, Ariz.
 Capital City: Valdosta, Ga.
 Crafts Expo.: Tempe, Ariz., 9-13; Ajo 16-20.
 Drew, James H.: Richlands, Va., 10-19.
 Gentsch, J. A.: Brookhaven, Miss.; Pascagoula 14-19.
 Manning, Ross: New Bern, N. C.; Newport News, Va., 12-17.
 Midway of Mirth: Jonesboro, Ark.
 Moore's Modern: Fort Stockton, Tex.
 Page Comb.: Charleston, S. C.
 Peppers All States: Warrington, Fla.; Niceville 14-19.
 Siebrand Bros.' Comb.: Scottsdale, Ariz.
 Tidwell, T. J.: Ballinger, Tex.; Abilene 14-19.
 Tinsley, Johnny T.: Greenville, S. C.
 Volunteer: Gunterville, Ala.

Circus Routes

Beatty, Clyde: Palisade, N. J., 7-May 4.
 Davenport, Orrin: Columbus, O., 7-12; Sioux Falls, S. D., 15-19.
 Gray, Gil: Sioux City, Ia., 7-12.
 Hamid-Morton: Buffalo, 7-12; Harrisburg, Pa., 14-19.
 Mills Bros.: Jefferson, O., 19; Newton Falls 21; Hubbard 22; Sebring 23; Ravenna 24; Mentor 25; Solon 26; Lorain 28; Huron 29; Clyde 30; Maumee May 1; Monroe 2; Dearborn 3.
 Polack Bros.: Canton, O., 8-9; Albany, N. Y., 11-13; Akron, O., 15-19.
 Ringling Bros. and Barnum & Bailey: New York, 7-30.

Ice Shows

Holiday on Ice of 1958: Tampa, Fla., 7; Lafayette, La., 10-14; New Orleans, 15-20; San Antonio, Tex., 22-27.
 Ice Capades, 17th Edition: Wichita, Kan., 8-13; Fort Worth, Tex., 15-20; Lubbock 21-27.
 Ice Capades, 18th Edition: Chicago, Ill., 7-13; Milwaukee, Wis., 14-20; Denver, Colo., 22-27.
 Shipstads & Johnson's Ice Follies: Minneapolis, Minn., 7-20.

Legitimate Shows

Auntie Mame, with Constance Bennett (Murray) Indianapolis 14-19; (Memorial Aud); Louisville 21-26.
 Auntie Mame, with Sylvia Sydney: (American Shakespeare) Stratford, Conn., 19; (Proctor's) Schenectady, N. Y., 21-22; (Loews' State) Syracuse 23;

(Stanley) Utica 24; (Vets' Memorial Aud) Providence, R. I. 25-26.

Cat on a Hot Tin Roof, with Victor Jory: Enid, Okla., 7; Fort Worth, Tex., 8-9; Amarillo, Tex., 10; Lubbock 11; Wichita Falls 12; Beaumont 14; Houston 15; San Antonio 16; Dallas 17-19.
 Damn Yankees, with Leon Janney: (Municipal Aud) New Orleans 7, 9-12; (Ellis Aud) Memphis 14-16; (Robinson Memorial Aud) Little Rock 17-19; (Municipal Aud) Shreveport, La., 21-22; (Music Hall) Houston 23-26.
 Diary of Anne Frank: (Wilbur) Boston 7-May 10.
 Happiest Millionaire, with Walter Pigeon: (Forest) Philadelphia; (WRVA) Richmond, Va., 15; (Aud) Charlotte, N. C., 16; (Temple) Birmingham 17-19; (Civic) New Orleans 21-26.
 Jane Eyre: (Shubert) Washington 14-26.
 Long Day's Journey Into Night: (Geary) San Francisco 7-May 3.
 Most Happy Fella: (American) St. Louis; (Victoria) Kansas City, Mo., 14-17; (Curran) San Francisco 21-May 24.
 My Fair Lady: (Shubert) Chicago.
 No Time for Sergeants: (Fox) San Diego, Calif., 7-8; (Grenada) Santa Barbara 9; (Harvey Aud) Bakersfield 10; (Civic Aud) Fresno 11; (Civic Aud) Sacramento 12; (Public Aud) Portland, Ore., 15-16; (Temple) Tacoma, Wash., 17; (Capitol) Yakima 18; (Coliseum) Spokane 19; (Moore) Seattle 21-26.
 No Time for Sergeants: (National) Washington.

Miscellaneous

Ballet Russe de Monte Carlo: Chicago 7-13; Washington 15-16; Richmond, Va., 17; Baltimore 18-19; Wilmington, Del., 21-22; Hershey, Pa., 24; Philadelphia 23, 25-26.
 Cornell, Katherine: (Royal Alexander) Toronto 7-12; (Colonial) Boston 14-26.
 Fraker's Wild Life Show: Eufaula, Ala., 7-12.
 Lunts, The: (Shubert) Boston 17-19; (Shubert) New Haven, Conn., 21-26.
 Marcel Mareau: (Her Majesty's) Montreal 7-12; (Royal Alexander) Toronto 14-19.
 Moiseyev Dance Company: (Met Opera House) New York, 14-May 3.
 Morris, Philip, Music Show: El Paso 7-8; Tucson, Ariz., 9; Phoenix 10; Yuma 11; San Diego, Calif., 12-14; Long Beach 15; Santa Barbara 16; Pasadena 17; Bakersfield 18; Merced 19; Salinas 20; Fresno 21.
 O'Day, Marie, Palace Car: Linton, Ind., 7-8; Jacksonville 9-10; Sullivan 11-12; Bicknell 14-15; Oakland City 16; Booneville 17-19; Mount Vernon 21-22; New Harmony 23; Mount Carmel, Ill., 24-26.

**GIVE TO DAMON RUNYON
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Mishap Kills Geo. Foster, Bannerman

BURLINGTON, N. J.—George Foster, veteran who was to return to Hunt Bros.' Circus this year after an absence of one season, has been killed in a highway accident, the Hunts have learned. He was 63 years old.

Altho he served with many circuses, Foster's longest duration was with the Hunts. He did the show's banner work and made concert announcements and ticket sales. He was a native of Stamford, Conn.

Foster died Saturday (29) near his home in Warm Springs, Ga., when his car hit an obstruction. The body was found 100 feet from the point of impact, police reported. Funeral services were from the Cox Funeral Home, Manchester, Ga. Surviving is his widow, Ethel.

Cincy Shriners Bow in Gardens

CINCINNATI — The annual Syrian Temple Shrine Circus opened a six-day engagement Monday (7) in the 11,500-seat Cincinnati Garden. Produced by William B. Horstman, the staff included Ernie McClain, equestrian director; George Smith, musical director; and Orville Wilber, superintendent of properties.

In the talent line-up are the Garys, Colleano Brothers and Carltons, juggling; Seven Ashtons, Risley; Albertos, Pivoteau, Charleois, Skecons, aerial acros; Paramount Bears; Sensational Kays, high wire; Thomas and Gale, Leo Duo, and Risko and Nina, spinning; Norbu, comedy ape; Zoppe Troupe, equestrians; wild animal number; Great Alexander; Flying LeMars, Harold Voise Troupe, trapeze; Florida Trio, tumbling; Carl Strong Company with Gary Strong, and Arizona Jack, ropers; Dann Brothers, Gasca, O'Donnells, wire act; Paul Kelly's elephants, and Nerveless Nocks, swappole.

In clown alley are Happy Kellams, Don Adams, Bill Alcott, Norman Atwell, Arden Beecher, Joe Coyle, Peppy Kerr, Al Rollo, Al Seror, Wimpy and Garner Newton.

Gainesville Show Opens May 9-10

GAINESVILLE, Tex. — The Gainesville Community Circus opens its 29th season at the Cooke County Fairgrounds here May 9-10.

Three performances will be given here under auspices of the Optimist Club.

THE FINAL CURTAIN

CARMELO—Fred, 86, park concessionaire, March 23 in Seattle. Altho his right name was Ed R. Dalbey, he was known as Fred Carmelo in show business. Prior to becoming a concession operator, he had been in vaudeville, burlesque and musical comedies, had managed the Billy Allen musical comedy company and his own traveling show. He leaves his wife, Verna, also active in the entertainment business, and a son, Ed Jr.

DUFFY—George, 82, former president of the Circus Fans Association and one-time part owner of the Cole Bros.' Circus, died recently at his home in Fort Plain, N. Y. A wealthy silk mill operator, he owned two local show lots and offered them free to circuses for many years. He aided many circuses and showmen in financial distress.

FIRESTONE—Mrs. Lottie, mother of Dr. Louis H. Firestone, general manager of the Flint (Mich.) Park, recently in Los Angeles. Services in the latter city March 30. Survivors also include another son, William; a daughter, Mrs. Irene Weill, and a brother, Jacob Roth.

FOSTER—George, 63, veteran circus bannerman who was to join Hunt Bros.' Circus this season, March 29 in a Georgia automobile accident (details in Circus Section).

HART—Edward John, 70, who operated a circus for many years, March 26 at his home in Pettus, Tex. Services March 27 in Kenedy, Tex., and burial in the Kenedy Cemetery. Survived by his widow, Amy; two sons, Keith W. and Jack K. Pettus, and a brother, Ernest, Pharr, Tex.

IMMEIS—Harry D., 73, concession manager of York (Pa.) Inter-State Fair and assistant to the president of the Dispatch Publishing Company, March 31 in that city (details in Fair Section).

OWENS—William C., 64, former billposter, March 20 of a heart attack in the H&H Restaurant, Philadelphia. In 1918 he was chauffeur for the late Sam Mechanic and Matthew J. (Squire) Riley, owners of the Keystone Shows. Later he posted bills for such shows as the Tip Top, John Marks, Benson & Bergen, O. C. Buck and Ross Manning shows, and the King, Benson and Russell Bros. circuses. He was former business agent for the Geneva, N. Y., billposters' union. Burial March 31 in Holy Cross Cemetery, Philadelphia.

ROSEN—Harry, 64, Coney Island concessionaire and long-time treasurer of the National Showmen's Association, April 1 in New York (details in Carnival section).

SMITH—Kate, 73, longtime circus and fair performer, March 7 in Maquoketa, Ia., after a two-month illness. Mrs. Smith had been a rope walker, iron jaw and, with her husband Tom, had worked a dog, pony and monkey act.

Happy Kellams did his clown walk-around in downtown Cincinnati last week to herald the annual Shrine Circus, which opened Monday (7) at Cincinnati Gardens for a six-day stand. Happy has a Cadillac at his disposal to make the outlying areas. He also appeared on several radio and TV spots during the week. Kellams will next the St. Louis Police Show and plans to return to the Clyde Bros.' Circus for the regular season.

During their years on the road they had been with Yankee Robinson, World and Gollmar circuses and had played fairs for the Barnes-Carruthers office. For the past 25 years, she operated a rest home in Maquoketa. In addition to her husband, she leaves a brother, Dr. Frank J. Becker, Everett, Wash.

SPOR—Paul, 58, musician, emcee and booking agent the past 30 years, March 21 at his Toledo home. He was head of the Paul Spor Entertainment & Orchestra Agency. After many years on the road as a musician, Spor settled in Toledo where he opened a school for theatrical people. Later he entered the booking business and for a time operated a ballroom in Toledo. For the past five years he was manager of the Toledo Sports & Home Show and also handled other expositions in the Civic Auditorium. He also provided the entertainment at Russell's Point, O. Spor was a member of the Toledo Federation of Musicians and the American Legion. Survivors include his widow, Grace; son, Paul Jr., associated with him in the booking business, and a daughter, Mrs. Jean Young.

STRUB—Dr. Charles H., 73, president of Pacific Ocean Park, the Los Angeles Turf Club, Columbia Broadcasting System amusement project at Ocean Park, Calif., March 28 in Los Angeles following a stroke. (See Park department for details.)

TALLEY—Harry J., 73, long-time midway concessionaire and amateur artist, recently in Aurora, Ill., after a long illness. (Details in Carnival section.)

WASHBURN—George H., 72, longtime midway concessionaire, March 18 in Hope, Ark. He was a member of the Greater Tampa Showmen's Association. His widow, Adele, survives.

BIRTHS

WANOUS—A son, Raymond Alphonse, March 24 to Walter and Averill Wanous. Father operates a Side Show on the World of Mirth Shows.

LANDRUS—A son, Stephen Girard, to Mr. and Mrs. Charles P. Landrus recently in Alpine, N. Y. Father is a veteran outdoor showman and magician, and mother is a singer and dancer.

SEDLMAYR—a daughter, Laura Antoinette, to Mr. and Mrs. C. J. Sedlmayr Jr., March 21 in Tampa General Hospital. Father is assistant general manager of the Royal American Shows. Mother is a member of the Zacchini family.

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Ideal Weather Aids Detroit Openings

DETROIT — The Motor City park season got under way to an exceptionally early and generally good start March 28 when Edgewater Park stole a march on other funspots to become one of the first major parks in the country to open this year. Grand opening was moved ahead from the planned Easter weekend to Friday night (28), when the weather looked encouraging. The park will remain open nightly for the rest of the season.

Business was about on a par with last year's opening, according to Milton Wagner, general manager. On Saturday and Sunday crowds were spurred by favorable weather, with bright sunny days and temperatures in the low 50's.

Fire Destroys Cuddle-Up at Dallas Spot

DALLAS—Fire seriously damaged the Cuddle-Up ride on the Midway at State Fair Park Tuesday night (1) just four days before the midway was scheduled to open for its 22-week spring-and-summer season on Saturday (5).

The ride, valued at \$35,000, was virtually a total loss. The loss was partially covered by insurance. The ride is owned by Hattie Longchart. The fire was confined to the one ride, located next to the Roller Coaster, and there was no damage to the other 31 rides on the midway.

Following the noon opening on Saturday, the midway will open at 6 p.m. on weekdays and at 2 p.m. on Sundays.

As an opening day promotion, nickel tickets good on all rides were distributed through Cabell's Minit Markets, big drive-in grocery chain.

The midway opened with three new rides—a Looper, Tilt-a-Whirl and Fly-o-Plane—replacing older versions of the same rides.

Free acts will open on the midway stage May 26.

The rides went over well, with Harry Stahl's new Roto-Jet proving a winner. Spending per capita was good and about equivalent to last year's, Wagner said, despite the prevalence of unemployment here.

Saturday matinee business received a boost from special prices of 1 cent on all kiddie rides and a dime on most major rides.

With prospects for a good season when sparked by some specialty attractions as well as good promotion, Wagner is planning to book some specialty shows for the season.

Dr. Chas. Strub, CBS Park Prez, Succumbs at 73

PASADENA, Calif. — Funeral services were held here Monday (31) for Dr. Charles H. Strub, president of Pacific Ocean Park, the Santa Anita Park-Columbia Broadcasting System amusement project at Ocean Park. Death came Friday (28), following a stroke.

Dr. Strub was also executive vice-president of the Los Angeles Turf Club, operators of the Santa Anita oval. He first became interested in sports during his college days when he studied dentistry, which he practiced for a short time upon graduation.

Later he devoted all his time to sports and recreation and played an

Edmonton Plans 250G Kid Zoo

EDMONTON, Alta. — A start on a four-acre children's zoo in Laurier Park is assured for this summer, Mayor W. Hawrelak announced after meeting with representatives of McFadzean and Eberly (Canada) Ltd., the firm hired by the city to plan the Edmonton zoo.

Preliminary plans for the zoo are being studied by city officials. The plans deal with the overall design of the 107-acre site, as well as with the design for the children's zoo.

The children's zoo is expected to cost \$250,000. The city's reserve fund for the zoo now totals \$150,000, while the capital estimates for 1958 included \$100,000 for zoo costs.

Gwynn Oak Ups Picnic Rates, Adds Car Rides

BALTIMORE — Gwynn Oak Park will open April 12 for week-ends, and hits its full-time schedule on May 3. Aiding in the opening

important role in the administration of the Golden Gate Exposition in San Francisco in the early 1940's.

Survivors include his widow, Vera, and five children, Robert, an executive at the park; Peter; Mrs. Arthur L. Crowe Jr., Mrs. Francis E. Kelly Jr., and Sister Elizabeth Mary, of the Sisters of the Holy Child Jesus.

Gwynn Wilson, also an executive of Ocean Park, succeeds Dr. Strub.

Sprucing and Growth Enhance Glen Echo

WASHINGTON—Addition of a new ride, twice-weekly dancing, frequent personal appearances, and extension of the Arcade, are combining to enhance the fun appeal of Glen Echo Park this season.

The season opened officially on Saturday (29) with one of the best turnouts in many years. Big draws were Cochise of TV, in the afternoon and the first weekly dance session fronted by Mel Grant. Music was on records and by an eight-piece band. Grant's sessions will hold forth on a Saturday basis, and there will be regular Friday appearances by Don Owens and his group with country music.

A German Carrousel is expected

in mid-April, Sam Baker reported. Imported thru Harry Prince, it will go into the Kiddieland in place of a kiddie Ferris Wheel sold to Prince and moved elsewhere.

Remote TV Set

The Baker management is working with local outlets to offer appearances of kiddie TV stars during the season. There will be three or four remotes on television and a few on radio by local disk jockeys.

New Cuddle-Up cars have been added, Baker said, and new Skee Ball alleys. Also, an addition of 40 feet by 50 is underway for the Sportland Arcade and considerable new units will be installed.

Sprucing up around the park is all but finished, and it has its usual opening sparkle. Paint is now being applied to the ballroom.

Lenny Woronoff has been added to the staff, to handle publicity. Robert A. Graves is managing the office and handling other chores, and the general park management is being divided up among the Baker brothers.

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ROLLER RUMBLINGS

URO Regional Meetings Talk Promotions, Problems...

MUSKEGON, Mich. — United Rink Operators-sponsored regional meetings for members were held in various parts of the country during February and March to give operators an opportunity to get together for discussion of common problems and ideas, it was reported recently here by Mrs. Perry B. Giles, URO secretary.

First of the meetings was held February 10 at Knott's Berry Farm, tourist spot near Los Angeles, with Darlene and Geneva Huckabee, Beuna Park Rollertorium, acting as hosts. Meeting was limited to a small group of California operators who wished to work out specific problems, but another gathering was planned by the group during the March 24 show of the Manufacturers' Association of the Roller Skating Industry in Fresno.

A February 17 meeting was held at Maple Park Rollarena, Three Rivers, Mich., with Mr. and Mrs. Carl Goodrich as hosts. Despite blizzard weather conditions there was a good attendance of operators and suppliers who showed their wares. There was an open discussion of promotional ideas and operating problems, followed by a buffet lunch. Operators were also entertained by Little Sammy, skating chimpanzee, owned by the Goodrich family. The animal died a few days later from a brain disorder.

Another group meeting was held February 24 at Rollarena, Wheaton, Ill., with Lawrence (Bud) Schleyer as host. The meeting followed the pattern of the Three rivers gathering.

Another Midwestern meeting

was held March 10 at Moon-Glo Rink, Kent, O. The meeting, hosted by Paul and Wilma Klatka, drew rink and manufacturer representatives from Ohio, Pennsylvania, Indiana and Michigan. Promotional ideas and liability insurance were major subjects up for discussion.

Meetings are also mapped for the Wisconsin-Minnesota and Eastern United areas, but no definite dates have been fixed.



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CIRCUSES

RINGLING STILL FIRST DESPITE COST-CUTTING

Some Imports Good, Others Lack Flash; First Half Drags, Then Picks Up Steam

Continued from page 53

for the first of many times. The familiar faces are there, and the timely topics, like sack dresses.

Ibarra Brothers is a bar act whose name is known in the business, but the act they do now is new. Rigging is hung high and it is standard aerial bar style without the two-level feature they had before. They are powerful with spectacular leaps and twisters among the bars and drops to the net.

Clowns appear again, now for a semi-production that works with the three lady principal bareback riders, Evy Karol, Rusty Parent and Antoinette Bisbini. Lighting turns attention from the clowns to the riders' entree and first routines. Then bareback riding stops, the lights change, clowns shout and cavort again. Once again, the riders take over. Then the clowns come into the rings to hold banners over which the riders leap. This harks back to old-time "clown stops" for riders and has merit, altho it didn't quite come off opening night.

Indian, African, Targa

Hugo Schmitt is in command as six small elephants work the center ring, and five of assorted size work

each side. Routines are good. In the center, Schmitt has a fine young bull comedian, and just a step larger is the young African male tusker. Latter works very well and is pulled out for specialty work that shows off its big ears.

The big herd leaves and Schmitt works his own baby bull, Targa, to the accompaniment of the vocalist and one of John Ringling North's songs. The elephant works well, does a foreleg walk, but omits the one-foot stand, altho this is the theme of the show's paper and its program cover this season.

Web Girls, Planges

Web production appears to more special music and singing. Girls have butterfly wardrobe. Their footwork is adequate, their verve and smiles are nil, but the web work is above opening-night average. Twenty-eight girls work the ropes while six more dance on the ground. Then Maryse Begare, who has been on a single trap over center ring, is given full attention for one-arm planges. She did 34 planges on this catching. Clowns follow with a walk-around.

First of the displays with extra acts is next, with Manuel Santos and Dely in a tight wire duo, to which he adds a back flip; the Salotis, a bike and juggling duo; of two separate established wire antics, and the accomplished works the Goetchis, bike and balancing experts, Ala Ming and Lola Dobritch. Santos then has things to himself for a forward somersault.

Clowns move in for individual productions and the announcer reports that a sputnik is coming in to land. With proper beep sounds, a small sputnik is lowered and from it steps Margareto Esparza, Ringling's Mexico find, a 28-inch midget, who steps to a mike and mimics Elvis Presley. Timely touch in the Paul Jung production has an MP retrieving "Elvis" for the Army.

Another Big One

Packing the rings and stages with five-way action again are juggling acts. Yong Brothers and Sister in the center star with one's handstand on a cane while another does a one-handstand on the first one's neck. Kaichi Namba is back to bounce upstairs on his head again. Tony Durkin is new and does foot juggling. Young China adds more amazing oriental work, and the Two Suns wind up with the girl hanging by her hair, for spins and other suspensions.

Clowns come in with their ball game production.

Yvonne's Dutch Dogs are centered and they walk on hind legs while wearing dress-like costumes, but the wardrobe is removed at once and the act is routine until some dogs are dressed again and one hops over a stairs prop while carrying a spinning plate. At one side ring are Snider's Boxers, dogs that wear helmets for chasing a single balloon; a pony also appears. In the other end ring are Tiebor's Seals and they have the arena alone for the musical wind-up.

Next clown production has a tiny bank building in the ring and two midget clown bandits preparing to knock it over. But from the small bank springs big Lou Jacobs as a policeman. This is in early stages of perfection but it may prove to be one answer to replacing the popular little car gag.

Frankie Doyle is spotlighted for deserved attention to his fine heel and ankle catches. At one side is Galla Shawn's trapeze and head balancing. At the other end is Carmen del Teide. Her swinging

(Continued on page 65)



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THE LARGE CIRCUS COLLECTION OF E. W. Adams is for sale by his son. Write Eldon W. Adams Jr., 101 Alice St., Forrest Park, Ga.

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SECRETARY'S WOES

Chap. 1: Tracking A Georgia Fairman

MACON, Ga.—The troubles of a fair association secretary are not to be taken lightly, if the case of Joe Pruett of the Georgia group is any indication. His visits have required him to be one-third secretary, one-third detective and one-third bird dog. Listen:

"We had on our record that Charles Cox III was manager of the Jackson County Fair, Jefferson, so when we got to the city limits we asked where we might find Mr. Cox. The filling station operator said he didn't know, but his father ran a warehouse across town.

"We drove across town and asked a policeman about Mr. Cox

III, and he didn't know him, but said the father was at Cox Manufacturing Company up by the jail. We went to the office of the Cox company and found nobody in. After walking out thru the factory we found an employee leaning on a bale of cotton. He told us that Sonny Cox was now with the Rural Electrification Administration in another town and Mr. Cox was out of town for the day.

What Fair?

"We asked him who operated the fair and he said to see Henry Robinson at the post office. We went to the post office and Mr. Robinson was out for an hour. We then went to the court house next door and asked at the first office we came to, who had charge of the fair. It was the ordinary's office and he didn't even know there was a fair. He suggested we go to see Tom Williams, editor of the paper down the street. He was out on a news story and his secretary suggested that we try city hall.

"The city clerk called Jimmy Smith out in the country and we talked to him on the phone. He said Eisenhower and Benson had made it impossible to make money on the fair and they didn't know whether they would have one in 1958 or not. He said go see Bill Knight at Geneva's Beauty Shop.

"Just on a hunch we went back by the post office and talked to Henry Robinson, who was commander of the Legion last year, and he said they had so many things stolen at the fair last season that it was doubtful whether they would operate. He said Bill Knight was now commander and he worked for the undertaker in his spare time, but we could probably find him at his wife's beauty parlor, down next to the picture show.

"We went to Geneva's Beauty Shop and they told us he had gone to take a customer home and would be back in a few minutes. He soon came back and told us they had just voted the week before not to have a fair in 1958.

"We went on our way, wondering how much we had learned about the town of Jefferson in just an hour's time."

Frog Jubilee Inks Rodeo, Auto Show

ANGELS CAMP, Calif. — A two-day rodeo and an auto show will be among the features of the annual Calaveras County Fair & Jumping Frog Jubilee here for four days starting May 15, Carl T. Mills, fair manager, said.

The rodeo will make its first appearance on Saturday (17) with winners of the bronk riding events that afternoon and Sunday to participate in a ride-off for the championship on the second day for an added purse of \$200. The rodeo will be RCA approved with Christensen Bros. again supplying the stock.

The auto show will be held for the four days, with the spotlight on new models and foreign cars. Atlas Fireworks Company, of Long Beach, has been contracted for the pyrotechnics. West Coast Shows will play the midway.

National Orange Show Pacts All-Western TV Name Bill

SAN BERNARDINO, Calif. — Twelve stars of Western and adventure television shows have been signed for appearances at the 43rd National Orange Show, which opens here for 11 days on April 10 when Secretary of Agriculture Ezra Benson will speak and Gov. Goodwin J. Knight will crown the exposition's queen.

William (Hopalong Cassidy) Boyd will be the feature on opening day, with Monte Montana to present the key to the box holding the name of the queen to Governor Knight. Richard (Sgt. Preston of the Yukon) Simmons is set for April 11; (Rex (Frontier Doctor) Allen, April 12; James (Maverick) Garner, April 13; Duncan (Cisco Kid) Renaldo, April 14; Scott (Jim Bowie) Forbes, April 16; John (Broken Arrow) Lupton, April 17; John (Sheriff of Cochise) Brom-

field, April 18, and Eddie Dean and Leo (Pancho) Carrillo on the closing day. Lassie is to be featured Saturday (19) and the star for Tuesday (15) is yet to be signed, G. Walter Glass, exposition's manager, said.

The names and stagershow in Swing Auditorium are being booked by Fanchon & Marco with Russ Stapleton, of Hollywood, handling the deal. Leighton Noble and his orchestra will play for the coronation ball. The program will be changed every three or five days with some acts such as the Why-Knot Twirlers, square dancers, in for the 11 days, along with the 16 Dorothy Darlien Dancers.

Sign Molly Bee

Opening the shows along the fair's theme of "Frontier Fantasies" on Friday (11) for three days will be singers Molly Bee and

Arlene Wells, Jerry Rosen and his orchestra; the Rudells, trampoline; Hal Southern and the Frontiersmen, and the Sons of Morocco, Risley. An indoor circus opens Monday (14) and runs thru Friday (18) with the line-up including Bill Dedrick's ponies, Jungleland's five elephants; the Carlyles, teeterboard; Flying Viennas; the B's, horizontal bar; Eris, balancing; Kayletta, high act; the Canestrellis, roly boly, and Art LaRue and Harry Ross, clowns. The last two days' show will feature Freddy Morgan, comedy banjoist, along with Carlyles, and Eddie Dean.

During the Glass administration, the grounds have undergone a beautification program with new lighting being installed along the promenades. Parking has also been increased, he said, by 300 per cent.

The carnival will be in a different location this year, with the old lot being given over to the Mexican Hacienda and an amphitheater.

