SENTY FOURTH YEAR

PRICE:

APRIL 14, 1958 (AB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Juke Plays Mirror **Business Recession**

Revenues of 1st Quarter Reflect Workingman's Take-Home Prosperity

By BOB DIETMEIER

CHICAGO -- Juke box play mirrors the U.S. business recession with a precision that makes it as specific as a fingerprint.

As a barometer of economic conditions, juke box play cuts the recession up into almost as many pieces as there are locations for the machines.

This does not mean that play in the first quarter is not down. It is. In some instances, badly,

It does mean that, as reflected to juke box revenues the first quarter, the recession breaks up into a number of isolated economic trouble spots, some serious, some not; some which can be directly linked to a cause of the recession, such as unemployment, some which cannot be; some which developed with the recession, some which developed before it.

business indicator, surely as sensitive to business conditions as steel or railroads-and palpable, besides.

Operator Reports

Reports from operators on their collections the first quarter confirm the recession-tho in a few cases deny it-in terms that are specific and concrete. At the same time, these reports again show that measures taken to hold up sagging revenues can work.

Surprisingly, a large number of operators reporting look forward to an above-average summer, with only a few expecting that relief will not come before fall-or later.

Tavern business is reported way off in many areas-especially in industrial localities (altho, of course, tayerns were suffering from dwindling business some time before the recession set in, as The Billboard reported early last year),

Restaurant locations, particularly top restaurant locations, are down, but better off than taverns.

Teen-age spots are holding up best of all-in most cases, in fact, holding fairly steady.



this issue

As in teen spots, however, the type of clientele is important in assessing the business condition of a location. Stops dependent on factory workers are the worst off. White-collar stops are much bet-

But as will be shown, even these generalities don't always stand up -even as applied to operators in the same city.

In some instances, a bad crop or a bad winter is pointed to as the cause of lower collections (because of shrinking location business) rather than the effects of the recession.

And sometimes, people patronizing a location as much as before, do not play the juke box as much as before.

"A man used to come in for a glass of beer and a pack of cigarettes and throw the odd change in the juke box. Now he puts the Juke box play is a workingman's change in his pocket and goes home," said one operator in summing up his tavern location picture.

Of course, it is with this group that operators can hope to hold up This is true any time, recession revenues best during the recession.

Up to Date

One thing most operators are doing: Buying as many new records as ever, in a few cases, even stepping them up. "If you sell music, you've got to have what the patron wants, no matter what," is the way one operator put it.

Many operators are moving equipment from one location to another, altho they are tightening up on new equipment purchases.

Operators on dime-three-forquarter play are in some instances offering four-for-quarter play; those with 50-cent chutes are of-

(Continued on page 67)

MUSIC THERAPY NOW NATIONAL IN SCOPE

NEW YORK -- National Music Council is celebrating the 15th anniversary of its entrance into therapy. In 1943, it conducted the first national survey on use of music in hospitals. In 1950, it organized the National Association for Music Therapy, which took over publication of Hospital Music Newsletter. Enlarging upon a survey in The Billboard (March 17), Edwin Hughes, NMC executive secretary, comments:

"NAMT members include physicians and hospital workers in all sections of the country. The movement has far from 'just started.' The use of music in therapy has doubtless stimulated the purchase of printed music, records, radios and musical instruments." Most popular form of therapy remains t'e group sing employing song-slides or song sheets, reports the Newsletter. It also quotes Dimitri Tiomkin's recipe for ensuring mental and emotional balance in children: "More musical stories and less crime-horror radio and TV programming, one effective weapon against juvenile delinquency."

Another medical music trend is the sale in 1957 of 250,000 sleep-teach records, averaging \$10 a disk, which bring everything from language courses to nail-biting admonitions to slumberers. Record players like Dormiphone and Somnovos, with 16% r.p.m. speed and a timing mechanism, have won 100,000 advocates in five years. Doctors recommend them for breaking of many habits, tho they are said to work only while the patient is dozing or drowsing.

Religious Wax on Sharp Upswing in Current Market

Sanctified Beat Invading Pop Charts In Addition to Traditional Fields

By REN GREVATT

NEW YORK -- "When things are rough, they turn to the Lord." That's how one record company exec explained the brisk business being done in religious records today-in albums and singles alike, and in strictly pop areas as well as the more traditionally religiontinged fields of country and western and rhythm and blues. The charts. swing to religion in the recorded music field, ironically enough, is the recession.

Trend Highlighted

The trend has been highlighted In recent weeks by the emergence on the charts of two hot singles and a new album, all of a religious and inspirational cast. On the best selling pop singles chart this week, Pat Boone's "A Wonderful Time Up There" is in fourth spot, with Laurie London's fast-breaking "He's Got the Whole World in His Hands," rising to number two position. The "Hands" side, snappy, hand-clapping revival type opus, reached the second spot after but three weeks on the chart. The release also sparked at least three quick covers on the tune.

In the album field, Johnny Ma this' newest, "Goodnight Dear Lord," hit the number 15 slot in its first appearance on the chart, just three weeks after its release and this week is in 10th position.

Also in the album field, the big-

gest album by a male vocalist of the past year, in terms of sales and length of time on the chart, was Tennessee Ernie Ford's "Hymns." The disk has been on the chart for 67 weeks, while the chanter's other religious set, "Spirituals," has been on the list for 32 weeks. Only recently, too, Pat Boone's package "Hymns We Love," also made the

Country Field

It's no secret, of course, that in partly responsible - according to the country world, with its simple, tradesters-for the continuing prof- homespun and basic philosophies, itable pace of business, while other the people have always been very businesses have fallen victims to close to their religion. To feed this need, RCA Victor has just released a new album of religious and sacred tunes by Hank Snow, Songs are by Stuart Hamblen, Snow himself and other writers close to the soul of the people. Capitol's recent album by the Louvin Brothers, titled "Nearer My God to Thee," has done very good business. Also from Capitol, the word is that Laurie London's next release will also be on a religious kick, to be titled "Gospel Train." Also in the country field, Decca continues to do fine business with religious packages by Red Foley and others in its stable of Nashville-based artists. The label has issued within the past month, new sacred albums by both Jimmy Wakely and Ernest

One of the highest-powered public plugs for sacred music came Sunday (6) when Ed Sullivan fea-(Continued on page 6)

NEWS OF THE WEEK

Disk Industry Gross at Least \$360 Million in '57, Says RIAA . . .

The disk industry achieved a gross dollar volume of at least \$360 million in 1957, according to Record Industry Association of America figures released this week. Other sources show the figure, including all types of disks sold, might reach as high as \$420 million. Association report also showed '57 as a year of important technical improvements.... Page 2

Hunt for Masters Still on But Some Buyers Get Bitten . . .

Altho "hot" record masters are still at a premium, the master-buying situation in general is tightening up. Many artist and repertoire men - having been burned by phony hypes on "sure-fire" disks - are exercising more caution now in making record-master purchases.

Regular Slotting of Stereo Shows Being Stepped Up by Radio Outlets . . .

Stereocasts are now out of the novelty class, into regular programming of major stations like NBC-owned WAMP, Pittsburgh; WNBF,

Binghamton, N. Y., and KRFM, Fresno, Calif. Meanwhile, Madison Avenue is eying the trend closely, with first tapings being done of music for air commercials using stereo systems. Cadillae Motors is a pioneer in the new field. Page 9

Columbia to Issue True Stereo LP in Near Future . . .

Columbia Records will issue a non-compatible, true stereo LP in the near future. Stereo disk will not affect monaural LP releases, which will continue to be issued Page 20

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Spirit Really Was on Them

NEW YORK -- The all-gospel show last week at the Apollo Theater, Harlem landmark, literally laid them in the aisles. According to theater manager Frank Schiffman, the bill, consisting of Clara Ward and the Ward Family Singers, the Harmonizing Four, Alex Bradford and His Specials, the Imperial Gospel Singers, the Pilgrim Harmonaires and Professor Herman Stevens on organ, "ditt better than average business for

In fact, the spirit was so much on the audience that Schiffman was obliged to hire two nurses to stand in at all the evening performances with smelling salts. "A number of women collapsed. take my word for it, our nurses were plenty busy. The spirit was really on them!" The show was produced and emseed by Fred Barr, WWRL deejay and program director, recently named New York's number one gospel jockey.

Warner Bares Disk Plans; Full Line in Quality Field

By JOEL FRIEDMAN

HOLLYWOOD -- Jim Conkling, president of Warner Bros. Records, Inc., took the wraps off some of the firm's upcoming plans and policies last week, declaring that above all, the firm "will stress creativity in our product. We hope to give record dealers imaginative and unusual ideas in package merchandise.

"All of our efforts at this time are being directed to recording product with a purpose," Conkling ing for." said.

"There's plenty of excellent product on the market at this time and an abundance of catalog material. If a new company expects to do a job, tho, the product must be outstanding and unusually better. The success of the Warner Bros.' label will lie in its ability to present very different and exciting merchandise, and toward this end, we'll be placing great emphasis on advanced engineering techniques and added luxury in cover art and display.

Ready in Fall

"It takes time to deliver quality product," Conkling declared, and we do not expect to have our first release until the fall market. During that season we expect to offer approximately 40 to 50 LP's in addition to an appropriate quantity

firm has not entered the business noncompatible, true stereophonic "Our point of view has always meeting. In addition to records, to simply record motion picture LP disk. This true stereophonic been that the introduction of the convention - goers will concern ords. We only want those sound issued and added to on a regular methods for reproducing stereo. An interesting sidelight is the tracks that will make good salable basis. albums. Label prexy opined that

Sears Using **One-Stopper**

CHICAGO-Sears, Roebuck & Company for some time has been buying all of its single records for its dozen Chicago disk departments from a one-stop distributor, The Billboard learned last week.

Sears is paying the standard wholesale-plus-a-nickel for the wax, but reasons that a single, fast source of supply justifies the extra cost. The chain, before making the move, pulled a comparative study of profits in buying from regular wholesalers and from onestops.

It found that too many sales were lost when slow distributor deliveries left them out of stock on hot items.

The supplier is Singer's One-Stop, it was learned.

Company.

'allied electronics at a latter date."

As for prices Conkling averred that the firm's line will tend to be higher, tho there will be ample product to meet competitive merchandise. "We will not have a \$1.98 line," he firmly declared, pointing out that a low-priced album line would necessitate a backlog of old catalog and does not "fit in with the kind of discriminating quality in retailing we are aim-

Everything in Stereo

disks, Conkling declared that the Warner Bros. diskery is perhaps we're therefore flexible to manu- to worry about their inventory."

vestment to insure a prominent facture in any way that an imposition in the disk business and in portant segment of buyers may call

> "Stereo," Conkling averred, "can one day be a tremendous stimulus for the industry. It appears too bad that certain dominant factors in our business are intent on promoting stereo disks, in one version or another, before the product is really right and before the market can prepare itself. It's important that this premature introduction does not confuse nor disrupt both the dealer and the consumer."

Label topper pointed to color On the tender subject of stereo TV as an example, declaring that it hasn't been made thoroly acceptable after five years, and that the only one in the industry that black and white is still a very can claim that all of its recordings dominant factor in the business. will have been recorded completely "It's important," he said, "that recin stereo, since no previous catalog ord dealers aren't panicked into exists. "Everything will be recorded selling out to get ready for monaurally as well, and we feel stereo, nor should they be forced

Columbia Plans Full Stereo Disk

of EP's and a regular singles re- berson, president of Columbia Rec- will be the standard stereo record Saturday, May 3. ords, stated today that Columbia of the future. Conkling made it clear that the would issue in the near future a sound tracks pointing out that disk will in no way affect the stereophonic disk is merely a re- themselves with the hundreds of sound tracks are essentially made firm's catalog of monaural LP re- finement, not a revolution, in the other products sold on racks in for motion pictures and not rec- leases, which will continue to be realm of LP recording. Various supermarkets.

The Lieberson statement helped they have made a very heavy in- put to rest speculation that the firm might issue the so-called compatible stereo disk demonstrated by Dr. Goldmark, of CBS Labora-tories, a few weeks ago. Columbia is taking a stand with the other

For Ohio Disks 6 Stereo Disks

NEW YORK - ABC - Paramount is releasing its first six stereophonic disks. The six disks are culled from the firm's recent output and represent, according to sales mahoff, Dewey Bergman, the "cream of the catalog as far as stereo effect is concerned."

This initial release is the first of a regular schedule of stereo releases, says Bergman. A small percentage of each month's new waxings will be available in both stereo and monaural. Stereo versions will be priced at \$4.98.

Zone____State_

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Occupation or Title_____

(Continued on page 12)

NEW YORK -- Goddard Lie- majors that the true stereo disk

(Continued on page 12)

GETS AROUND NEW YORK---Movie crit-

THIS CAT JUST

ics have hinted that Orson Welles' performance as the lusty, lumbering patriarch in 20th Century-Fox's "Long, Hot Summer" bears a more-thancasual resemblance to a similar character in Tennessee Williams' "Cat on a Hot Tin Roof," but it took Roulette's current sound-track waxing of the "Long, Hot" score to come right out and admit it.

One of the Alex North themes on the first side of the platter is clearly labeled: "BIG DADDY."

Set Parley on Market Racks

NEW YORK -- The Toiletries Merchandising Association will examine problems in selling records on supermarket racks when they meet for their annual conclave in Miami Beach, April 30 thru May 3. Most of the country's record rack operators are members of the Association and will be on hand.

Tom Noonan, manager of The Billboard's Music Popularity Charts Division, has been invited to speak at a special record seminar. The seminar will be held on

Record manufacturers have In his statement Lieberson said, shown keen interest in the Miami

(Continued on page 12)

Disk Gross in '57 Edges \$400 Million

that a substantially higher figure may have been achieved, with one estimate running to \$420 million.

These figures reflect only the sales of member companies of RIAA who provide the association with annual sales figures. According to a spokesman for the office of Harry Fox, publishers' agent and trustee, the smaller indie companies, who do not provide their figures, account for an estimated 10 per cent of the industry gross volume today. Based on this contention, the total figure for the over-all industry might well be nearer \$380 million.

On the other hand, figures provided by Ralph Burns, of the Music Performance Fund, indicated a gross industry volume of about In addition, the two firms will undertake a joint advertising program categories, from which, according to Burns, "we do not collect." These categories include lisks made from European masters, from vault masters that were made effore a certain date, and for a cappella recordings. The total of these, it was estimated, might bring the total industry figure for 1957 is high as \$420 million.

The RIAA report also noted that the disks will be remembered for would be remembered for diskery. The disks will be in the cappella recording to Burns, "we do not undertake a joint advertising program. Details have not been comcompletely worked out.

The stereo sampler disk will be a 10-inch LP and will retail for between 50 and 75 cents. A significant aspect of the program is that the disks will be marketed thru hi-fi salons, many of which do not now carry records. The move is expected to open up an entirely new field of distribution for the diskery. The disks will be in the prime by worked out.

Subscription rates payable in advance. One subscription rat \$360 million, exclusive of several important categories, from which, according to Burns, "we do not completely worked out.

These categories include The stereo sampler disk will be disks made from European masters, from vault masters that were made before a certain date, and for a cappella recordings. The total of these, it was estimated, might bring the total industry figure for 1957 as high as \$420 million.

NEW YORK -- The record in- cluding stereo tape and the first dustry achieved a gross dollar vol- hint of the stereophonic disk, the time of at least \$360 million in entrance of many new companies 1957, a sharp rise over the pre- into the industry and a mortality vious 12-month period, according rate that was correspondingly high. to figures released by the Record Also noted as important was the Industry Association of America. emergence of additional mail order Other sources, however, indicated clubs, decline in popularity of the 78 r.p.m. disk, the broadening in the retail distribution of disks and the promulgation of dimentional standards for all types of disk phonograph records in current use.

E-V in Stereo With ABC-Par

BUCHANAN, Mich.--Electro-Voice, producers of stereo phono cartridges, will tie-in with ABC-Paramount to promote the diskery's stereophonic disks. The cartridge manufacturer will distribute an ABC-Paramount stereo sampler disk in quantity thru audio outlets. In addition, the two firms will

1957 would be remembered for diskery. The disks will be in the Printed by WORLD COLOR PRTG. CO., St. Louis, Me. new developments in sound, in- stores at the beginning of May.

Zhito is Coast Ed; Friedman To Warners

NEW YORK--Lee Zhito, veteran Billboard executive, has been appointed Western Music Editor of The Billboard, effective May 1, on which date Joel Friedman vacates the Coast music slot to join the Warner Bros. record operation.

Zhito, during his tenure with The Billboard, has covered all phases of indoor show business. Prior to his decision to return to Hollywood several years ago he headed up the editorial operation in New York.

Friedman, with the West Coast office of The Billboard for five years, will be merchandise director of Warners' disk operation. He was appointed by Jim Conkling, president. Friedman's duties will include product planning, packaging, production and promotion.

NEW YORK -- Camden Records had the biggest month in its history in March. Billings exceeded February, the next biggest month, by 35 per cent, according to Frank O'Donnell, administrator of Camden Records merchandising.

Partially responsible for the spurt, according to O'Donnell, has been the action on Al Goodman's "South Pacific" package and Hill Bowen's "Music Man."

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Copyrighted m

Epic Draws Carlton Fire

NEW YORK -- Joe Carlton, prexy of Carlton Records, has accused Epic Records of a deliberate attempt to compete unfairly and to damage his company.

In a letter to Epic, Carlton states that the Epic release of "Crazy Feeling" by Roy Hamilton could only be viewed as direct and unfair competition for the current Carlton release of "That Crazy Feeling" by Kenny Rogers. The songs on the two disks are entirely different, and in Carlton's words, "There is no question of copyright involved."

The letter states that "the disk is our best selling record . . . (and) has been widely advertised in all trade papers and unquestionably has received wide acceptance. Unless you withhold release of your record to disk jockeys, dealers and distributors for the next three months, we shall have no recourse but to take immediate action against you to enjoin your acts of unfair competition, and to demand damages and other remedies to which we may be entitled."

A copy of the letter went to J. J. Aberbach, who has the copyright of the song on the Epic disk. The tune on the Carlton side is in Longhorn Music, a Texas firm.

As far as is known, according to tradesters, there is no legal precedent for such an action. The action by Glory Records against RCA Victo" last year charging unfair competition on disks of the tunes "Cindy. Oh Cincy" and "The Ba-nana Boat Song," was not seen as a parallel since in both cases, the alleged unfair competition involved the same song.

Cleffer Wins Royalty Suit

NEW YORK-A decision was handed down in New York Municipal Court here recently awarding songwriter Carolyn Leigh \$3,300 in back royalties from Valando Music.

Miss Leigh filed suit against Valando some time ago, asking for payment of past-due royalties on the song "Young at Heart," for which she wrote the lyric. Valando, who said royalties were held up pending outcome of a copyright infringement suit on the "Young at Heart" melody (not the lyrics), contended Miss Leigh was jointly responsible with melody writer Johnny Richards.

Finding in Miss Leigh's favor, the court said she was not responsible, since Valando has given her the melody and asked her to write a lyric for it. The decision is an interesting one, in that it marks the first time a legal opinion has been handed down on the collaboration responsibilities of lyricists and melody writers, according to Miss Leigh's attorney, Lee V. Eastman.

DECCA HONORS HOPE SHERK

NEW YORK--Miss Hope Sherk, who is retiring after 19 vears with Decca Records, was honored here last week at a champagne party by 50 coworkers at the record com-

Miss Sherk-currently head of the Decca and Coral catalog department-was presented with a flock of gifts from her co-workers and the company.

a new selling force

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The Billboard Weekly Index

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



First Quarter Comes Up Healthy

By TOM NOONAN

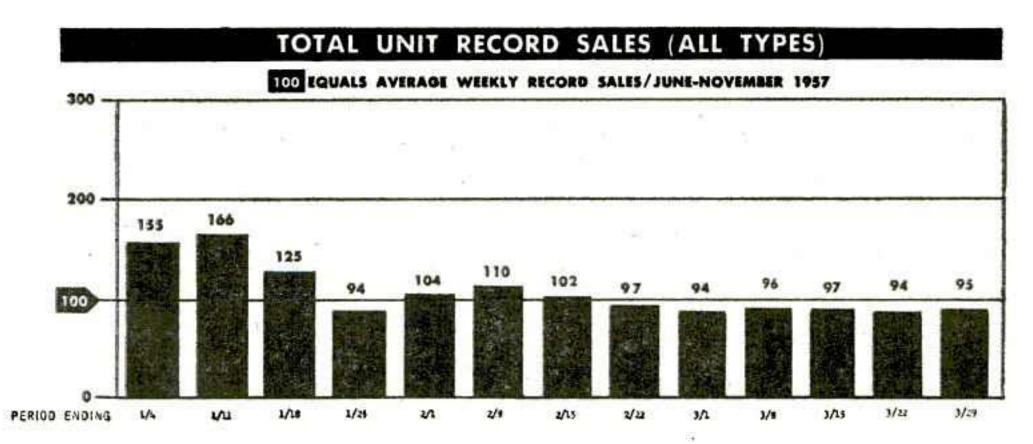
The current period winds up the first quarter. The average index figure for Total Unit Record Sales for these 13 weeks is 109 as compared to the period June thru November of 1957. However, this figure of 109 for total units is ballooned by the post-holiday buying spurt enjoyed by all. Nevertheless,

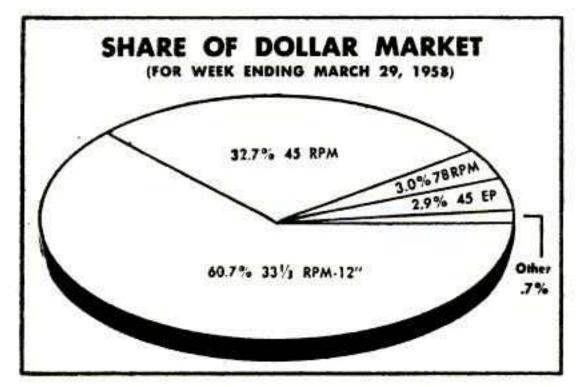
it was experienced and must therefore be included in the first quarter results.

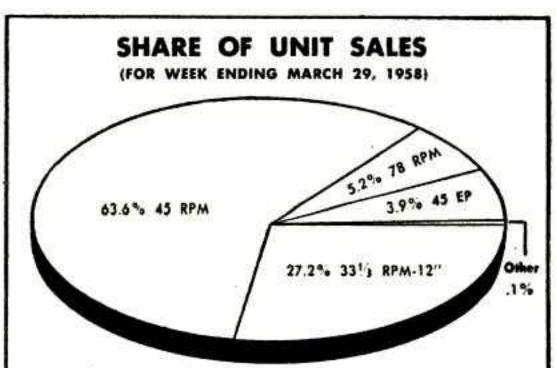
This figure indicates that the retailers should be realizing more profits as compared to the June thru November, 1957, period. Price increases that were installed during this quarter leads one to this indication. However, approximately one-third of the retailers may not

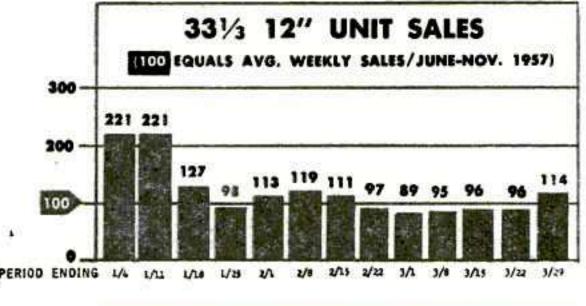
find this to be true, since many of the larger markets have resorted to discounting, thus cutting down their profit margin.

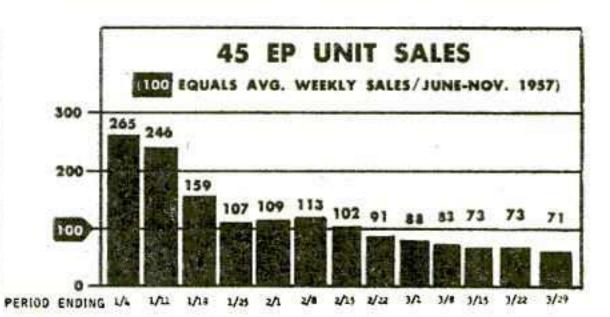
NOTE: If you wish to set up a continuous study of these charts of 1958, please clip this chart and file for future reference. Next week we start on the second quarter results-thereby eliminating all first quarter figures.

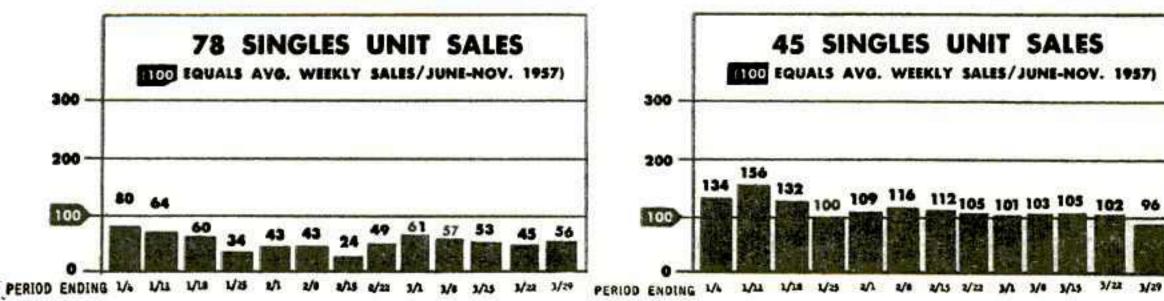


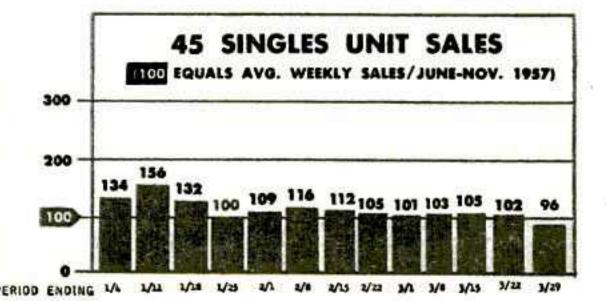












RELIGIOUS WAX

Sanctified Beat On Sales Upswing

Continued from page 1

son Family Singers on his coast-to- cordings in the past three weekscoast CBS-TV show. Atlantic Records, incidentally, not known for Sarah Vaughan. Again at the alproduct in the religious field, except possibly for some of the more celestially cool Modern Jazz Quartet selections, will soon release an album of hymns by Betty Johnson. Ed Sullivan, still on a religious kick, spotlighted Laurie London on by Lawrence Welk. At the time his show Sunday (13).

Still at the pop singles level, the Rays, a group which clicked with their first disk of "Silhouettes," has as their second entry, a religous item, tagged "The Man Above." Another tune with religious over-

Verve Ups All LP Prices to \$4.98 Level

HOLLYWOOD -- The suggested list price of all Verve 12inch LP recordings will henceforth be \$4.98. Increase was disclosed by Verve President Norman Granz last week, just prior to his departure for New York and the widely heralded Ella Fitzgerald-Duke Ellington concert at Carnegie Aeolian Disks Hall.

Price hike immediately affects only the firm's popular 2,000 and international 20,000 series, both of which were \$3.98. Move puts all the label's LP wax at the same price level, the Clef and Down-Home series having been previously established at \$4.98 list.

Increase was made because of spiraling costs of production and recording, according to Verve execs. Label will still continue to issue special LP sets in other price ranges as they have in the past.

Granz disclosed the completion of the firm's "Ella Fitzgerald Sings the Irving Berlin Songbook," by conductor Paul Weston recently, and the signing of singers Mitzi broader distribution. Distribution Gaynor and Matt Dennis. Jazz impresario leaves for Europe soon where he'll present the Benny lease is expected soon. Goodman band in concert for three weeks, in addition to producing the jazz shows at the U. S. pavilion at the Brussel's Fair.

4-Way Fight Looms on Use Of Dash Label

CHICAGO -- A four-way imbroglio is developing over the right

of the Sherman Hotel, last week filiate, Philips Records, branch of and other Columbia people and this group. said he's preparing to put out his the giant Holland-based electronics CBS brass, and, of course, Lerner first releases on Dash, a name firm. under which he says he signed an AFM agreement on March 25, 1952.

Last week, he said, he first learned of the trade-mark hassel when Dash Records of California threatened legal action against two other Dash outfits. These, York learned, were a Dash Records in New York owned by Joe Dasher and Dash Records in Huntsville, Ala., owned by three deejays, Happy Wilson, Dewey Webb and Slim Lay.

York said he had been assured in a letter from James C. Petrillo, AFM prez, dated March 18, 1958, have an AFM contract.

favor of his own label.

tured Betty Johnson and the John- tones, "Padre," has had three reby Toni Arden, Valerie Carr and bum level, Decca has recently issued "Songs of Devotion" and "Songs of Inspiration," both by Fred Waring's ensemble, while Coral earlier this year brought out two albums of religious material (Continued on page 12)

George Cates Goes to Welk

HOLLYWOOD -- Cleffer-conductor George Cates has resigned his post as West Coast artist and repertoire director for Coral Records. Cates will devote full time to his duties as music supervisor for the Lawrence Welk TV shows. He will also a.&r. all records made by Welk or any of Welk's extensive stable of artists for single or album releases on both the Coral and Brunswick labels.

Cates, who had been with Coral for nine years, will remain with the label as an artist.

Change Label

NEW YORK--The King of Instruments label, comprising organ records made by the Aeolian-Skinner Organ Company, will henceforth be released under the Wash-Bialek, president of Washington.

label was conceived as a sales aid Vegas. to demonstrate the quality of Acoled to decision to arrange for Man," Broadway stage hit.

STATIONS GO TO R&R EXTREMES, CONNOR FINDS

HOLLYOOD -- "The avenues for exposure of rock and roll and pop music are sorely limited." This is the opinion of vet exploitation man Mike Conner, who just returned from a three-week swing around the nation covering radio stations in Kansas City. Cleveland, Pittsburgh, Philadelphia, New York, Boston, Buffalo. Detroit, Chicago and St. Louis.

Conner declared that a "definite cleavage exists at stations today which restricts the playing and programming of rock and roll and pop records.

"If you're promoting a rock and roll tune today," Conner says, "you can go thru a city such as Detroit in four hours compared to two days that was necessary to cover all stations and all d.j.'s before. There are stations that turn thumbs down on r.&r., and conversely, others that just won't play pop recordings."

The situation has resulted in making it necessary to do twice as much coverage in order to properly give an artist the exploitation and d.j. exposure he needs, according to Conner. Firm recently named Jo McEntyre to helm the promotion post recently vacated by George Sehlock. Miss Mc-Entyre previously worked in radio exploitation in Pittsburgh.