Half of the Features Exhibit Building will be devoted to the new International Spring Flower Show and the remainder to citrus displays. In the flower section, three waterfalls are being constructed.

The exposition is again co-operating with the Parent-Teachers' Association of San Bernardino County in the advance sale of tickets. The price, however, has been upped from 50 cents for a \$1 ticket to 75 cents. The PTA receives a percentage for its aid.

Vancouver Sets 80-Days Balloon For Trade Show

VANCOUVER, B. C. — The passenger balloon used by Phileas Fogg in "Around the World in 80 Days" will make an around-Vancouver-in-three-hours trip in May.

Officials of the B. C. International Trade Fair said the balloon will be brought here for a flight from Exhibition Park as one of the extra attractions during the May 1 to 10 fair.

Earlier, fair officials had hoped to bring "80-days" producer Mike Todd—killed in a plane crash—and his wife Elizabeth Taylor here for the show.

Fifty-five feet high from sphere to basket, the balloon will be anchored on the trade fair grounds and will make one or more flights over the city.

Denison, Tex., Seeks Permanent Plant

DENISON, Tex. — Officials of the Texoma Exposition & Livestock Show have asked the county for a long lease on Loy Lake property to set up a permanent home for their event.

If the lease is granted, the fair plans to build exhibit halls for livestock and other displays.

LeRoy A. Drake
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181 Gregory St., Rochester 20, N. Y.

Saskatoon Ex Okays 500G Building Plan

SASKATOON, Sask.—Directors of the Saskatoon Exhibition board have approved a five-year program of building and grounds improvement to cost an estimated \$500,000. An outlay of \$68,500 will be made this year.

Following a protest from Jack Warren, chairman of the midway and concessions committee, that no provision had been made for extending the midway area blacktop, directors agreed that as much paving as drainage will permit will be undertaken before this year's fair.

The five-year plan calls for a new administration building at a cost of \$125,000, a \$220,000 junior activities building, renovation of the provincial government building at an estimated cost of \$15,000, and other improvements, including \$67,782 for paving and drainage.

Person Named Racing Sec At Allentown

ALLENTOWN, Pa. — George Person, local horseman, has been named racing secretary for the Allentown Fair, succeeding Tom Quinn. Quinn had held the post since 1950.

Harness racing will be held this fall from Wednesday thru Friday of fair week, instead of Tuesday thru Thursday as in the past. There is \$40,000 in purse money now available.

The fair last week gave its midway contract to the World of Mirth Shows and will interview grandstand talent firms on two days this week, Wednesday (9) and Friday (11). Invitations have been sent to interested agencies.

HOPKINTON, N. H. — The Hopkinton Fair will have a new feature for its annual program next fall—the crowning of the New Hampshire Dairy Queen. Frank Kimball, fair president, said contestants for the event will be chosen from each of the State's 10 counties.

The 1958 share of the long-range program, on which work is getting under way, includes a new grandstand enclosure fence costing \$17,558; a race horse barn at \$25,000; conversion of one of the old race horse barns to a cattle barn, \$3,500; erection of the last of the new dining booths, already approved by the board, at a cost of \$6,000, and provision of shaded seating for the livestock show ring, \$1,465.

Of the total 1958 outlay, \$15,000 is earmarked for a start on the new administration building following exhibition week. The amount will cover architect's plans, removal of the old building and initial construction work, including footings. Bids will be invited for demolition or removal of the old building.

Exhibition Manager Steve MacEachern told directors the improvements were based on the assumption the Saskatoon Exhibition would continue to enjoy surpluses and experience no financial reverses. If provincial and federal grants are available, the program may be completed in less than five years.

One director asked whether consideration was being given to increasing grandstand accommodation. MacEachern said the experience of other centers which had built huge grandstands was not too happy. Those in the far wings were unable to see the performances. He felt two shows a night was preferable to increasing grandstand size.

Indiana State Inks TV Star

INDIANAPOLIS — Dale Robertson, featured actor in the television series, "Wells Fargo," has been signed as an added attraction for the Indiana State Fair's Western Horse Show. Robertson will come in for four appearances.

Also signed by the fair are Leon McAuliff and His Cimarron Boys. The board will again present the American Legion State Band and the Indianapolis Concert Band as added grandstand features.

Death Claims Harry Immel Of York Fair

YORK, Pa.—Harry D. Immel, of York Inter-State Fair, died Monday (31) after collapsing in a local restaurant. He was 73 and was widely known as concession manager of the fair.

Immel was elected a manager of the fair in 1938 and was named manager in charge of concessions and machinery in 1948, succeeding William O. Thompson. He had planned visiting the Brussels World's Fair this summer.

A native of York, he was born May 6, 1884, and was a graduate of Pennsylvania University. He was city editor of the Dispatch in 1917 when World War I broke out. During World War II he was a USAF lieutenant colonel and was made full colonel in the Air Reserve in 1952.

Immel had been active in Republican politics and was a prominent member of the American Society of Safety Engineers and a director of the National Safety Council.

Survivors include a daughter, Mrs. Ronald Thomas, Lucerne, Ind.; a brother, Robert A., and a sister, Mary, both of York, and three grandchildren. His wife, the former Mabel Mussel, died last September.

Savannah Sets Open Workshop

SAVANNAH, Ga.—The Savannah Exchange Club, sponsor of the Coastal Empire Fair, will hold a one-night workshop on fair operations Friday (18) from 5:30-10 p.m. Visiting fairmen are welcome to sit in. Interested parties can inform Doug Strobehn, P. O. Box 1066, Savannah.

Musical Ride Adds To '58 Tour Route

SWIFT CURRENT, Sask.—The Royal Canadian Mounted Police ride will be featured each day of the Frontier Days celebration and exhibition, July 1-3. It will be the first stop on an extensive tour being made by the troop this year. Music will be provided by the RCMP band.

Allentown Annual Returned to WOM

Back After Absence of One Season; 3 Shows Bid, Record Guarantee Set

ALLENTOWN, Pa.—The World of Mirth Shows was returned to the Allentown Fair last week after a one-year absence. Three shows bid on the date after the previous week's committee interviews, during which stipulations were laid down.

World of Mirth played the major Eastern spot for about 30 years until 1957 when the contract was split, giving Reithoffer Shows the ride space and much concession footage, but assigning the key traffic area to concessions of Bernard (Bucky) Allen.

Allentown is getting its biggest revenue haul from the new contract, according to public figures. There is a guarantee exceeding \$20,000 on rides and shows as against 30 per cent of the gross after city taxes. In addition, the fair gets 50 per cent of all sub-rentals. Concessions are handled separately.

Set Sunday Opening

An important element in winning back the contract was the guarantee of Bud Sollenberger and Jim Bergen, representing the show, that World of Mirth will be up and doing business on Sunday, Septem-

ber 14, at 1 p.m. In previous years the tear-down at the Brockton (Mass.) Fair did not permit WOM to make a sizable Sunday opening. Reithoffer did in 1957, and the prevue day, operating behind a free fair gate, drew a mobbed midway. Official opening day which followed was a total wash-out and fair officials made the prevue day a prominent part of their plans for this fall.

Submitting bids besides World of Mirth were the Reithoffer and King Reid Shows. Wires informing them of the decision of the executive committee and Bill Harris' grounds and concession committee were sent on Tuesday afternoon (1) and Sollenberger was notified by telephone.

Burkhart Bows With Roundup

WINNFIELD, La.—Burkhart Shows kicked off its season here Monday (31) at the six-day police fair and rodeo with a Roundup ride owned by Norman Smith.

Season's route, according to Manager Kenneth Ritchie, will also take the show into Arkansas, Illinois, Indiana and Wisconsin. Mrs. Ritchie is recuperating at home following hospitalization.

Staff includes Sammy Craden, concession manager; Tex Fetta, electrician and Merry-Go-Round; Leo Welch, Ferris Wheel; Lee Denham, Tilt-a-Whirl; Brice Wyrick, Coaster; Charles McDemsey, Octopus; Noah Renchert, kid rides and Audtry Fetta, agent for The Billboard.

CHEERFUL

Ray Cox Optimistic About Upcoming Tour

FRESNO, Calif.—Ray Cox is optimistic that 1958 will be a big season for his Great Western Shows and that grosses will be ahead of what was a profitable 1957. The show opens May 8 at the four-day Salinas Valley Fair in King City, a contract it is fulfilling for the fifth consecutive year.

The show has 28 weeks of fairs and expositions booked. It will continue to maintain winter quarters here.

During the make-ready for the tour, Cox converted to three-phase electric motors on all riding devices with the power supplied by two additional diesel electric generating plants recently purchased. He also added a fork lift capable of lifting eight tons to a height of 17 feet, which he believes will speed set - ups and tear-downs. Portable aluminum toilets will also be new this year. The purchase of two major rides is under consideration.

The show will broaden its public relations and publicity service inaugurated last year by John Mette & Associates. It will provide event publicity directors and newspaper editors with press kits containing special stories about the carnival and its services, pictures, and mats.

Crafts Opens To Strong Biz At Ariz. Fair

MESA, Ariz.—The No. 1 unit of Crafts 20 Big Shows got its season off to an auspicious start at the recent Maricopa County Fair here, by setting a new midway gross record. Strong turnouts were particularly noted on the final three days when Ricky Nelson headed the grandstand show.

Show was managed by Roger Warren with Matthew (Jimmie) Lanz as his assistant. Other staffers included Blanche Henderson, office; Harold Harvey, electrician and ride superintendent; Jack Rollings, towers and front gate; Caper Cummings, mechanic; Ben Sutton, lot man, and Vincent Kuropatwa, mail and agent for The Billboard. Harry Ballard's crew set up the tents.

The Scrambler topped the midway each day. Ride line-up included Ferris Wheel, Gerald Imrie, Ben Chaffin; Skooter, Owen Boyle, Bill King; Rock-o-Plane, Charles Mitchell; kid rides, Charles

(Continued on page 64)

Manning's N. Y. Area Dates Set

HAVERSTRAW, N. Y.—Three spots for the Ross Manning Shows are reported by promoter Morgan Demarest. They are Haverstraw, May 26-31; West Haverstraw, June 23-28, and the July Fourth celebration in Monroe, beginning June 30. Manning will reportedly play seven or eight weeks in resort country just above New York City.

Babcock Plans 54 Rides For Natl. Orange Show

SAN BERNARDINO, Calif.—Fifty-four rides will be featured by the Frank W. Babcock United Shows at the 43d annual National Orange Show, which opens here April 10 for 11 days.

Frank W. Babcock, show owner, said the lot being used for the first time this year will be approximately 1,700 feet long. Rides will be installed down the center of the strip.

The carnival area, however, will be near the two main entrances and adjacent to the enlarged parking area.

An independent game concessions midway will be operated for the first time here by Cecchini &

Levaggi. The Babcock shows will have a limited amount of concessions space, with the remainder being sold by Louis Cecchini and Johnny Levaggi.

DIES AT 86

Fred Carmelo Made Ready Before Death

SEATTLE—The late Ed Dalbey, known in show business as Fred Carmelo, made certain his obituary would be correct when he passed on, which he did March 23 at the age of 86.

Carmelo, who has been in the business since 1909—the last 20 as a park concessionaire here—prepared his death notice some time before he died. The notice was then sent to his friend, Len Mantell, of the Jerry Ross agency here, with the request that it be sent to The Billboard after his death.

The death notice recalled that in 1909 Carmelo entered show business as a performer in vaudeville, burlesque and musical comedies. He managed the Billy Allen musical comedy company for two years and then took out his own company playing stock dates in the Middle West and Canada.

He settled in Seattle in 1932 where he played local theaters for six years before becoming a concession operator at Playland Park.

Surviving are his widow, Verna Perfect, and a son, Ed Jr.

Arent Looks For Big Year

TORONTO — Altho Bernard Amusements opened its season to cold and some snow, owner Bernard B. Arent is optimistic about the season.

Arent kicked off his season March 21 at the Golden Mile Plaza here, which is a shopping center that includes 38 stores, a theater, bowling alley and parking for 2,400 cars.

Set up for the three-day run was a Ferris Wheel, Merry-Go-Round, Tubs-of-Fun and a Skyfighter. Opening day came up with a 35-degree temperature and wet snow that night, yet business for the three days topped that of last year, in similar weather, by 25 per cent.

Second stop on the route was the Dufferin Plaza shopping area here which, when completed, will house 40 stores and have parking for 2,000 cars.

Harry J. Talley, 73, Concession Op, Artist, Passes Away

CHICAGO — Harry J. Talley, 73, long-time midway concessionaire and an amateur painter of note, died recently in nearby Aurora, Ill. Talley did the painting of Buffalo Bill Cody that hangs in the lounge of the Showmen's League of America.

During his many years in the business he was with Sol's Liberty, Greater Sheesley and Johnny J. Jones Exposition shows, usually as the Arcade operator.

Survivors include his widow, Nellie, and one son, William.

Death Takes Harry Rosen, NSA Worker

NEW YORK—Funeral services were held Thursday (3) for Harry Rosen, long-time treasurer of the National Showmen's Association, who died Tuesday (1) morning after an illness of several weeks. He was 64.

Rosen joined the NSA as its 14th member, in 1938, and was its second treasurer. Ex-Treasurer Jack Greenspoon was his sponsor and Rosen took over the position around 1942. A life-long Coney Island concessionaire, he is survived by his son, Albert, also a concessionaire, and two grandchildren.

Services were held in Riverside Memorial Chapel, Brooklyn, with burial in Showmen's Rest, Ferncliff Cemetery, Hartsdale. Under the club bylaws, the board of governors will fill the vacancy. Rosen was among the club's most active workers and shouldered most of the duties involving the annual Yearbook.

Skies Clear, Gross Jumps For Gentsch

McCOMB, Miss.—The J. A. Gentsch Shows held over here a second week due to excellent crowds and spending. Show moved here from the Port Gibson, Miss., livestock show but was unable to get open until Tuesday due to bad weather.

At midweek, however, the skies cleared, the temperature jumped and the people poured out in sizable numbers. As a result of the takes, the show stayed over for a second week.

Tampa Club Picnic Pulls 175 Despite Damp Lot

TAMPA—Close to 175 members and guests turned out for the annual picnic and barbecue of the Greater Tampa Showmen's Association held recently at Ralston Beach.

Altho rain cut into the morning's activities, the showmen were able to get in some games for the youngsters and the Ski Bees, water ski troupe, put on an exhibition.

It was announced that the annual hit-the-road party would be a costume affair and prizes would

be awarded to the most original garb.

President C. C. Grosecruth was in the chair for the regular meeting, assisted by Earl Maddox, Dick Gilsdorf and Paul Sprague, vice-presidents; Vernon Korhn, secretary, and Harry Julius, treasurer.

Ray Seely, Dave Wise and Gabriel Novak were reported on the sick list. It was reported that the paid membership list stood at 961 and the blood bank held 460 pints.

Penn Premier Readies Gear For April 16

HENDERSON, N. C.—Penn Premier Shows will kick off its season April 16, in Lynchburg, Va., but winter quarter preparations are being pointed for the first big event of the season, the Greensboro (N. C.) Centennial, the first week in May. This will be followed by a similar celebration at Suffolk, Va.

Other celebrations signed are at Droversburg, Connellsville, Charleroi and Harrisburg, all in Pennsylvania, with the first fair to be at Indiana, Pa.

New rides expected here soon are a German Hot Rod, Caterpillar and new Roller Coaster. Trucks were recently purchased from Johnny Canole to haul the new devices. A third Ferris Wheel will be added for fairs.

With a crew of 28 men here in quarters, work is going along at a good rate. John Riggle, electrician, is supervising the installation of fluorescents on the rides. Miles Detrick has refurbished fronts for the girl and minstrel shows and the Funhouse. Diesels were overhauled last fall.

Personnel here in quarters includes Mr. and Mrs. Charlie Allen, Mr. and Mrs. Harry (Buster) Westbrook, Mr. and Mrs. R. Johnson, Blackie Jones, Red Mack and Mr. and Mrs. A. McIntyre and son, Arthur. Supervising work is Lloyd Serfass, owner; Harry Westbrook, business manager, and Joseph Gillman, secretary.

Winrod Skeds Europe Jaunt

PACIFIC, Mo.—Everett L. Winrod, owner of Monarch Exposition Shows, plans to leave winter quarters here May 1 for an air jaunt to Europe. He will visit Tivoli Park in Copenhagen and then the Brussels Fair.

PIONEER DAYS RODEO & CELEBRATION

NORTHSIDE COLISEUM

FORT WORTH, TEXAS, JUNE 1-7

Now accepting bids on Carnival for the seven-day show. Attendance last year, despite inclement weather, in excess of 70,000. Excellent site available for Rides, Shows and all types of Concessions. Contact:

JIM McMULLEN

North Fort Worth Business Association

121 E. Exchange Avenue, Fort Worth, Tex. Phone MA 4-3762

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

20th Annual Tour Opening in Greer, S. C., April 19th (2 Saturdays), followed by Spartanburg and to North Carolina and Virginia. All Contracted be in Greer, Wednesday, April 16th.

- WANT —**
 - CONCESSIONS** All open except Cook House and Popcorn. Can use Short Range, Long Range, Photos, French Fries, Fish and Duck Ponds, Bowling Alley, Coke Bottles, Swingers, Blower, Ball Games, any Hanky Pank. Will place Mitt Camps.
 - RIDES AND RIDE HELP** Set of Kid Rides and Modern Thrill Rides. Place Chair-plane and Wheel Foreman and Second Man. Pay every Monday, bonus and P. C.
 - SHOWS** Fat Show, Working World, Illusion, Fun House, Freak Animals, or any Grind Show.
- Wire or call **BEN WOLFE** or **ERNIE SYLVESTER**, Landrum, S. C. Glendale 7-4545.

TIRZA & JOE BOSTON

WANT FOR

WORLD OF MIRTH SHOWS

OPENING MAY 24, 1958.

All people who have worked for us. Bally Girls, Dancers, etc. George, how about it? Have contract for both Revue and Posing Shows. Contact at 2020 WEST FLAGER, MIAMI, FLORIDA.

BE WITH A POWELSON UNIT

OPENING NEWARK, OHIO, APRIL 21

CONCESSIONS—Novelties, Age and Scales, Arcade, Glass Pitch, Bingo, Ball Games, Custard, Shooting Gallery, Jewelry, Stock Stores, no griff.

SHOWS—All Kinds, Motor Drome, Fun House, Grind Shows, Glass House.

We have 18 Fairs for Shows.

POWELSON AMUSEMENTS

BOX 125 COSHOCTON, OHIO PHONE 1088M

THOMAS JOYLAND SHOWS

WANTED AT ONCE

Foremen for Tilt-A-Whirl, Roll-O-Plane, Octopus. Must drive semis. Bob Alsop wants Hank Pank Agents.

Sammy Generaero wants Girl Agents for Six Cats. (Geechee, Call At Once.)

Charles Leroy wants Tattoo Artist. All wires to

L. I. THOMAS

c/o Western Union, Williamson, W. Va.

O. C. BUCK SHOWS

Opening April 24

CAN PLACE Billposter due to disappointment. Must be sober and reliable and no chaser.

HAVE FOR SALE the following rides in good condition and priced right for quick sale: Allan Herschell Roller Coaster, Looper, and Silver Streak; Eyerly Fly-O-Plane.

CAN PLACE for the season, Short Range Gallery also Custard.

WANT Ride Help who can drive semis.

O. C. BUCK

Winter Quarters, Troy, N. Y.

ELLIS WALKER WANTS RIDE MEN

For Wheel, Tilt, Spitfire, C-Cruise, Merry-Go-Round and Kiddie Rides. Report at once in Albuquerque. Want good Joint Operator on percentage basis for the season to start in May. Replies to

519 Vermont, N.E., Albuquerque, N. Mex. Phone: Alpine 5-3992.

Morris Hannum Shows

One of the Great Eastern Shows

OPENING PRINGLE (WILKES-BARRE), PA., APRIL 24-MAY 3

TEN BIG DAYS

W A N T

- RIDES** Scrambler, Rock-a-Plane, Round-Up, Pretzel, Looper, Ridee-O.
- SHOWS** Side Show with inside equipment or strong Illusion Show to feature. Good opening for Arcade and Wildlife.
- CONCESSIONS** Custard, Ball Games, Novelties, Long and Short Range, Hanky Panks of all kinds. Wheels and Grind Store. Jeff Gorski wants Wheel Agents.
- HELP** Ride Men who drive semi. All regular help please acknowledge this ad. Be at Reading, Pa., Fairgrounds no later than Monday, April 21. Have opening for man familiar with matinees and some advance work. All replies to

MORRIS HANNUM

934 Murdoch Road

Telephone: Chestnut Hill 7-8176

Philadelphia, Pa.

GROSCURTH combined CIRCUS AND CARNIVAL

FEATURING • Complete Free Circus Performance
Twice Nightly • Daily Downtown Street Bally
and Elephant March • Steam Calliope Concert

OPENING OWENSBORO, KY., THURSDAY, MAY 1. 2 BIG CHILDREN'S DAYS WITH SPECIAL EVENTS AND PROMOTION. BILLED LIKE A FAIR

CONCESSIONS: Can place Hanky Panks and Prize-Every-Time Games of all kinds. Want Hi-Striker, Bozo, Ball Games and Pitches, Name-On-Hats, Age & Scale, etc.

SHOWS: Will book any good Grind or Bally Shows that cater to ladies and Children.

HELP: Operator for Funhouse, Man for Marquee and Fence. Man for Towers, Help to up and down concessions. Want Foremen and Second Men for all Major Rides. Must be licensed semi drivers. Good pay and bonuses paid to all.

Can place Exploitation Man who can promote children's matinees and handle advance sales for ride tickets. Must be personal contact man, no phone deals wanted. References must be furnished and personal interview required.

All wires C. C. GROSCURTH, GEN. MGR., GROSCURTH COMBINED CIRCUS AND CARNIVAL, c/o Greater Tampa Showmen's Association, Tampa, Fla., or phone Tampa, Fla. REwood 7-3867.

PENN PREMIER SHOWS

worlds • cleanest • midway

OFFICIAL OPENING

APRIL 16, 10 BIG DAYS, LYNCHBURG, VA.

Followed by Greensboro, N. C. Sesqui-Centennial; then Suffolk, Va. Centennial.

- CONCESSIONS** Can place Custard, Photos and all other Legitimate Concessions.
- SHOWS** CAN PLACE MANAGER FOR MOTORDROME. Can place Snake Show, Wild Life, Monkey Show or any good Grind Shows not conflicting. Also place manager for Monkey Motordrome or Life Show. Little Red, phone me.
- HELP** Can place good, sober Ride Help who drive semis. No men with cars wanted. Can also place good Scenic Artist.

Show leaves winter quarters April 13. Address all mail and wires to Lloyd D. Serfass, Owner, or Harry Westbrook, Bus. Mgr. PENN PREMIER SHOWS Henderson, N. C. Phone 4237. No collect calls.

RIDE HELP WANTED

Key man for Ferris Wheel. Swinger Agents. To work in Metropolitan New York area.

Call NY 2-5336 (N.Y.C.)

BILL CHALKIAS WANTS

For 24 week season with King Reid Shows. Opening May 19 in New York State.

Side Show Acts to feature. Ticket Sellers and Truck Drivers. Girls for Girl Show. Man and Wife to take complete charge of Sit Down Grab, Griddle Man and fast stepping Waiters for Cook House. Rest of treatment.

BILL CHALKIAS, BOX 155, TARPON SPRINGS, FLA.

RIDE HELP

Attention, Buck Handley, Harold Cunningham or Cohn, call me — important. Phone: Prescott 2-3086, or wire me Jefferson Beach, St. Clair Shores, Mich.

JACK HORBETT

WANT—CARROLL'S GREATER SHOWS—WANT

For a proven route of Celebrations and Fairs for 1958, opening suburban Minneapolis at Lexington Village, May 14.

Concessions: Cookhouse, Ice Cream, Scales, Bumper, String, Long & Short Range, Slum Spindles, Ball Games, Glass Pitch, Bear Pitch, Bird, Pitch, Roman Target, Basket Ball, or what have you? (No flats or gypsies.) Shows: Fun House or Mechanical Show, or what have you? Ride Help: Need Foremen for Merry-Go-Round, Round-Up, Wheel and Octopus; must drive semis and have chauffeur's license; also need Second Men on all Rides; must drive; top wages and bonus. Contact CHAS. CARROLL, 10754 Central Ave., N.E. (Phone: Sunset 4-5018), Minneapolis, Minn. No collect calls.

CANADA'S LARGEST

WORLD'S FINEST SHOWS

CANADA'S ONLY COMPLETE
— RAILROAD SHOW —
50 SPECIAL R.R. CARS
12 MAJOR RIDES
12 KIDDIE RIDES
8 FINE SHOWS

8 DIESELS

20 FAIRS

20 BIG FAIRS

June 30-Oct. 4
Open Weyburn
Sask.-Western
Canada 'B' Circuit
then Quebec's
Big 3—3 Rivers
Sherbrooke &
Quebec City
plus Ontario's
8 Biggest county
Exhibitions.

WORLD'S FINEST SHOWS

CANADA'S LARGEST

R.R. SHOWS

WANT SHOWS

ANIMAL SHOW
MOTOR DROME
FUN HOUSE

RIDES

ONLY LATE
MODERN
CONSIDERED

WE ARRANGE ALL
BORDER CUSTOMS
& IMMIGRATION.

FOR SALE

Moon Rocket
Hi-Ball
Fly-O-Plane
Kiddie Auto Ride

CONCESSIONS

WANT PHOTOS, SCALES,
NOVELTIES, AGE, 5c &
10c PITCHES, etc.

OPENING
MAY 3
HAMILTON, ONT.

ADDRESS REPLIES:

J. P. 'JIMMY' SULLIVAN
P. O. BOX 442, TORONTO, ONT.

WORLD'S FINEST SHOWS

CANADA'S LARGEST

Ruback Hypos
Promotion
Plans for '58

SAN ANTONIO—When Alamo Exposition Shows kicks off its season here at the Battle of Flowers on April 21, it will also inaugurate an enlarged publicity and advertising campaign, Jack Ruback, owner, disclosed.

Radio and television spots along with newspapers and outdoor billing will be used. Radio remotes from the lot will be used on opening night where conditions permit. Film clips are being made here in quarters for TV and a new line of paper has been ordered, Ruback said. Larry Nolan, general agent, who arrived here last week, will be in charge of the promotion.

New stops on the Ruback route this year at Durango and Montrose in Colorado. The July 4 celebration at Lander, Wyo., will be back on the route after two years. Show will carry eight major and five kid rides along with five office-owned shows and upwards of 30 concessions.

AGENTS WANTED

For Golden Jubilee Celebration, Pompano Beach, Florida, April 13-19, for Ball Games, Tip Over, Coke, Cork Gallery and Balloon Darts, also Balloon Boy and Truck Driver, Griddle Man and Wife for new style sandwich stand.

WALT COX

Farmers Market, 7th Ave., and Rt. 441
West Hollywood, Fla., then
Pompano Beach, Fla.

WANT IMMEDIATELY

Strippers, Talkers, Canvasmen,
Butchers, Working Men for two
Girl Shows with Penn Premier Shows.

RITA CORTES

West Hollywood, Fla.

MOUND CITY SHOWS

American Legion Post No. 794 Spring
Carnival, East Alton, Ill., April 23-May 4.
Concessions of all kinds, Ride Help on
all rides. Address

CLARENCE SLATEN, Mgr.
Wood River, Ill.
Phone 4-4707. No collect.

ISLAND MANOR
SHOWS, INC.

Want for Long Island. Will book or buy
Super Rolo-Planes, Ride Help: Ferris
Wheel, Roller Coaster, Chairplane,
Octopus.

L. TAMARGO

227 Franklin St. Elmont, N. Y.

FOR QUICK SALE

Spindle, with case, new; have four only,
\$75.00 each, \$5.00 with order, \$70.00
plus express charges collect.