Crosby Defies 'Man' Warning

HOLLYWOOD -- Despite a protest from legal counsel for song ington Records label. Deal was set scribe Meredith Willson, band by Joseph S. Whitefore, president leader Bob Crosby last week re-Aeolian-Skinner, and Robert fused to stop using "Mr. Music Man" as sub-billing in the maes-Originally, King of Instruments tro's stand at the Sahara, Las

Attorneys for Willson ostensibly lian-Skinner's organ installations. objected on the grounds that the trend suggests, however, that the Demand for the disks, however, billing infringes on the "Music trick is not in the name of the label they knew of a nameless sing-

and sale is now with Washington been previously used by others, in- master makers. Unemcumbered by and its distributors, and a new re- cluding Bing Crosby in a film overhead, nanagement committees made years ago.

COLUMBIA 'FAIR LADY' SET FOR LONDON, FAIR

ing of "My Fair Lady" and the Brussels World's Fair. The opening of "My Fair Lady," of course, May 1. will be the signal for intense acto use the name of Dash Records. tivity on the part of Columbia, will attend the posh opening.

place re "My Fair Lady." The May I. show opens in London on April 30 Julie Andrews and Stanley Holla- will be released in the fall. way, the original-cast albums cut here for Columbia are most suitable. These will be on the Philips Continent.

don and 5000 francs in Paris. The Europe every season.

NEW YORK-Columbia Rec- | score of the Lerner-Loewe show ords is getting ready for two key has also been restricted up to now European events, the London open- by Chappell, Ltd., in Europe, and will be free of restriction as of

and Loewe. Album displays are Much activity has already taken set to blanket London stores on

In Brussels the diskery is getting but at this moment there are be- ready to wax the Benny Goodman tween 50,000 and 100,000 original- band at the World's Fair. Goodcast albums sitting in pressing man will be cut with blues shouter plants in England waiting to be re- Jimmy Rushing. This will be the leased May 1. Since the cast in first time that Goodman and Rush-London will include Rex Harrison, ing have waxed together. The LP

Columbia international a.&r. staff, own production company, Harbel ABC radio network and recently is heading over to Europe next Productions. George Englund will was associated as an account exlabel in England and on the week to meet with the Philips a.&r. be the actual producer. people in Holland, Italy, France

DISTRIBUTOR NEWS

By HOWARD COOK

Helen Klause, B & G Record Service in Portland, Ore., reports action on several sides. Among the top disks at B & G are "Chanson D'Amour" by the Fontane Sisters on Dot, "Book of Love" by the Monotones on Argo, "Don't You Just Know It" by Huey Smith on Ace and "Hang Up My Rock and Roll Shoes" by Chuck Willis on Atlantic. "Cherry Pie" by the Tri-Lads on Bullseye is also moving well. Other platters that are showing promising signs at B & G are "Sympathy" by Johnny Maddox and "Angry" by Gale Storm (Dot). Hottest brandnew records are Chuck Berry's Chess waxing of "Johnny B. Goode" and "Who's to Know" by Wendell Tracy on Argo. Miss Klause said "I'm So Lonesome I Could Cry" by Margaret Whiting on Dot is also getting lots of action.

Myron Burneson, Main Line, Cleveland, RCA Victor distributor, registers highly favorable reports on the new Victor releases. Elvis Presley's "Wear My Ring Around Your Neck" is fabulous, according to Burneson. Perry Como's "Kewpie Doll" looks like another "Catch a Falling Star." "Oh, Lonesome Me" by Don Gibson is still climbing. "Happy Times" by A. Tousaon is getting attention. Burneson stated that there has been a strong reaction to Kay Starr's "Stroll Me" and "Boppin' the Sack" by the Lane Brothers. Dinah Shore's "It's the Second Time That You Meet That Matters" also looks good.

Mrs. Ledger of Swanton Company, Inc., Portland, Me., Columbia distributor, lists "Teacher, Teacher" by Johnny Mathis as their number one disk. Marty Robbin's "Stairway of Love" is a close second. "Pink Pedal Pushers" by Carl Perkins is also a big one. Tony Bennett's "You're So Right for Me" is selling well. "Teacher's Pet" by Doris Day and "Gigi" by Vic Damone are also moving. Hottest LP's at Swanton are "Goodnight, Dear Lord" and "Johnny's Greatest Hits" -both by Johnny Mathis. Jerry Vale's "I Remember Buddy" is going strong. Erroll Garner's "Soliloquy" and "Mitch's Marches" by Mitch Miller are good sellers. The firm is currently plugging away in Columbia's "March Sweepstakes" sales contest. They've approached 95 per cent of their quota.

NEW YORK SCENE: Andy Gibson, King Record distributor, reports that "Talk to Me, Talk to Me" by Little Willie John is their top platter. "Muskeeta" by Johnny Pate on Federal is also strong. Bill Doggett's "Boo Da Ba" on King is a strong item. Hottest new sides are "My My Darling" by the Chanteers on Deluxe and "Chicken Out" by Wayne Carroll on King. Gibson

(Continued on page 10)

HOW INDIES FIND HITS OUT IN LEFT FIELD

field.

but in the new methods of talent-Crosby opined that the title has scouting employed by free-lance and appointment calendars, they are mobile, energetic and willing to hunt talent in hidden corners.

> Take the case of Nick Jovan, publicity man for a Chicago movie house who turned publisher and disk producer only four months ago. In the past few weeks he has sold four sides to M-G-M, two to Dot, two to Decca and two to Keen. Other deals are on the fire.

M-G-M bought a pair of Jovan's masters cut by a group called the Holidays, due for release in late Key Columbia and Philips execs April. It would be difficult to imagine a big-time a.&r. exec going Frank York, veteran ork leader and especially its international af- Goddard Lieberson will be there thru what Jovan went thru to find

Belafonte to Lens Own Pic

on "The End of the World," being the company. filmed jointly for M-G-M release Nat Shapiro, co-ordinator of the by Sol C. Siegel and the singer's duced his own program over the

Story, which deals with the radio and television representatives. The release of the album in and England. While there he will struggles of the last three survias disk singles.

CHICAGO-It's an established | A teen-age neighbor of his, Joas well as painful fact to record van says, had been visiting relamahoffs, a.&r. men, publishers, tives in Joliet, Ill. There she heard booking agents and managers of from other teen-agers that a singbig name talent that the hit rec- ing group had been kicking up a ords today are coming out of left stir at school dances. Jovan hied down to Joliet, stopped kids in the A closer examination of the street, in ice cream parlors, recreation halls, anywhere, asking if ing group attending such-and-such high school.

> He finally learned the identity of one of the singers, then had to play detective in finding out where he lived. Finally locating the boy, Jovan had difficulty convincing him that he was not a truant officer and really wanted to hear the group sing. Once succeeding, he spent hours going over the group's repertoire, doctoring their material, sketching out arrangements for a band of studio musicians.

> Jovan spends night after night now, he says, stalking teen-age hops and school dances hunting down tips on the existence of (Continued on page 12)

Richer Heads Grauer Sales

NEW YORK-Robert E. Richer was appointed sales and merchandising manager of Bill Grauer Productions last week by Bill Grauer NEW YORK-Harry Belafonte Jr., prexy of the organization. His will make his debut behind the primary duties will involve supercameras as a motion picture exec vision of sales for Riverside and this month when production rolls Judson, the two lines released by

> Richer formerly wrote and proecutive with Adam Young, Inc.,

In announcing Richer's appointthat as of that date York was still England and Europe will end a search for material for the label's vors of a gigantic atomic blast, is ment, Grauer said several exciting the only Dash record mahoff to cozy little smuggling racket on "Adventures in Sound" series and straight, rather than musical, projects are in the offing to broaden American-made "My Fair Lady" will also work on promotions on drama. But plans are afoot to spot- the distribution of Riverside and The orkster is leaving Coral Rec- LP's which were fetching, it is re- the tours of various Columbia art- light Belafonte with "a few" spe- Judson. Total sales volume for the ords after a four-year tie-up in ported, up to five pounds in Lon- ists who play the concert circuit in cial tunes, likely to show up later two labels showed an increase of close to 500 per cent last year.

Copyrighted material

NETWORK TV

'Swing' Spec Over-All Effective

Swing Into Spring

Starring Benny Goodman, Ella Fitzgerald, Dave Garroway, Harry James, McGuire Sisters, Jo Stafford, Ray Eberle, Red Norvo, Teddy Wilson, Bambi Linn and Rod Alexander.

There were many aspects to this gala color spectacular that were just great, enough in fact, to call the total effect very much on the plus side. Particularly impressive were a pair of the classiest femme vocalists around, Ella Fitzgerald and Jo Stafford. Ella, who often has appeared ill at ease on TV and in personal appearances, has never looked looser

nor sounded better. As for Miss Stafford, her effortless vocal charm registered with sock im-

The high point was reached about halfway thru the show, when in a 10-minute medly, with the scene set in an afterhours club, the Goodman quintet, with Norvo and Wilson, plus the aforementioned thrushes outdid themselves on a wonderfully easygoing medley of "Limehouse Blues," "Poor Butterfly," "Hard Hearted Hannah," "I Got It Bad and That Ain't Good," etc.

On the nostalgic kick, the

show revived the old-time radio remotes via an abbreviated "Clenn Miller" band seg, with guest vocalist Ray Eberle, singing from the "Glen Island Casino," one of Miller's initial haunts. Eberle sang into a mike labelled "WEAF," old call letters of NBC's New York outlet, which completed the flashback scene. Ditto a "Tommy Dorsey" bit from Chicago's "Palmer House," with the old-fashioned mike carrying the WMAQ call letters.

Sad to relate, Goodman's clarinetting lacked the assurance and precision of his earlier days, while the McGuire Sisters, a highly talented act, suffered from some rather trite bits of staging. Dave Garroway ambled thru emsee chores in his usual relaxed fash-Ren Grevatt

NIGHT CLUB

More Than Bad Throat Clogs Debut

The Living Room is a small, intimate boite that allows the performer to be surrounded by an audience. The cozy setting would normally seem ideal for a singer with a limited vocal range, accompanied only by piano. Morton Downey Jr., who is currently making his New York debut at the Living Room, doesn't rise to this setting.

The Downey prefaced his act with a statement that he had a had throat, it was not his only impairment. He quite often forgot his lyries, and his sense of timing was not as precise as it might have been. He introduced two charming melodies, "Paris Means Love to Me" and "You're in Love for the Very First Time,' that he co-cleffed with his excellent pianist, Al Mello. Mr. Mello's talents often saved the song. The chanter scores best on up-tempo numbers such as "Walkin' My Baby Back Home" and "Just One of Those Things." His ballads are not so effective.

Also on the program are the Versatones, a colorful and varied

act. Their program includes rock and roll, calypso and polished presentations of show tunes. Starting with a calypso go on "Two Ladies in de Shade of de Banana Tree," the group was thoroly enjoyable on a rockabilly rendition of "Bye Bye, Love," a smooth reading of "Stardust," a winning performance of "Lucky Old Sun" and several standards. The former Victor artists now record for All Star records.

Intermission music is furnished by Carl Eugster who has a relaxed, casual vocal and piano style. Eugster presented numbers from his M-G-M LP, "Songs for Bashful Lovers."

Howard Cook.

OPERA

Too Much Trouble in Westchester

New York City Opera Company "Tale for a Deaf Ear" by Mark Stars, Patricia Neway, William Chapman, Conductor, Arnold "Trouble in Tahiti" by Leonard Bernstein. Stars, David Atkinson, Beverly Wolff. Conductor, Bernstein. Both directed by Michael Pollack. April 6.

Two 45-minute operas about unhappy Westchester marriages is one too many on any bill. As it was, the familiar Bernstein work seemed more trivial, less fresh than in previous incarnations, while the new Bucci piece seemed to be treading well-covered ground.

"Trouble in Tahiti" forthcoming LP from Victor) has many tender and amusing bits, mostly from the Bernstein score rather than the Bernstein text. David Atkinson was smooth-voiced and credible as the husband; Beverly Wolff forced as the wife. A narrative trio, nicely staged, was miked so high it had to fight an

"Tale for a Deaf Ear" boasted brilliant jobs by Patricia Neway and William Chapman as a bitter middle-aged couple. Again, the music surpassed the text; intrusive fantasy elements which led to flashbacks in three centuries marred a provocative theme and fine production. It's an unlikely

Arnold Gamson, a conductor to reckon with, infused urgency and lyricism into the Bucci score. It was an evening in which the cause of American opera was advanced only by the scheduling of the event.

ROAD SHOW

Freed and Troupe Rock 'Today'

Deejay Alan Freed rocked and rolled on to NBC-TV's early morning "Today" show dast Thursday (10) in a performance, which some tradesters interpreted as a forecast of things to come on the web's afternoon schedule.

Freed presided over a group of teen-agers (via a remote from the Ford Theater in Detroit) as part of a week-long survey on U. S. teen-agers by Dave Garroway and his "Today" staffers.

The kids-bright, good looking youngsters for the most part, and an integrated group-danced on stage to Freed's rock and roll ork, and participated in a rather incoherent question-and-answer session on r.&r. with a harried "Today" newsman. A sizable teenage audience was also on hand to chant "We want Elvis!" and Jerry Lee Lewis, a reasonable substitute, offered a frantic showmanly version of "Gonna Move on Down the Line.'

Freed seemed a bit nervous, which was understandable in view of Garroway's obvious bias on the subject of "suggestive lyrics" and r.&r. in general. At the conclusion of the segment, lack Lescoulie balanced the scene somewhat by reminding Garroway of such best-sellers of the '30's as "Hut Sut" and "The Three Little Fishies."

June Bundy.

REVIEWED IN BRIEF

Long, Hot Summer

Jerry Wald's "The Long, Hot Summer" fairly snaps, cracklesand pops with movie excitement. There's a superbly vinegary performance by Oscar-winner Joanne Woodward, robust acting by a first-rate east, taut direction by Martin Ritt and a soundtrackscore by Alex North that's a model of music use in a dramitic film.

The 20th Century-Fox pic's strength may well be a major hypo for Roulette's waxing of the North-Sammy Cahn title tune, smoothly voiced under the credits by Jimmy Rodgers, particularly since the theme wanders instrumentally thruout the melodic (Sinclair) score.

Oriental Ballet

Ni Rondji, a Balinese beauty, and Tilakam, an American girl trained in classic Hindu steps,

wove an exotic evening of Asian dances at theater Marguee, New York. Tilakam generated deep excitement with controlled intensity reminiscent of Flamenco. Ni Rondji was more fluid and glittering by nature of her Balinese vehicles, with eyes darting and uncanny gliding of the neck. Program ended with a "Bungbung," an erotic dance in which several of the audience were enticed onstage to rub noses. (Hodes)

Ella and Duke

Norman Granz had a novel idea with his Carnegie Hall concert last Sunday (6). Instead of recording the concert, the concert was a live version of the Verve album "Ella Fitzgerald Sings the Duke Ellington Songbook." Only trouble was that the concert wasn't up to the album. It was not one of Ella's best nights, pos-

sibly due to the fact that neither her session with the Ellington ork nor her songs with the Ben Webster quartet was rehearsed. Ella sounded good with the Webster combo but missed with the ork, and the concert ended on a note of chaos. Not that the sellout audience cared; they loved it. (Rolontz)

The Next President

Mort Sahl is a very deft comic but it's impossible for him to carry an entire broadway show on his shoulders, as "The Next President" at the Bijon Theater, New York, requires him to do. The Jimmy Guiffre Three might have helped but they weren't allowed much time onstage. The Folk Singers and dancer Anneliese Widman didn't rescue him at all. With sufficient support, Sahl might make it in a Broadway show, but this isn't it.

(Rolontz)

B'dway's New 'Darling' Good Bet for Profits

By SAM CHASE

Say, Darling

Musical comedy by Richard and Marian Bissell and Abe Burrows. Produced by Jule Styne and Lester Osterman. Music by Jule Styne, lyrics by Betty Comden and Adolph Green. Director, Abe Burrows. Choreographer, Matt Mattox. Costomes, Alvin Colt. Lighting, Peggy Clark. Stars, David Wayne, Vivian Blaine, Johnny Desmond.

Hardly likely to challenge "West Side Story" for staging and plot, or "My Fair Lady" for music, nevertheless "Say Darling" seem a good bet to return a profit to its backers. Labeled "a comedy about a musical," the emphasis is mainly on the comedy, and in this area the show is amusing enough to bring in strong theater party business, while the advance sale is about to move thru next January.

Despite some engaging performances, this adaptation of Richard Bissell's book of the same title sputters thruout. The saga of a compone author who's brought to Broadway to adapt his own book into a musical, the story, of course, duplicates Bissell's own history in preparing "Pajama Game." David Wayne is the strong man of the cast, playing the Indiana scrivener with understanding as well as humor. Vivian Blaine perfectly characterizes the gaudy fem lead, and Johnny Desmond turns in a consistently good job as a top Brill Building songwriter taking his first stab at cleffing for Broadway. Fine performances, too, should be noted from Jerome Cowan, Constance Ford and Horace McMahon, with Robert Morse grabbing comedy honors for his playing of the young producer.

The music in "Say Darling" is treated as relatively incidental. There's no band in the pit and, with but a couple of exceptions, each of the nine tunes gets but a single chorus performed without reprise.

Likliest song to succeed is "Dance Only With Me," a ballad which Perry Como has made his first show-tune recording in some years. The show's title song, a pleasant ballad, also may have a chance. Tony Martin has recorded this number, backed by "Try to Love Me," another ballad which gets exposure twice during the show. "It's the Second Time You Meet That Matters" gets a fine rendition by Exsmond in the second act, and Dinah Shore has waxed it.

The singles mentioned above are all RCA Victor releases, that firm also getting album rights to the show.

Top Musical Navigation at Helm of 'Windjammer' Pic

By CHARLES SINCLAIR

Windjammer

Featuring: Officers and cadets of the Norwegian training ship "Christian Radich," plus guest musical artist. Screenplay, Alan Villiers and James L. Shute, Cinematography. Joseph Brun, Gayne Rescher. Music score, Morton Gould. Conducted by Jack Shaindlin. Songs by Terry Gilkyson, Richard Dehr, Frank Miller. Directed by Louis de Rochemont III and Bill Colleran. National Theaters presentation of Louis De Rochemont Production. Reviewed at Roxy Theater, New

"Windjammer" offers musically-minded movie-goers a good deal more than just a blockbuster showcase for a wall-to-wall screen process. Officially, it's a de luxe travelogue, portraying the 18,000-mile vovage of the Norwegian training ship "Christian Radich" with some eye-popping color photography. Unofficially, it has darn near all the elements of a top-notch cinemusical.

It has sea chanteys by a cadet crew which looks like multiple exposures of Tab Hunter. It has guest appearances by Pablo Casals, playing a Catalonian ballad, and the Boston Pops, accompanying cadet Sven Erik Libaek in a Grieg Concerto. It has lavish helpings of Caribbean calypso, with such units as the Silvertones Steel Band of Trinidad. It even has an ingeniously kaleidoscopic romp thru New York to the brassy, bright sound of Wilbur de Paris' Dixieland. And, there are no less than eight written-for-the-picture songs, of which the standout is the rollicking "Kari Waits for Me," plus a melodic Morton Gould background score.

Major diskeries are already climbing up the "Windjammer" rigging. Columbia Records has signed the original stereo-recorded sound track, and is waxing "Kari" and one other tune. RCA Victor has scheduled "Kari" for Eddie Fisher, and is doing a "Windjammer Suite" with Morton Gould. There's even a music-angled

Random House souvenir program book.

The Lip Charms Again, But Nitery Material Is Spotty

By BOB BERNSTEIN

Maurice Chevalier, Emil Coleman Ork, Empire Room, Waldorf-Astoria, N. Y., April 8.

Maurice Chevalier, past 70, is in top form, with that famous chuckle and relaxed style lighting the room. His material, unfortunately, is spotty. The 40-minute stint was highlighted by two tunes from his forthcoming movie, "Gigi," to which he lent pure voice and great charm. A packed house cheered his new Gallic entries, "Chapeau Gris" and "Quai de Bercy," with typically amus-ing Chevalier prefaces in English. "Mimi," "Valentina," "Louise" and the other old girl friends were back to delight fans.

The decision to be accompanied by several rather tiny recordings marred the singer's longest number, a medley of Paris imports which have become U. S. hits. It also plunged Chevalier into a weak comedy duet with a Sally Blair disk of "Squeeze Me." Emil Coleman's nimble ork had an unnecessarily quiet evening.

The perfect choice of words for his introductions, the masterful timing, the engaging jokes at his own expense, the roguish glances and, above all, the ability to make electric contact with each patron work for Chevalier as beautifully as ever. But for the first time within memory, his judgment on material seems to have failed



MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

POWER OF POSITIVE THINKING

The Advertising Council has launched a nationwide "Conference in a Growing America" campaign to fight recession talk. The four- film packages from the combined month public realtions program will "underscore the basic soundness Columbia and Universal Pictures and strength of our economy" via meetings with trade associations, backlogs for TV marketing - intalks before civic, labor and fraternal groups and advertising in all cluding a projected "musical commedia contributed voluntarily by advertisers and the media themselves. edy" package highlighted by old Robert M. Gray, Esso Standard Oil exec, is serving as co-ordinator.

HOPPING ON THE HOP WAGON

Stations in many markets have added record hops to their TV schedules, a major impetus being the success of Dick Clark's ABC-TV network strip. Now KBTV, Denver, has taken the logical step of programming its new "Denver Bandstand" in and around Clark's show, so the teen-agers will be dancing to local disks for 30 minutes, followed by Clark, returning to the local show for an hour. Up till now stations have been programming directly opposite Clark or as far away from him on the clock as possible.

CHANNEL CHATTER

WHTN-TV's new studios open today in Charleston, W. Va. . . The broadcast industry of Northern California honors Francis Minton on her 35th anniversary in radio with a dinner in San Francisco May 6. ... John W. Davis has been elected Chicago president of Station Representatives Association. . . . ABC Film Syndication has put its "26 Men" vidfilm series into a second year of production. . . . Galen Drake turns singer April 19 on his CBS radio show. . . . E. B. Foster and the Cleveland firm of Fleming, Talbert and Munroe have purchased Alexander Films.... Maggi Nelson and Symon Cowles have formed Nelco Productions, with offices in New York, Los Angeles, Chicago and Dallas, to create and promote TV and radio shows. First property: "It's on the House," a half-hour live telestrip.

The Record Hunter, posh New York store, will sponsor WBAI broadcasts to promote its buy of East magazine. The showbiz publication will continue on newsstands and subscriptions as a bi-weekly, with store customers receiving copies gratis. . . . John C. Sterling elected board chairman of the Advertising Council. . . . The Mobile Press Register has become half owner of WKRG-TV, CBS affiliate. . . . Charles Denny elected to the RCA Communications board of directors. . . . Carvel, Nelson and Powell, Portland, Ore., ad agency, has merged with Compton Advertising.

RESTLESS PEOPLE

Edward Kletter, veepee of Pharmaceuticals, Inc., named to the board of directors. . . . Russell Ford leaves Compton to join Grey Advertising as executive producer. . . . John White named national sales director for ABN. . . . Hunt Stromberg Jr., new director of program his own station, then sought to development for CBS on the West Coast.

WHEELING AND DEALING

TALENT TIDINGS

FESTIVALS FLOURISH AND MULTIPLY

Despite the yearly increase in the number of summer festivals, the names are getting bigger and more diversified at all of them. Edinburgh, for example, has lined up its most brilliant roster to date: Vienna Symphony, Philharmonia Orchestra, "Long Day's Journey" with Broadway cast, Stuttgart State Opera, T. S. Eliot's new play "Elder consecutive year, CBS Radio will Statesman," Old Vic, 15 first-rank recitalists, two ballet troupes and a air its "World Music Festivals" film competition.

The Santa Fe Opera's second season boasts the world premiere of "Wuthering Heights" and the U. S.'s first performance of Strauss' "Capriccio." Vancouver has Marcel Marceau, Dizzy Gillespie and "Don Giovanni." Stratford, Ontario, will feature three by the Bard, "Beggar's Opera" and a muchaugmented jazz - and - folk section which includes Wilbur Paris, Marais and Miranda, Erroll Garner and pet Langston Hughes.

Jerome Robbins, O'Neill's "Moon for the Misbegotten," a Duke Ellington ballet and Lee Hoiby's opera, "The Scarf," are all part of Gian-Carlo Menotti's Festival of Two Worlds in Spoleto, Italy. The School of Jazz, Lenox, Mass., annex to the Tanglewood Festival, will the Salzburg Festival. double its courses and add critics to its faculty. Students will perform in 10 combos. Herman Lubinsky, Savoy Records prexy, and the Newport Jazz Festival have underwritten scholarships.

BROADCAST BULLETINS

Harry Ruby, Connie Haines, Phil Baker, William Frawley, Leo Robin and Ronald Overacker (Baby Leroy) have signed for "George Jessel's Show Business," NTA's forthcoming vidfilm series. . . . Maurice Chevalier on "Person to Person" April 18. . . . Jo Stafford heads a "Club Oasis" stanza on NBC - TV April 26. . . . Jean Otis, ABC-TV secretary, has etched an M-G-M album titled "Imagination" under the monicker Jean Ash. . . . Randy Merriman just launched a semi-weekly quiz at WCCO-TV, Minneapolis.

THE DOTTED LINE

Celeste Holm, opening at the Plaza, New York, May 7, records "Mother Goose" for Caedmon. . . . Don Rondo follows Patachou into the Eden Roc, Miami Beach, April 23. . . . William Morris Agency has signed the Playmates, now on tour with Sam Cooke. . . . Dave Brubeck, having scored big in Poland, takes his quartet to India this week. . . Ronnie Deauville on a round of TV guest shots airing his rendition of the title song of "Hong Kong Affair." . . . Stanley Donen and George in sixth place, while NBC captures ings outlining the firm's future motion is now being copied by Abbott will produce and direct "Damn Yankees" jointly for the screen, eighth and ninth with "The Price plans, as well as a review of their stations in three other Texas maras they did "Pajama Game."

Screen Gems, **UI Say Deal** Still Stands

NEW YORK -- Screen Gems' plans to shape further feature Deanna Durbin cinemusicals-are still alive, despite charges of antitest violations launched last week by the Department of Justice.

Ranks were closed swiftly at week's end by both Universal and Columbia Pictures (Screen Gems' parent) regarding the seven-year. \$20,000,000 distribution deal set up last fall covering some 600 feature films. Said Columbia: "We believe that our present position is clear and without jeopardy." Said Universal: "We will vigorously defend our position."

WBAI, Indie FM, Snags Shosty's 11th

NEW YORK--The aggressive program hustle of indie FM station WBAI paid off here on the Easter weekend with what was actually the U.S. premiere of an important new work in the classical music field: Dmitri Shostakovich's new Eleventh Symphony.

The station's neat musical beat was scored with the aid of the BBC in London, which rushed in a tape of a performance by Sir Malcolm Sergeant and the BBC Symphony - the first by any orchestra outside the Soviet Union.

To plug the event, WBAI manager Bert Cowlan used spots on buy spot time on WQXR. He was turned down cold. However, WRCA, the NBC flagship, agreed to sell the station an evening spot to plug the premiere event.

WBAI plans to repeat the symphony at the end of this month.

CBS Airs 6th Music Fest

NEW YORK -- For the sixth series, starting Sunday, May 4, according to Jim Fassett, the network's music supervisor and producer of the series.

This year, there'll be a special group of six pre-festival broadcasts, including American Opera Auditions, and concerts by the Concertgebouw of Amsterdam and the Oslo Philharmonic of Norway. The regular festival series will cover music events like the Sibelius Festival in Helsinki, the Bayreuth Wagnerian Festival, and

Time slot for the "good music" series is 3:05 to 4:30 p.m., with the broadcasts running thru September 28.

ABC Lands 6 In Top 10 on Day Nielsen

NEW YORK --- ABC-TV took six of the top 10 places, including the top five, in the March 1 Nielsen figures for daytime total audiences. The web's "American Bandstand," scoring heavily in Trendex reports, doesn't appear, but its "Fun at Five" strip and "Mickey Mouse Club" dominate the results. Is Right."

TV DISK HOPS HIT IN DETROIT

DETROIT — WIBK-TV has come up with new evidence of the audience wallop in the afternoon "bandstand" format of programming records on TV for dancing by a live studio audience of teenagers.

The station recently pulled a special ARB survey of its new "Detroit Bandstand," emseed by Dale Young from 5 to 5:30 weekdays, and came up with a whopping 14.8. The rating was double its nearest competition, "Superman."

Reacting to the rating surprise, the station added a Saturday seg, 5 to 6 p.m.

Station claims that 4,000 pieces of mail came in during show's first week.

NTA Names WATV Brass; Now WNTA

NEW YORK -- National Telefilm Associates moved on three different fronts here last week in preparation for its takeover of the indie radio and TV operations of WAAT and WATV.

NTA (1) appointed veteran radio-TV exec Raymond E. Nelson as president of the Bremer Broadcasting Corporation, which will run the radio station; (2) appointed Gerald O. Kave, a former officer FCC had given an OK to change the laurels as "leading network in the station's call letters to WNTA- program popularity." TV, WNTA (AM) and WNTA-FM.

Met Opera to CBS in Fall

NEW YORK--American Broad casting Network has lost the Metropolitan Opera broadcasts after 27 years. Texaco, sponsor of the annual series of 21 Saturday afternoon pickups from the Met for the past 17 seasons, will switch to CBS Radio next fall.

The advertiser found station clearances at ABN an increasing problem, it is said. Reports that Jim Lowe's deejay stanza, now on WCBS in that time slot, would move come November to ABN, in a clean swap, are as yet unconfirmed.

Pioneers to Hear De Mille

NEW YORK -- Cecil B. De Mille, veteran picture producer, and one-time host on "Lux Radio Theater," will be guest and principal speaker at the 17th annual dinner of the Broadcast Pioneers, slated for April 29 in Los Angeles.

William S. Hedges, v.-p. of NBC and the chairman of the Pioneers Awards, will shortly announce a list of special achievement citations in various fields of broadcasting.

The association's president, John F. Patt, of Detroit's WJR, also announced that four new chapters of the Pioneers have been formed, covering Northern Ohio, Michigan, Southern California and Missouri.

NEW YORK-- Jerry Shifrin, recently appointed national sales manager for Roulette Records, left on his first sales junket to Roulette distributors last week. Shifrin's two-week trek will cover distribs in New England, the South and the Midwest.

current singles' activities.