L. BOYCE

214 No. Keystone Ave., Chicago 24, Ill.

WANTED

Carnival for County Fair
85TH ANNIVERSARY & 4-H FAIR
All being held on August 20-21-22.
Write or call
BUBFORD BRODBECK
Phone: 95, Kinsley, Kan.

NSA Wingding
Ends Season

NEW YORK — The largest turnout of the winter attended Wednesday's (2) final meeting and open house of the National Showmen's Association. Following the early governor's meeting there were acts, music for dancing and barbecued chicken plates served by Angelo Peppe's committee.

On the dais with President Jeff Harris were Al McKee, first vice-president; Louis D. King, chairman; Mildred Peterson, president of the Ladies' Auxiliary, and guests Bob Parker, Gerald Sneelens and Patty Finnerty.

The governors named Charley Rubenstein, local Arcade operator, as treasurer to succeed Harry Rosen, who died earlier in the week.

A prize affair put together for the meeting was won by Joe Boston, who spent more than he won. Boston gave half his \$100 winning to the shut-in fund and the other half toward a \$100 plaque donation. It cost him \$50, plus the cost of participating in the deal.

Nonweiler Family
Marks 58th Season
On Road This Year

LEHIGHTON, Pa. — When Nonweiler's Amusements leaves its winter quarters here next month it will mark the 58th year and the third generation that attractions bearing that name have gone over the road.

The present show stems from 1900 when Theodore Nonweiler took out a steam-driven Merry-Go-Round. With him at that time was his wife, Mary Ann; two sons, Joseph and William, and two daughters, Katherine and Junnie.

Joseph died in France during World War I, but William is still traveling with his son, William T., owner-operator of the current show which the younger Nonweiler framed after three years of service in World War II.

The show this year will carry nine rides, two dozen concessions and several shows.

Animated Units

• Continued from page 57

pre-recorded tape that supplies proper variety of jungle noises. Tape also is featured with the others.

Special Tape Player

Each is equipped with a message repeater which operates the tape continuously or at any desired interval. This device, perfected for Animated Display Creations, which also builds the animated units, weighs only about six pounds and includes both recording and playback mechanism. Tape is contained in a cartridge about the size of a cigarette package and handled much like cartridges of film for amateur movie cameras.

Use of animated devices with sound tape is illustrated further by a mechanical parrot that is used in a ticket booth at the Anirama. The figure, via tape, speaks out to ticket buyers about the things they will see inside.

In addition, special tapes are made in advance for groups that are to attend. When a Scout or school group arrives, the "parrot" sounds off with taped material in which the names of youngsters and leaders are included. In similar uses, the same type of unit could be used for variations in show bally, park promotion and Kiddie-land birthday party features.

Crafts Opens

• Continued from page 62

Vella, Jim Townsend, Melvin Carwile; Octopus, L. Burke, Dave Pitcock; Merry-Go-Round, Joe Duran, Reuben Riutta; Tilt-a-Whirl, Joe Booth, Walter Mertz, and Scrambler, Walter George, A. E. Wester.

Cashiers were Muriel (Babe) Rollings, Ann Chaffin, Kay Carlson, Rona Grotsky, Elsie Silver, Dorothy Gray, Marian Anderson, Juanita Riggs, Etta Ballard, Barbara Williams and Therese Cotton.

Included on the front end were Roger Warren, 8; W. O'Connor, 2; Gladys Keenan, 1; Patsy Duran, 1; Hilligos and Blash, 5; A. Cotton, scales, and A. Freedman, hats and novelties.

Owner-manager Orville Crafts flew down for the week-end. Mr. and Mrs. Frank Warren visited and then returned to their home to get back to fishing. Mr. and Mrs. Larry Ferris visited as did some of the personnel of Siebrand Shows from nearby Phoenix.

EDDIE'S EXPO SHOWS

Opening April 24, New Kensington

WANT — Novelties, Hi - Striker, Photo, Glass Pitch, Bear Pitch. Want to hear from people that worked in 10-IN-1 last year, or others. Girl Shows start last of May; like to hear from Doc, Jim, Bob and others.

EDDIE DIETZ

165 N. Monroe St., Butler, Pa.

AGENTS WANTED

Six Cats, Buckets, Watch La, One Ball, Dart Balloon, and other Hanky Panks. Open April 15 at Guthrie, Okla.; then Guyman, Salina, Kansas, all celebrations. Playing Gearing, Neb., Casper, Wyo., Cheyenne, Wyo., Durango, Colo., Rocky Ford, Colo., and many other bona fide fairs. Agents who contacted me earlier get in touch. TOBY YOUNG, Box 124, Armo, Kansas. Phone Fireside 78760. No collect.

FOR SALE

Set of eight Diggers, mounted on trailer, \$1,000.00. Contact
A. L. STAFFORD, Box 71, Mankins, Tex.
Calumet Coach Trailer, equipped to sell Popcorn, Peanuts, Sno Cones, Cotton Candy and Candy Apples, \$1,500.00.
Contact
ERNEST WADE, Box 174, Mankins, Tex.

FOR SALE

Allan Herschell 3-abreast Merry-Go-Round, all aluminum horses, cannot be told from brand new—make me an offer. Also Smith & Smith Chairplane, tractor-trailer Fire Engine, Allan Herschell Boat Ride, like new. These rides never on road. Also Evans Monkey Speedway, cheap. ARTHUR E. GILLETTE, 60 Sheffield St., Pittsfield, Mass. Phone: 2-9471.

SIDESHOW ACTS WANTED

Fire-Eater, Sword Swallower, Bally Girls, Ticket Sellers, also other Acts. Good proposition for Tattooer, Mental Act, annex to feature, Man to handle Snake Show, sober, Harry Wagner, Whitey Carlos, Cooke, others who worked for me, answer.

EARL MEYER

c/o Side Show, Prell's Broadway Shows

General Delivery, Goldsboro, N. C.

60" SEARCHLIGHT CARBONS.

Per Cartridge \$ 4.50
(Clear, Dry, Perfect)
COMPLETE ARC LAMP MECHANISMS, Each \$94.00
Arc Lamp Feed Control Mechanisms, Each \$75.00
(Sperry and G.E. All Spare Parts in stock)

PUBLICITY SEARCHLIGHT CO.

38 West 53rd St. New York 19, N. Y.

JUdson 2-8860

WANT

14 major Rides, non-conflicting, for park opening May 11, Milwaukee, Wisconsin. Option to buy all in thirty days. Must be A-1 major Rides only. Phone or write YOUNG'S CARNIVAL SALES
5218 Wadena, Duluth 7, Minn.
Market 4-9519

MILWAUKEE, WIS.

BELLE CITY SHOWS

OPEN APRIL 18 TO 27

Lot: North Teutonia & W. Capitol Dr. and other good Milwaukee locations. Can use a few more Skill and Science Games, Some Ride Help and a few small Shows. Our only blanks are bad weather. We play the best. CHAS. PANACEK, 3453 No. 3rd St., Milwaukee 12, Wis. P.S.: No dogs allowed on first location. Sorry.

ATTENTION, CARNIVAL OPERATORS

A new carnival grounds will be opened this season. Located on Route 130, approximately 25 miles from the following cities: Lynchburg, Bedford, Lexington, Amherst, Virginia, besides other small communities in between said grounds and cities. Contact
FLOYD'S PLACE
NAOLA, VA.

FOR SALE

Rides, etc., cheap for cash. Kiddie 6 Swan Swing, flashy, complete trailer, push button, stop-start, electric motor, \$750; Gas Train, streamline engine, 3 cars, oval track, a dandy, \$950; small Kid Merry-Go-Round, six aluminum horses, electric motor, push button, \$850; Roto Whirl, like Tilt-a-Whirl, electric motor, push button, best repeat Kid Ride, \$1,050; Parker Kid Ferris Wheel, 8 closed cages, complete safety doors, 36 passenger, also adults; all steel, electric gear driven, no cables, best made, \$1,850; A. H. 8-car Auto Ride, portable, electric motor, \$850; Auto Racer, A. H. Spillman deluxe model, 24 ft., 2 abreast, 16 cars, canvas top and side walls, electric, very flashy, complete, \$1,650; large Merry-Go-Round Organ, beautiful hand carved front, plenty cardboard music, \$1,000. Ask for complete list.

FRED ALLEN

1400 Brewer Rd., Syracuse 11, N. Y.

Phone: GL 4-3000

SHORTER'S GREATER SHOWS

First Call — First Call

9 Rides, Bingo, 25 Concessions, 4 Shows.

Want String Game, Photos, Glass Pitch and Bear Pitch, Pop Corn, Snow Cones, Grab Joint. Man with two Stores and Hanky Panks. Playing two, three and four spots per week; Iowa, Minnesota, Wisconsin. Want Help who drive; no lush, no cars. Can guarantee you 22 bona fide celebrations, fairs and centennials on the street. Need Girl for Single-O Show. Will book Mechanical Show and Spitfire. For Sale — Ferris Wheel, \$1,500.00; Merry-Go-Round, \$1,500.00; Kid Cars, no motor, \$250.00. Contact
RT. 1, WATERLOO, IOWA
CO 6-0047—CO 6-2920

Deggeller

Opening April 16

Toledo, Ohio, Secor & Dorr Streets

Need Ride Help and Games conforming to Ohio specifications.

Replies to Olmsted Falls, O.,
or phone AD 5-2573.

COOKHOUSE HELP COOKHOUSE HELP

JACK GALUPPO

Wants for Paul Olson Shows. Waiters, Dish Washers, Semi Drivers. Will sell EX on nice Cab Outfit to reliable party, or will frame one for responsible party. Open May 29.

Write c/o Tampa Showmen's Club,
Tampa, Fla., till May 1; then Hot Springs,
Ark. P. S.: If you drink save your time
and mine.

RIDE FOREMEN

FERRIS WHEEL—MERRY-GO-ROUND
SCREW BALL—KIDDIE RIDES
SCOOTER

Also Second Man for all Rides. Top wages if you can handle your ride and take care of it. We have first-class equipment. All help reply immediately—we open April 9.

A. J. SUNNY AMUSEMENTS

13422 Prospect Rd. Strongsville, Ohio
(Suburb of Cleveland)
Phone: Washington 1-4679

WM. O. PERROT

Can place Grind Store Agents and Help to up and down Concessions. Also head ruffie who can drive semis and useful Concession Help in all departments. All wire.
WM. O. PERROT, c/d Greater Tampa Showmen's Association, Tampa, Fla., or phone Tampa 875483.

GIRLS WANTED

For Girl Show. Good salary, beautiful wardrobe, transportation after joining and living quarters furnished. (Julie Davis, Rae Meek, Shirley Taylor, contact.)

HAROLD WEATHERBEE

1627 51st Street So., Tampa, Fla.
Until April 15; then c/o Baker's United Shows, Princeton, Ind. Opening April 24.

WANTED

Rock-O-Plane and Octopus Foremen.
Also Second Men. Muse be semi drivers.

SUNSET AMUSEMENT CO.

701 N. Main St., Excelsior Springs, Mo.

MAN & WIFE

To take charge of 24 ft. Trailer Confection Outfit. Able and capable of producing Popcorn, Caramel Corn, Snow, Floss, Root Beer, Coca-Cola, Candy Apples, Peanuts. Full particulars and references in first letter. No phone calls, no wires.
FORREST C. SWISHER
c/o Parada Shows, Joplin, Mo. Until April 14; then Carthage, Mo.

TENNESSEE VALLEY AMUSEMENT AND GENTRY BROS. COMBINED

Will book Hanky Panks of all kinds, Cookhouse, Long or Short Range Gallery, Diggers, Glass and Bear Pitches, Weight and Age, Ball Games, Balloon Darts, Fish or Duck Pond, Bumper, Pan Game, Buckets, 6-Cats, one of a kind. Grind Stores with Hankles, Blower and Bowling Alley. SHOWS: Monkey, Athletic, Big Snake or any Grind Show. RIDES: Book Octopus, Rolloplane, Chairplane, Caterpillar, Coaster and Kiddie Autos. Reasonable P.C. Long season, 16 top county fairs in Tennessee, Alabama, Mississippi and Louisiana. Write, wire, phone or come on, Holly Springs, Miss., this week.
D. E. GENTRY, Owner; THEODORE MEADOWS, Asst. Mgr.; BILL LUCK, Bus. Mgr.

STANDARD SHOWS

Opening May 1, 1958 at Cody, Wyo.

Want—Pony Ride, Cars and one Major Ride not conflicting; Shows and Hanky Panks. Also First Man on Wheel, Octopus and Rolo-Plane. Bobbie Decker in charge of Concessions wants to hear from People who have been with him before.

First Celebration Hardin, Mont., May 28 thru June 1.

Have for Sale—One 30 by 60 Top and Sidewall, one Super Rolo-Plane, will sell on terms and book on Show. Contact

STANDARD SHOWS, Box 739, Powell, Wyo.

R-B First Despite Cost Cuts

• Continued from page 60

single trapeze and balancing is akin to that of Pinito del Oro, whom Ringling would like to duplicate but hasn't yet.

Arabian Spec

Big spec this time is "A Thousand and One Nights." It brings on a procession in Arabian themes. There are floats and mounted people and elephants and sedan chairs and flying carpets and many dancers and assorted other walkers in brilliant costumes. Quick counts showed five floats pulled by burros and ponies, 15 other horses and burros, 11 elephants and 150 people. Here is the kind of thing Ringling does—not as before but still better than anyone else by far.

After intermission, the flyers are first. The Flying Alexanders have Fay and Rose Alexander and Bob and Dorothy Yerkes and feature Fay's somersaults to the net. The Flying Rockets have Juan Rodry, Jeannie Sleeter, Reggie Armor and Billy Snyder. Clowns work the rigging break.

Helping up the pace of the second half are the five acts in the next juggling display. At one end are the Drougettes in hat catching, at the other end are the Bisbinis in more juggling. Three new acts include Kolmedy, who juggles on a unicycle; Bratty, who picks things from an elevated basket to juggle while he is suspended by his hair; and Bert Holt, who juggles while in an iron-jaw suspension. Good added touch has Holt juggling hoops while he is pulled much higher into the air. Lights go out and reveal wardrobe, props and rigging in strobelight. There is much novelty in this display.

Western Production

Again this year the Liberty and menage numbers are combined and appear as a production, with the help of a quick spec that includes a clown cowboy with half a dozen burros, many Indian dancing girls, a Cody character and two of the Ringling carriage collection now decked out as covered wagon and stage coach, with hackney teams. Lynn Brent and Marion Seifert ride menage horses. Charles Moroski and Gina Lipowska work Liberty horses—a single, then one that jumps in and thru "barrels," a third that does caprioles and three others that rear.

Popular Sciplini's Chimps repeat, with their comedy carts, leapfrog, aerial bars, dance band and dancing.

That Ringling's present strength is lodged largely with the populous five-act displays is shown again by the perch number. Centered are the Del Morals with high perch work that is good. The Aguilars work a crescent perch and then a lower one for neck suspension spins. The Gadires perform high perch routines with two people and add much. The Kayarts feature his climbing up and down a ladder while she does a one-hand stand to his head. Also appearing were the Angels duo with a girl working on ground rigging topped by two Roman-style ladders. Clowns follow.

Then comes another heavy display, this time in the teeterboard department. Thirty people march into the arena and split off into five troupes. There are red-coated acrobats somersaulting and twisting everywhere as the Bokaras, the Glenhills and the newly arrived Szabos perform with the boards and chairs. Szabos, out of Hungary about a year, have made a successful tour of Western Europe and do three-highs with twisters, foot catches and other refinements.

Working at the same time are two more acts—the Six Verdus, in which four girls on rolling globes hold an unusual rigging from which two other perform, and the Sorianis, trampoline-casting combination, that clicks with surprise bounces and catches.

That brings the show to Alzana. He will be out now for some time because of injuries. For Charlotte and the opening here, however, he worked a single and as usual was amazing for balance and for disregard of gravity. The fall came as he descended the inclined cable.

Final has the web girls back, this time with red, white and blue banners strung from one to another. Back on the ground they are joined by all the personnel of the show standing around the hippodrome track. The Zacchini rigging goes up quickly and they boom two girls into the net for the show's finale.

Pat Valdo is general director. Bob Dover is equestrian director and Justino Loyal is busy as assistant equestrian director. Show credits include Tony Velona, director; Margaret Smith, staging; Chet Tolliver, choreography; Izzy Velona, director; Margaret Smith, staging; Chet Tolliver, choreography; Izzy Cervone, musical director, and John Ringling North, music.

Sound Equipment Prices Hold

• Continued from page 57

French poodle dog ash trays at 90 cents per pair; flame dancers, \$1.40 per pair; blackmoor ash trays, \$1 per pair, and blackmoor table lamps, with shades, at \$4 per pair.

Due to the constant rise in prices of paper and ink and increased wages, Central Show Printing Company, Mason City, Ia., has hiked its prices by 10 per cent, W. M. Temple, president, announced. The outlook, according to Temple, is very good, even better than 1957.

Punks and six cats for concessions remain unchanged so far as Leon F. Carmin, owner of the Columbia City, Inc., shop, is concerned. Business, however, has been poor thus far, he reported.

The outlook for fireworks business is fair in the opinion of Arthur Zarrillo, of Neptune Fireworks Company, Belleville, N. J.

Prices remain on the same level as last year.

Neal Walters, president of Neal Walters Poster Corporation, Eureka Springs, Ark., reports it's too early to tell what the business outlook is but it does look good, he says. Prices on his line of carnival, circus, rodeo and miscellaneous paper are holding to unchanged levels.

Motors Stable

Kato Engineering Company, Mankato, Minn. manufacturer of generators, motors and other equipment used in outdoor show business, are quoting unchanged prices this year. The outlook, according to John W. Hoberg, is stable but subject to increases thru the year. New to their line is a phase converter—single phase to three phase.

Prices on the line of waste receptacles produced by United Metal Cabinet Corporation, Pottsville, Pa., are approximately three per cent higher than a year ago. The hike is due to increased cost of labor and raw materials. The firm recently introduced its new round top lid that can be attached to a 15 or 30-gallon drum, thus turning it into a waste receptacle.

TINSLEY

SHOWS

America's Most Modern Midway

1958 season opening Greenville, S. C. 2 weeks April 14-26 Laurens Road, 150,000 advance tickets sold. Benefit school boy Patrol trip to Washington. — "Just like a fair."

This project has the backing of all city officials, Civic, Fraternal, Veterans, Jaycees and Chamber of Commerce organizations.

CONCESSIONS Arcade, Photos, Jewelry, Gallery, Balloon Darts, Fish and Duck Pond and Novelties.	Can place Bingo, Custard, Short and Long Range, Cookhouse, Beat, Parakeet and Glass Pitches, Hi-Striker, Derby, Scales, Cork and Duck Pond and Novelties.	RIDES Dark Ride, Scooter, Coaster and Round-Up.
HELP Place complete Revue for Minstrel Show, Revue for Parisian Follies. (Roland Porter, contact.) Willie Jones, come on. Gene Knight, wire. All contact either	SHOWS Any Grind Shows with own equipment, Fun House, Glass House, Monkey Drome, Mechanical and Wild Life.	

Ted Woodward, Asst. & Gen. Agent
Greenville, S. C. (Welcome Addition) now. Big show opening in Greenville proper.

Johnny T. Tinsley, Owner-Gen. Mgr.

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Best Route in the East.

Red Pool, Frank Ward come on. Rat Game, Pan Game, Hankies, etc.

Long season with a winner

PENN PREMIER SHOWS
Henderson, N. C. (Winter Quarters) until April 13.
Opening Lynchburg, April 16.

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OPENING APRIL 24, KINGSTON, N. Y.

WANT a few more Concessions such as Dart Balloons, Glass Pitch or other Pitches, Short Range or other Hanky Panks. What have you? SHOWS: Funhouse, Wildlife or any Grind Show with own equipment; liberal percentage. RIDE HELP: Steve O'Brien, come in at once. Any others who have worked for us before, contact. Have first-rate job for good Second Man on 32-ft. Merry-Go-Round, loaded on two trailers; must drive and possess license. Contact either:

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RIDES—Foremen for Spitfire and Rollo-Plane, Help on all Rides, Drivers preferred. Will hire Wives, if capable to sell tickets.

SHOWS—Any good Grind Show, shows that cater to family trade only. Acts for Dick Hillburn's Side Show. Tony Mason can use attractive, sober Girls only for revue.

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Cookhouse wanted to join on wire, due to disappointment.

Will place Merchandise and Outright Sale Concessions. Will place any worthwhile attraction that caters to the whole family. Address:
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HELP: Want Second Men on Rides. Join on wire. Address: Warrington, Fla., this week; Niceville, Fla., April 14-19 (eight-million-dollar payroll) WARRINGTON, FLA., THIS WEEK: NICEVILLE, FLA., APRIL 14-19 (Eight-Million-dollar payroll on 15th)

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May 5 thru 10, Asheville, N. C.

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READY FOR IMMEDIATE SHIPPING. Squirrels, Cinnamon, Spiders, Woolys, Cotton-top and Silky Marmosets, Deserted Skunks, fancy Mice, Flying Squirrels, Toucans, Troupials, Bee Bee Parrots, Cockatiels, black and peach face Love Birds, baby and breeder Parakeets, Alligators, Turtles, Iguanas. Write for 58 price list. "Gators," Box 7241, Miami 55, Fla.

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60 LATE MODEL PHONOGRAPHS - ALL 45 RPM, in Eastern North Carolina, located in and around Greenville. Price, \$32,000. York Amusement Co., Box 324, Pinetops, N. C. ap28

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AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-184, Chicago 32, Ill. ap28

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WANTED — PORTABLE GRANDSTANDS for Horse Show. Prefer sections seating 200-500. Send full details. Martinsville Jaycees, Box 420, Martinsville, Va.

WANTED—TRACK FOR G-12 TRAIN, ALSO factory-made Autos and Tanks for Auto Ride. Park Kiddieland, Arnolds Park, Iowa.

WILL BUY OR LEASE KIDDIE RIDES IN good condition and located in Texas or adjoining states. Want Merry-Go-Round, Hand Car, Ferris Wheel, Boat or Tub Rides. Write details to Box 153, Levelland, Texas.

Talent At Liberty

Bands and Orchestras

NATIONALLY KNOWN COUNTRY-WEST- ern Show. Formerly ABC Radio networks, nation's top radio jamboree shows, Decca Records; booking Nite Clubs, Ballrooms, Fairs, Parks, etc. Agents interested write Dick Carson, Salem, O.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

APRIL 7, 1958

THE BILLBOARD

MERCHANDISE

69

WANTED! AT ONCE! A LARGE VARIETY of MERCHANDISE



Suitable for Vending in this "V-1" Capsule, Size 1 1/4" X 1 3/8".

We will purchase up to **100,000 OR MORE**

of each item presented to us, provided merchandise is properly sized and priced right for 25c vending.

Send at least 6 samples and prices based on this quantity. We will send you capsules for proper sizing to be contained in this capsule.

World's Largest Manufacturer of Bulk and Capsule Venders

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE CHICAGO, ILLINOIS

Wonder-Creations Enlarges Quarters, Adds Plant in H. K.

LOS ANGELES — Wonder-Creations, one of the largest manufacturers and importers of Indian beaded belts and accessories on the Pacific Coast, has enlarged its headquarters here and acquired a plant in Hong Kong.

The oriental addition, now known as Wonder Creations Hong Kong, was formerly K. S. Lau & Company. The firm's beaded articles are sold, according to Charles L. Berry, at Disneyland, Marineland, near Los Angeles; Yosemite and Yellowstone national parks, and Florida's Cypress Gardens. K. S. Lau, who with I. Rafelson and Berry, are partners, is in charge of the overseas plant.

Disk Artist Photos Offered on Stamps

LOS ANGELES — Charles L. Berry has come up with a new gimmick—photos of recording artists on a stamp, three-quarters of an inch wide and one inch high. A sheet of 50 includes such talent as Tennessee Ernie Ford, Nat King Cole, Elvis Presley, Rosemary Clooney and Vic Damone. Each sheet is packed with an identification sheet in a cellophane bag. Berry says the stamps appeal to teen-agers who paste them on their records, record-jackets, album covers or school books.

Pittsburgh May Okay New Building

PITTSBURGH — City council has indicated it will okay plans for construction of an auditorium in the Lower Hill here. Eight pieces of legislation have been passed in committee, setting up the financing, architecture and street pattern for the auditorium.

Under the financing, the city and county will be liable for retiring some \$15 million worth of bonds.

PLASTIC SEAL KITS

215% PROFIT!

Retails for 69¢

Each kit contains 12 sheets of wallet size 3 x 4 DO-IT-YOURSELF plastic for lamination of—

- DRIVER'S LICENSES
- MEMBERSHIP CARDS
- PHOTOGRAPHS
- IDENTIFICATION CARDS
- COLOR PHOTOS
- SOUVENIRS
- PHOTOSTATS
- PASSES
- SOCIAL SECURITY CARDS
- DOCUMENTS
- NEWSPAPER CLIPPINGS

PROTECTS FROM WEAR, DIRT, TEARING, DOG-EARING, MOISTURE & CREASING



No heat, skill, special tools or machinery required **PLASTIC SEAL DOES ALL THE WORK**

Anyone can do it. Everyone wants this simple plastic lamination for personal cards, photos, licenses etc.

FAST-SELLING 2 COLOR COUNTER DISPLAY BOX

holds 24 kits in 8" x 10 1/2" of counter space. Pop-up illustrated top attracts attention all around with snappy sales message. Each contains 24 complete Do-It-Yourself PLASTIC SEAL KITS. Each kit is printed in two colors and has complete instructions and sales message. In retail stores; by the cash register, on counters and shelves, this is one of the fastest-moving products ever offered. A complete self-contained merchandiser with a proven history in unmatched sales records.

AN UNHEARD OF 215% PROFIT IS YOURS

You actually pay as little as 32¢ for each kit. Salesmen acclaim this as one of the greatest opportunities today. Retailers recognize SEAL IN PLASTIC KITS as one of their fastest moving items. So, you have no problem in selling store owners and merchandise buyers.

NOT JUST AN INCOME... A FORTUNE IS WAITING!

Be the first in your area—your state and beyond—to take these high profits. Build a fabulous business with such little effort that you'll be amazed as well as wealthy. Repeat sales after repeat sales. No end to the possibilities. No end to the income... if you're smart enough to act now.

*trademark patent pending foreign rights reserved

WONDER-SEAL PLASTIC COMPANY, 6055 Saturn Street, Dept. 7, Los Angeles 25, Calif., WEbster 6-1044

Gentlemen: Enclosed is \$_____ for the following order—

PLASTIC SEAL KIT DISPLAY BOXES	quantity	price
24 kits/box @ \$8.40 ea. (35¢/kit)		\$_____
Save over 15% by ordering in case lots!		
CASES OF 6 PLASTIC SEAL DISPLAY BOXES	quantity	price
@ \$46.08/case—144 kits (32¢/kit)		\$_____
UNPACKAGED BULK PRICES	quantity	price
3"x4" size @ \$3.95/100 sheets		\$_____
10"x12" size @ \$29.50/100 sheets		\$_____

Please send literature • All orders shipped same day received

TERMS: 1/2 deposit—balance C.O.D. Freight orders are shipped postpaid. Distributors and jobbers wanted in select territories.

WRITE, WIRE OR PHONE TODAY!

Name _____

Address _____

City & State _____

This is A STICK-UP for MORE PROFITS RECORDING STAR PHOTO STAMPS

The favorite singers and musicians of millions of teen-agers now available for use on records, record-jackets, school books.

50 DIFFERENT STARS
1001 DIFFERENT USES

Packed in Cellophane Bag with Identification Sheet

50 STAMPS TO A PAGE

TRIAL OFFER:

1 Doz. Packages, \$3.50 Postpaid

(Suggested Retail Price: 89¢ per package.)
100 Packages, \$20.00, Parcel Post Prepaid
25% With Order, Balance C.O.D.