Court Didn't Bar R&R; Just Cornpone Gag

NASHVILLE---An April Fool bubble broke here last week with the red-faced admission of staffers of station WSIX that a ruling handed down by a local judgewho had bounced a rock and roll stanza to reinstate an LP segment, after a listener complained - was just some Tennessee compone humor.

The whole thing looked good enough to fool the press and several independent attorneys who rushed offers of legal aid to the station in breaking the injunction.

Principally, the prank was directed at WSIX Program Director Bob Larimer, who had pulled the album show off the air a couple of weeks previous. One of the chief gagsters was his own wife-who helds a Recorder's job in the local court, and who helped line up Hon. Henry F. Todd to issue the phony "injunction."

One fact was clear, however. Gag or no gag, the staion's "LP Showcase" was back on the air in its nightly 6-8 p.m. slot.

NBC Claims Nighttime TV Victory

NEW YORK -- The power and partner in Bruno-New York, struggle for nighttime audiences RCA distributor, to head the TV continues between the major TV station; (3) announced that the networks, with NBC now claiming

> In a special research report being circulated this week to top agencies and clients, NBC is citing a strong national position, with five of the first 10 shows in both Nielsen and ARB, and a particularly strong rank in the key markets where there is three-network com-

Reports the network: "NBC-TV leads CBS-TV by 10 per cent according to the latest Trendex, by 6 per cent according to the latest Nielsen Multi-Network report. A year ago, NBC-TV was behind CBS-TV by six rating points and ahead of ABC-TV by five rating points, according to Trendex. Today, NBC-TV is ahead of CBS-TV by two rating points and is still ahead of ABC-TV by five rating points. Nielsen shows the same general picture."

Disks Kick In **More Taxes**

WASHINGTON -- Excise tax collections for calendar 1957 increased in nearly all amusement categories, according to a report issued last week (9) by the Internal Revenue Service. Biggest gains were in phonograph records and coin-operated amusement and (Continued on page 12)

'Snack Wagon' Dallas Promo

DALLAS-WFAA-TV here is extending its "Operation Snack Wagon" whose 12-night test has been pronounced a huge success. For three hours nightly, station trucks canvas homes in this market and distribute food and gifts to those viewing WFAA. The ratio has now risen to one home out of three.

Southern Methodist University kets.

Copyrighted material

2 More Stations Go Stereo; Commercials May Join Trend

7-Day Skeds In Pittsburgh, Binghamton

NEW YORK-Two regularly scheduled across-the-board stereophonic programs were launched last Monday (7) in a further extension of stepped-up stereo broadcasting activities across the coun-

"Nightline in Pittsburgh," a Monday-thru-Friday stereo series was started over WAMP and WFMP (10:30-11 p.m., except on Fridays, when it is 11:05-11:30 p.m.), NBC's new owned-and-operated stations in Pittsburgh. WNBF-AM and WNBF-FM, Binghamton, N. Y., extended its stereo schedule to a seven-days-a-week basis-pop stereo from 10:30 to 10:55 p.m. Monday-thru-Saturday, and an hour-long classical stereo show on Sundays from 10 to 11

Meanwhile, KRFM and KFRE, Fresno, Calif., is making plans to present a regular stereo seriesrunning up to 12 hours a weekas the result of its recent series of nine experimental stereo broadcasts over a two-week period.

In line with this, KFRE-KRFM music librarian Bob Van Hoosan reports "one of the biggest stumbling blocks to such a program is the acquisition of tapes." He added: "We are keeping a watchful eye on the stereo disk development and if it proves to be completely successful we will pioneer in its presentation to our listeners.

The WAMP-WFMP, Pittsburgh, series, emseed by Rex Dale, features stereo tapes, with major programming emphasis on "full bands and big choruses that produce better binaural sound." Altho only one stereo tape machine is used, the station's supervisor of programs, John C. Hierlihy, claims WAMP engineers "have achieved complete flexibility without splicing the tapes and can change them in 30 seconds." Hierlihy also said time. he hopes to use stereo disks by

George R. Dunham, general manager of WNBF, Binghamton, N. Y., noted that his decision to extend the station's stereo broadcasting schedule from an hourlong Sunday seg (launched February 23) to its present week-long series, was prompted by overwhelming audience response to the Sunday broadcasts.

85% Wax Tax In Cuba Hits Mexican Disks

HOLLYWOOD -- An ad valorem tariff totaling 85 per cent of the value of phonograph recordings has been imposed on all imports by the Cuban government. Report of the tariff was revealed by Selecciones Musicales and confirmed late last week by the Mexican Consulate here, latter declaring its concern that the export of records made in Mexico for the Cuban market would be impossible under in keeping with KLAC's policy of sportsmanlike promotion via the such conditions.

RCA Victor is reported to have directed its Cuban representative, Raul Solis, to visit the Cuban authorities in the hope of having the waived and reduced to its previous level. Mariana Rivera Conde, director of RCA's operations in a cultural vehicle.

GARY TO GET FILM FURLOUGH

NEW YORK -- The U.S. Army is practically a silent partner in the upcoming 20th Century - Fox cincinusical, "Mardi Gras," which started shooting last week.

Gary Crosby, one of the trio of young singers showcased in the film, has been granted special furlough to fly from Europe to the Virginia Military Academy for sequences which, according to producer Jerry Wald, "must be filmed at this time of year."

With the picture in production, Wald will be sweating out the discharge of the young Decca artist this spring, when he'll rush Crosby in again to complete scenes in Hollywood and New Orleans. Meanwhile Crosby will continue singing "I'm in the Army Now."

Granz Lists 3 Jazz Tours Of Europe

NEW YORK--Jazz impressario Norman Granz has three major European tours skedded for this spring. The first, "An Evening With Ella Fitzgerald and the Oscar Peterson Trio," kicked off last Friday (11) in Brussels and will continue thru April 28 in Zurich.

The second unit includes instrumentalists Stan Getz, Dizzy Gillespie, Roy Eldridge, Coleman Hawkins and Sonny Stitt. This group will join Miss Fitzgerald and Peterson in Paris on April 30. The entire package will be known as "Jazz at the Philharmonie." On May 19, the tour will continue to tour the Continent, joined by Lou Levy, Gus Johnson and Maz Bennett. Miss Fitzgerald and Peterson will leave the JATP group at this

Granz' third tour will star the Benny Goodman band with singer Jimmy Rushing. This jaunt will open in Stockholm on May 5. Goodman will later appear at the or illegal under the antitrust laws Brussels Fair for a week apart and regardless of the outcome of from the Granz aegis.

Ad Agencies Set to Climb On Bandwagon

THE BILLBOARD

NEW YORK-The possibility that major national advertisers may soon start preparing stereophonic commercials for radio and/ or TV use was voiced here this week by Mark Lawrence, creative director and veepee of the Mac-Manus, John & Adams agency.

Lawrence-one of the few admen who carries a Local 802 card admits that his agency is already on the stereo bandwagon, having taped stereophonically a series of musical backings for commercials done for Cadillac Motors.

The backings, which called for a 45-piece orchestra with 16 mike channels handled by ace engineer Ray Hall, are now being considered as potential material for a special disk or tape premium to be given away by dealers to Cadillac customers, in addition to their use in broadcast commercials.

"Stereo commercials are still in the class of shooting TV film com-mercials in color," says Lawrence. "It's a luxury. But the upbeat in stereo activity in radio, and the beginnings of a boom in home stereo equipment, may cause many large agencies and sponsors to explore this newest brand of airselling. And it certainly offers a creative new challenge with the possibility of added impact to commercials.

NEW YORK--Songwriting canary Gloria Parker, a CBS stockholder, will offer a resolution that CBS divest itsel: of stock in Broadcast Music, Inc., when the annual CBS stockholders meeting is held here Wednesday (16) morning.

Miss Parker said she will submit: "Be it resolved that in accordance with the Smathers Bill presently before the Senate of the United States that CBS divest itself immediately of any and all stock interest in BMI regardless of whether holding such stock is legal any litigation."

SWEEPING CHANGES

KLAC Defends New Policy Of Dropping All Deejays

critics of his formula radio policy, it's ever been in its history. We Mort Hall, president of radio sta- will have 13 per cent more music tion KLAC, Los Angeles, takes the and 24 per cent more air time." position that "the day of the disk changes at the station "that will not only affect KLAC, but, we believe, radio stations thruout the country."

Hall declared: "In major marketing areas disk jockey programming will slowly but inevitably prises. come to an end. The trend in this direction has already started, and les engaged in an unusual and being a leader in giving the public announcement that the station what it wants, we have decided would salute KLAC's new proto go all the way and operate 100 gramming policy all day Monday per cent without disk jockeys."

Special electro - accoustical tariff on Mexican-made disks equipment, full production on jocks, ran as follows: "Today every aired item, constant rehearsal KLAC, as did KFWB January 2, periods for all announcers, and steps out and tries something new complete redesigning of the KLAC to please Los Angeles radio listen-Mexico, declared that records broadcasting format, were to take ers. We think that competition is should be void of such restrictions place this week (14). Counteract- good for the listener, the communon the grounds that recordings are ing charges that the station will ity, the businessman and the radio be "canned," Hall says that "KLAC industry, etc."

HOLLYWOOD -- In answer to will be more live and alive than

Hall is bringing George Norman, jockey is over with." Hall recently named a veepee in charge of opannounced a series of sweeping erations, to direct the station's switch to a non-deejay formula. Formerly a special consultant to Adam Young in New York, Norman was recently general manager of the Thomas radio-TV enter-

Meanwhile, KFWB, Los Ange-

Copy, read on the air by KFWB

BALANCED PROGRAMMING



MUSIC "DEPRECIATION": Local band swings as teenage viewers sway on youngster-run series on KIMA-TV.

Teen-Agers Run Own TV Show in Yakima

By CHARLES SINCLAIR

The ingredients for a successful, music-slanted local show are often to be found right in a station's back yard.

Such a show is the daily, 15-minute "Holiday Inn" aired at 4:15 p.m. on KIMA-TV, the sole channel in Yakima, Wash. And the chief ingredients for the successful capsule show are a bright blend of local music personalities, teen-agers with loads of enthusiasm, a sprinkling of name-star guests, and program ingeunity on the part of the station.

Until the beginning of 1957. "Holiday Inn" was, according to KIMA-TV exec Ed Morrissey, "just another in a series of local programs whose chief claim to fame was the fact that there were two likable guys running it."

The "two likable guys," emsees Don White and Hugh Davis, started a rejuvenation of "Holiday Inn" with a teen-age hop over a year ago, scheduling Don Anderson and His Dixieland Band. The affair drew more than 1,500 youngsters to an evening dance, and set a pattern for future appearances of other music notables as tie-ins for the show.

Teen-Agers in on Act

What really put "Holiday Inn" into high gear was a plan by Messrs. White and Davis to bring the teen-agers into the program act. Key students in the 12 high schools in the KIMA-TV coverage area were called in as a "council" to handle the future appearances of guest artists in connection with the show, such as the Sam Donahue, Buddy Morrow, Claude Gordon and Bob Crosby orks, and such recording artists as the Four Freshmen.

"Here," says a KIMA-TV official, "was their program-a TV program tied in with a concert or dance, for which they were responsible and to which they could attract their fellow students, friends and neighbors."

This, in turn, led to the formation of a "Teen-TV Jazz Club," with participation by students from schools all over Central Washington. Soon the show blossomed out with a variety of new features, from panel discussions on the latest in jazz to "Music Depreciation" sessions by the free-swinging KIMA-TV All Stars. Some 7,500 students in the area virtually adopted the program as "their show," and it became something of a social distinction to be involved with it.

Adults Like It, Too

The word soon got around among parents that the station's daily show was largely being planned and handled by youngsters, and adult audience began zooming, too. The program began to receive the co-operation and assistance of adults in its efforts.

Late last year the students showed that they could tackle a large and responsible project on "Holiday Inn." The Four Freshmen were booked for a personal appearance, financed by the members of the TV Jazz Club.

The student council held extra meetings, and went to work handling the distribution and sale of tickets. Later, at the local event, they handled the general routine of the evening. The whole thing was a big success.

With an eye on adult viewing, many motion picture and TV stars, touring the scenic area, have been invited to pay informal visits to the show. Thus, local youngsters, in the studios for pantomime routines or dramatic skits or vocal appearances, have suddenly found themselves on the same bill as a name-star personality.

"Good music, the type that the kids really like, but haven't had much of a chance to hear lately, is the byword of the 'Holiday Inn' setup," reports the station.

AFTER-HOURS SESSION

TV-RADIO PROGRAMMING

PANEL POSER:

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

Third Guest Panel of a Series



Danny Stiles, "The Katman," WNJR, Newark, N. J.: "For my own show, I'm against programming the 'Top all, he's looking to build audience, and listeners who buy of a national "Top 40" are dubious. As producer of his own show, it's part of a deejay's job to determine the formula for hit and off-beat records to be played. After all, he's looking to build audience and listeners who buy 'Top 40' records are not necessarily the same people who buy all the products he sells. I think the judgment and tastes of the jockey are intertwined with the music he plays."

Robert Merrill, Metopera and recording star: "A steady diet of 'Top 40' tunes on the air is actually a form of musical malnutrition. It cuts the public off from a whole segment of music that has long since proved its commercial salability in the album field-show tunes, movie tunes, Americana, light opera, concert selections. Sure, it isn't as easy to program this type of music as it is to use a juke box as a program planner. But the radio-TV industry wasn't built up by playing it safe. It's time for some more musical pioneering."





Vince Lee, deejay, WRCV, Philadelphia: "It's ridiculous to hear the same 'Top 40' tunes played by one deejay from noon to 3, and then again from 3 to 6 in a slightly different order by another record man, as I heard one day while driving. I'm a 'morning man,' with a show from 6:30 to 10 a.m. My formula is to give my listeners music that is 'easy to take.' From personal experience, I know that nobody wants to get hit over the head or in the eardrums with a loud, frantic rock 'n' roll number the first thing out of bed. There's plenty of good music available."

Doug Pledger, deejay, KNBC, San Francisco: "Sponsors want an audience of buyers-not just buyers of potato chips and hamburgers and Cokes and phonograph records, but buyers of automobiles and soap and eigarettes. If you play children's music-rock 'n' roll-you are defrauding the advertiser. I program a great variety of good music by real singers. You won't even hear Stan Kenton or Guy Lombardo. Do my adult listeners appreciate it? Well, I have the facts to prove that dollarfor-dollar, I sell more merchandise than any deejay in San Francisco. That's what I'm paid to do."





Doug Arthur, deejay, WIBG, Philadelphia: "'Top 40' programming makes you a sucker for competitive media's sneer that 'radio is for children.' There's undoubted appeal in the 'Top 40' to juveniles and the juvenileminded, to delinquent station management and to ratinghappy ad agencies who don't mind wasting clients' money. No sour grapes here! I'm fortunate in that my two shows (four and one-half hours daily) have been top-rated for years. Only the 'good stuff' is played, with a heavy accent on standards and LP albums."

DISTRIBUTOR NEWS

Continued from page 6

was recently promoted an Eastern a.&r. director for King Records.

Bill Katzel, director of publicity of Tico Distributing Company in New York, names "When the Boys Talk About the Girls" by Valerie Carr on Roulette as the diskery's hottest new effort. Katzel stated that Chicago had gone thru 1,000 in one day and had reordered 2,000. Reorders have also come in from Cincinnati and Cleveland. "Down on My Knees" by the Heartbeats on Roulette is getting stronger. "Let's Be Lovers" by the Playmates (Roulette) is getting heavy action. Most promising new releases are "Portable on My Shoulder" b-w "Mama Don't Allow It" by Frankie Lymon and "Everything About Eight" by Jo Jones (both on Roulette). "Five o'Clock in the Morning" by Count Basie and Joe Williams is especially strong in the Midwest.