CHARLES L. BERRY

P. O. Box 1006, Los Angeles 53, Calif.



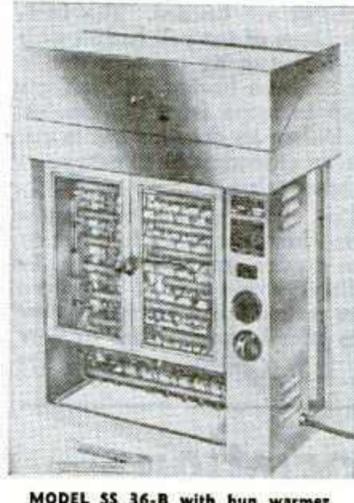
Sell More Hot Dogs on Sight NEW! CONVEY-O-MAT HOT DOG BROILER

- Conveyor operation (Not a rotisserie)
- Retains natural juices and flavors (Does not pierce wieners)
- Broils hot dogs in half the time (Depending on size and temp.)
- Load or unload without stopping conveyor

Convey-O-Mat is made in 2 sizes— with or without bun warmer. Write

MEDALIE MFG. CO.

213 FIRST AVENUE NORTH
MINNEAPOLIS 1, MINNESOTA



MODEL SS 36-B with bun warmer

BOTTLE COVER

Made of good quality Plastic. Fits perfectly over any fifth. Individually boxed. Also coasters to match (4 to set) in box. Price on each, **\$7.80 doz.**

2 1/2 in. foam rubber dice, \$36.00 gross.
3 in. foam rubber Baseball, \$36.00 gross.
Tam O' Shanter Coin Purse, \$5.40 doz.

We manufacture Prison Caps, Sock Purse, Panty Purse, Baseball Caps, Top Banana Hats and Ties to match, Falsie Slippers and Bath Mats.

ADELL AGNOFF

223 W. 2nd St., Los Angeles 12, Calif. Telephone MUTual 3062
Selling Jobbers and Carnival Operators only. NO RETAIL.
TERMS: NET 10 days to rated accounts only.

OCTOPUS

Good selling carnival item, made of foam rubber, with pipe stem legs. Assorted colors **\$3.00 doz.**



PAINT

SPRING CLEAN-UP SPECIAL

Nationally Advertised Brands

Outside and Inside White

One Coat Enamel White

One Coat Flat Inside White

reg. \$4.95 value

1 GAL. \$2.35

4 GAL. \$8.00

add 3% Sales Tax in Illinois.
Prices F.O.B. Chicago.
No C.O.D.'s accepted.

Send Check or Money Order

HOWARD'S STAR SALES

3236 N. Central Ave.
Chicago 34, Ill.

MINIATURE GIFT TROPHIES

Metal gold statue on colorful plastic base, 2 1/2" high, with engraved plate. **WORLD'S GREATEST LOVER, WIFE, HUSBAND, DAD, MOTHER, PLAYER, asst. SOUVENIR OF \$36.00 gr. bulk. \$3.50 dz. sample order.** 25% deposit money order or bank check with order. Balance C.O.D., F.O.B. Prov., R. I.



AMCO PRODUCTS

64 Eagle Street Providence, R. I.

BARGAINS GALORE!!

SURPLUS INVENTORY CLOSEOUT
NAME BRAND MERCHANDISE

RONSON HICKOK

Waterman's

	QUANTITY	RETAIL	YOUR COST
RONSON "TRIUMPH" LIGHTER	200	\$ 8.95	\$ 2.75 ea.
RONSON "CROWN" LIGHTER	500	14.50	4.90 ea.
VOLUPTÉ COMPACTS	1,080	1.50	.35 ea.
VOLUPTÉ CARRY-ALLS	750	20.00	4.00 ea.
VOLUPTÉ PEARLS—Single Strand	1,569	1.50	.40 ea.
VOLUPTÉ PEARLS—2 Strand, Deluxe Plush Box	4,000	2.00	.75 ea.
HICKOK TIE TACKS	21,709	1.50	.25 ea.
HICKOK TIE TACKS	3,024	2.50	.30 ea.
HICKOK TIE BARS	3,576	2.50	.30 ea.
HICKOK CUFF LINK & TIE SLIDE SETS	720	5.00	.60 ea.
CIGARETTE CASES	1,200	3.00	.75 ea.
WATERMAN C/F PEN & PENCIL SETS	1,200	25.00	8.75 ea.
"CLIP-ON" NECKTIES	750	1.95	.50 ea.
"WALTHAM" WATCHES	2,000	59.50	13.85 ea.
PARK & TILFORD PANCAKE MAKE-UP	6,228	1.00	.06 ea.

TRAVELLERS PREMIUM CO., INC.

80 WASHINGTON ST., N. Y. 6, N. Y.

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when answering ads...

Say You Saw It in The Billboard

Ask Senate Probe Of N. J. Rackets

County Grand Jury Charges Infiltration In Juke Box, Vending and Union Activities

TRENTON, N. J. — A Mercer County (N.J.) grand jury has completed a four-month investigation of the Apalachin, N. Y., gangland conference by recommending that the United States Senate institute a probe of racketeer infiltration in both the vending machine and juke box businesses in New Jersey.

The grand jury's presentment said, "The results of our investigation have shed little or any light upon the purpose of the Apalachin 'Congress of Crime' because of our

inability to determine any illicit truth from the witnesses who appeared before us."

"It became evident to us," the presentment continued, "that the individuals who attended the meeting at Apalachin were engaged in many legitimate business ventures thruout the State of New Jersey and particularly in the juke box and vending machine businesses and in one instance, in questionable union activities."

Senate Probe

The grand jury recommended that the Senate Rackets Committee expand its activities to probe the situation in New Jersey.

The jury had questioned seven New Jersey residents who allegedly had attended the mysterious Apalachin meeting last November 14.

The jury claimed that the witnesses had shown "utter disdain and contempt" of the law.

Arrogance

"Witnesses refused to answer such questions as whether they had ever traveled in an airplane or whether they had ever been in New York State or whether they

(Continued on page 73)

OP CLAIMS 32 YR. VET LONGEST IN COIN TRADE

NEW ORLEANS — Vincent Marcello, head of Jefferson Music Company here, believes he has the longest, continuously - active phonograph and amusement machines mechanic in the industry on his payroll.

The mechanic is Herman LaMothe, who has spent more than 32 years in the industry, repairing phonographs and coin machines in general.

Music Systems Hosts Detroit Celebration

DETROIT — Presentation of a new and a high-fidelity home unit were the highlights of a special reception and cocktail party for operators at Music Systems, Inc., showrooms, with Manager Richard V. O'Meara as host.

G & R Music Company of Detroit, operated by Jack Gage and Bob Ryan, was awarded a 1958

(Continued on page 73)

Location 'Loans' Pick Up in Denver

Assn. Forms Study Committee as Some Ops Counter Threat With Facts, Figures

DENVER — A committee has been formed by Denver operators to combat a new wave of "location loans" (actually outright gifts) with some operators reportedly paying as high as \$1,000 to a location owner to get the spot.

The practice has been termed a "threat to the juke box operating industry," by members of the Colorado Music Merchants Association. However, altho a few individual operators have been partially successful in combating the practice (see separate story), no firm solution has been found, and CMMA officials expressed doubt that the problem could be stemmed overnight.

Officials pointed out that the location "bribes" are private transactions between location owner and operator, and it would take concerted action among all members of the association to effectively put a halt to the problem.

Association officials did, however, stress that the committee appointed would make an extensive study and come up with some

(Continued on page 90)

DENVER — At least a partial solution to combat location demands for large sums of money from operators for the privilege of installing a phonograph, has been found by Walter N. Crandell, suburban phonograph operator here.

Crandell, like most local operators, has been hurt by a wave of location gifts, with some rival operators paying as high as \$1,000 to a location, to get the spot (see separate story).

With many locations now, not only expecting, but demanding huge sums, Crandell devised a system that has enabled him to offer a strong countering argument — an argument that could well be used by operators thruout the country for combating various forms of location requests as loans, payments and higher commissions.

Cost Analysis

Crandell's answer lies in a complete breakdown of his own operating expenses and profit, attested to by a certified public accountant, which he carries in book form when calling on an account.

He invested about \$20 to have the analysis made, and feels he's gotten the value back a hundred-fold, saving at least 15 spots that were on the verge of quitting him.

By showing the location owner the recap sheet, with costs, collections and other items compared to the location owner's business, Crandell found he could usually get the location owner to go along with him.

The main point, Crandell found, was convincing the location owner the juke box business didn't yield an exorbitant profit, but was in the

(Continued on page 73)

JUKE HUCKSTER

Op Goes on Air to Plug Phono Play

MONTGOMERY, Ala. — A highly unusual form of merchandising made its appearance here in mid-February, when Cohen Amusement Company, local juke box operators, began sponsoring its new "Symphony In Hi-Fi" radio program.

Presented on a top Montgomery station five nights a week, "Symphony In Hi-Fi" is aired from 8 to 9 p.m. and covers the gamut of selections all the way from Westerns to light operettas. High fidelity reproduction will be stressed thruout, with commercials pointing out that Cohen Amusement Company offers the same sort of fine high fidelity both in its phonograph locations thruout Montgomery and suburbs and in its retail record shop, located in the heart of the downtown shopping center.

Whenever a new selection is

(Continued on page 73)

Uneasy Calm In Chi; Juke 'Bumps' Stop

CHICAGO — An uneasy calm has settled on the juke box scene in Chicago. The wave of location "bumping" by E & E Amusement Company has ceased—at least temporarily, with the number of new stops taken over by the firm totaling 16.

Senate Hearings

Chief anticipation now centers around the forthcoming Senate Labor Rackets Committee hearings due here shortly.

A new April grand jury has also been convened.

Chief problem confronting both State and federal agents, to date, has been the reluctance of both location owners and operators to testify.

Many operators are reluctant to go before the grand jury and "name names." Location owners are vague about the placement of new juke boxes in their locations. Most claim to know little or nothing about the operating company that has displaced the previous phonograph.

INDUSTRY STATISTICS

BB Launches 11th Annual Juke Box Operator Poll; Surveys 5,000 Firms

CHICAGO — Preparations for Billboard's 11th Annual Juke Box Operator Poll were launched recently, with the mailing of 5,000 comprehensive questionnaires to music operating firms thruout the country.

First returns have already started coming in, with preliminary tabu-

lation underway by Billboard's research division.

The Poll, designed as a major step for furnishing statistics for and about the juke box operating industry, covers every aspect of the industry, and is designed to contribute to a better knowledge and understanding of the coin operated

phonograph business and the people in it.

67 Questions

A total of 67 questions are contained in the mailing, matching last year's number—the most comprehensive questionnaire for music operators yet devised. The business phase of the poll has 53 with an accompanying operator profile questionnaire having 14. Subjects range in scope from the number of children an operator has to the number of records in all categories he bought last year.

The questionnaire was redesigned from last year's to facilitate even greater ease in answering. In addition a number of questions were revised and a number of new ones added, covering up to date

(Continued on page 87)

N. J. Operator Banquet Draws Record Crowd

NEWARK, N. J. — More than 500 persons, the largest turnout ever, attended the 21st Anniversary Banquet of the Music Guild of New Jersey at the Hotel Essex House here Saturday night (29).

As in the past, no speeches were permitted, with the evening devoted entirely to dining, dancing, listening to an array of recording talent and just talking shop.

The affair was staged with the co-operation of two local New Jersey operator associations—the Garden State and Tri-County organizations.

Waldor Cited

Sam Waldor, serving his 11th term as president of the group, was cited by emcee Herman Halperin. Harold Chasen introduced the emcee.

Setting the pace for the entertainment bill was Halperin himself, an amateur performer of no mean talents. Halperin belted out a couple of oldies before introducing the acts.

Appearing on the bill were Johnny Nash, ABC-Paramount; Don Gibson, RCA Victor; the Four Lads, Columbia; Ed Townsend, Capitol; Lou Monte, RCA Victor; Toni Carroll, M-G-M; the Twin-Tones, RCA Victor; Don Rondo, Jubilee; the Hi-Fives, Decca; Bill Hayes, ABC-Paramount; Kenny

Rogers I (correct), Carlton; Carol Hughes, Roulette; Prullie and Talow, dance act, and the Three Wiles, comic act.

Jack Arnold Press and his ork

(Continued on page 73)

New Juke Association Formed by Omaha Ops

OMAHA — Music operators in Omaha have formed a new local trade association, wholly apart from the State group. According to members, the new association, known as Music Operators of Omaha, will work hand in hand with the Nebraska State association as well as Music Operators of America.

The group's first step was launching a public relations program tied in with radio Station KOIL, Omaha. Operators have contracted with the station to sponsor a half-hour disk jockey show from 10:30 to 11 p.m., every Friday night. Program will feature the top 10 hits being "played on the juke boxes in Omaha."

Officers for the new group are: Jerry Witt, president; Harry

Abramson, vice-president; Howard Ellis, secretary and treasurer; Warren Tunis, Paul Allen, Joe Rothkop, Leonard Weiland and Sam Bonacorso, directors.

The Omaha operators are also working out plans for sponsoring a "Teen-Age Hop" at the Omaha Civic Auditorium. Timed as a public relations move, profits would be donated to a worthwhile charity.

Show would be held each Saturday night, with the operators managing and overseeing the affair. Format would be patterned after the television show, "Bandstand," with recording stars making personal appearances whenever possible. KOIL deejay Dick Moran has agreed to serve as program director and emcee.

50 Exhibitors Signed to Date For MOA Fete

OAKLAND, Calif. — Four more firms were signed last week, bringing to 50 the number of exhibitors signed to date for the Music Operators of America convention to be held at Chicago's Morrison Hotel, May 6-8.

According to President George A. Miller, only six exhibit booths remain unsold for the conclave, with prospects of a sellout by convention time a virtual certainty. Last year's convention had 54 firms showing. The figure is expected to be exceeded this year.

The four latest entries are: Perfumers Guild of America, Hollywood; Advance Automatic Sales

(Continued on page 88)

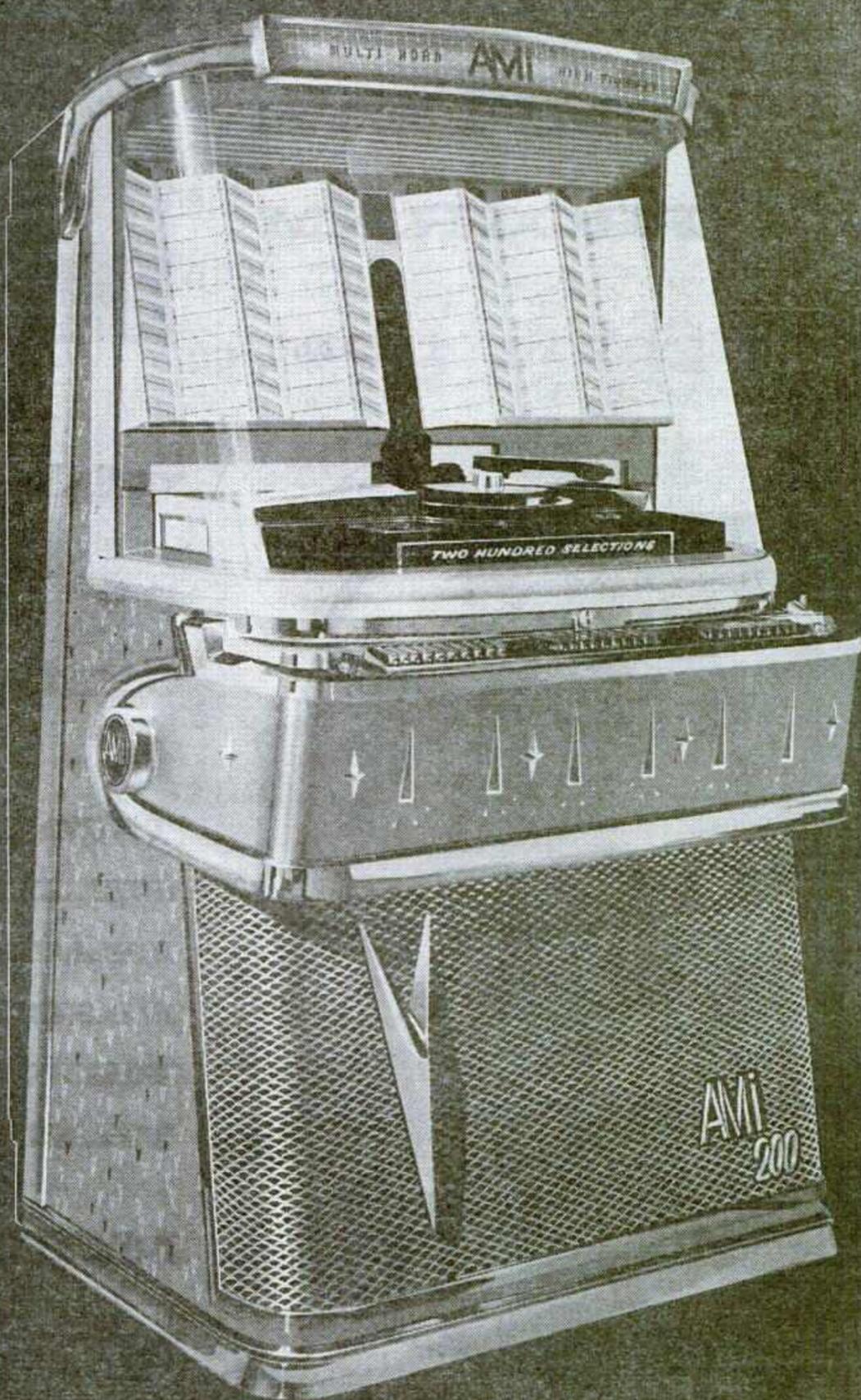
U. S. Orders P. Bufalino Deportation

PHILADELPHIA — Rosario (Russell) Bufalino, an uncle of William E. Bufalino, president of Detroit's juke box union, was ordered deported last week for having concealed his Italian birth.

The elder Bufalino, age 54, had contended in hearings before a special inquiry officer that he had

(Continued on page 87)

**HANDSOMEST
MONEY-MAKER
YOU'VE
EVER
SEEN...
THE
NEW
AMi
i-200**



The "i's have it! . . . In fact the new Series i-200 has everything you want . . . attractive styling, ease of operation, superb sound, easy-maintenance and fast-service.

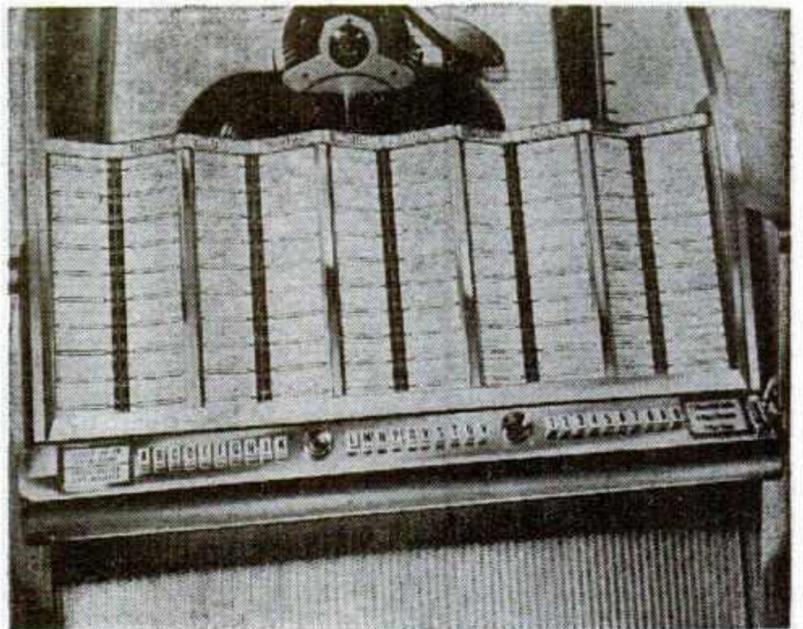
Designed to blend beautifully with the decor in any location—modern or traditional—the eye-catching, play-stimulating i-200 juke box is welcomed everywhere . . . a handsome-is as handsome-does money-maker night and day!

See it—we think you'll agree it's the outstanding leader—by far!

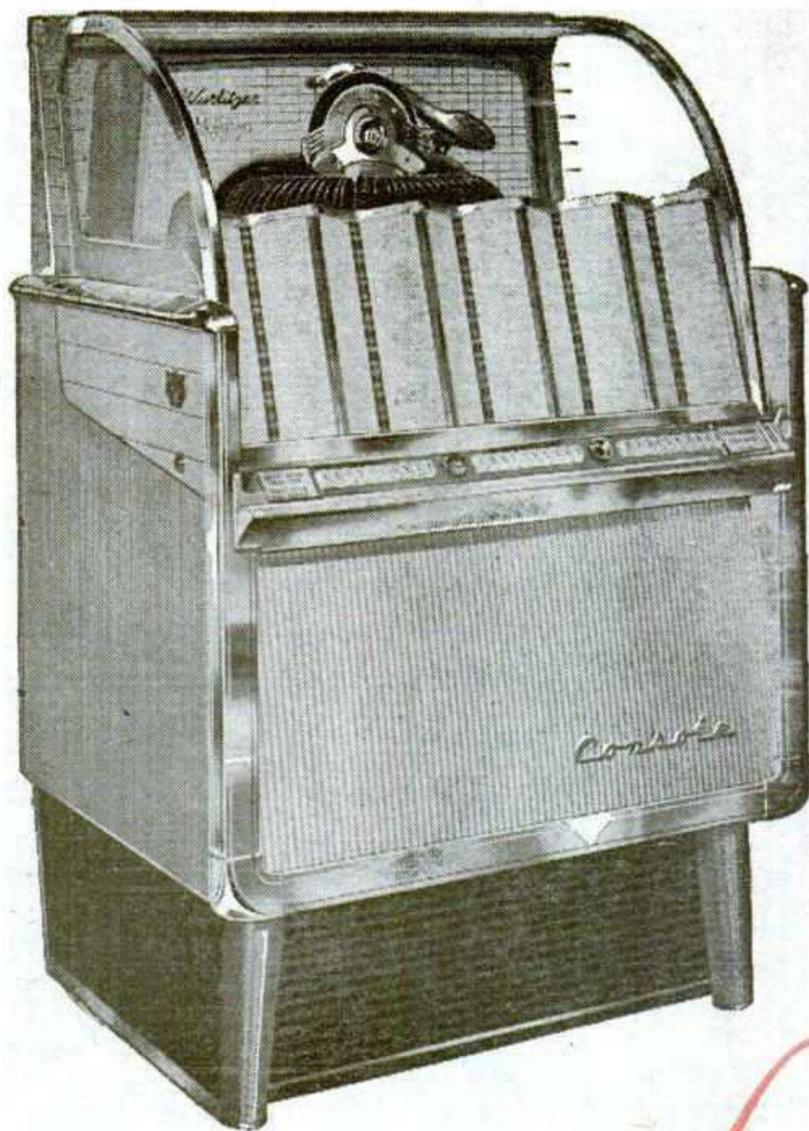
AMi Incorporated 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

**COMPLETE
PROGRAM**

right up front



**with Today's
top tunes in the
center panel**



**TWO OUTSTANDING
SELECTION SPEEDING
FEATURES OF THIS
FASCINATING
PHONOGRAPH
THAT MEAN**

**MORE PLAY
MORE PAY**

**200 or 104-Selection Models
SEE YOUR WURLITZER DISTRIBUTOR**

WURLITZER

Console

PHONOGRAPH

**THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Established 1856**

Music Systems

• Continued from page 70

Model 101, 100-selection Seeburg, while a 1958 Decca Hi-Fonic, four-speed, Riverside console home unit was presented to Russell Wainscott, serviceman for Wolverine Entertainers of Pontiac. About 110 operators and their wives attended the presentation party.

The awards were given as part of a new servicing and sales promotion program started by Music Systems.

Operators and servicemen who visited the showrooms during the recent Seeburg Week were asked to register for a combination service session, with a Music System serviceman, and sales interview with a sales staffer.

Upon completion of both his interviews, the operator's ticket was signed by the serviceman and salesman, making him eligible for the prize drawing.

According to O'Meara, about 185 separate operating plus 140 additional servicemen registered for the drawing.

Juke Hucksters

• Continued from page 70

played, that is likewise on the spindles of Cohen Amusement Company's phonographs, the fact is announced—a factor which has already built phonograph play thruout the entire route-network.

"It's an experiment which we will watch closely," Raymond Cohen, partner with brother Isaac in the organization, pointed out. We are curious as to how much this sort of presentation can improve route play and, of course, we have a dual purpose in that the program will help to promote sales of both high fidelity phonographs and extended-play record albums in our retail outlet."

N. J. Banquet

• Continued from page 70

backed the show and provided dance music. Buddy Basch was stage manager.

Banquet Workers

Harold Chasen was general chairman for the event, with Herman Halperin chairman of the entertainment committee. B. J. McFarland was in charge of arrangements and Herbert Brauch was in charge of reservations. Humbert Betti Jr. and Leo Levin handled the tickets, and Joe Lederman was directory chairman. Clio Rosazza was reception chairman.

Officers are Sam Waldor, president; Clio Rosazza, vice-president; Robert Harvet, secretary, and Herman Halperin, treasurer. On the board of directors are the officers and Hubert Betti Jr., Herbert Brauch, Joe Lederman, B. J. McFarland and Jules Rosoff. Harold Chasen and Jack Kronberg are alternate directors.

The staff includes Dick Steinberg, executive director; Schapira and Farkas, counsel; Humbert Betti, trustee, and Leo Levin, head of market and research.

Trade Directory

The program distributed at the dinner included a directory which lists operating firms thruout the State, game and juke box distributors, State coin machine operator associations and title strip services.

Virtually all New York-New Jersey distributors and representatives of record labels attended the affair. Barney Sugerman, head of Runyon Sales, missed the event for the first time in the affair's 21-year history. His mother had died earlier in the week. Sugerman was represented by his son, Nate, who expects to be discharged from the Army this week.

J. A. McIlhenny, Former Wurlitzer Sales Rep, Dies

WINTHROP, Mass. — John A. McIlhenny Sr., 61, former district manager for Wurlitzer coin-operated phonographs in the New England and Middle Atlantic States, died at his home in Winthrop March 26.

Interment was Friday (29) at Holy Cross Cemetery, Winthrop.

McIlhenny was previously Southeastern district manager for Wurlitzer, headquartered in Jacksonville, Fla. A veteran of some 30 years in the coin machine business, McIlhenny made his start with Sen. Homer E. Capehart (R., Ind.) when the latter had his own business in Fort Wayne, Ind. When Capehart subsequently moved to Wurlitzer, McIlhenny followed him, where he remained until his retirement from the firm.

McIlhenny is survived by his widow, Margaret; three married daughters, all residents of Winthrop, and a son, John A. Jr., of Vero Beach, Fla.

Ask for Probe

• Continued from page 70

were married, and did so with unbelievable arrogance," the presentment stated. The Grand Jury was unable to listen to the testimony of Angelo Bruno, a South Philadelphia reputed racketeer, who allegedly had inherited the underworld empire of Marco Reginelli of Camden, New Jersey.

The State of New Jersey failed to make a subpoena for Bruno stick in Pennsylvania. Allegedly, Bruno had attended the underworld gangland convention.

Wire Tapping

The investigating grand jury also recommended that "The New

Denver

• Continued from page 70

same situation as other comparably small businesses.

Frequently, the location owner bases his appeal for loans or higher payment on the fact "his costs have risen." Crandell has the answer for that in asking the location owner how much more he is charging for a glass of beer than in the past in comparison to the increase in his operating costs.

Usually, it can be demonstrated that the location owner's increases in costs have been more than compensated for in his increased prices, while the phonograph operator, whose cost increases are even greater than the average tavern or restaurant, has scarcely been able to increase prices at all, even with 10-cent play and other elements.

Pointing out that 10-cent play has been something less than successful in the Denver area and that the various 3 for 25 cents and 9 for 50 cents changes which have been made have registered only a few percentage points greater profit usually carries some weight.

Jersey Legislature pass a law permitting wire tapping by police under judicial control."

Congress permits State law enforcement agencies to wire-tap without risking federal prosecution. Also, the Grand Jury asked that the State Legislature permit Grand Juries to give immunity to witnesses.

Furthermore, the Grand Jury noted New York permits wire tapping, and it stated that wire tap evidence applied by that State had been helpful in the New Jersey investigation. "The great furor raised by those who object to such legislation does not impress us as having any substance," the Grand Jury commented.

PSYCHOLOGY

Canned Music Seen Aid to Plant Output

WASHINGTON — Background music can be an important psychological technique in cutting mistakes and increasing both clerical and plant production in industry, according to Joseph W. Roberts, vice-president of Muzak Corporation, speaking before the National Office Management Association here, last week.

Roberts detailed the psychological advantage background music can have to industry. As an example, he said, "mistakes which eat up only 60 seconds of every 20 minutes of productive time of 50 clerical workers will cost a company more than \$6,500 per year."

Cites Example

Roberts cited the experience of Mississippi Power and Light Company, Jackson, Miss., with the use of planned background music. The company reported music eliminated monotony, boredom and worker tension sufficiently to cause an 18.6 per cent increase in production, a 37 per cent decrease in errors and a drop in billing time of 16 per cent in the firm's accounting department.

Roberts said professional office managers face a "new frontier in the art of controlling costs," and urged them to make a concerted effort to boost clerical productivity. He suggested the technique of planned background work music as a distinct factor in bringing this about.

NOW!
IT'S HI-FI BY UNITED
everywhere
UNITED'S UPA-100 PHONOGRAPH

Finest Hi-Fidelity components in a beautiful, acoustically-perfect cabinet, masterfully engineered to attract greater play... provide more plays per hour... more profit per play. Simplicity of design assures least servicing.

WALL SPEAKER
 8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

CORNER SPEAKER
 8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

CEILING SPEAKER
 8-inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.

UNITED MUSIC CORPORATION
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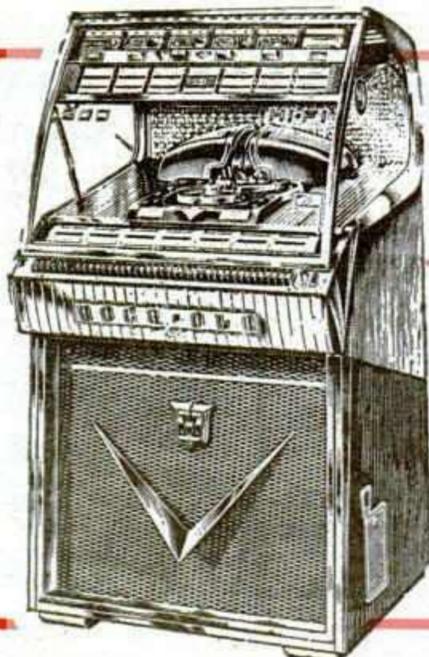
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COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Jack Dolan has been named national sales manager for Tusko Manufacturing Company, makers of kiddie rides, in Thousand Oaks, Calif. The firm is headed by Trader Horne, veteran animal trainer. Marty Escobar, who has been with Horne for a number of years, is reported working out the details of other items. . . . Hank Tronick of C. A. Robinson Company had to curtail his sales talks last week because of a bad case of laryngitis.

Al Weymouth of Weymouth Distributors, handling the Smokeshop line, is back in town following a business trip to Northern California. . . . Louis Barrett, Pomona operator, in town on business. . . . Bill Bradley of Covina, games and music operator, took the opportunity between rains to get into the city for supplies on Wednesday.

Ed Stanton Jr., of E. F. Stanton & Son, and Joe Mendell, Rowe Corporation representative lunched Wednesday at Rodger Young's. . . . Herb Press of Bali Hai Music confined to his home because of illness. . . . Glenn Wolcott, LaCrescenta music and game operator, has installed a two-way phone in his truck. . . . Jack Simon of Simon Distributing Company on hand for a civic group banquet at the Ambassador Hotel.

Milwaukee

By BENN OLLMAN

Hastings Distributing Company has taken on the distributorship of the new Edelco playback tape recorder for background music, according to Sam Hastings. He plans a showing for operators following the unit's trade debut at the MOA show in May. In town last weekend to set plans for the unit's distribution setup with Hastings was manufacturer I Edelman.

Candy bar vending volume has been hit hard this year, according to Paul Strenzyk, Paul's Candy Service. Drop-off was accentuated by the combination of Lent and factory layoffs, he claims. . . . Just back from Florida sojourn is Clarence Smith, Milwaukee Amusement Company.

Chris LeMay, Advance Amusement Company, is marking his 25th year in the coin machine industry this spring. "The business has come a long way since the old Sportsman machine took off like wildfire," he recalls. . . . Mike Basile, Kemo Music, reports business holding up at a fairly good level. Juke box play stimulator developed by Joe Beck, Mitchell Novelty Company, is still showing good results on the firm's routes, Beck informs.

Back from a selling trip thru the Northern Wisconsin territory, Woody Johnson, (Continued on page 89)

Silberman New Sales Manager: Associated, Inc.

LOS ANGELES—Al Silberman, for 10 years vice-president in charge of coin-operated route sales at Badger Sales, has joined Associated Distributors, Inc., here as sales manager. Jack Mallut, a business opportunities broker specializing in route sales for 17 years, replaced him at Badger.

Silberman came to the West Coast 14 years ago as general manager for William Wolf, when he had offices here, San Francisco, Portland, San Diego and Seattle. Prior to that, he was with the Rock-Ola company's National Park-O-Graf, parking meter concern in Chicago.

Mallut was with Badger about five years ago. A native of Pittsburgh, he is a graduate of the university there. During the past four years, Mallut is said to have made approximately \$3,000,000 in coin machine route sales.

R. D. Updegraf, Elmira Op, Dies

ELMIRA, N. Y. — Roland D. (Red) Updegraff, 60, Elmira music and vending machine operator, died February 12, 1958, at St. Joseph's Hospital here. Interment was at Forest Lawn Memorial Park.

Updegraff operated a large route of equipment thruout Elmira and Northern Pennsylvania, covering an area of approximately 50 square miles. Besides his business interests, he was also active in the Elmira Moose Lodge, division 50.

He is survived by his widow, Marabel.

ROUTE SUCCESS

How Top Machine Maintenance Pays

LANDER, Wyo.—An hour a month spent on each juke box in cleaning and polishing helped a Wyoming operator build a top route of 70 machines.

Paul Scott believes his unusual attention to machine maintenance is a prime reason he has succeeded in his operation. It costs him 70 hours each month, but it pays handsome dividends.

Scott went into phonograph and pin game operation immediately after his release from military service back in 1946, when, as he puts it, "I didn't have two nickels to rub together." Today, his 70 pieces of equipment, all new, are placed thruout the Wyoming Basin country, extending out approximately 90 miles in all directions from the county seat of Lander.

Scott Music Company has been on straight dime play for more than a year and, currently, has set something of a record for Western States operators in that all machines are either on a 60-40 spit or 66 $\frac{2}{3}$ -33 $\frac{1}{3}$. These have been made standard by Scott simply because he does such a good job that location owners are willing to "go a little farther" in co-operating with him profit-wise.

Service

Scott traces his success to several points, all of which come up to sparkling clean equipment always in the best of condition, regularly replaced and serviced "like clock works." When he first went into the field, he scoffed at operators who paid no more attention to their equipment than to change the records from time to time, and

empty the coin box. Consequently, he decided from the beginning that he would offer "something different."

Scott delights in showing visiting location owners his scrupulously clean shop which his scrubbed down daily, every tool replaced in the rack as soon as it is used, equipped with every time-saving tool, cabinets, lights, which help to promote appliance repair efficiency.

Out on the route, which he covers every two weeks to change disks, and once a month for "cleaning up," Scott carries buckets, sponges, soft scouring brush, drying cloths, fast-drying wax, polishing cloth and a chamois skin. Each month every machine is scrubbed down thoroughly, whether it is a cigarette vender, a pin game, a bowler or a phonograph. The scrubbing is "inside and out" and is considered complete only when the machine has been re waxed and critically examined by the location owner.

Naturally, this takes a lot of time since the Wyoming operator can scarcely handle more than four clean-ups per day. He doesn't begrudge the time or labor, however, and feels that this sort of appearance conditioning pays exceptional dividends.

Probably the most spectacular proof of this occurred a couple of months ago when one of Scott's locations, a tavern in Landers, showed a collection of \$200.50 for a two-week period.

Particularly susceptible to this (Continued on page 85)

Use The Billboard SERVICENTER at the M.O.A. Convention

FREE LOCAL PHONE SERVICE AND YOUR EMERGENCY CONTACT PHONE IN CHICAGO

Your Convention Management and The Billboard have joined together to provide you with an Information Booth. Before you leave your home, provide this number (or these handy coupons) to those who may have to contact you while you're in Chicago. A paging system in the halls and directories of room numbers will locate you quickly. House phones, transportation and other information will be available for you also.

Leave This Coupon at Home DURING THE M.O.A. CONVENTION, MAY 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO

ANdover 3-0482

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

Leave This Coupon at Office DURING THE M.O.A. CONVENTION, MAY 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO

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The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

find out every week in

The Billboard

Order NOW at LOW Subscription Rates. Fill In and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

Name..... Address..... City..... Zone..... State.....



OPERATORS! ATTEND YOUR MOA CONVENTION MORRISON HOTEL CHICAGO MAY 6, 7, 8



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See the Greatest Equipment Exhibition Ever Offered at an M.O.A. Convention. Attend the Informative Business and General Meeting Sessions.

EXHIBITORS

As usual our exhibit space is going faster than expected. Don't be left out—Make your reservations NOW for the M.O.A. CONVENTION, May 6-7-8, 1958, at the MORRISON HOTEL, Chicago. Advance reservations for rooms and suites, as well as exhibit space, at the Morrison Hotel indicate that this will be the BIGGEST and BEST CONVENTION in M.O.A.'s HISTORY!!!

OPERATORS

Please make your room reservation TODAY! We have been informed by the Morrison Hotel that rooms are going much, much faster than expected! Don't be "left out in the cold."

Make Your Reservations Today for the Biggest Convention in MOA history

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SAVING TECHNIQUES:

How to Compute Juke Taxes: Impact and Administration

This is the last in a series on the full scope of accounting depreciation and taxes in music operating management. This article deals with specific dollar analysis of taxes on federal, State and local levels for corporations, partnerships and individuals.

LEO L. KANER, C.P.A.

Perhaps the most important cost facing the operator, outside of depreciation and route collection expense, is the "tax bite." It is here that the operator may gain as much if not more than by the placing of new locations; for as you have seen in the article on depreciation, it is possible to eliminate almost all taxes under one method, whereas, under another, a substantial tax bill would be due. Other specific tax savings techniques will be noted later in this article.

Taxing Authorities: The taxing body may be the municipality, county, State, federal government or a host of other independent agencies endowed with authority to levy and collect fees and/or taxes for specific purposes. This article cannot hope to cover the maze of taxing bodies and the incidence of taxation, other than to say that the various areas wherein the business operates are governed by statutes, ordinances, laws and other legal instruments that impose taxes either on personalty, realty, equipment, use, gross revenue, net income or other bases.

The dollars paid are more commonly known as personal property taxes, real estate taxes, excise taxes, location licenses, sales tax and income tax. These are in addition to social security contributions and federal and State unemployment tax contributions, which are a fixed charge on gross payroll.

As long as we are dedicated to the principle of increased public services on all levels of government, we are faced with the future expectation of continued high taxes in many forms. With this accepted basic premise, it is incumbent upon us as businessmen to reduce our tax liability to the lowest level permissible within the taxing statutes. Let us examine several of these taxes and determine wherein dollars can be saved:

1. Social Security Taxes: No taxes can be saved here as the rate is a flat 2 1/4 per cent on all individual payroll earnings up to \$4,200 per employee. If one is self-employed, he contributes 3 1/2 per cent of \$4,200 earnings which is a penalty feature of \$47.25 above what he would pay as an employee of his own corporation. From an over-all basis, however, the operator is liable for 2 1/4 per cent on gross payroll of hired employees whether he operates as an individual, partnership or corporation.

2. State and Federal Unemployment Tax Contributions: As a starting point, the operator should endeavor to set up his business so that individual employing units for tax savings, other than allowing should have less than four employees, hence excluding the gross payroll from a State and federal unem-

ployment tax contribution. Where this is not possible, the State authority usually requires a 2.7 per cent contribution (exclusive of experience rating).

The operator must maintain low labor turnover, to reduce his State contribution by experience rating, to the lowest rate (as low as .25 per cent in some States). One can easily see that a possible 2 1/4 per cent of gross payroll saved here is sufficient to cover the entire employer's contribution for social security. The federal contribution is .3 per cent and affords no avenue the full savings resulting from State experience rating.

3. Personal Property and Real Estate Taxes: Where these taxes are effectively imposed and remain a prime source of tax revenue for the area, it may be advisable to rent the operating premises instead of tying up large sums of capital with a heavy annual real estate tax load.

In order to reduce personal property taxes, it may be expedient to create separate operating entities for equipment ownership, maintenance and collection. Each phase lends itself to specialization and could operate efficiently on an autonomous basis. The final answer may be strictly the tax impact.

However, under any and all circumstances, where problems arise, the operator should consult with, and be represented by competent lawyers and accountants.

4. Location Licenses: These are fixed expenses and usually cannot be reduced.

5. State Sales and Gross Income Taxes: In many States the gross revenue would not be subject to sales tax as the collections are not construed as the sale of tangible personal property. Where the States tax the gross income with a sales or income tax, the operator should attempt to maximize the excludable items permissible by law not to be so taxed.

6. Federal Income Taxes: This area provides management with the best opportunity for saving money legally, for it is here that the rates are highest and where double taxation results from operating as a corporation. This phase of taxation will be discussed under the two categories of corporations and individual and partnership entities.

(A) CORPORATIONS

The final decision as to whether to incorporate or operate as an individual or partnership rests with great emphasis upon State and local statutes as well as the federal laws; for many a good plan fails when the gains represented by one are offset by the disadvantages of tax incidence from another. Each situation must be explored individually with competent legal and tax assistance.

The key advantage to be pointed out for corporate operations is that it limits the operator's possible liability and loss. It permits the raising of additional funds (in the form of corporate loans) for expanded operations and usually enhances the credit position where management is capable and operates efficiently.

The chief disadvantage is double taxation to the operator. As the chief executive, he is limited to a "reasonable salary" by statutory standards. The balance of corporate net income is subject to 30 per cent tax on the first \$25,000 and 52 per cent tax on all amounts over \$25,000. When additional retained earnings are distributed as dividends they are again subject to individual income tax. In many cases, this double taxation is so great that it defeats the advantages of the corporate structure.

On the other hand, where several corporate entities can legally and effectively be operated as autonomous units, limiting the corporate tax rate to 30 per cent, the corporate structure may be very advantageous if the major stockholder is currently in a high tax bracket. As noted earlier, under these circumstances, it would aid

normal growth to employ fast depreciation methods resulting in very little taxable income while at the same time providing for a large "cash flow" to permit reinvestment of retained earnings.

Let us take several other examples of income tax savings techniques:

(1) Officers' reasonable compensation vs. dividend distributions: If we can sustain an increase in officers' salaries by \$5,000 rather than a dividend distribution of \$5,000, the ultimate savings of this change would be \$2,600 (\$5,000 x 52 per cent). In order to create \$2,600 of income after taxes, it would take almost a 10 per cent increase in sales, considering that all expenses moved directly in line with their preceding pattern.

(2) Debt vs. equity financing: Another specific tax saving area is the employment of borrowed funds resulting in tax saving deductible interest, rather than making dividend distributions on some senior equity security. From a business viewpoint, it also creates leverage for greater profit.

(3) Dividend received credit: On dividend paying stocks, 85 per cent of this dividend income is excludable by law. Many times this provides an excellent area for employment of idle capital with a good yield.

There is but one conclusion from reading the above examples—the businessman must always be on his toes to take full advantage of every opportunity whenever and wherever it may present itself on the business horizon. He must be cognizant of the tax problems and aware of the advantages and disadvantages that lurk in each business transaction or he must be intelligent enough to surround himself with capable technical personnel.

(B) INDIVIDUALS AND PARTNERSHIP ENTITIES

The individual and partnership entities are taxed once at individual rates; the partnership tax return being merely an information return from which the individual partners pick up their currently distributable taxable income.

Perhaps the weakest point in operating as an individual or as a partner is that it subjects all the operator's personal fortune to the hazards of his business venture. Moreover any very prosperous year results in a rapidly increasing "tax bite."

The key factor in tax matters remains "THINK AND DISCUSS BEFORE YOU DO!" It is only by taking this precautionary attitude that the businessman can hope to avoid costly consequences that may result from improper and hasty decisions. Remember don't be "penny wise" and "dollar foolish."

FEDERAL INCOME TAX FORMS

The following represent those forms most commonly required:

1120—Corporate Tax Return: This form is required by all corporations. It results in a separate tax on corporate net taxable income, executive salaries and dividend distributions.

1120ES—Return of Estimated Income Tax for Corporations: Required only for corporations whose income tax can reasonably be expected to exceed \$100,000.

1065—Partnership Return of Income: This is an information return only, and results in a proper determination of distributable net income which is subsequently included in Schedule "H" on the Individual Income Tax Returns, forms 1040, of the partners.

1040—Individual Income Tax Return: Schedule "C" shows computations of the business income and represents a component part of total taxable net income on form 1040.

1040ES—Return of Estimated Income Tax for Individuals: The law requires every citizen to file a declaration and to make quarterly payments in advance of filing the annual income tax return if:

- His gross income can reasonably be expected to consist of wages subject to withholding and of not more than \$100 from other sources, and to exceed—(1) \$10,000 for a head of a household or a widow or widower entitled to the special tax rates; (2) \$5,000 for other single individuals; (3) \$5,000 for married individuals not entitled to file a joint declaration; (4) \$5,000 for a married individual entitled to file a joint declaration, and the combined income of both husband and wife can reasonably be expected to exceed \$10,000; OR
- His gross income can reasonably be expected to include more than \$100 from sources other than wages subject to withholding and to exceed the sum of: (1) \$600 for each of his exemptions and (2) \$400.

W-2—Withholding Tax Statement: Provided by employer for all employees indicating current year's gross earnings as well as social security and income tax withheld from wages.

1099—U. S. Information Return: This is generally required with respect to each person to whom payments were made during the calendar year as follows:

- Salaries, wages, fees, commissions and other compensation for services totaling \$600 or more, not included on W-2's;
- Interest, rents, royalties, annuities and other fixed or determinable income totaling \$600 or more;
- Dividend distributions to shareholders (other than in liquidation) totaling \$10 or more (special provisions for various farm associations, insurance companies and savings and loan distributions).

1096—U. S. Annual Information Return: This is a transmittal letter for all 1099 forms forwarded for the year.

BULK BANTER

By FRANK SHIRAS

There are already 18 people who have signed up for a reserved-space flight from Chicago to Miami Beach, for the National Vendors Association convention, May 1-4. It is an Eastern Airlines, non-stop flight, leaving at 9:10 a.m., April 29. The following couples will be aboard: The Rolfe Lobells, Milton T. Raynors, Ed Jordans, J. Bonds, Bob Kantors, Harry Bells, and Lyle Beckers. Jane Mason, Elliott Levy, Dick Ford, and Frank Shiras will also be aboard. Others wishing to take the flight may contact Milton T. Raynor, 33 N. LaSalle St., Suite 900, Chicago.

In Chicago last week visiting the trade were Ray Greiner, sales manager of The Northwestern Corporation, Lyle Becker, president, and Roy Wilmes, sales manager of the newly formed Ringmaster Charms up in Wisconsin, and Bernie Bitterman, who spent most of last week visiting relatives and friends as well as calling on trade. While in Chicago, Bitterman made a point of having chop suey as often as possible at his favorite place on the North side. He likes to start off with egg rolls, fried pork strips, and finish the meal with a big plate of chow mein.

Penny vending is moving fast in Detroit, reports Michael Dinoffria, local op. "Pennies are still moving where nickels and dimes will not," he says. He is finding that people in Detroit are spending their loose pennies on his machines more than they used to. . . . Leo Fournier of Weidman National Sales, also in

(Continued on page 78)

6-YEAR TOTALS OF BULK UNITS ON LOCATIONS

Below is a table showing the total numbers of bulk-vending machines on location in the U. S. since 1952, based upon Vend magazine's annual "Market Data and Directory" reports.

Much of the drop in machine totals is attributed by Vend to elimination of borderline bulk machines that came with a systematic exposure of blue-sky promoters. (See story elsewhere this section.)

Year	Total Number of Bulk Venders on Location
1952	1,350,000
1953	1,500,000
1954	1,200,000
1955	1,100,000
1956	1,150,000
1957	1,100,000

FTC Approves Modern Sales Consent Order

WASHINGTON — Federal Trade Commission last week (31) approved a consent order prohibiting Modern Sales & Supply Company, Minneapolis, from misrepresenting earnings to be made from operating the cigarette vending machines it sells, and the assistance it gives purchasers.

Modern was charged by FTC last November with making false claims in its newspaper, radio and television advertising, and thru its

(Continued on page 81)

'57 Bulk Vending Sales Dropped 7% From 1956

Number of Machines on Location Decreased Only 4% in Same Time

CHICAGO—Gross sales by the nation's bulk vending operators were 7 per cent less during 1957 compared to the previous year, in spite of the fact that only 4 per cent fewer machines were on location, according to comparisons of Vend magazine's "Market Data and Directory" reports for the two years.

Gross sales of the bulk industry during 1956 were approximately \$61,295,000, while in 1957 they totaled \$57,000,000, a drop of about \$4.3 million. When allowance is made for the fewer number of machines which were on location during 1957, there is still

a dollar gap of about \$1.6 million. This means that machines just weren't taking in as much during 1957 as they did during 1956, based on the Vend reports.

Drop Gradual

In 1956 there were 1,150,000 bulk machines on location, while in 1957 the total dropped 50,000, to 1,100,000 machines. Such a drop may be of no great significance. Since 1952 (see chart, this section) the totals of machines on location gradually diminished from the high point of 1,350,000 in 1952 to the low of 1,100,000 in 1955.

According to Vend, much of this decrease was to be attributed sim-

ply to the exposure and prosecution of blue-sky promoters. In other words, the thousands upon thousands of bulk venders taken off locations were not profitable to begin with, and had nothing to do with the health and vigor of the industry as a whole.

However, it is impossible to estimate with any degree of accuracy the number of machines which went off location because of blue-sky exposure. The fact remains that there were no more bulk venders on location during 1957 than there were three years previously, in 1955.

Population Jumps

It may well be the case that the apparent static condition of bulk vending over the past six years has been built in, however. The 5-19 age group is the single largest consumer of confections, according to University of Michigan data, reported by the trade publication

(Continued on page 79)

NVA Reservations 50% Ahead of '57

CHICAGO — Reservations for the National Vendors Association annual convention to be held in Miami Beach, May 1-4 are running 50 per cent ahead of last year's,

Milton T. Raynor, counsel, told The Billboard last week.

Practically all of last year's exhibitors have already signed for the convention, and some who have never exhibited will display their wares this year, Jane Mason, convention secretary, announced.

In a survey of 41 operators made by NVA, it was found that altho 16 bulk operators reported they had never attended an NVA convention, 27 plan to be present this May, with six undecided. (The Billboard, February 24) This represents an increase of one-third in planned attendance.

In Raynor's opinion, this year's eighth annual convention will draw many operators from the East and Southeast who never made the trip to Chicago for past conventions. The four-day convention will be held in the ultra-modern Deauville Hotel in Miami Beach.

Last week Raynor went to

(Continued on page 86)

Candy Stores Prime Stops

DENVER—His 20 candy-store locations are the most profitable spots he has, reports Tony Del Pero, veteran bulk operator here.

He puts his venders either on the sidewalk or just inside the entrance, and attributes his high sales volume to the presence of mass candy displays in the windows of the candy stores.

Says Del Pero, "My machines sell to customers who don't have the time to go into the candy store or do not want to buy a large amount." Tho many of his customers are, of course, children, Del Pero reports a large number of businessmen on office breaks regularly patronize the venders. As a matter of fact, he once canvassed the area surrounding one of his spots and found that people working in such places as barber shops and insurance companies used his machines on an almost daily basis.

He reports further that he has

(Continued on page 78)

LONDON COMES TO NVA CONFAB

CHICAGO—Perhaps you won't be able to spot him by a bowler, umbrella, and a copy of the London Times, but at least one Londoner will be at the National Vendors Association convention that will be held in Miami Beach, May 1-4.

Last Friday Milt Raynor, NVA counsel, received a letter from Sidney Levine, managing director of Master Vending Machine Company, Ltd., London, requesting hotel reservations for the NVA convention at the Deauville Hotel.

It's likely that he'll bring as much information to the convention as he takes away. He might even welcome the novelty of a place where there is neither fog nor a pint of bitters to be found.

PROFILE OF THE WEEK

Still Leads an Active Life

Like most people who entered the vending industry in its early stages, Bernie Bitterman began with a route of peanut machines. That was in 1935. Recalls Bitterman, "I stepped into a little gold mine. Peanuts were costing us 4 cents per pound in those days and bringing back approximately 40 cents per pound thru the machines. This was wonderful!"

BERNARD K. BITTERMAN



... 25,000 paper disks

Just 28 then, married and a father, he had been struggling thru some of the darkest days of the depression at different types of employment, none of which he liked. To become suddenly a self-employed businessman, in which one's own energy and ingenuity were the mainsprings of success, put a new meaning into life.

But a peculiar situation soon arose which threatened to destroy his fledgling business. His route was in Kansas City, Mo. where there was a popular game around called Tango, a form of bingo. The discs used to cover the squares in the game were made of compressed paper the exact size of a penny. Week after week the number of these discs used to operate Bitterman's peanut machines increased, until he found himself with a pile of around 25,000 of them. Typically, he did not give up. He went to local authorities. They agreed to authorize a disc that would not correspond in size to any U. S. coin.

By 1941 he had increased his route to 2,500 nut venders, added five route men, and was operating 1,000 tab gum machines for the Peerless Weighing and Vending Machine Company, as well. After the war began he worked a seven-day week in a defense plant and pared his route down to about 500 machines. By the end of the war, he found the price of peanuts had soared to 25 cents a pound, and he began switching over to ball gum and charms. But instead of rebuilding his route, he gradually worked into distributing, first handling the Victor Vending Corporation line of machines, and eventually adding those of The Northwestern Corporation.

Now, says Bitterman, he handles a complete line of bulk-

(Continued on page 80)

News in Brief

Blair Holdings Netted \$480,079 in 1958 . . .

Largest independent franchise bottler of Pepsi-Cola, Blair Holdings Corporation, went into black last year with net income of \$480,079, after loss of \$253,772 in 1956. At annual meeting (April 8) move to change corporate name to Pepsi-Cola United Bottlers, Inc., is to be made, according to President Bernard Belin. Largest of Pepsi bottlers in Mexico along with franchise for Mexico City was recently acquired by Blair. Also acquired was Pepsi plant in San Juan, Puerto Rico.

Canned Food Sales Drive Will Come This Fall . . .

Canners, food brokers, independent and chain stores will cooperate in drive to increase sale of canned foods this September. California canning and allied industries formulated plan. Sale of hot canned food thru 15,000 canned food venders is expected to be boosted by drive. More than 67 million portion-pack cans were vended thru machines in 1957, according to Vend magazine's current "Market Data and Directory." Included in promotion drive will be TV, newspaper, radio, national advertising and magazine publicity.

M. A. Clevenger, spokesman for "Canned Foods Month" committee, said drive will concentrate upon "quality and value of canned products."

Special Wholesaler Price Bills Supported by NCWA . . .

National Candy Wholesalers' Association supporting proposed legislation making it mandatory for manufacturer to make differential in selling price to wholesalers as

(Continued on page 80)

Commission on Peanuts Is 10%

KANSAS CITY, Mo.—Over the past year one quarter of the operators in his area have been successful in bringing commissions paid on penny peanut machines down to 5-10 per cent, said Bernard K. Bitterman, bulk distributor here.

These small commissions are also being paid on Boston baked beans and jelly beans, he said further.