BRIEFS: Mercury Records in Atlanta are now handled by National Records Distributors. Dixie Distributors formerly handled the line. . . . Harry Lew, of Stanley-Lewis distributors, in New York, reports his fourth move to larger quarters within six years. The firm deals in package goods only and currently handles 30 disk lines and 20 stereo tape labels. Top accounts include Vanguard, Elektra and Period. The new headquarters, which triple the firm's previous floor space, are at 534 West West 58th Street.

NOTES IN THE MAIL: Effective April 1, Montilla, Montilla Export Corporation, Montilla Distributing and Music Publishing Company and Toreador Record Corporation were consolidated as Montilla, Inc. . . . Leo Cheslak, Cadet Distributing Company, Detroit, writes that "Witch Doctor" by David Seville on Liberty is among the top 10 in the city. Sales response to the Everly Brothers' Cadence entry, "All I Have to Do Is Dream" has been tremendous, he added. Cheslak predicts that Roy Hamilton's Epic waxing of "Crazy Feelin'" will surpass "Don't Let Go" in sales. . . . Bob Heller, Chips Distributing Company, Philadelphia, reports heavy action on "Let's Be Lovers" by the Playmates, "Billy" by Kathy Linden on Felsted and "Nee Nee Na Na Na Na Nu Nu" by Dickey Doo & the Don'ts on Swan.

TERRITORIAL TIPS: "Kewpie Doll" by Perry Como and "Wear My Ring Around Your Neck" by Elvis Presley (both on Victor) are breaking out in every State. These are sure-fire chart bets. "Looking Back" by Nat King Cole on Capitol (on The Billboard charts this week) continues to rack up sales. Strongest areas are California, New York, Oklahoma, North Carolina and Illinois. "You Excite Me" by Frankie Avalon on Chancellor is leaping in New York, California, Colorado, Pennsylvania, Illinois, Virginia, Massachusetts, Iowa and Washington. "To Be Loved" by Jackie Wilson on Brunswick is hottest in New York, Colorado, Missouri, Massachusetts, Indiana, Ohio, Virginia and

Audio Fidelity Sales Boom; 10% in Stereo

NEW YORK--Audio Fidelity's premium-priced album policy is reaccording to prexy Sid Frey.

AF label are now running 215 per cent ahead for the first quarter of this year, as compared with the same period of 1957, Frey said. This volume amounts to over Paris and will visit Switzerland, \$1,000,000 for the first quarter, of which nearly \$500,000 was done in March alone, reported Frey.

per cent of the business today at Audio Fidelity is in stereo product, both records and tapes.

"Our changeover to a balanced monaural-stereo line is going of our catalog was taped in stereo to begin with," Frey reports.

Audio Fidelity's own stereo plans are being stepped up sharply, Frey stated. A current project is to record, at the Bronz Zoo, the sounds of lions, tigers, elephants, and other captive fauna for stereo disk and tapes. "What a kick!" said Frey, enthusiastically. "Can't you just picture a lion walking across your living room?"

Roulette Sets **Birthday Fete** For Rodriguez

NEW YORK -- Roulette Records and the Savoy Ballroom will carry out a joint promotion to celebrate the 10th anniversary of the Tito Rodriguez ork. Rodriguez,

Bleyer, Kapp Join the Rush To Europe

NEW YORK-Latest in a growing series of disk execs to make sulting in a strong retail pay-off, the Europen scene will be those two great indie cats, Archie Bleyer Dollar volume of sales for the and Dave Kapp, both of thom leave with their fraus for multi-country tours shortly.

Kapp takes off this week for a full month's trek. He'll start in Germany, Denmark, Sweden and Belgium, winding up in London May 14 for three days. Sand-Frey also revelaed that about 10 wiched into the primarily business tour, Kapp said, will be a "Holiday in Spain."

Bleyer, with his frau, the Chordettes' Janet Bleyer, arrives in London Tuesday (22) for the start of smoothly, since nearly 80 per cent his two-week whirlwind business tour. Both execs will meet during their London stop-offs with British Decca mahoff, E. R. (Ted) Lewis. It was presumed that during the Kapp-Lewis huddles the pair would recall their associations during the old Decca days.

Meanwhile, the Mercury Records brass from the States was in Paris last weekend for international sales meetings. Some of these figured on catching the opening of the Brussels World's Fair since their Paris rendezvous found them so close to the Belgian scene.

week (April 19) at the Savoy Ballroom in Manhattan.

Tico has sent out invitations to deejays and trade press to attend a celebration on Monday, April 21. The first 200 customers at the ballroom that evening will receive free copies of Rodriguez records. There will be displays in the lobby who records for Tico Records, a of the ballroom to promote the Roulette subsidiary, opens this Rodriguez catalog.



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Sanctified Beat on Upswing

• Continued fr m page 6

of the Mathis album release, Co- | land has been doing well right lumbia also issued "The Hymnal" by the Norman Luboff Choir. This week, the label released yet another religious entry, "A Mighty Fortress" by organist Porter Heaps.

Among the more traditional spiritual labels, activity has also been at an upbeat tempo of late. Savoy, for example, has produced in the last month a half dozen singles by established, as well as, new artists. These would include the Ward Singers, the Roberta Martin Singers, Professor Charles Taylor and group, the Gospel Giants, the Gospel Clefs and the Gospel Chordettes. A record by the latter group, according to the label's chief, Herman Lubinsky, is showing some pop action. Another new group, the Imperials, will shortly have their first Savoy disk out.

Lubinsky will soon have a new album by the Davis Sisters on Savoy and another on the companion Regent label, called "Gospel Train," which, according to the mahoff, "will be a potpourri of great material." Lubinsky, indicating that "it's a great day for the sanctified beat," pointed out that interest is running high in France and England for the spiritual material. "I have just closed a deal with the Ducretet-Thomson label in France to release four of our spiritual albums and Decca in Eng-

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along with our records.'

At Apollo, there is also increased activity, with a record by the Gospel All-Stars, "That's Why I Love Him So," released last week and more to come. Apollo's Charlie Bel-Aires' recording session is an Merenstein indicated that there may be album releases forthcoming a.&r. function has become. A

Meanwhile, other indie spokesmen voiced enthusiasm at the rise of several religious records on the pop charts. According to one, who declined the use of his name: "We've had terrible trouble getting distributors, or jockeys for that matter, to do anything with a spiritual or a sacred record. Frankly, in some cases I don't mind telling of material, taught it to Sonny on you I've had to deal direct with the spot, and recorded him. He dealers. If they ask for service from me I give it to them. And jockeys! It's murder to get them to do anything. You can imagine what it takes and I'm just a little fellow. Maybe the success of some good religious records will make these people wake up."

Martha Lists

· Continued from page 4

Kaye, vice-president and general counsel for BMI; James How, WIRA, Ft. Pierce, Fla., president of Florida Association of Broadcasters; Gene Autry; Harrison Kerr, dean of the College of Fine Arts, University of Oklahoma; Milton Mitler, WADK, NEWPORT, R. I., president, Rhode Island Broadcasters' Association; Ben Strause, president, WWDC, Washington, D. C.

April 16 witnesses will include Gov. Frank Clement, Tennessee; Eddy Arnold, Peewee King, Roy Acuff, Grover Cobb, Frank Jarman, Elden Shute, E. R. Vadeboncoeur, W. Randall Davidson, Leo Morris.

To be heard April 17 will be Sammy Kaye, Jane Pickens, Jim Davis, Sam Phillips, Mrs. Nat King Cole, Ray Block, Mahlon Merrick, Eddie Gallagher, according to subcommittee's latest witness list.

Chuck Willis

• Continued from page 4

height of his career. One of Willis' motivating drives to become a top singer was to show his mother he could be successful, but his mother passed away before he hit the big time. According to Atlantic execs, every Willis release, and the firm issued seven of them in addition to one LP, averaged 250,000

Chuck Willis is survived by, in addition to his wife, Dorothy, two girls, Wanda Jean, and Cynthia, and another child, Ralph. On the day he passed away, April 10, Dick Clark devoted an hour of his show to Chuck's records.

Columbia Latin

Continued from page 4

lations, is to get the various South American organizations swinging • Continued from page 2 together. According to Shapiro the firm will try to start a "one world" phonically have been developed concept among Columbia's and others are still in the labor-L.-A. firms. In the Latin market, atory stage The Columbia full artists that are popular in Mexico, stereophonic lisk will conform to other South American republics. by both the record and phono-The parent firm would like to introduce the idea of simultaneous release in all countries of top L.-A. any existing technical problems artists.

new wrinkle for its Latin-American a brilliant technical breakthrough operation. In Argentina it has in the achievement of a compatopened an indie distributor, Orfeo, able stereophonic disk. It should which will handle all indie labels. be bourne in mind that stereo-(Columbia Records itself is han- phonic effect is by no means an ab-Argentina thru Orfeo.

Left Field

• Continued from page 6

singing groups - not opinions on whether they're any good, just whether they exist.

In this manner, he tracked down a Chicago South Side group called the Bel-Aires, whose master he sold to Decca. An incident at the example of how unpredictable the friend of the singers, named Sonny George, just happened to come home on army furlough that day and tagged along to the studio.

He had a rollicking good time, even wailing a few vocal sounds himself when the tape machine wasn't running. His notes were reasonably close to the melodic line, so Jovan pulled out an odd piece sold the master to M-G-M.

"When that kid left his Army camp early that morning," says Jovan, "I'm sure the last thing he had on his mind was becoming a recording artist before sundown."

Jovan, who got his first taste of the business as writer of "City of Angels," a moderate hit on Bally, operates a BMI pubbery under the shingle of Bel-Aire Music.

Pop and R&B

· Continued from page 4

rial. The firm's sound-track album on the new Bob Hope movie "Paris Holiday," features two sides by Bing Crosby (in duos with Hope) who does not appear in the picture.

For example, Tamarin said he had hoped to augment a soundtrack LP of the new U. A. film, "Run Silent, Run Deep," with a group of sea chanteys cut by the movie's stars Clark Gable and Burt Lancaster. Release time did not permit putting this plan into action (altho it was okayed) but Tamarin plans to follow thru with similar gimmicks on future sound-track packages.

6 Stereo Disks

Continued from page 2

The firm makes no claims for compatibility with regular monaural phono cartridges. The disks will be plainly labeled as stereo and the buyer will be told not to play it on standard monaural phonos unless "equipped with a stereo cartridge."

Diskery also admitted a tie-in with a "large independent phonograph manufacturer." An ABC-Paramount stereo sampler will be included with every stereo model sold by the phono company. The phono line will debut in June.

The six disks in the firm's initial sterco release are: "More College Drinking Songs," "Hi-Fi in an Oriental Garden," "Heavenly Sounds in Hi-Fi (Ferrante and Teicher)," "World War II Songs in Hi-Fi," "The New Billy Taylor Trio," and "Strauss in Hi-Fi."

Columbia Plans

for instance, usually sell well in all the technical standards adopted graph industries."

"We have no doubt that in time will be solved. For example, CBS Diskery has also introduced a Laboratories recently demonstrated tistic taste and public accepatance." the Miami meeting.

Somerset Ups Sales 47% Via **Bargain Sets**

NEW YORK -- Somerset Records chalked up 47 per cent higher sales during the first three months of 1958 than in the final quarter of last year, according to the label's sales veepee Joe Martin.

First quarter sales topped sales for the same quarter in 1957 by over 400 per cent, said Martin, who attributes the sales increase to the more than 40 low-priced albums released by Somerset since March of last year. Biggest seller, was the label's "Around the World in 80 Days" album, which is still strong.

Also credited for this year's increase were initial orders on the label's special release of "Music Man" coupled with "South Pacific," and the conversion of four best selling Transworld \$3.98 LP's to the \$1.98 Somerset line.

Meanwhile, Somerset president David Miller has launched a major expansion program, including installation of eight more presses, a new mill, and a plating department at Somerset's Swarthmore, Pa., factory. Already in operation is the label's new Hollywood office, headed by Western sales manager Wally Hill.

Miller recently set it up for Somerset Records to be pressed on the West Coast with the "Music Man"-"South Pacific" special counter display kits packaged in Hollywood as well as here.

Disk Taxes

Continued from page 8

gaming devices, while drops were registered in radio and television sets, phonographs and admissions.

Excise on phonograph records yielded Treasury \$17,393,000 during calendar 1957, an increase of \$3,388,000 over 1956. Coin-operated amusement and gaming machines yielded \$16,768,000, an increase of \$1,336,000. Separate breakdowns for amusement and gaming categories were not made. The figure indicates collections on both types of machines.

On the minus side, excise collections on radio and television sets, phonographs and components dropped \$2,050,000 to a total of \$152,399,000 for calendar 1957. Admissions tax collections dropped \$45,088,000 to \$52,268,000. This is due to lowering of the tax. Admissions to cabarets and roof gardens were up \$1,130,000, to a calendar 1957 total of \$43,768,000.

Levy on musical instruments netted Uncle Sam \$14,759,000 last year, an increase of \$663,000 over 1956.

London Promo

· Continued from page 3

national window trimming company to install Mantovani window displays in stores thruout the nation at \$15 each, cost to be shared 50-50 between the distributor and London.

A number of special dealer display pieces have also been prepared, including a 120-LP floor rack, a 50-LP floor browser, cover catalogs, counter easels and a lifesize easel of Mantovani, streamers, browser bin cards and "day-glo" footprints which will lead to the Mantovani display. Two thousand copies of the new LP will be sent to key deejays and radio stations.

Market Racks

• Continued from page 2

fact that many record dealers have begun rack operations on their dled by a Columbia distributor.) solute quality with rigidly speci- own. But, as non-members of the So far, many labels, including Mer- fied characteristics. Much remains Toiletries Merchandising Associacury, have okayed distribution in to be investigated in the area of ar- tion, they will not participate in

NEW YORK—Atlantic Records is offering an award comprising 31 of their jazz LP's as a prize in the Columbia College (of Chicago) Awards Program for High School Teachers of speech or dramatic and communication arts.

The college is opening its contest to any high school teacher of communications subjects, who presents a program or plan to highlight the lives of great scientists, or a program to dramatize a scientifio theme. Other prizes are a Magnicord tape recorder and a television

Peter De Rose



The week of April 23-30th has been designated as "Peter De Rose Memorial Week," commemorating the 5th anniversary of the death of the composer of "Deep Purple," "Wagon Wheels" and many other popular hits. In addition to his brilliant career as a composer and radio pioneer, he will always be remembered as a beloved figure in his own time.

To the Top Again . . . WHO'S SORRY NOW

CONNIE FRANCIS on MGM

I'M GETTIN'

SENTIMENTAL OVER YOU

NELSON RIDDLE on Capital

BILLY

KATHY LINDEN on Felsted

 ONE MORNING IN MAY JOSE MELIS on Seeco MILLS MUSIC, INC.



A Touch of Goldfrom Musical Germany

"A TOUCH OF BERLIN"

Hans Carste

and his Orchestra (12 of the most beautiful songs

EPIC LN 3451 Published by SIKORSKI MUSIC CORP.