The reason, said Bitterman, is simply that tho these items are in

(Continued on page 79)

2¢ SCALE
Doubles Your Profits
 Greatest Money Making Scale on the Market



2¢
 YOUR FORTUNE
 "WEIGH" YOUR FATE

\$20 deposit puts it to work for you
 Good indoors or out
 Produces up to 300% profit
 Wins Customers for Locations
 Two machines in one—weighs, tells fortunes

State Cigarette Taxes For January, 1958

State and rate per package	Gross amount of taxes*	Packages taxed during January		Per cent change from 1957
		1958 (add 000)	1957 (add 000)	
Alabama.....(4)	\$ 927,397	23,185	22,771	+ 1.8
Arizona.....(2)	228,975	11,449	11,239	+ 1.9
Arkansas.....(6)	641,900	10,830	11,710	- 7.5
Connecticut.....(3)	728,560	26,085	26,466	- 1.4
Delaware.....(3)	109,177	3,639	4,167	- 12.7
District of Columbia.....(2)	200,570	10,029	8,760	+ 14.5
Florida.....(5)	2,495,094**	49,902	45,371	+ 10.0
Georgia.....(5)	1,450,513	29,010	28,276	+ 2.6
Idaho.....(4)	212,085	5,302	4,262	+ 24.4
Illinois.....(3)	2,830,362	94,345	96,689	- 2.4
Indiana.....(3)	1,389,760	46,325	42,079	+ 10.1
Iowa.....(3)	703,913	23,464	21,830	+ 7.5
Kansas.....(4)	705,344	17,634	18,333	- 3.8
Kentucky.....(3)	891,299	29,710	29,463	+ 0.8
Louisiana.....(8)	2,068,267	25,853	25,322	+ 2.1
Maine.....(5)	452,424	9,048	10,046	- 9.9
Massachusetts.....(5)	2,391,534	47,831	46,664	+ 2.5
Michigan.....(5)	3,784,940	75,699	75,009	+ 0.9
Minnesota.....(4)	1,167,509	29,188	28,723	+ 1.6
Mississippi.....(5)	724,385	14,488	13,146	+ 10.2
Missouri.....(2)	778,681	38,934	40,376	- 3.6
Montana.....(8)	480,821	6,010	5,542	+ 8.4
Nebraska.....(4)	450,652	11,266	10,558	+ 6.7
Nevada.....(3)	108,322	3,611	3,651	- 1.1
New Hampshire.....(3)†	232,319	7,023	6,298	+ 11.5
New Jersey.....(5)	2,870,645	57,413	57,560	- 0.3
New Mexico.....(5)	349,031**	7,828	5,556	+ 26.5
New York.....(3)	5,211,816	173,727	176,044	- 1.3
North Dakota.....(6)	259,752	4,329	4,177	+ 3.6
Ohio.....(3)	2,824,834	94,161	90,764	+ 3.7
Oklahoma.....(5)	1,022,770	20,455	18,691	+ 9.4
Pennsylvania.....(5)	4,945,242	98,905	98,092	+ 0.8
Rhode Island.....(3)	270,944	9,031	9,157	- 1.4
South Carolina.....(3)	483,691	16,123	16,968	- 5.0
South Dakota.....(3)‡	184,666	5,682	4,683	+ 21.3
Tennessee.....(5)	1,250,685	25,014	26,049	- 4.0
Texas.....(5)	4,394,362	87,887	80,391	+ 9.3
Utah.....(4)	185,246	4,631	4,523	+ 2.4
Vermont.....(5)	197,912	3,958	3,554	+ 11.4
Washington.....(5)‡	1,238,307	24,744	23,332	+ 6.1
West Virginia.....(5)	1,043,558	20,871	19,218	+ 8.6
Wisconsin.....(5)	1,603,005	32,060	34,298	- 6.5
Wyoming.....(3)	87,375**	2,913	3,403	- 14.4
TOTAL	\$54,632,644	1,338,792	1,313,207	+ 1.9

No. of States showing increase in volume from: January, 1957..... 28
 No. of States showing decrease in volume from: January, 1957..... 15
 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 next 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 December.
 ** 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.
 ‡ Preliminary figures subject to revision.

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
 Dept. B
 3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
 \$20 deposit enclosed

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

Bulk Banter

Continued from page 77

Detroit, is finding overall volume on his machines down right now, but is anticipating an improvement within a few weeks. He thinks that labor negotiations in the auto industry will probably be settled around then, and looks forward to "three years of probable good times," as a result of the anticipated three-year contracts.

Leo Weiner, president of Western Vending Machine Operators Association in Los Angeles, is planning to make the trip with the Shrine ceremonial team to Las Vegas... Bill Siegle, a Bellflower, Calif., op., is passing up the Kiwanis Convention in Las Vegas to permit him to make a couple of extensive trout fishing expeditions... William Hall, who operates around Costa Mesa, Calif., and is interested in Boys' Club work, is in the vending field full-time now. He recently bought a Volkswagen panel truck to reduce cost and allow him to handle more spots... Joe Arguelles, Seal Beach, Calif., op., has had to pass up his usual daily dip in the Pacific Ocean because of recent bad weather.

SELF-SERVICE TUBE TESTERS \$25 TO \$50

Used, reconditioned; complete with signs and floor model cabinets. Get into a profitable business with a minimum investment. Write ED MOERKE, P. O. Box No. 264, Zion, Ill.

AT BIG SAVINGS

Ball and VENDING GUMS
 Direct LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
 Chicle Ball Gum, 130 ct. 35¢ lb.
 Chloro-Vend Ball Gum, 40¢ lb.
 Chloro-Vend Chicks, 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 27¢ lb.
 Tab (short stick), 100 ct. 38¢ box
 5-Stick Gum, 100 packs \$1.90

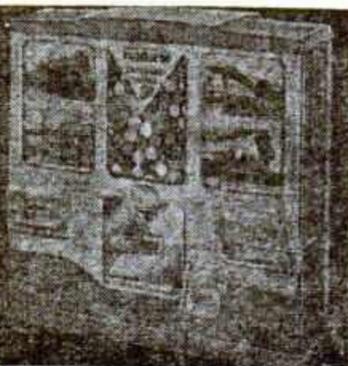
F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
 34 YEARS OF MANUFACTURING EXPERIENCE
 4th & Mt. Pleasant • Newark 4, N. J.

GIVE TO DAMON RUNYON CANCER FUND

WE HAVE

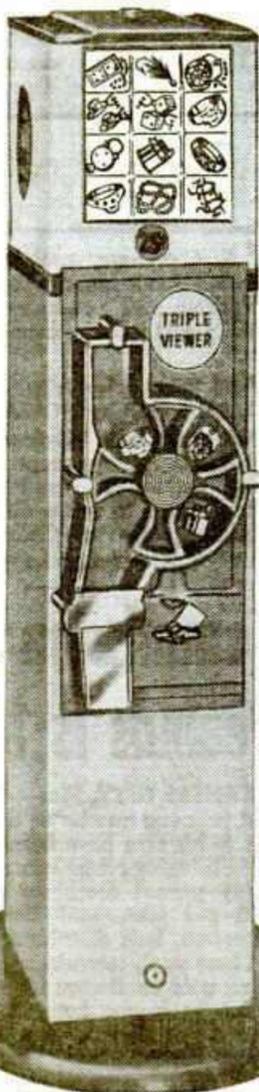
OAK'S "PREMIERE"

STANDARD SPECIALTY CO.
 1028 44th Avenue
 Oakland, Calif.



VICTOR

TRIPLE VIEWER



Greatest Name In Bulk Vending
 Now Offers You the **SENSATIONAL TV**

25c Vendor Featuring The "TRIPLE VIEWER" YOUR "WHEEL of FORTUNE"

Which displays the next 3 portions of merchandise to be vended. TV vends attractive... intriguing and high-quality merchandise at 25c per play... in VICTOR'S new "V-1" capsules.

★★★★★
JUKE & GAMES OPERATORS
 Here Is A Natural

To augment your dwindling receipts right in the locations where you are already established. Piece for piece... The TV VENDOR will provide you with greater profit... per \$ invested... than the equipment you are now operating.

Contact us at once for Special Prices on this LOW-INVESTMENT... HIGH-PROFIT opportunity. You will never regret it.

★★★
JOBBERS—Write us regarding some desirable territory still available.

VICTOR VENDING CORP.
 5701-13 W. Grand Ave.
 Chicago 39, Ill.
 Mrs. of the Famous Line of TOPPER Vendors

Candy Stores

Continued from page 77

found candy store owners glad to have the bulk venders. Over and above the commissions from the machines, they feel that the venders encourage candy purchases. Also, in vending at a penny and a nickel, the machines are seldom in direct competition with confections offered by the stores. Then, too, the machines absorb a good many small purchases, many of which would have to be handled by store personnel.

We Want To Buy for Reconditioning
Stoner National U-Select-It Candy Man and Candy Vending Machines

T. O. THOMAS CO.
 1572 JEFFERSON
 PADUCAH, KENTUCKY
 Vending Machines Since 1937

MANUFACTURERS DISTRIBUTORS

Your Operator Customers Will Be There...

Will You??

WHERE?

N. V. A.

"VENDOCADE OF '58"

MIAMI BEACH DEAUVILLE HOTEL

MAY 1-2-3-4

For complete information on exhibit space and Hotel reservations contact:

N. V. A.

NATIONAL VENDORS ASSOCIATION

33 North La Salle Street
 Chicago, Illinois

PENCIL TOP DOODLE GAMES AND PUZZLES!



A variety of 18 assorted, colorful puzzles, loaded with fun and action. Includes games, sports, animals, clowns, all in color. Try to get the balls in the eyes of the clown, score a base hit with the baseball game, get a hole-in-one with the golf game! Two types available: one for chaining and one that fits snugly on any pencil. Vends in all types of machines, including the Rocket, etc. Start your machines rolling!

Key Chain Puzzles...\$15.00 per M
Pencil Top Puzzles... 15.50 per M
Labels available at your distributor or:

paul a. Price co. inc.
95 Leonard St., N.Y. 13, N.Y. (Orlando) 7-5147-8

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
- 500-cup combination Hot Coffee/Chocolate
- 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.

GIVE TO DAMON RUNYON CANCER FUND

1957 Bulk Sales in 7% Drop

• Continued from page 77

"Candy Industry." (Issue of March 18, 1958.) It wasn't until 1957 that this age group as a whole—coming from the war and postwar years—really began making its buying power felt. (In 1957 candy sales began to show increases for the first time since the war, according to "Candy Industry.")

Thus, tho the blue-sky promoters were increasingly rooted out during 1952-'57, broadly speaking there was no rapidly developing buying public—the 5-19 age group—to take the place of these losses. University of Michigan data indicates, however, that during the next seven years the 5-19 age group will account for the greatest amount of growth in population, until by 1965 it will represent 30 per cent of the population. The bulk industry may well be on the threshold of marked expansion.

Nickel Climbs

During 1957 the nickel began making inroads upon penny vending for the first time in years, according to the Vend study. For a long, long time there were 10 penny machines for every nickel machine on location. But during 1957, the ratio became 10 to 2, which means that 20 per cent of the machines in the U. S. were vending at a nickel (a negligible amount of this percentage vending at a dime or more). During 1957 there were 880,000 penny machines on location, and 220,000 nickel venders, according to Vend.

The jump in the number of nickel machines can undoubtedly be attributed to the effects of inflation. Of course, one cannot say that during 1957 the penny suddenly became unprofitable for a large number of operators, tho this

may have been true. A bulk machine lasts for a long time, and it is more reasonable to infer that operators seeing inflation continuing for years to come chose a machine and coin mechanism that they felt sure would turn in a profit live or 10 years hence.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Converter for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	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, Sheik	.41
Cashew Whole	.46
Cashew Butts	.48
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.47

Rain-Bio Gum, 40 ct.	.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices... Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO

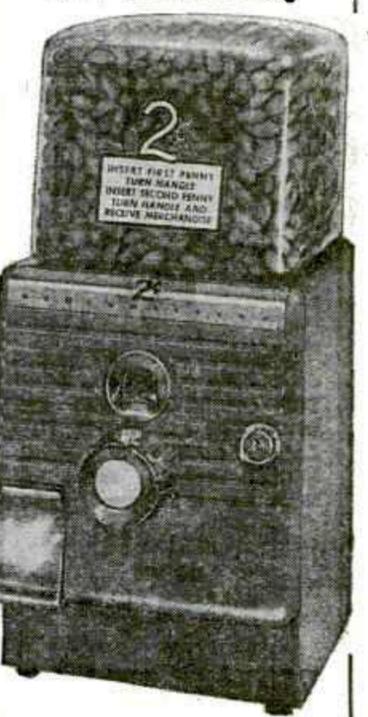
MOE MANDELL
445 W. 50th St., New York 18, N.Y.
LOngacre 4-6467

Cleveland Coin Machine Exchange, Inc.

Northwestern Corp. Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.

THE KEY TO BIG PROFIT IS 2 PENNY VENDING

with *Northwestern*



Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose these sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

THE NORTHWESTERN CORPORATION
2481 E. Armstrong St., Morris, Illinois

IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

- NEW TRENDS • TRADE NEWS • BULK BANTER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES PENDING LEGISLATION • FINANCING AND TAXES • LATEST N.V.A. NEWS

PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar. . . . THE BILLBOARD Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lions share of your products.

COIN MACHINE DISTRIBUTORS during 1957 spent 78.2% of their trade paper advertising dollars in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring results for advertisers?

The NVA Convention will be held in Miami Beach—May 1-2-3-4.

THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 28!!!

ADVERTISING DEADLINE APRIL 23!!!

You Can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Miami Beach.

You Can Promote YOUR Convention by using advertising in The Billboard's Issue prior to the Convention . . . by having your ad copy offer complete information about your National Convention . . . and encourage your operators' attendance at the Convention!

In 1958 the members of the N.V.A. have the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . only by each and every member becoming Convention conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention Issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '58 promises to be the greatest and most important in its history."

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

THE BILLBOARD PUBLISHING CO.

CHICAGO 1, ILL. 188 W. Randolph St. CE 6-9818 Jack Sloan Dick Wilson Dick Ford	NEW YORK 36, N. Y. 1536 Broadway PLaza 7-2800 Murray Dorf
HOLLYWOOD 28, CALIF. 1520 North Gower HOLLYWOOD 9-5831 George Kelley	ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling

10% Commission

• Continued from page 77

demand, operators generally cannot afford to pay higher commissions because of servicing requirements. Those locations which particularly want peanuts as a service to customers or employees are willing to settle for these small commissions. In many instances, said Bitterman, no commissions whatsoever are being paid.

The typical location that wants peanut venders as a service is the filling station or the small industrial plant, he concluded.

SCHOENBACH STAMP VENDORS

Folder Type



ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) \$24.50 ea.
3 Col. Vender \$34.50 ea.

STAMP FOLDERS Prices Very Low
1/2 With Order, Balance C.O.D.
J. SCHOENBACH
Distributors of Advance Vending Machines
715 Lincoln Place, Brooklyn 14, N. Y.
PResident 2-2900

Your key to SALES RESULTS — the advertising columns of THE BILLBOARD!

Link-it Trinket

The latest craze that's sweeping the country!




Wear 'em on your neck, wear 'em on your waist, wear 'em on your watch chain! Make assorted colorful bracelets, necklaces, belts, watch chains. A million uses and once you buy 'em you'll be back again, again and again! Fabulous repeat sales for you because it takes several purchases to make that real i-o-n-g chain! Low prices, too. Order today.

Drum lots of approx. 100 M \$3.00 per M
SM or more \$3.25 per M
Less than SM \$3.50 per M

Send 35c for Sample Kit of Charms.

World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES
PENNY KING COMPANY
2538 MISSION ST. PITTSBURGH 3, PA.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

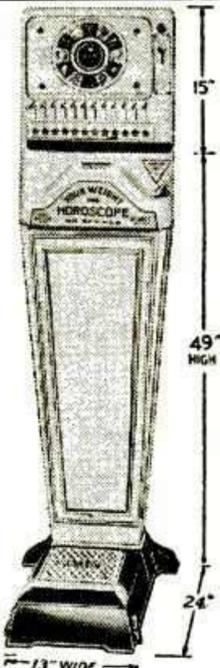
Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today
Saves you more than 20% on newsstand price

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 843

Name.....
Address.....
City.....Zone....State....
Occupation.....

GIVE TO DAMON RUNYON CANCER FUND



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 1-2772 Cable Address: WATLINGITE, Chicago

Still Leads an Active Life

• Continued from page 77

vending supplies, the size of his business enabling him to spend much of his time on the road contacting customers and keeping abreast of new developments as they crop up. The 500 machines he had after the war have been retained as a training route. Operators who want to start in the bulk vending business, are free to spend as much as two weeks learning every phase of bulk vending in actual practice, he says. From long years of experience, says Bitterman, he has learned that the best way to increase both his own business and make the bulk industry grow is thru the broadest possible dissemination of information.

One of the most important personal and business friendships Bitterman has is with Harper Button, whom he met in 1940 when Button was a local representative of Peerless. In 1949, they formed Double BB Enterprises, specializing in full line vending in various Army and Air Force bases thruout the Middle West. The firm now also operates a large wholesale candy business selling exclusively to Army PX's and commissaries.

It was Button who stayed by him and kept Bitterman's business interests intact during the most difficult year of his life. Late in January of 1956, Bitterman was out shoveling snow. He awoke two weeks later in a hospital bed, the victim of a heart attack. He spent most of 1956 recuperating.

Harper Button and Bitterman's wife carried on the operation of the business, while his son, Alan, attending school at the time, spent most of his evenings working in the shop or on the route.

During 1957, Bitterman carefully reassumed his business interests, relaxing every midday with a long nap, and passing up coffee, which he used to drink 10 cups a day, passing up cigarettes, of which he used to smoke 3 packs a day. Still possessing a fund of energy, he looks forward to more travel with the remark, "If the customers don't come in, then I must go out and get them." He is determined to live an active life.

Born Bernard K. Bitterman in 1907, he spent the early years of his childhood in New Orleans. His father owned a curio store, and fond memories are of the many treks by the entire family into the Delta swamps in search of chameleons and baby alligators to be sold the tourist trade. Most of his father's merchandise was imported from Germany, and the first war meant the end of the business.

Moving with his family to Chicago, Bitterman attended Senn High School, where he starred in track and tennis. He then attended Northwestern University for a while, deciding after a year that he had gotten what he went there for. He started his career selling quality luggage on the road for his father. After the crash in 1929, he switched to dollar suitcases, which kept him traveling 10 months out of the year.

He liked to travel, but he didn't like being away from his wife, the former Bertha Harris, whom he married in 1929. He also had a daughter, Lenore, and didn't want her, growing up seldom seeing her father. He became a floorwalker, working from 7 in the morning until 11 at night, seven days a week. Eventually he was promoted to manager of one of the firm's stores. It was two years later that he bought his first peanut venders.

A slight, rather pale man, Bitterman has an extremely quick mind. He can make mental arithmetic computations almost as fast as most people talk. Not long ago he took a speed-reading course which teaches a person to scan a page in sections, and claims he now reads twice as fast as he could before. He currently finds time to take courses in economics at the University of Kansas City. During convalescence from his heart attack he began painting, which he has since kept up. Always quick and a little impatient, in photography he prefers using a Polaroid, which gets results in a minimum of time.

He was elected to the presidency of his B'nai B'rith lodge, and later was named delegate to State and national conventions. He is also active in the Masonic Order, and in 1953 was elected president of the National Association of Bulk Vendors (former name of the National Vendors Association), an honor he values highly.

Looking back over the history of bulk vending, Bitterman states: "We have all progressed from filling stations and garages to the small neighborhood grocery and drugstores, and are now in the process of moving into the large supermarkets." This transition will be greatly facilitated, thinks Bitterman, if NVA is used by all as a common meeting ground in which to work out problems of the bulk vending industry as a whole.

News in Brief

• Continued from page 77

compared to retailers. C. M. McMillan, NCWA executive secretary, said that altho the association endorses principle involved, thoro study of pending legislation's practical application will be needed. McMillan claimed NCWA first supported price differentials in 1950, serving as intervenor in case before Federal Trade Commission. FTC found then that manufacturer could give wholesaler a lower price than a retailer without affecting cost savings. McMillan added that most manufacturers chose not to make differential between wholesaler and retailer, and that NCWA along with other wholesale groups have worked for amendments to Robinson-Patman Act to make differentials compulsory.

Intro Free Coffee Service Unit for Motels Soon . . .

Courtesy Coffee is name of new free coffee service for motel and hotel rooms. Conceived by Morning Coffee, Inc., San Diego, Calif., unit used is built around wall-mounted, manual push-button coffee server using instant ingredients, and operating from electrical outlet. Server has four-cup water tank and shelf for two cellophane-sealed cups containing coffee, sugar and powdered cream packets. Self-contained water supply of unit replenished when new packets and cups are added. Units are leased to motel for approximately 3 cents per day per unit and are serviced by motel or hotel owners. National distribution slated for next month. Langley Corporation, contract manufacturer, had completed first 1,000 servers by late March.

Miscellaneous News From Around the Country . . .

Archibald & Kendall, Inc., New York, appointed Thomas J. Murphy vice-president in charge of sales of Aula Division, which manufacturers flavor ingredients for meat industry. . . . John J. Fleming elected president of Delicia, Inc., New York. . . . Elected to board of directors of Coca-Cola Company last month were James A. Farley and Richard W. Free-

man. . . Marketing operations for Schutter Candy Company products taken over by Chunky Chocolate Corporation, Brooklyn. . . . Wesby R. Parker elected president of Dr. Pepper Company last month. Parker was a vice-president of General Foods Corporation for 10 years before joining Dr. Pepper.

FOR SALE ACORNS
900, like new, to close estate
1c-5c-\$8.75 ea.
F.O.B. Los Angeles. All or Part.
Box A-207, c/o The Billboard
1520 N. Gower, Hollywood 28, Calif.

INSIST ON STAR BRITE BALL GUM
Save Money!
QUALITY
to increase your sales!
PRICED
to increase your profits!
"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 Vendors' Assn.

CIGARETTE AND CANDY MACHINES
Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.
ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. . . . \$110.00
ROWE CRUSADER CIGARETTE, 10-col., 25c & 30c 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, 25c & 30c comb. . . 85.00
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c. . . 125.00
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.
NATIONAL VENDING SERVICE CO.
308 Furman St., Brooklyn, N. Y. TRIangle 5-1857

WILD WESTERN PICTURE BUTTONS
Famous Fighters Like Jesse James--Daniel Boone Buffalo Bill--Kit Carson & 20 more
2000 \$7.00 per or more thousand
EPPY
91-15 144th Pl., Jamaica, N. Y.

WE HAVE OAK'S "PREMIERE"
R. R. WHITEHEAD DISTRIBUTORS
1075 Woodland Ave., S. E. Atlanta, Georgia

MORE PROFITS with oak's 2c COIN MECHANISM
(patent applied for)
fits any Acorn machine
This is a brand new 2c coin mechanism with a new coin wheel, not an adaptation of a 1c mechanism. Both coins are deposited before turning the handle. It fits any Acorn machine in existence and installs without any other changes to the machine. Available now for immediate delivery.
West Coast Factory Sales Office OPERATORS VENDING MACHINE SUPPLY 1023 So. Grand Avenue Los Angeles, California
Contact your DISTRIBUTOR or M. J. ABELSON, Phone AT 16478 2033 Fifth Ave., Pittsburgh, Pa.
OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave. Culver City, Calif.

YOUR NAME ADDRESS
CANCER % YOUR LOCAL POST OFFICE
Give to the AMERICAN CANCER SOCIETY

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

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS
MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials
Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!
Fill in—tear out—mail today!
VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio 846
Yes—Please sign me up for Vend for
 1 year \$5 3 years at \$10.
(Foreign rate, one year, \$5)
Name
Address
City Zone . . . State . . .
Occupation

COINMEN YOU KNOW

Memphis

By ELTON WHISENHUNT

C. E. Tolliver, owner of Tolliver Music Company, Lepanto, Ark., invited Parker Henderson, general manager of Southern Amusement Company, to Lepanto to visit his night club. . . . Charles McDowell, route manager at Southern Amusement, busy routing service men out on calls as they came in, and Frank Berretta, partner at Poplar Tunes, busy filling record orders for operators. . . . Edward H. Newell, owner of Ormatt Amusement Company, was seen at his office chatting with Allen Dixon,

general manager of S & M Sales Company.

Joe Cuoghi, Poplar Tunes Music Service, reports rock and roll records are still clicking the play meter. . . . Johnny Novarese, main cog with Cuoghi in the music operating side of their business, which includes a one-stop, reports he has a good many EP's out which are doing well. He has some locations with as much as 50 per cent EP's, he said.

Robert L. Harbin, Harbin Amusement Company, ailing slightly recently, saw the doctor. . . . Parker Henderson, general manager of Southern Amusement, and Clarence A. Camp, president, seen lunching together recently. Camp still likes to spend weekends at his cabin on a nearby lake in Arkansas. Will see much of it this summer, he says. . . . George Sammons, Sammons-Pennington Company, in Arkansas recently.

A number of West Tennessee operators who are feeling the collection pinch during the mild recession disclosed they have turned to diversification to bring in additional income until music collections pick up. A survey of small cities in the West Tennessee area showed that of 19 opera-

tors contacted seven were using diversified sideline work or business to pad their income.

J. B. Bridgewater, owner of Bridgewater Music Company, Brownsville, has bought half interest in the Pontiac agency there and will devote some of his time to operation of that business as well as his route. . . . Pete Smith, owner of Smith Music Service, Halls, has a large farm. He will devote much of his time this year to farming, he said, because of the dip in music collections. . . . A. J. Waller, owner of Ideal Amusement Company, Jackson, recently took on the distributorship there for Deep Rock Oil Company. He has placed a pin game in each station, reports they are doing well.

Teno Hankins, manager of Bond Amusement Company, Jackson, recently bought the

Jackson Venetian Blind Company. He will remain with the music company as well as oversee the manufacture and sale of Venetian blinds. . . . Paul Essary, owner of Essary Music Company, Lexington, Tenn., went into the sporting goods and fishing supply business. There are many fishing spots in West Tennessee and he reports with good spring weather he expects to be busy with that as well as his route.

Aubrey Webb, owner of Webb Amusement Company, Ripley, recently has gone into the furniture business. He spends a good part of his time on that in building it up, but also looks after his music route. . . . Roy Morris, owner of Morris Amusement Company, Somerville, got into the sporting goods and motorboat repair business, found it to be a good diversification and stuck with it for additional income.

ROCK 'N' ROLL BUTTONS

With Clasp Pins

\$8.00 per thousand

at your distributor or . . .
Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Coin Machine MANUFACTURERS! DISTRIBUTORS! SUPPLIERS!

The Music Operators of America Annual Convention will be held May 6-7-8 at the Morrison Hotel, Chicago.

The Billboard's M.O.A. Convention Issue will be dated MAY 5th!

Advertising deadline: APRIL 30th!

The Billboard during 1957 carried 78.8% of all coin machine distributor advertising BECAUSE the distributors must get RESULTS from their advertising!

Plan NOW to place your firm's advertising copy in The Billboard's MOA Convention issue.

Contact the nearest Billboard Office listed below for further details and advertising rates.

THE BILLBOARD PUBLISHING CO.

CHICAGO 1, ILL.
188 W. Randolph St.
CE 6-9818
Jack Sloan Dick Wilson
Dick Ford

HOLLYWOOD 28, CALIF.
1520 North Gower
Hollywood 9-5831
George Kelley

NEW YORK 36, N. Y.
1536 Broadway
PLaza 7-2800
Murray Dorf

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443
Frank Joerling

FTC Approves

Continued from page 77

salesmen. (The Billboard, Nov. 25, 1957.)

FTC's complaint alleged that a purchaser's actual earnings on an investment of \$800 to \$1,500 will be much less than the \$200 to \$250 a month "guaranteed" by Modern. Purchaser's investment is not secured, as claimed, and he stands a very great risk of losing all or a large part of it, the complaint charged.

Consent order prohibits such practices in the future. It also forbids the company and its president, James K. Sorenson, to represent: (1) that employment is offered when the real purpose of advertising is to get customers; (2) that routes are or will be established which will produce any specified earnings and, (3) that they grant exclusive territories, refund the purchase price to a dissatisfied purchaser or resell the machines for him, locate the machines profitably, or relocate those which are unprofitable.

In addition, Modern must not claim that customers need special qualities or are especially selected, or that cigarette manufacturers pay a specific bonus or promotional fee to purchasers of the machines.

Agreement, according to FTC, is "for settlement purposes only and does not constitute an admission by the respondents that they have violated the law."

'57 Cig Vending

Continued from page 77

brands, were the most important factor in the sales boost. Filter sales during the first six months of 1957 were considerably below those of 1956, but, by the end of the summer, had picked up again and rose to meteoric sales heights by the end of the year.

At least half of Denver's operators reported that they were able to tackle the increased volume without adding additional personnel, for the most part thru switching to greater-capacity—11-or-more chutes—and more frequent service calls on locations. Prices are uniformly 25 cents for regulars in non-filter varieties, and 30 cents for most filter tips, with the exception of a few spots in lower-income districts, in clubs, and large manufacturing plants.

There is no prospect of additional taxes on cigarettes to date, Denver operators agree, altho there have been proposals to increase the tax following the defeat of the Denver city income tax bill in the fall of last year.



PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

MARBLES

AGATE-GLASS ASSORTED COLORS

Barrel of 50,000, size 9/16	\$45.00
Barrel of 40,000, size 5/8	35.00
Keg of 21,000, size 9/16	21.00
Keg of 17,000, size 5/8	19.00

Shipment made at once F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

ZORRO RINGS

Vacuum Plated—Free Labels.

\$23.50 per 1,000 Postpaid

Cash in on Walt Disney's T. V. Program

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES.

None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

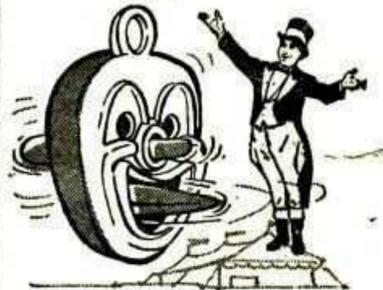
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.



Ringmaster Charms

BOBO

THE MOVEABLE CLOWN



FOR SAMPLES, PRICES AND NEAREST DISTRIBUTOR—Write

RINGMASTER CHARMS
BRILLION 3, WISCONSIN

VICTOR

TRIPLE VIEWER



Now Offers You The SENSATIONAL TV

25c Vendor Featuring The "TRIPLE VIEWER" YOUR "WHEEL of FORTUNE"

Which displays the next 3 portions of merchandise to be vended. TV vends attractive . . . Intriguing and high-quality merchandise at 25c per play . . . in VICTOR'S new "V-1" capsules.

★ ★ ★ ★ ★

JUKE AND GAMES OPERATORS Here Is A Natural

To augment your dwindling receipts right in the locations where you are already established. Piece for piece . . . The TV VENDOR will provide you with greater profit . . . per \$ invested . . . than the equipment you are now operating.

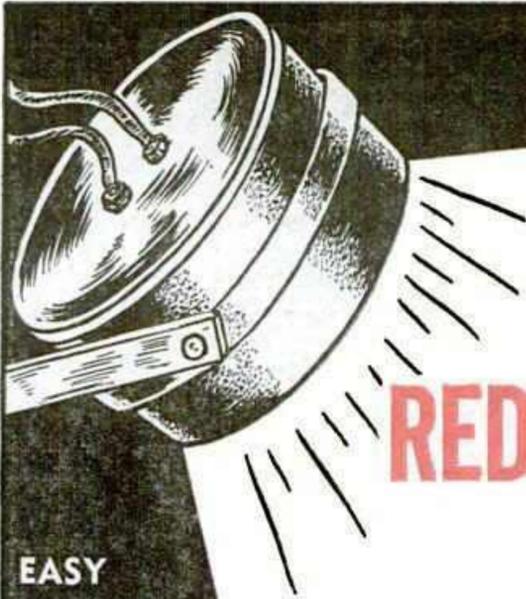
Contact us at once for Special Prices on this LOW-INVESTMENT . . . HIGH-PROFIT opportunity. You will never regret it.

★ ★ ★

JOBBERs—Write us regarding some desirable territory still available.

Factory Representative
CHAMPION NUT & CHOCOLATE CO.
1194 Tremont St.
Boston 20, Mass.

GIVE TO DAMON RUNYON CANCER FUND



The SPOTLIGHT is on REDD'S GOLDEN OPPORTUNITY SALE!

EASY CREDIT TERMS

for reliable operators throughout the United States on Re-conditioned LATE MUSIC and KIDDIE RIDES

Reference: FIRST NATIONAL BANK OF BOSTON

Cable Address: REDDING

MUSIC

Reconditioned Like New

WURLITZER	
2100—2150—2000	
1900—1800—1700	
Phone or Cable!	
WURLITZER—1500/50A	\$295
1500/50	145
1400	145
1250	65
SEEBURG—KD-200	
L	845
J	785
V-200	695
C	545
B	385
AMI—H-200 NEW—PHONE or CABLE!	
G-200	\$525
ROCK-OLA—1448	475

SPECIALS

BALLY ALL STAR BOWLER—Like New	\$395
WILLIAMS TEN STRIKE Free Play (Floor Sample)	395
FISCHER POOL "9 BALL"—New—Slate	140
25 BALLY KEY WEST	300

KIDDIE RIDES

- LARGEST STOCK IN THE WORLD
- 100% GUARANTEED
- ATTRACTIVE TERMS TO RELIABLE OPERATORS

50 Trains—Retail Coin-O-Matic	\$695
50 Fire Engines	695
50 Bally Champion Horse	465
25 Space Ships (Bally-Deco)	235
25 Merry-Go-Round	350
5 Bally Hot Rod (Model T)	550
10 Steam Shovels	135
2 See Saws	195
10 Junior Small Horses	195
20 Williams Clowns	150
5 Bally Bikes	595
5 Boats	295
3 Lancer Horses	495
1 Moon Ride	195

Redd

DISTRIBUTING CO., 298 LINCOLN ST.
ALLSTON 34, MASS.—AL 4-4040

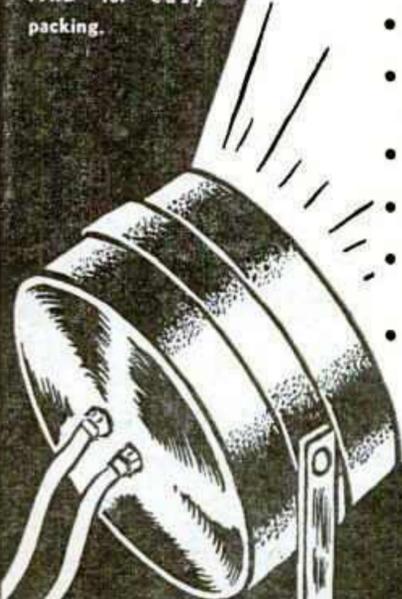
Exclusive distributor for

WURLITZER—BALLY—GENCO—FISCHER—CHICAGO COIN

WANTED TO BUY

SHUFFLE ALLEYS

We will ship NEW CARTONS PRE-PAID for easy packing.



NEW ENGLAND OPERATORS:

(Conn., R. I., Mass., Vt., Maine, N. H.)

NEVER BEFORE in HISTORY could ONE DISTRIBUTOR offer you so MANY NEW HITS! . . . so MANY PROFIT PRODUCERS

- WURLITZER—3 Great Music Models
- BALLY—MISS AMERICA—TROPHY Bowler
- BALLY—SKILL SCORE
- BALLY SUPER BOWLER—ABC SUPER DELUXE
- BALLY FRESH BREW COFFEE VENDOR
- CHI. COIN ROCKET SHUFFLE ALLEY
- GENCO FUN FAIR—GUN CLUB—SPACE AGE
- FISCHER REGULATION POOL

PARTS & SUPPLIES

New England's PROGRESSIVE PARTS DEPARTMENT!

We help you make money with EVERYTHING in Parts and Supplies. FEATURING a complete line of parts for all BALLY—UNITED—CHI. COIN—GOTTLIEB—WILLIAMS & GENCO Games. Also Bumper and 6-Pocket Pool Supplies available.

CUE STICKS (52")	\$21.00 doz.
CUE STICKS (48")	18.00 doz.
SHUFFLE ALLEY WAX	6.75 case (24 cans)

45 RPM KITS in stock for AMI

VENDORS

We BUY—SELL—EXCHANGE ALL MAKES, ALL MODELS of VENDING MACHINES

- 15 BALLY Liquid Coffee (Like New)
- 25 COFFEE-MAT—Models 115, 230 and Brewmaster
- 10 S & L Pre-Brew Coffee Machines
- 5 BERT MILLS—Chocolate or Soup Bar—Model C-2
- 10 APCO Coffee Shoppe Jr.

SEND FOR LARGE CATALOG—Reduced Prices for SHUFFLE ALLEYS—BINGO MACHINES—5 BALLS—VENDORS—ARCADE—GUNS—Etc.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 31, 1958)

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	250.00
Model E-40 (53) 40 sel., 78 RPM	225.00	195.00	195.00
Model E-80 (53) 80 sel., 45 RPM	225.00	220.00	225.00
Model E-120 (53) 120 sel., 45 RPM	495.00	150.00	345.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	550.00	120.00	525.00
ROCK-OLA			
120 Comet	\$435.00	\$435.00	\$435.00
1428 (48) 20 sel., 78 RPM	75.00	\$ 75.00	\$ 75.00
1432 (50-51) 50 sel., 78 RPM	149.00	95.00	95.00
1432 Rocket	95.00	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	149.00	139.00	139.00
1436 A-(53) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	375.00	295.00	350.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	525.00	350.00	450.00
Hi-Fi (55)	189.00	189.00	189.00
SEEBURG			
HM-100-Hideaway (9/49)	\$189.00	\$145.00	\$145.00
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.00	135.00
M-100-B (10/50) 100 sel., 45 RPM	400.00	295.00	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	400.00	295.00	375.00
HF-100-R	695.00	325.00	650.00
100-W (9/53)	590.00	495.00	550.00
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	100.00	79.00	99.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	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	150.00	100.00	125.00
1550 (52) 104 sel., 45-78 RPM Mix	150.00	110.00	139.00
1550-A (53) 104 sel., 45-78 RPM Mix	145.00	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	345.00
1650A (54) 48 sel., 45 RPM	325.00	325.00	325.00
1700 (54) 104 sel., 45 RPM	545.00	395.00	495.00
1800 (2/55) (W)	650.00	365.00	575.00

PINBALL GAMES

Atlantic City (5/52)	\$ 45.00	\$ 45.00	\$ 45.00
Beach Beauty (1/55)	195.00	95.00	155.00
Beach Club (2/53)	65.00	37.00	55.00
Beauty (11/52)	165.00	40.00	65.00
Big Time (1/55)	135.00	65.00	115.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	145.00	145.00	145.00
Broadway (12/55)	225.00	150.00	175.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	55.00	35.00	45.00
Frolic (10/52)	45.00	45.00	45.00
Gayety (3/55)	85.00	45.00	65.00
Gaytime (6/55)	125.00	75.00	110.00
Hi-Fi (6/54)	65.00	50.00	55.00

	High	Low	Mean Avg.
Ica Follies (1/54)	\$ 65.00	\$ 50.00	\$ 55.00
Miami Beach (9/55)	210.00	90.00	125.00
Nite Club (3/56)	245.00	175.00	205.00
Palm Beach (7/52)	85.00	30.00	40.00
Palm Springs (11/52)	65.00	45.00	55.00
Spote 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)	50.00	30.00	35.00

CHICAGO COIN

Basket Ball Champ (10/49)	\$195.00	\$ 95.00	\$195.00
Home Run	95.00	95.00	95.00
Tahiti (10/49)	75.00	75.00	75.00

EVANS

Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
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GEMCO

Golden Nuggett (2/53)	35.00	35.00	35.00
Invader (3/54)	70.00	70.00	70.00

GOTTlieb

Arabian Knights (11/53)	\$105.00	\$100.00	\$100.00
Auto Race (9/56)	235.00	175.00	210.00
Basketball (10/49)	175.00	175.00	175.00
Bowlette (2/50)	245.00	245.00	245.00
Chinatown (10/52)	50.00	50.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	225.00	175.00	215.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	50.00	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	165.00	185.00
Diamond Lill (12/54)	125.00	95.00	125.00
Dragonette (6/54)	165.00	115.00	160.00
Duette (3/55)	175.00	35.00	165.00
Flying High (2/53)	65.00	40.00	40.00
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	95.00	150.00
Gold Star (8/54)	150.00	125.00	125.00
Grand Slam (4/53)	60.00	60.00	60.00
Green Pastures (1/54)	95.00	50.00	50.00
Guys & Dolls (5/53)	95.00	65.00	85.00
Gypsy Queen (2/55)	175.00	125.00	150.00
Happy Days (7/52)	50.00	50.00	50.00
Harbor Lites (2/56)	175.00	145.00	165.00
Hawaiian Beauty (5/54)	110.00	110.00	110.00
Hawaiian Beauty (5/54)	115.00	115.00	115.00
Hit '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)	275.00	230.00	230.00
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	115.00
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	105.00
Qualette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	95.00	40.00	95.00
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	175.00	195.00
Sea-Bells (8/56)	295.00	245.00	275.00
Shindig (9/53)	110.00	90.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	175.00	115.00	165.00
Southern Belle (6/55)	175.00	135.00	150.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	160.00	125.00	150.00
Sweet Add-A-Line (7/55)	175.00	125.00	175.00
Toreador (6/56)	265.00	200.00	245.00
Tournament (8/55)	225.00	175.00	195.00
Twin Bill (1/55)	145.00	135.00	145.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	175.00	150.00	155.00

UNITED

Cabana (3/53)	\$ 45.00	\$ 45.00	\$ 45.00
Caravan (1/56)	145.00	95.00	125.00
Circus (8/52)	395.00	115.00	340.00
Havana (2/54)	45.00	45.00	45.00
Hawaii (6/54)	45.00	45.00	45.00
Manhattan (4/55)	95.00	50.00	75.00
Mexico (3/54)	55.00	45.00	45.00
Nevada (8/54)	75.00	35.00	45.00
Pixie (9/55)	95.00	70.00	75.00
Rio (11/53)	65.00	35.00	55.00
Singapore (10/54)	65.00	55.00	55.00
Stardust (4/56)	155.00	100.00	145.00
Starlet (11/55)	175.00	85.00	115.00

	High	Low	Mean Avg.
Tahiti (8/53)	\$ 35.00	\$ 35.00	\$ 35.00
Triple Play (8/55)	115.00	55.00	85.00
Tropicana (1/55)	65.00	65.00	65.00
Tropics (7/55)	85.00	35.00	35.00

WILLIAMS

Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	115.00	115.00	115.00
C. O. D. (9/53)	80.00	80.00	80.00
Colors (11/54)	135.00	75.00	135.00
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
Four Corners (11/52)	40.00	40.00	40.00
Fairway (6/53)	60.00	50.00	59.00
Grand Champion (8/53)	60.00	35.00	60.00
Gun Club (11/53)	90.00	40.00	90.00
Hayburner (6/51)	50.00	50.00	50.00
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)	125.00	75.00	75.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	100.00	75.00	75.00
Peter Pan (4/55)	145.00	95.00	145.00
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)	150.00	110.00	125.00
Screamo (4/54)	75.00	75.00	75.00
Sea Jockeys (11/51)	225.00	225.00	225.00
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
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	115.00	75.00	110.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggie (12/53)	55.00	55.00	55.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand			

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Motoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
Holiday Match Bowler (CC) (9/53)	\$215.00	\$215.00	\$215.00
Hollywood (CC) (5/55) ..	225.00	195.00	195.00
Imperial (U) (9/53)	85.00	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)	145.00	145.00	145.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	155.00	145.00	145.00
Manhattan 10 Frame (United)	85.00	85.00	85.00
Mars (U) (1/55)	145.00	145.00	145.00
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	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	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 (G) (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
Speedlane Bowler (K)	185.00	185.00	185.00
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) ..	125.00	95.00	95.00
Super Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	125.00	95.00	95.00
Targette Deluxe (U) (8/54) ..	320.00	95.00	195.00
Team Bowler (U) (1/54)	95.00	95.00	95.00
Team Bowler (K) (10/52) ..	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC) ..	95.00	40.00	60.00
Thunderbolt (CC)	250.00	155.00	210.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC) ..	175.00	175.00	175.00
Venus Deluxe (U) (3/55) ..	350.00	225.00	275.00
Victory Bowler (B) (5/54) ..	295.00	145.00	195.00
Vinus Bowler	150.00	150.00	150.00

	High	Low	Mean Avg.
ABT Challenger (5/46) ...	\$ 30.00	\$ 25.00	\$ 25.00
AA Gun (K) ('48)	99.50	99.50	99.50
All Star Baseball (W)	100.00	100.00	100.00
Atomic Bombers (M)	125.00	100.00	100.00
Auto Photo (AP)	2295.00	1595.00	1795.00
Anti Aircraft	99.50	99.50	99.50
Air Raider (K) ('48)	125.00	125.00	125.00
Air Hockey	175.00	175.00	175.00
Air Football	225.00	195.00	225.00
Balloonamat Capital 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	100.00	100.00
Basketball (CC)	175.00	125.00	175.00
Basketball Champ (CC) ..	125.00	125.00	125.00
Bat-A-Score (EV) (8/48)	125.00	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	130.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	295.00	225.00	235.00
Bingo Roll	95.00	95.00	95.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	215.00	195.00	215.00
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) ..	165.00	140.00	145.00
Champion Baseball (G)	195.00	150.00	175.00
Champion Hockey ('46) ..	100.00	100.00	100.00
Coon Gun (S)	145.00	135.00	135.00
Coon Hunt (S) (2/54)	155.00	95.00	145.00
Dale Gun (EX)	85.00	25.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	125.00	125.00	125.00
Drivemobile (M) (7/54) ..	158.00	150.00	150.00
500 Shooting Gallery (Ex) (3/55)	120.00	100.00	110.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50) ..	150.00	49.00	95.00
Football (M)	175.00	175.00	175.00
Goalee (CC) (1/46)	225.00	95.00	95.00
Gun Patrol (Ex) (5/51) ..	95.00	95.00	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)	65.00	65.00	65.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	95.00	95.00	95.00
Jack Rabbit (Amusematic) ('46)	125.00	125.00	125.00
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) ..	125.00	75.00	75.00
Lord's Prayer (M) (6/56) ..	390.00	390.00	390.00
Lovemeter (Ex)	25.00	25.00	25.00

	High	Low	Mean Avg.
Mauser Pistol (Ex)	\$ 89.50	\$ 89.50	\$ 89.50
Mercury Counter Gripper ..	25.00	25.00	25.00
Midget Movies (CC)	195.00	75.00	125.00
Midget Racer (B) (11/56) ..	250.00	250.00	250.00
Midget Skee-ball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	295.00	395.00
Pennant Baseball (W)	100.00	100.00	100.00
Periscope (CC)	95.00	95.00	95.00
Photomatic (M) (1/50) ..	350.00	350.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	195.00
Polar Hunt (W)	225.00	225.00	225.00
Pop Up	20.00	20.00	20.00
Quarterback (G) (9/55) ..	195.00	55.00	125.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54) ..	175.00	100.00	150.00
Round The World Trainer (CC) (10/53)	345.00	345.00	345.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	215.00	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	100.00
Silver Bullets (Ex) (11/49)	195.00	75.00	125.00
Silver Gloves (M)	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 Gun (EX)	125.00	85.00	95.00
Space Ranger (Deco)	275.00	275.00	275.00
Space Ship	275.00	150.00	150.00
Speed Boat (B) (7/53) ..	325.00	275.00	325.00
Sportland (Ex) (11/51) ..	150.00	140.00	150.00
Sportsman (K) (11/54) ..	150.00	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	120.00	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	95.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53) ..	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55) ..	215.00	215.00	215.00
Telequiz (1/49) (T)	95.00	50.00	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) ..	25.00	25.00	25.00
Treasure Cove (Ex) (6/55) ..	225.00	200.00	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	245.00	325.00
Wild West (G) (2/55)	250.00	250.00	250.00
Wizard Whiz	25.00	18.00	20.00
World Series (W) (4/51) ..	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

Route Success

Continued from page 75
 sort of income is Wyoming's "Little Uranium Capitol," Jefferson City, 10 miles from Lander, where rich strikes of fissionable material provide thousands of miners with extra cash to spend in their local taverns. Incidentally, it is in this area that Scott has successfully spotted locations on 2 1/2 basis, simply thru finding location owners who are glad to offer their patrons music and who will sign

providing that new 200-play machines are installed. Since Scott always starts a new location with a new machine, and maintains its appearance so well afterwards, he has had no trouble in maintaining this profitable arrangement. The Wyoming operator is just as scrupulous where the appearance of his vehicles are concerned. He uses a new Ford station wagon as well as a Ford truck for equipment delivery, both of which are washed daily. Currently, with 70 units out, Scott isn't looking for new locations, convinced that he has "just about enough for a one-man operation." He vends only cigarettes, confines amusement machines to popular new models of pin games and bowlers which are still amazingly popular in Wyoming. Every machine, when it goes on location, is assigned a definite depreciation

CIAA Counsel

Continued from page 82
 coin games from locations and damaging others. May 5 Trial
 The two face charges of allegedly hi-jacking games from two Des Plaines, Ill., restaurants in May, 1957, and of more recently allegedly damaging games on city locations. Case will be heard before period, and when that date arrives, the Lander operator trades it in on a new one. Now with an excellent financial reserve built up, and with increased population predicted for this section of Wyoming, Scott is proud of the fact that his "cleanliness" approach is paying off.

County Court Judge Joseph A. Pope. The State's Attorney's office is studying a contract allegedly signed between the CIAA and Local 134 of the Electrical Workers Union. The contract was picked up by State investigators in the

union headquarters here recently (The Billboard, March 31). The State's Attorney's office said that the 1957 charges against Ross and Rini for allegedly hi-jacking coin games have not been aired until now because of "extenuances at the request of the defense."

RECONDITIONED GAMES

- Auto Race\$195.00
- Daisy May 115.00
- Derby Day 175.00
- Diamond Lill 95.00
- Dragonette 95.00
- Gypsy Queen 120.00
- Harbor Lites 160.00
- Jockey Club 80.00
- Toreador (2 Player) 245.00
- Twin Bill 115.00
- World Champ 265.00
- United Star Slugger 250.00
- Wms. '57 Baseball 375.00

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REG. PRICE \$69.50 NOW BUMPER POOL 32" x 48" \$44.50 4 or more \$42.50
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 Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.
 IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!
 Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT. BALANCE C.O.D.

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- Pony Express Hobby Horse ... \$125.00
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 - Circus Jel 100.00
 - See-Saw 125.00
 - Space Patrol Space Ship 150.00
 - Star Shooting Gallery 75.00
 - Sportland 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
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SEEBURG		KIDDIE RIDES	
V-200	\$695.00	Reconditioned Palomino	
B-100	350.00	Horses, Like New, Ea.	\$250.00
A-100, 45 RPM	200.00	Carousel, Just Like New, Ea. .	350.00
AMI		Midget Racer	250.00
H-200, New Close-Out Deal	Write	Thunderbolt	250.00
ROCK-OLA		Bally Beat	275.00
Model 1454, 120 Selection	\$595.00	Locomotive, Just Like New	275.00
WURLITZER		CIGARETTE VENDORS	
Model 1800	\$525.00	Factory Reconditioned . . .	Just like New.
Model 2000	675.00	Du Grenier	
BEV-O-BAR MULTI-SELECTION		ES-7, New	\$ 95.00
HOT BEVERAGE DISPENSER		Du Grenier	
Vend Coffee, Chocolate, Soup		LS-11	115.00
ONLY \$345.00		1/3 Down, Balance C.O.D.	

PASTER DISTRIBUTING COMPANY
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Ore. Free Play

• Continued from page 82

fenders are properly arrested and brought to trial.

"I am prepared to place the full power of the attorney general's office behind any district attorney if necessary to fulfill this obligation. This includes the enforcement of any and all rulings of the attorney general's office interpreting the criminal laws of this State."

District Attorney Venn, commenting on the Thornton ruling, said, "We are pleased to see that the attorney general has, in answer to our request for action, taken a stand against pinballs."

NVA Reservations

• Continued from page 77

Miami Beach to work out details for the staging of the convention. He reports that use of the Napoleon Room for breakfasts as well as business meetings is ideal. The huge room will be divided up into rooms by sound-proof paneling. After breakfast, convention-goers will be able to go directly into an adjoining room and hold meetings without any outside distractions whatsoever, said Raynor.

Raynor reported further that the final convention committee meeting will be held this Tuesday (8). At that time final details on the convention speeches will be worked out, and convention literature will be prepared. Those to be in attendance are: Co-chairman Rolfe Lobell, Leaf Brands, Inc., and Paul Crisman, King & Company; NVA counsel Milton T. Raynor; honorary president Alvin R. Kantor, Confection Specialties, Inc.; board of directors member Harry Bell, Lawndale Candy Sales, and Jack Nelson, Logan Distributing Company.

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.

- April 7—California Music Merchants' Association, Oakland Division, monthly meeting, 311 Broadway, Oakland.
- April 7—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.
- April 8—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.
- April 8—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.
- April 9—Retail Amusement Association of Canton, O., monthly meeting, office of Elum Music Company, Massillon, O.
- April 14—Massachusetts Music Operators Association, monthly meeting, Beaconsfield Hotel, Brookline.
- April 15—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield.
- April 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Cary, Ind.
- April 16—New York State Operators' Guild, monthly meeting, Gov. Clinton Hotel, Kingston, N. Y.

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ARCADES

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Williams Periscope	95.00
United Bonus Gun	275.00
Exhibit Treasure Cove	275.00
Exhibit "500" Gallery	200.00
Williams Safari	245.00
Williams Jet Fighter	145.00
Exhibit Star Shooting Gallery	150.00
United Carnival	225.00
Williams Polar Hunt	275.00
Muto, Sky Fighter	110.00
ChiCoin Pistol	110.00
Exhibit Shooting Gallery	145.00
Silver Bullets	125.00
Sky Rocket	195.00
Space Gun	125.00
4 Shooter	125.00
Sportland	150.00
Exhibit Jet	150.00
Dale Gun	95.00

NOVELTY

Card Vendors, Exhibit & Muto. .	\$ 40.00
Air Hockey, Old Model	175.00
Air Football	275.00
AUTO PHOTO	1,595.00
ChiCoin Basketball	125.00
Midget Skee Ball	125.00
Midget Movies	145.00
Set Shot Basketball	225.00
Sidewalk Engineer	125.00
Silver Gloves	225.00
Telequiz	95.00
Muto, Drivemobile	125.00
Seeburg Hockey	75.00
Harvard Metal Typer	275.00
Exhibit Hi-Ball (all mechanical) ..	75.00

KIDDIE RIDES

Round the World Trainer	\$425.00
Deco Space Ranger	295.00

BASEBALL

Evans Bat-a-Score	\$125.00
Scientific Pitch 'Em & Bat 'Em ..	125.00
Scientific Batting Practice	125.00
Star Series Baseball	125.00
Rock-Ola World Series	110.00

Photos and Description of All Machines on Request.

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TARGET ROLL

United

MIDGET ALLEY
BONUS BOWLING ALLEY

Gottlieb	Keeney
CRISS CROSS	DEL. BIG TENT

Valley

SPECIAL 4-POCKET POOL
Kaye

ELDORADO 4-POCKET POOL
COMPETITOR 4-POCKET POOL

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5-BALLS

GOTTLIEB

SEA BELLES, 2 Pl.	\$275
SUPER JUMBO, 4-Pl.	275
SCOREBOARD, 4 Pl.	225
DERBY DAY	185
EASY ACES	185
GYPSY QUEEN	170
WISHING WELL	165
SLUGGING CHAMP	165
POKER FACE	105
QUEEN OF HEARTS	95
GUY AND DOLLS	85
CROSS ROADS	75
CHINATOWN	75

WILLIAMS

SAND WAGON, 4 Pl.	\$295
PICCADILLY	245
THREE DEUCES	165
RACE THE CLOCK	165
SMOKE SIGNAL	145
COLORS	135
SPITFIRE	115
GUN CLUB	90

BALLY

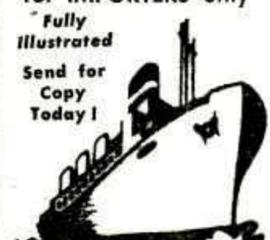
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BB Launches Juke Op Poll

• Continued from page 70

topics of interest in today's juke box industry.