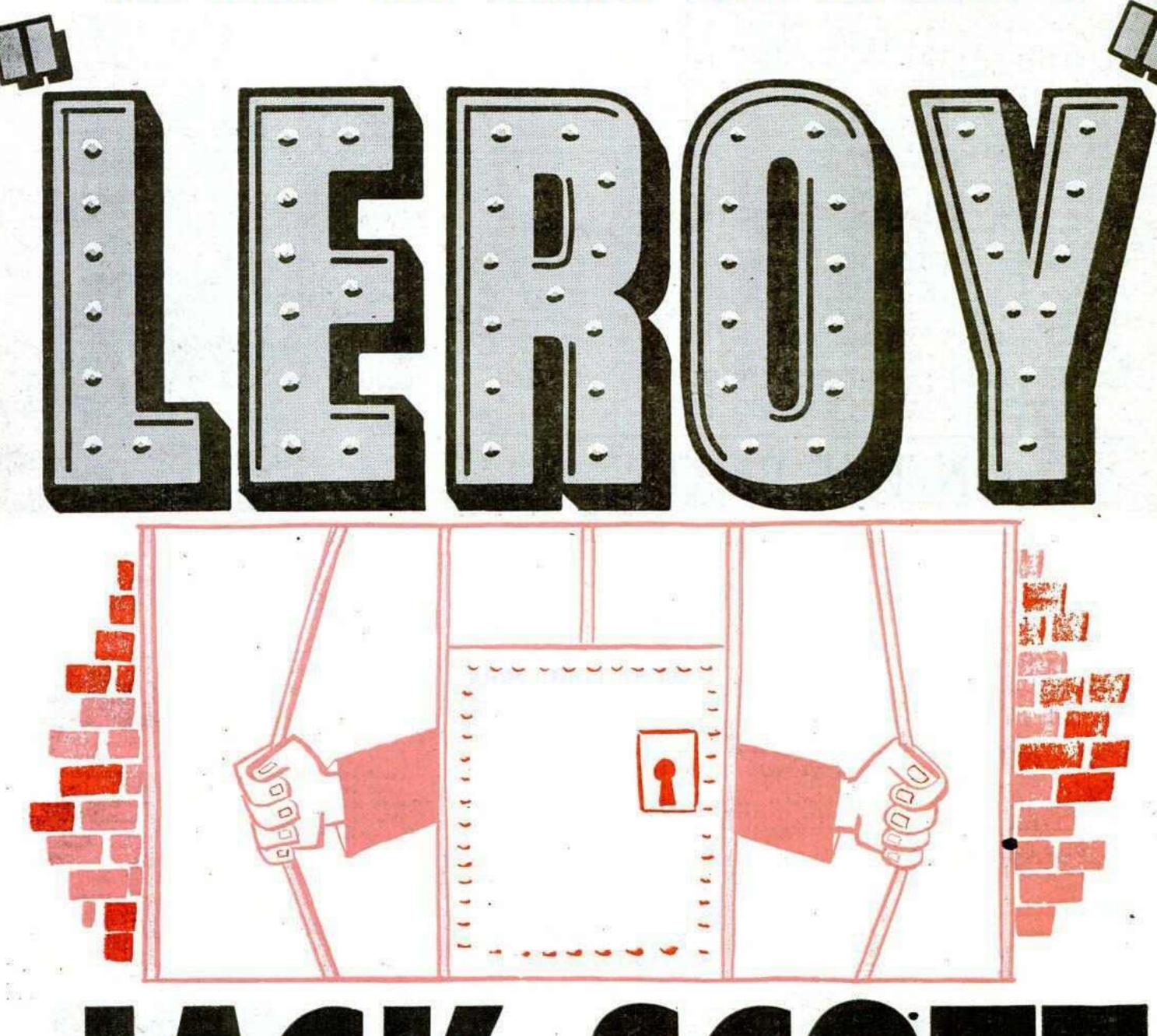
reminiscent of a great German city)

Copyrighted material

New York, N. Y.

Now! on Carlton Records!

the smash that escaped from cell block 2



CARLTON #462

Disk Jockeys . . . bear with us . . . we are rushing a copy to every one of you with all possible speed.

Dealers and Operators, call or write these distributors FAST . . . LEROY has really broken out.

No. of Street, Leonard Smith Albany Mutual Distributors Boston Faysan Distributors Buffalo Seaboard Distributors East Hartford Tru Tone Distributing Miami Cosnat Distributing New York Chips Distributing Philadelphia

R&B Distributors Pittsburgh Schwartz Bros. Washington

Oklahoma Record & Supply Oklahoma City

Dixle Distributors Atlanta Mangold Distributors Charlotte

M. S. Distributors Chicago

DISTRIBUTORS

Supreme Dist. Cincinnati Cosnat Distributors Cleveland Jay-Kay Distributing Detroit One-Spot Distributors Memphis Heilicher Bros. Minneapolis Record Sales New Orleans

Great Western Salt Lake City Commercial Music Co.

St. Louis Indiana State Dist.

Indianapolis Major Distributing Milwaukee

Century Distributors Dallas

Pan American Denver

M. B. Krupp El Paso

Polynesian Distributors Honolulu

United Record Houston

Millon Phone

Los Angeles Dick Fields Music Sales

San Francisco

Northwest Tempo Seattle

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157 W. 57 ST., N. Y. 19, N. Y. TEG. CI 9-1840

VOX JOX

By JUNE BUNDY

LITTLE BLUE GIMMICK: Vince Ford, WKMI, Kalamazoo, Mich, recently conducted a contest on Betty Johnson's Atlantic disk "Littel Blue Man," whereby listeners were asked to send in their idea as to what the little blue gent might look like. Ford received more than 500 replies, with entries ranging from free-hand sketches in pen and ink to elaborate oil paintings, paper mache dolls and little blue men carved out of soap bars. One contestant even sent in a photo of his nephew. Entries were displayed at a local record store, and winner was a free-hand sketch of character with a heart full of love."

ROY ROSS TO WMGM-Conductor-composer Roy Ross, musical director at WNEW. New York, for the past 12 years, has moved to WMGM, New York, where he will supervise the over-all operation of the outlet's musical department. Ross left WNEW when the station axed its live studio ork. In his new capacity at WMGM, Ross, at present, is

not working with a live ork. However, he is readying special jingles, writing new themes and generally making plans to refurbish WMGM's musical identification person-

TV DEEJAYS: Dave Hart, WTWO-TV, Bangor, Me., writes to express his disappointment at being left out of our recent story on TV deejays. Hart also laments the fact that artists and record companies are prone to neglect the "extreme Northeast" during jockey tours. "They get as far as Portland," notes Hart, "and then head South again. Tony Bennett once exclaimed, 'Bangor, Maine. Where's that?' In brief," adds Hart "my main complaint is that we here in this neck of the woods are of the 'forgotten clan'."

Nevertheless, Hart has worked up a lively Saturday afternoon TV show for teenagers, which has been on the the air now for over a year. The program, "Dance Party,"

features records, while local kids dance on camera. It also spotlights a teen-age panel to discuss new record releases and problems common to the high school set-"Should the voting age be lowered?" etc. An important feature of the show is live entertainment by teen-agers. Working entirely without "remuneration" on the show are a band, two male vocal groups, a female vocal group, and three solo vocalists.

Since the program operates on a practically non-existant budget, Hart repays the kids by engaging them to perform (for money this time) at local record hops. The show, according to Hart, is well received by teen-agers and adults alike. "A great deal of our mail," says the jock, "comes from parents who want us to do record hops for teen-agers and sub-teens in various surrounding towns." Hart concludes with an expression of appreciation to Jerry Lee Lewis, the

(Continued on page 44)

ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN GREVATT

of the set.

There has been some discussion as to the relative merits of the 1958 blues and those of the great earlier days of the art. In a recent interview in this column, chanter Al Hibbler told me that the current crop of artists can't really sing the blues "because they don't feel it. They weren't around when the great ones were working. They don't have the roots."

It's no secret that it's a great | We took the matter to Billboard day for the blues. The resurgence music editor, Paul Ackerman, acof the blues, even in the pop idiom knowledged authority in the field was noted as early as last fall in and author of an upcoming article stories appearing in The Billboard. in High Fidelity Magazine on the At the time, particular note was subject. Ackerman had just fintaken of the appearance of the blues ished listening to various Bessie in the singles field. Now, the trend Smith blues albums put out by a who has never been known for seems apparent in an even more crop of current artists. "I don't blues or jazz. Also, interestingly notable way in the package field. think it's entirely true that artists enough, she claims in the liner There have been a number of alltoday can't sing good blues. A bums of late dedicated to the blues. good Joe Turner, Jimmy Wither-With singles it was up to the ear spoon, Dinah Washington or Fats to detect the blues pattern in the Domino album surely has the aumusic. With albums, the package thentic touch. Where some artcopy has made clear the content ists go astray is when they try to emulate or imitate a great voice of the past," Ackerman asserted.

> "Artists should not try to imitate Bessie Smith. Such a thing is virtually impossible to do well. It should be enough to absorb some of her influence and integrate that in one's own style. Failure to recognize this fact, I think, accounts for the lack of a single outstanding album of Bessie Smith-oriented blues, despite the fact that at least five art

ists, outstanding in their own right, have done such albums.

"Interestingly enough, the one which comes closest to Bessie is that done by Juanita Hall, "South Pacific's" original Bloody Mary, notes that she makes no effort to imitate, she just sings Bessie's song She comes closest to the true flavor except when she mars several sides by resorting to vocal tricks, which gives a quality of fabrication. Fabrication was unknown to Bessie.

"A second Bessie album, by Lavern Baker, was interesting in its own right but not too successful in getting the quality of Bessie Smith. Lavern again merely sings Bessie's songs like "Empty Bed Blues," "Good Old Wagon," etc. She sings this in the style of Lavern Baker, which, let us face it, is not bad! She has enthusiasm

(Continued on page 48)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

To further the promotion of country and western music in his territory, Ramblin' Lou, c.&w. deejay at WJJL, Niagara Falls, N. Y., is launching the first hillbilly park in the area. To be known as Harrison Grove, the park will be located near the Falls, on the shores of Lake Ontario, and will feature a c.&w. name each Sunday, starting Decoration Day. . . . Signing the guest book at Saturday's (19) "Red Foley Show" over NBC Radio will be Columbia Records' George Morgan and the 18-yearold Virginia singer, Shirley Hunter. The combined casts of NBC's "Red Foley Show" and ABC's "Country Music Jubilee" will appear Sunday (20) at the KRNT Theater, Des Moines, under auspices of the Knights of Columbus.

Wade Ray has left Cowtown, Los Angeles nitery, where he has held sway the last eight years, to work personals along the West Coast.

. . . Hoyt Cox, Santa Barbara, Calif., composer and arranger, and Marty Diamond, New York lyricist, have collaborated on three new tunes just released. Ditties are "Forbidden Lips," "Silent Fool" and "Love's Around the Bend." Cox appears in West Coast niteries and on radio and TV with his piano and song turn. . . . Roy Acuff and his unit, plus Tabby West, move into the guest slot on "Country Music Jubilee" over ABC-TV Saturday (19). Faron Young occupied that spot last Saturday (12).

Uncle Cyp and Aunt Sap Brasfield, of "Country Music Jubilee," will again tour with Bisbee's Comedians under canvas in Kentucky and Tennessee this season. Beginning next month the pair will fly home to Springfield, Mo., on alternate Saturdays for their "Jubilee" stint. . . . Songwriter Dale Siegenthaler, of Morris, Okla., has replaced Marijohn Wilkin in the

operation of Earl Barton Music, Springfield, Mo. . . . Leesa Carroll has left Riverside Rancho, Los Angeles, to work camp shows and clubs on the West Coast. . . . Harry Peppel and His Shenandoah Valley Ranglers, Smokey Warren and the Arizona Trail Blazers, Jimmie Dale, the Pell Brothers, and Shorty Kay and His Jersey Ramblers appeared at Shorty Warren's Copa Club, Secaucus, N. J., Monday night, April 7.

Del Reeves, who currently has his own TV show on KOVR, Stockton, Calif., has cut a rockabilly session for Capitol Records, with release set for April 25. Jack McFadden, of Sacramento, Calif., who signed Del to a personal management pact three months ago, has him routed thru Oregon in May. . . . Due for early release is the new Allstar waxing of "Hesitate" b.w. "An Old-Fashioned Waltz," as done by Dave Linn and Chuck

(Continued on page 46)

MUSIC AS WRITTEN

By BOB ROLONTZ -

LINHART HEADS ARWIN IN EAST

Marty Melcher, president of Arwin Records, has named Joe Linhart to head up the diskery operation in New York. Firm recently announced its reactivation, with Linhart to run the disk and publishing firms in the East, while Al Kavelin continues on the Coast. Linhart most recently was associated with the Frank Loesser firm in Hollywood and before that with the Chappell group in New York.

ERTEGUN TO JAZZ UP JAG

The internationally famous Jaguar owned by Nesuhi Ertegun, internationally famous jazz recording man for Atlantic Records, will be very much in evidence at the annual Newport Jazz Festival. There is a softball game scheduled between the jazz musicians and the jazz critics, and Ertegun is expected to coach the musicians from the seat of his Jag, which of course is a convertible. The Jag will also be on display in front of the Viking Hotel in Newport at nightfall. The amount of publicity that Nes' Jag has stirred up has led to a report that it may be used in magazine advertising by the manufacturer of the Jaguar line.

HI-FI PUNDIT TO EUROPE

Roland Gelatt, music editor of High Fidelity, sailed last week on a two-month trip to Europe. While abroad he will visit headquarters of the major European record companies, attend recording sessions and confer with High Fidelity writers in England and on the Continent. Gelatt plans also to attend the London Audio Fair this week (18).

SHELTON TO EXIT McCONKEY

Dick Shelton, veteran Chicago booking agent and former leader of his own band, the Mariners, is ankling his position as midwest chief of McConkey Artists here to open up his own law office. Shelton, who has been with McConkey for the past 10 years, is an executive with the firm and no successor has been named. He will continue to operate his own publishing firms, Windy City (ASCAP) and Lakefront Music (BMI). Shelton is also legal counsel for the estate of Ken Griffin, Columbia recording Hammond organist. He is currently on a one-month vacation, returning to his law office May 1.

'CIGI' FETE FOR DAMONE

Vic Damone will be guest of honor at a spectacular cocktail party to be thrown at Danny's Hideaway this coming Thursday eve (17). Hosts will be Columbia Records and the swinging writer team of Allan J. Lerner and Fritz Loewe, who are jointly happy with Vic's waxing of "Gigi" from the flick "Gigi," the music to which was penned by L&L. It is also a thank you for Vic's hit disking of another L&L tune, "The Street Where You Live" of a few seasons ago.

DOTTY MACK SIGNS WITH CINCY'S WZIP

Dotty Mack, former star of "Pantomime Hit Parade" on WCPO-TV, Cincinnati, has joined Station WZIP, that city, to do a regular stint, via tape, on women's fashions and fancies and interviews with celebrities garnered on her trips about the country. WZIP, now operating from new quarters in Cincy's Vernon Manor Hotel, was recently acquired by Edward Weston, former assistant general manager of WCPO radio and television, and Len Goorian, formerly with WCPO and WKRC, Cincinnati, in a producing capacity. Weston is vice-president and general manager of WZIP, which operates daytimes with music and news.