The entire Poll undertaking is a project, gigantic in its scope and preparations.

The questions were prepared by The Billboard's Coin Machine editorial staff, with the help of Thomas Lea Davidson, a marketing expert with Northwestern University's School of Commerce. Weekly meetings over a three-month period were held prior to the survey even being launched.

Before the final results of the Poll are published, virtually three-score individuals will be involved in its preparation, tabulation, analysis and publication. Preliminary tabulating will be done by Billboard's research division, utilizing the latest punched-card data processing equipment for utmost speed and accuracy.

Final tabulation and statistical analysis will be done by Davidson, together with Billboard's full Coin Machine editorial staff.

Every measure possible was used to insure complete privacy of an individual operator's response. All replies are kept completely anonymous—with names not even asked for on the questionnaires. Only tabulated results are being published.

Questions, even the easy to answer, are designed to provide more statistically sound information than ever before available for the operator to use in explaining major facts of operating business

both to business accounts and to the general public.

Allied industries are also seen to benefit. The record industry, for example, stands to determine just how big a slice of the total record market, juke boxes account for.

Final results of the Poll will be published in The Billboard's annual Music Operators of America special issue, dated May 5. The Poll results will also be available to operators in a special published booklet.

U. S. Orders

• Continued from page 70

always believed he had been born in Pittston, Pa.

The Immigration and Naturalization Service announced Bufalino would be given an opportunity to designate the country to which he desires deportation. The order was based on a decision of Abraham Gold, special inquiry officer, who conducted the hearings.

Rosario (Russell) Bufalino, an alleged delegate to the Appalachian (N. Y.) "crime convention" also has ties, tracing directly into the Detroit union scene, headed by Teamster boss, James Hoffa. His nephew, William E. Bufalino, 35, is president of Detroit local 985, International Brotherhood of Teamsters.

William Bufalino also numbers as another uncle, one Angelo Meli,

who has been described by the Senate Labor Rackets Committee as a notorious "prohibition hoodlum whose record is so unsavory that the U. S. government is presently attempting to denaturalize him."

When William Bufalino appeared before the Senate committee last September, he wouldn't confirm the estimate of committee counsel Robert F. Kennedy that Meli had put some \$46,000 into a juke box operation Bufalino had been taking over as head of the Detroit local. Nor would he comment when Kennedy said that the people with whom Bufalino started in the juke box business have a total number of arrests amounting to more than 20, and that "you started out with three or four men, the most notorious hoodlums in the country."

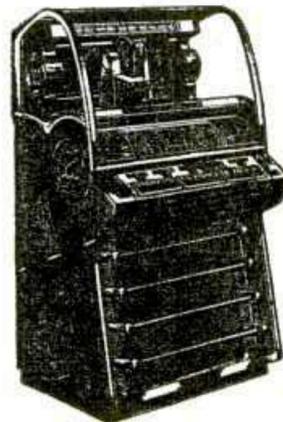
When the original Kefauver committee held their investigations in Detroit, William Bufalino would neither confirm nor deny a committee estimate that in 1946, his juke box business had amounted to about \$1,000,000. He said he left it in 1947 to run Hoffa's local 985.

The Senate committee has expressed deep interest in why, after running a juke box business in Michigan for a couple of years, Bufalino left to become head of Hoffa's juke box union.

William Bufalino, who is an attorney, sat at the defense table last year in U. S. District Court, when Hoffa was acquitted of charges of attempting to bribe a staff member of the Senate Rackets Committee.

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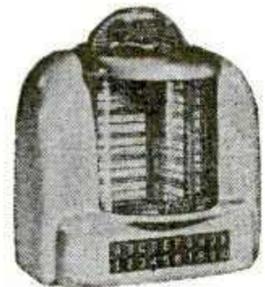
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FISCHER POOL

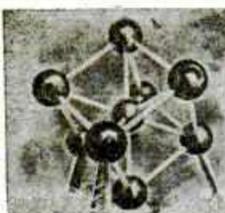
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- ★ ROCK-OLA PHONOS—50-120-200 SELECTION

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Genco Showboat Write	ARCADE
Bally Circus Write	Bally Bull's Eye Kiddle Gun ... \$225.00

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Windy City Merry-Go-Round
 • Continued from page 82

ing operators for the second quarter of 1958—April, May, June. No such "warning" was post-scripted to the new statements, to our knowledge.

But one operator reported that "85 per cent of the fellow operators he knew were tossing the statements into the wastebasket."

This reporter made an impromptu call on association headquarters (165 E. Ontario Street) last week and inquired about getting new union stickers for machines. He was told by an attractive brunette clerk to contact either Sam Greenberg, CIAA president, or James A. Brown, the newly-appointed CIAA legal counsel. (See separate story this section.) The clerk said that the association would receive payment for the stickers, and the union (134) would mail them out. The CIAA name had been scratched off of the office door, on the building's first floor level.

Brown, who served with the Illinois State's Attorney's office for 23 years until about five years ago, was contacted at his office at 111 W. Washington.

Brown said that he thought investigators "haven't got a damn thing on these fellows (CIAA) legally."

Writes Adamowski

He said he had told this to State's Attorney Benjamin Adamowski in a letter he had just sent out.

Brown said that he thought the CIAA's books are "in apple-pie order." He said that there were "several thousand dollars in the

CIAA treasury right now." The money, he said, would go to "pay for harassment," brought by the investigations. "The money has not been dissipated," he said.

Brown charged that CIAA, its officers, Hyman Lerner (its executive secretary who posed under the name of Thomas Waterfall), Mrs. Lerner, all of whom he represents as counsel, have been "harassed" by investigators and by the press.

Of Lerner, who is still being sought by investigators, Brown said, "He left because of the Chicago Tribune articles." (The Chicago Tribune has published a number of articles on the Chicago coin game-union situation, beginning last February.)

Said Brown, referring to Lerner's disappearance, "he doesn't want to be served with a subpoena until he is good and ready."

Asked why Lerner used another name to serve as executive secretary of CIAA, Brown said that he didn't think this was unusual. "It's done regularly in the business," he remarked.

Analysis of the Chicago game-union situation will be continued next week.

50 Exhibitors
 • Continued from page 70

Company, San Francisco; Cameo Records, New York, and Paul Bennett Needle Company, Chicago.

Miller also announced that convention headquarters were opened in the Morrison Hotel, Suite 1228, last week.

MOA has launched an extensive publicity program to help insure top convention attendance.

Not only Miller, but MOA directors and officers, including Howard N. Ellis, Lou Casola, John Wallace and K. A. Cormney have sent open letters to operators throughout the country urging attendance. Value of exhibits, forum meetings and business sessions to each operator's business were stressed by the group in the direct mailings.

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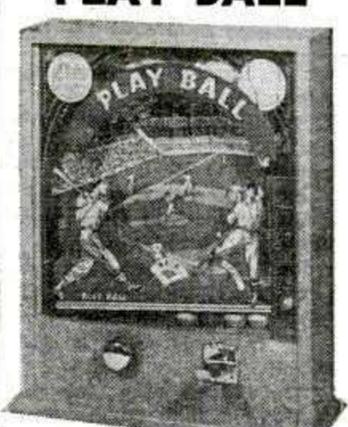
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Mulo. Lord's Prayer	220.00
Wms. Deluxe Baseball ...	50.00
Genco 6-Player Skill Ball.	185.00
Ex. Ringer Ball, new	110.00
AMI, Model C, 45 rpm ...	110.00
Seeb. 45 rpm Conversion, 100A	59.50
Kleenex Vender	10.00
New Peanut Vender, 5 cents	10.00
Shipman Pkg. Gum Vender	10.00
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COINMEN YOU KNOW

Continued from page 75

United, Inc., notes fine conditions there as operators prepare for the summer tourist rush. . . . Harvey Cohen, Badger Tobacco Company; Stanley Stacy, Cavalla Tobacco Company, and Bill Leidersdorf, the Leidersdorf Company, are taking in the NATD convention in Miami in May. . . . "Any drop we're experiencing now is seasonal," says Joe Pelligrino, P. & P. Distributors. "Things are bound to improve very shortly."

Detroit

By HAL REVES

Harry Stahl, active in vending and coin machine operation on the East Side for years, as well as president of Jefferson Beach Park, reports the installation of a number

of new types of equipment in the park Arcade which is scheduled for seasonal opening April 5. . . . Gerald F. McCarthy, a newcomer to the juke box business, is establishing a route in the northwest section under the new firm name of Independent Music Company. . . . Frank Alluvot Jr., who heads the record department at Frank's Music Company, has a definition—"It's a recession when your neighbor's out of work, a depression when you're out of work."

Frank Collins, who formerly headed the Collins Coin Machine Company and was president of Training Devices, Inc., manufacturer of the unique coin machine called the Quizzer, is opening the Collins Bar and Chop House on Capital Park in the heart of the city. He also operates a tavern in Northwestern Detroit.

Hannah Laughlin Hapman, Hickory Corners, Mich., married J. Roelof Pieters, Richland, Mich., on Saturday, March 29, at the Fourth Presbyterian Church, Chicago. Dr. Robert B. Hayward officiated. After a trip to Arizona the couple will reside in Richland, Mich. Pieters is owner of King-Pin Equipment Company, with offices in Kalamazoo and Detroit. He has been in coin-machine business for past 25 years.

Albert A. Weidman, who founded Weidman National Sales, has built up a very nice vending business centering at Vero Beach, Fla., where he now makes his home, dividing his time between vending and his extensive real estate interests there. . . . Max Kurtz, formerly in the wholesale tobacco business, has formed the Maxton Distributing Company in the Northwest section, operating a mixed route of juke boxes and a variety of types of games.

Robert P. Schmidt has taken over sole ownership of the Automatic Cold Drink Company, which he operated as a partnership with Bert Crawford for several years. Crawford remains active in the beverage field as manager of the Hires Root Beer Bottling Company. Schmidt is expanding the company's activities substantially into coffee vending, rather than the original soft drink vending, and specializing in industrial locations.

Pat's Music Company, headed by Gerhart M. (Pat) Patton, formerly in the uptown business center near the General Motors Building, has moved out to the West Side of Michigan Avenue.

The newly-formed Fabiano Amusement Company has purchased the juke box route of the Brilliant Music Company, headed by Joseph Brilliant, who has been in the business here about 25 years. The new firm is owned by Frank Fabiano of Buchanan, Mich., and Lou Nemes, formerly manager of Music Systems. Brilliant plans to concentrate on the tube-testing business on a national scale.

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... for a change!

Super Jumbo Hockey

8 FT. MODEL

and Super Hockey

6 FT. MODEL

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- Beautifully finished in grey, white and red plexiglass with red trim.
- Colorful hinged formica playfield—brilliantly illuminated.
- Easily accessible mechanism playfield lifts up for service.
- Bicycle-type chain drive.
- 6 red, 1 black, phenolic resin unbreakable balls. Black ball counts double!
- Glass top prevents tampering.
- Rubber-lined playfield for a "quiet" game.
- 10c coin chute and fool-proof anti-cheat mechanism.
- Perfect for every location!

"SUPER" is the word for Irving Kaye's NEWEST 2-Player Sensation . . . location-tested to prove that this low-priced, all-mechanical, fast-playing hockey game is the change you need for greater earnings! It's really the "fastest game in the industry" today. Two-player game, straight 10c coin chute, gives you an action-packed game every 60 seconds!

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2 BALLY SPACE SHIPS
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3 SPACE SHIPS (1 ATOMIC)

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1700	\$445.00
1800	545.00
1900	625.00
2000	695.00

SEEBURG

100 Sel. Wall Boxes, Chrome \$ 40.00
Model C Hideaway 395.00

AMI

D-80 \$195.00

BINGOS

PIXIES	\$ 70.00
TROPICS	35.00
YACHT CLUB	35.00

ARCADE

GENCO RIFLE GALLERY . . . \$115.00
GENCO SWEET 21, Like New 245.00
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COINMEN YOU KNOW

Denver

By BOB LATIMER

Paul Miller, who formerly operated a phonograph route in Colorado Springs, Colo., has announced the purchase of Grand Music Company, Glenwood Springs, Colo., from former owner Harvey Kelley. Miller will expand Kelley's high-mountain routes, adding several types of amusement machines and will operate under the title Ace Amusement Company.

One of the reasons Leo Nergi, partner in Draco Sales Company, Wurlitzer distributors, is popular with Denver operators is his willingness to drop everything and help the location owners solve difficult installation problems. If it is a matter of wiring up a complex wall-box installation, or merely correcting power supply problems in an ordinary phonograph, Nergi, with many years of experience behind him, will cheerfully visit the site, make recommendations and usually iron out the problem to the operator's complete satisfaction.

Pete Geritz, head of Mountain Distributors, AMI phonograph distributors, had burglars invade his office late at night. Not only did they make off with a portable typewriter,

an RCA hi-fi demonstrator and a radio, "but they even took our coffee pot," Geritz complained.

A point which is helping to focus attention upon the Colorado Music Merchants' Association was the recent distribution of identifying cards, which operators are placing in their phonographs on location. Identifying the machine as belonging to a member of the Colorado Music Merchants' Association is helping to build confidence in the group, and make location prospecting an easier job. . . . Ray Ruhland has announced adoption of the name Ray's Music Company for all future operations.

Century-Supreme Music Company, headed by Glenn Pierce and Frank Huber, is attracting a lot of attention with its fleet of radio-equipped miniature English Fords. Replacing standard trucks used in route service, collections and maintenance, the Consuls each feature two-way radio equipment, which keeps the serviceman or collector constantly in touch with the home office. Not only are many extra miles of driving eliminated, but the undersize vehicles are cutting gas costs in half, according to the partners.

Pete Geritz, head of Mountain Distributors, feels that he should be awarded the title for the most-burglarized business in the Denver phonograph industry. In the past few years Mountain Distributors has been burglarized no less than 12 times, the last incident on the evening of March 19th, when a half a case of beer and a few small tools were taken. Just two weeks before, burglars entering thru the alley cost Geritz a portable typewriter and several bottles of bonded liquor put away for entertainment. Noting the loss of a half a case of beer, Geritz reported wryly, "I suppose they needed a chaser!"

Association member co-operation in the matter of business meetings hit a new high in the Denver area, largely as the result of stringent economy conditions, according to the Colorado Music Merchants Association. A meeting in late March brought forth the entire roster, with the problems of location buying uppermost.

A committee was formed to recommend proper action. Cited

Location 'Loans'

Continued from page 70

concrete recommendations to stem the buying wave.

Pays \$3,000

In one documented instance, a new Denver operator paid a total of \$3,000 for three premium spots—a popular East Side tavern and two bowling alleys.

In each case, the operator paid \$1,000 for the location—in each case displacing the previous operator.

The new operator, while he felt that a \$1,000 price was a high one, countered, "You have to start somewhere," to get a foothold in the business.

Of particular concern to association officials, is the fact that the location buying usually is done to displace an operator already servicing a spot.

Denver operators have been sufficiently aroused about the problem to telephone any information they receive to association headquarters. The information will now be turned over to the committee which has been formed to study the matter.

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- Cheat-Proof, Burglar-Proof. Composition or Slate Beds. Double Dime or 25¢ Chute.

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GIVE TO DAMON RUNYON CANCER FUND

at the March meeting was the fact that an off-beat location in downtown Denver, which had been held by the same operator for more than 20 years, was lost when another operator paid \$500 for the spot. A day later, the location owner was approached by another, new operator, who offered \$1,000 for the spot.

St. Louis

Phonograph operators who are worried over diminishing returns in the face of higher operating costs may find the solution in logical sidelines, according to Walter and Sidney Morris, operators of J. S. Morris & Sons Novelty Company here.

The long-established Morris organization, one of the largest in the St. Louis area, capitalized on its long association with St. Louis bars and taverns over the years with the addition of automatic liquor dispersive equipment in early 1957. The equipment, under the title Auto-Bar, automatically meters

(Continued on page 92)



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V200 Rebuilt w/VL Sel. Rec.	\$795.00
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2150 (200 Selections)	\$799.00
2000 (200 Selections)	699.00
1900 (104 Selections)	649.00
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1700	469.00
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5207 (104 Sel. Wallbox)	35.00
5205 (104 Sel. Wallbox)	27.50

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G200 (like new)	\$649.00
G120 (like new)	569.00

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1446 (120 Selections)	\$495.00
1436 (45 rpm)	199.00
1434 (45 rpm)	139.00

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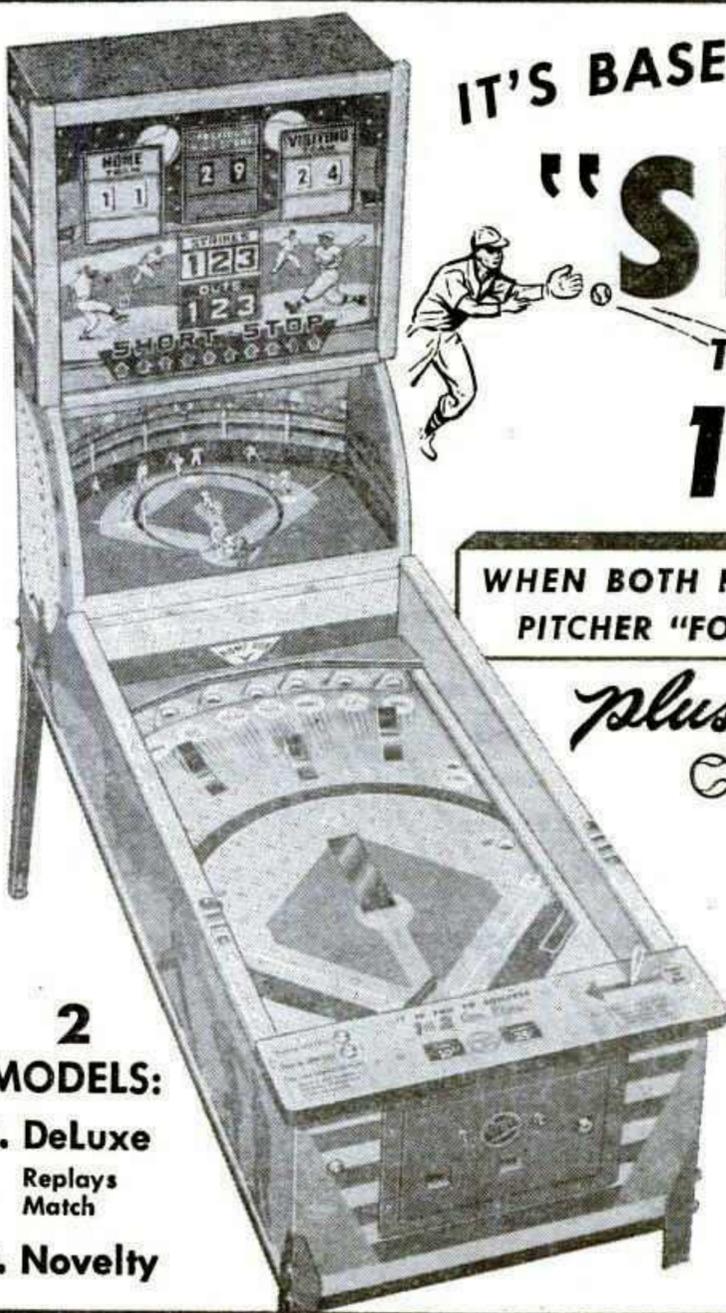


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CHICAGO 18, ILLINOIS

COINMEN YOU KNOW

• *Continued from page 91*

and dispenses a jigger of liquor from converted bottles either from a small rotating bar-top installation or from a row of the metering devices installed along the rear of the bar rail.

With several outstanding installations, including some of St. Louis' better hotel cocktail lounges plus many neighborhood taverns, etc., the Morris organization has added enough extra volume to more than compensate for increased costs for phonographs and amusement games, plus mounting operating expenses.

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\$450.00

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Wms. DELUXE WORLD SERIES	\$ 95.00
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Single Player 5-BALLS

SILVER	\$295
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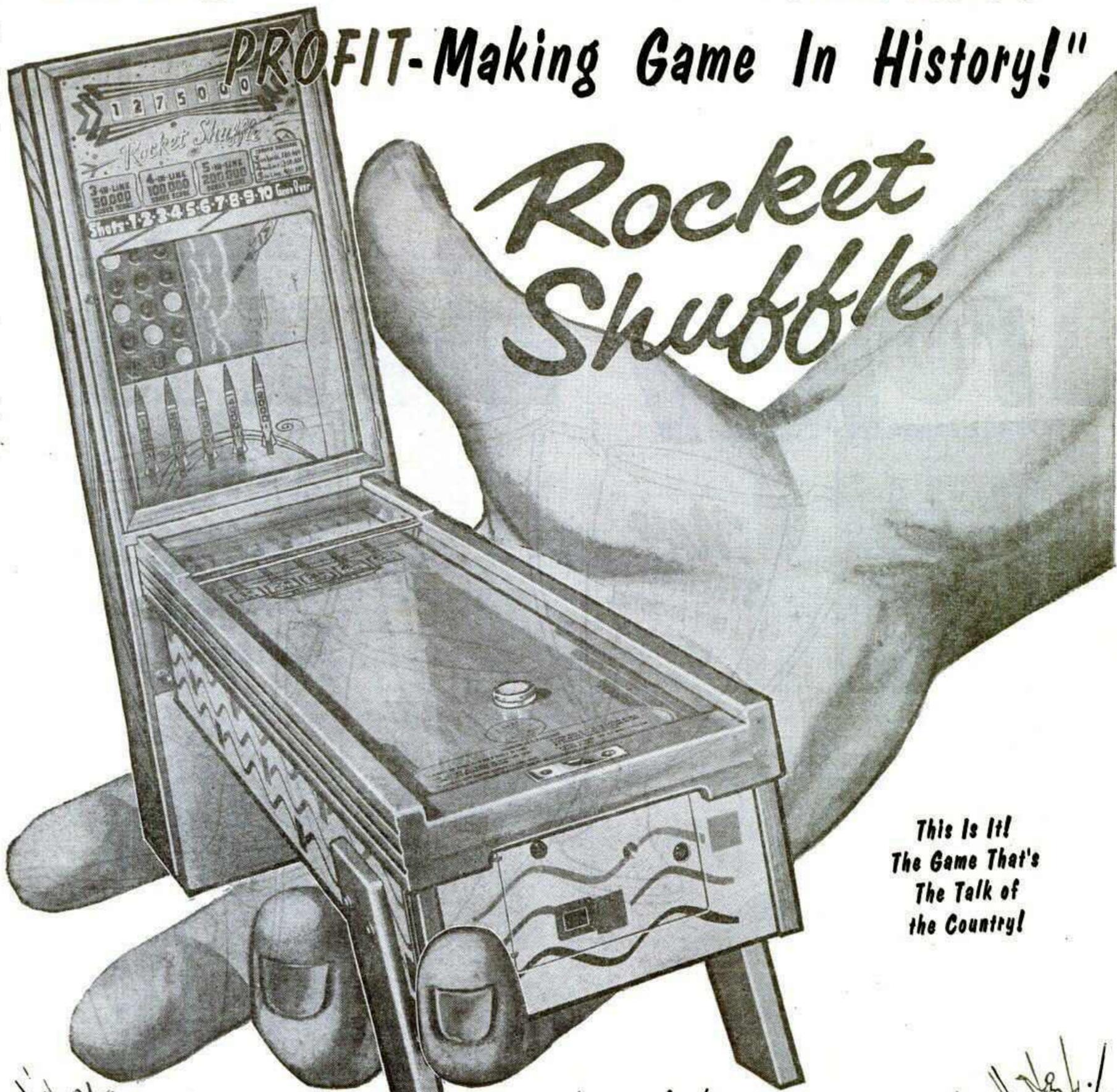
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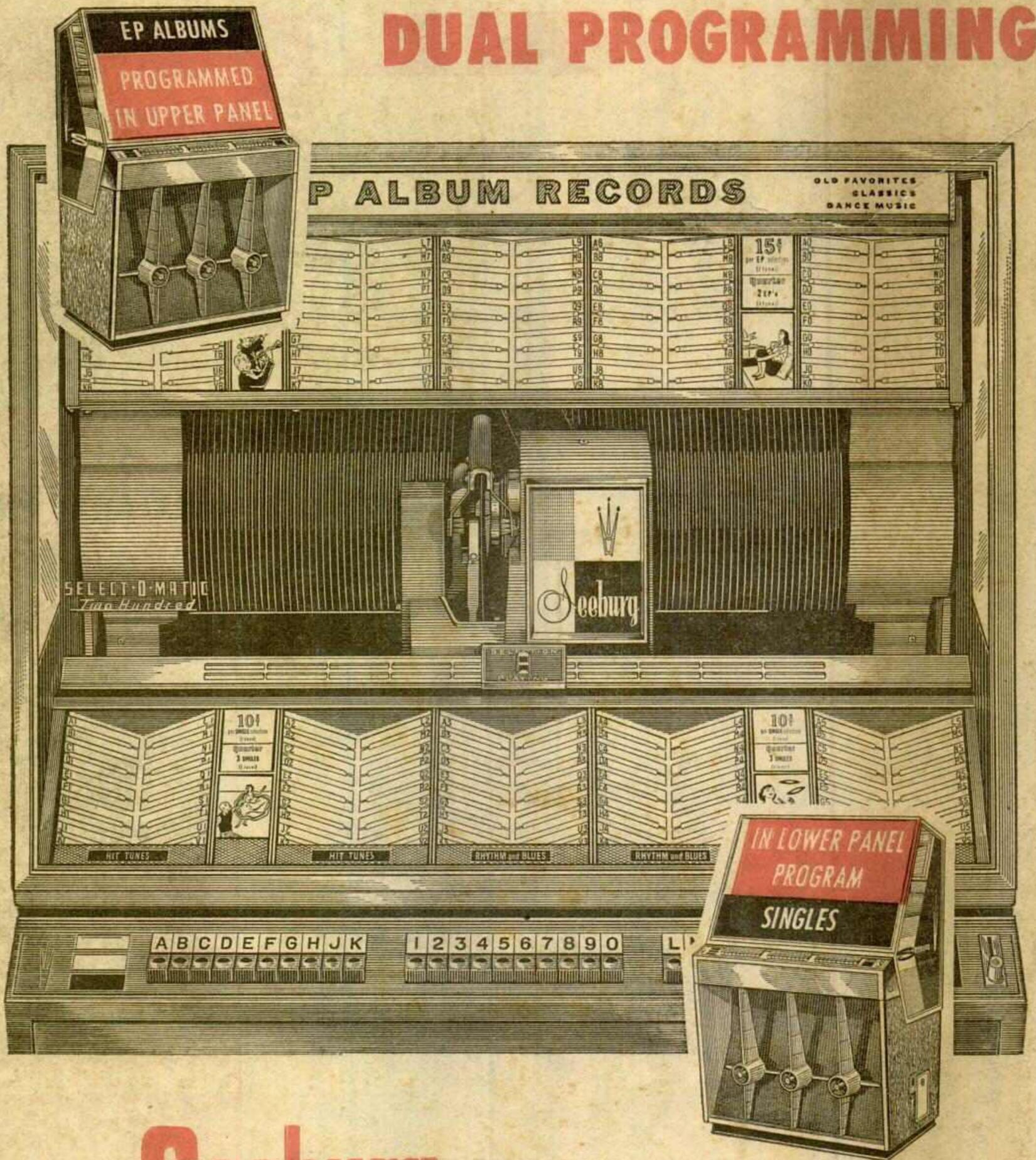
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