New York

Joan Little, secretary to Vince Leiber, head of recording operations at Columbia Records, is leaving the diskery to become secretary to George Avakian at World Pacific Records here.... Publisher Dave Blum is recovering from his recent illness at his sister's home in Philadelphia. . . . Howard Sloane has joined Arrow Records in charge of publicity and promotion. Arrow, by the way, the Freddie Mendelsohn label, has pacted an organist, Johnny Smith, Buzz Clifford and the Beau-Belles. . . . Seeco Records has signed Israeli thrush Shoshana Damari. . . . Lin Records head, Frank Conklin, has signed Janet Shaw, the Drivers, the Key Notes, Kitty Debnar and the Harmony Kings.

Steve Lawrence will be at the Statler Hotel in Detroit from April 22 thru May 4.... Trumpeter Charles Margulis will appear on the "Big Record" show on May 14. His waxing of "Gigi" is doing well for Carlton Records.... Decca thrush Judy Scott opens at Blinstrub's in Boston starting May 5. . . . "Symphony for Tommy" which was spotlighted by The Billboard last week (April is out on Somerset Records, transferred from the Trans-World label. It's Somerset number is P-5700.

Hollywood

Actor Fernando Lamas has been inked to do two albums for Roulette, the first a collection of Latin American songs and the second to consist of popular songs from Europe, the Middle East and the Americas. . . . Chuck Cabot has signed an exclusive booking contract with the Reg Marshall Agency, with a tour of the South set, beginning at the Peabody Hotel, Memphis, April 28. . . . Songwriter Bobby Troup will do a title song for Eros Films, "My Strange Affair." . . . Willard Alexander, representing the "Tommy Dorsey Story" and the "Ben Bernie Story," is preparing both as television spectaculars.

Maestro David Rose will be a guest conductor for the Cleveland and New Orleans Symphony orchestras this summer. . . The Hi-Lo's have signed Jack Brooks to write special material and a new act for them, which they'll use on their return from the upcoming European tour this August. . . . Palm Springs (Calif.) Chamber of Commerce has endorsed a kudsoe song for the desert spa penned by writers Al Hoffman and Al Trace. . . . Jerry Gray ork in at the Hollywood Palladium last weekend (11-12), with Bob Crane, of CBS hosting the emsee spotlight.

TAILORED FOR Sarah

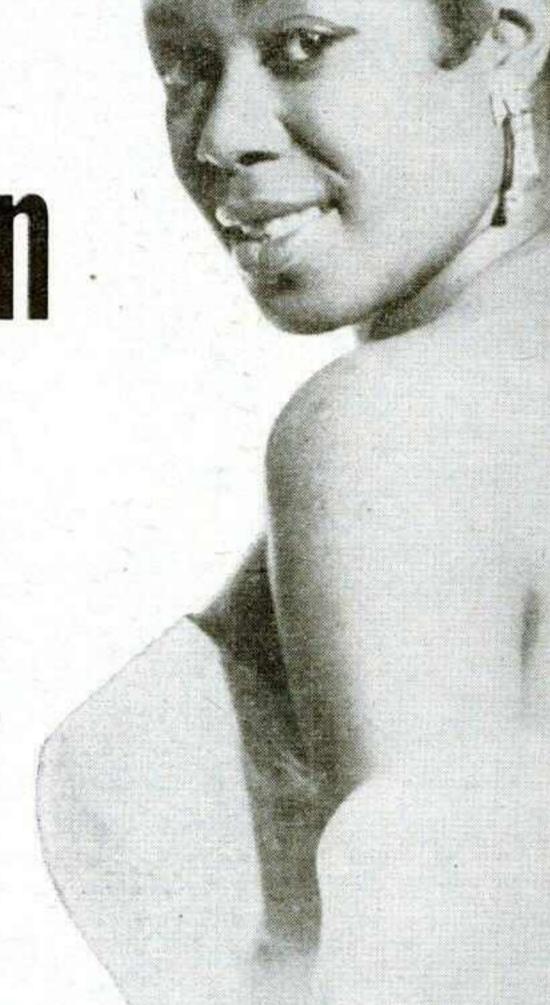
THE PERFECT RENDITION OF THIS MAGNIFICENT FRENCH IMPORT!

Sarah Vaughan

SOLIDLY BACKED WITH A BRIGHTLY PACED NOVELTY

"Spin Little Bottle"

MERCURY 71303





HITS ... HITS ... HITS ... HITS!

MERCURY IS LOADED WITH HITS ON THE CHARTS!

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

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.

New Twist on Racks

To the Editor:

In recent issues, dealers have sounded off about rack jobbers. We have them here, too. They have records in dime stores and supermarkets. It doesn't hurt us at all, because we saw one of the jobbers and told him to put in a rack just like their's, only bigger.

Now, tell me, what have they got that we haven't? He keeps our rack full of the top 30, and he picks up what isn't moving. We don't lose anything on that deal. The jobber tells me that they intend to expand, putting in more records, new releases and albums. What we don't sell, they pick up and give us credit. With him keeping our rack filled with top songs, we have extra time to order and keep other records in stock.

The other record shops may not agree with me. But if they did as we do, they'd have a rack like the supermarkets and they'd have something more than the supermarkets—a stock of various other records, accessories and better surroundings than you will find in their stores.

Most of all, you are a record store, and a record store is the place to buy records.

Grady Morris Morris Variety Shop Manning, S. C.

The Club Problem

To the Editor:

Regarding the editorial, "The Clubs and Their Role," here's my experience with the American Recording Society (Jazz Division).

Nearly a year ago, Downbeat reviewed an ARS selection with Johnny Hodges and the Ellington ork. I joined ARS to get this album.

Despite several letters to the company, I can't induce them to part with a copy of the disk. It seems they have no facilities for handling individual letters. They never answered.

I've been a member of their club for a year but I have yet to buy anything. My taste in jazz runs for traditional to conservative mainstream. They consistently fail to offer the kind of jazz I love and will pay \$4 for.

Each month they send me news of their releases, and each month I return the rejection card. Amusingly, the one time I did decide to accept one (by Ben Webster), they didn't send it to me anyhow. So their batting average remains at .000.

As long as they continue to

offer me so-called progressive jazz or new recordings by artists past their prime, I shall continue to reject everything they offer.

Apparently, when someone joins the ARS club, he is doomed to spend his days returning rejection cards. The alternative is even more horrible: ARS selections crowding my mail box, followed in due course by invoices.

I thought some of the dealers might get some satisfaction from my unfortunate experience. No more clubs for me. Would the member of your staff who joins all clubs care to part with his Johnny Hodges ARS selection? I'd pay him \$4 for it. Either on purpose or oversight, Granz never released it on Verve.

San Diego, Calif.

No luck, Irv. Our clubjoining staffer doesn't have
it either. If any of our readers can help you, we'll put
them in touch with you.

—Editor.

Tchaikovsky's Third Concerto (Cont.)

To the Editor:

I had an idea that you did not know about the Tchaikovsky "Third Piano Concerto" but, like handling the customer, gave you the benefit of the doubt. I must congratulate the other dealers or sales people who know their classics also.

As to the Brahms "Fifth Symphony," I believe you are on solid ground. If you chose Dvorak or asked for the other two Beethoven symphonies besides "Nine," I could have had you. That is, if you had asked for the Dvorak Ninth which is known as the Fifth.

I always let a new customer choose recordings without comment, unless my advice is asked, and then I don't persist in my views. In time, a customer learns to take your advice or know that, in disagreeing with out, it is a difference of honest opinion and his respect for you is always there.

Best wishes.

Arthur Smith Music Company Tampa, Fla.

Contest for the dealer who gives the best formula for handling the customer who ask for Brahms' "Fifth Symphony" closes in two weeks.. We're giving 10 bucks for the best one, so get 'em in right away.

-Editor.

HEARD OVER THE COUNTER

The Melody Record Shop, Galveston, Tex., tells this one: "We had an alert, new clerk. A customer came in and asked: "Do you have any guitar strings?" The clerk smiled and asked: "What speed?" Everyone in the shop exploded.

Here's one from P. Haleverda, J. & J. Music Shop, Grand Rapids, Mich.: "How confused can a customer get? A lady came in recently to buy a five-inch, staggered, Dixieland, blank tape on which she could record a voice to be used at local drive-in movie during the intermission."

Mrs. Ronnie Sherwood, House of Music, Houghton, Mich., writes: We were handing out at the Home & Sports Show cards on which people were asked to check off the instrument they'd most like to own (piano, organ, tape recorder, etc.). A woman who was standing at the booth filling out her card suddenly looked up and asked: "What's a hee-fee?"

A busy juke box operator went into a Cleveland disk shop with his list. After getting the records he wanted, he asked the owner:

"By the way, there's a number that's starting to go in my area. I had six requests last week for something called 'Please Take Off

"Do you stock Capitol Records?"

"Yes, we do."
"I mean Capitol classic LP's."

"Yes, we stock them. What record are you looking for?"

"It's by the Hollywood Bowl orchestra, believe . . . Carmen Dragoon conducting."

That was probably the same guy asked a downtown Detroit dealer for a copy of Rimsky-Korsakoff's "Sheherazade" . . . "but it must be by the Indianapolis Speedway Orchestra."

Then there's the executive type with the Homburg, asking for his weekly one-record purchase. —"The wife is getting a little tired of Welk. I think I'll try that Beethoven's "Moonshine Sonata" this week."

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.

Sonic Debuts New Series

Sonic Industries, Lynbrook, N. Y., is delivering a new series of hi-fi phonographs. The units, cabinetry of which was shown at the beginning-of-the-year Furniture Show, are now completed and priced, to quote the firm, "sensibly to meet today's high-fidelity market." Sonic points out that many of the models will be equipped to play stereo disks and will be shown as two-channel reproducers to the trade in June.

The new line, ready for delivery, includes:

Model 690: 12-watt, printedcircuit amplifier; four-speaker system; four-speed record changer; dual-sapphire turnover cartridge. Retails for \$119.95. (Also available as a radio phonograph, model 695, at \$129.95.)

(Continued on page 18)

FLEXIBLE ATTITUDE

Keeping a Thumb On Sales Trends

By GRIER LOWRY

KANSAS CITY, Mo. — "It's more important than ever," Max Cooper says, "for an operator to adopt a flexible attitude and constantly engineer changes that will help him keep up with the rapidly changing scene."

"Here at the Toon Shop in the Prairie Village suburb," Max explained, "we have a number of firsts to our credit. We were the first in the area to abandon 78 r.p.m. records entirely. We're now one of the first to weed all 45 package units out of the stock, retaining only the hit-parade-type 45 record. We were also one of the first in the Greater Kansas City area to break with a substantial stock of stereophonic tape."

3,000 Gift Bonds

"In the promotional realm, we've profited by our willingness to experiment with ideas untried by other local retailers," says Cooper. "Several of these innovations have done a wonderful job for us. One example is our Gift Bond promotion. Taking a leaf from the book of department and clothing retailers, we started featuring a music gift bond a year ago. The appeal of the plan is evidenced by the fact that in December, 1957, we sold more than 3,000 Gift Bonds to people as gifts. While it's in heaviest demand during the Yule season, we find the plan has good year-round appeal. It's a convenient method of shopping for gifts and has special appeal to the lastminute shopper."

No Mistakes Made

Customers select bonds for gifts ranging from 89 cents to \$50, with the average around \$5. Comprising personal, foolproof and convenient gifts, the bonds are purchased as door prizes, as party prizes of all sorts, including dance contests at nearby country clubs. The customer who selects an LP album as a gift for a friend is likely to make a mistake, as he and his friend may not have the same taste in music.

"Music is like food," is the way Cooper puts it. "Some people like oysters. Some don't. With the Gift Bond, there's no chance of giving oysters to someone who hates them."

The bond promotion also makes a hit with birthday party-goers buying gift bonds as a group. Frequently, the mother of a teenager calls the friends invited to a birthday party and suggests they use the Gift Bond at the Toon Shop.

Selling Accessories

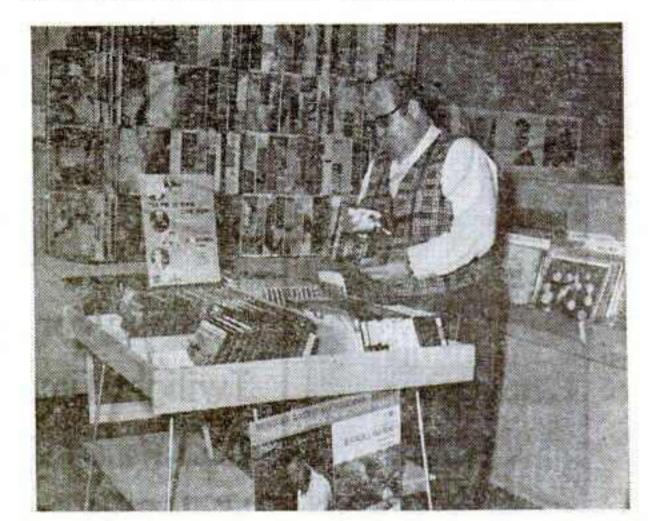
Accessories play a healthy role in the merchandising picture at Toon Shop. Especially high on the sales poll are record sprays, cloths, storage cases and needles. Selectivity is the key to selling storage cases, Cooper has found, and the shop stocks two major lines, with a selection of four colors in each line. The display features both the popular-selling seven and 12-inch sizes. The cases are priced from \$1.98 to \$9.95 and carry an attractive 40 per cent mark-up. Max says this business hits its peak during summer when customers buy them for transporting favorite records to vacation spas.

Max Cooper gives needles top consideration. They are the last item a customer thinks of, and the only method of remedying this situation, he believes, is to suggest them constantly. He does just that. "Do your records slip and jump?," he often asks an LP album buyer. If the answer is in the affirmative, he goes to work. Or it may be: "When is the last time you changed your needle?" He also feels the Columbia needle reminder signs, which he gives prominent display in his department, do an excellent visual selling job on needles.

\$1,500 worth of needles, a figure (Continued on page 18)



The Toon Shop appeals to the customer's gambling spirit. Grab Bags, with five pop singles sealed in paper bag, is priced at \$1 and helps clean dead items out of inventory.



Part-time band leader, full-time record buyer Max Cooper looks for sharp pick-up in stereo tape sales when prices are reduced and better mark-up gives dealer incentive to promote this merchandise. He sells about 15 tapes a week and has a nucleus of 150 to 200 people in the area with stereo tape reproducers to work on.

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Coming May 19

A SPOTLIGHT TAPE ISSUE ON

TAPE EQUIPMENT

Who makes it
 What it costs
 What will it do

From
England!

Over 5 million
English teenagers
have been
frantically doing
the hand jive

for over

6 months

Destined to become the biggest teenage fad in the history of the record business

Dancing with the hands to music with a beat

Hand jive is currently sweeping England and just one play of Betty Smith's recording of "Hand Jive" on a New York Station pulled over 1,000 inquiries. Looks like a real big thing for the USA, too!

Where the dance floor is too crowded . . . or where dancing is not allowed, such as soda parlors, this is the ideal way to "dance." The rhythm of the music is beat out with the hands. Various "steps," done while standing or sitting, include: slapping hands on both knees; clapping hands together; hitting fists one upon the other; swinging hands above and below one another with fingers extended; tapping left elbow with right palm and then right elbow with left palm. These are just a few of the "steps" that the kids are going wild over. There are hundreds of variations.

Original Recording

BETTY SMITH

(with lyrics that explain the dance)

b/w

BEWITCHED

1787

Long Play Record

MUSIC FOR HAND JIVING

LL 3034





Attention
D. J. S

Send for your FREE 2 sided mail-pullers of "How To Do The Hand Jive,"

London Records Inc.

539-A West 25 Street, New York 1, N. Y.

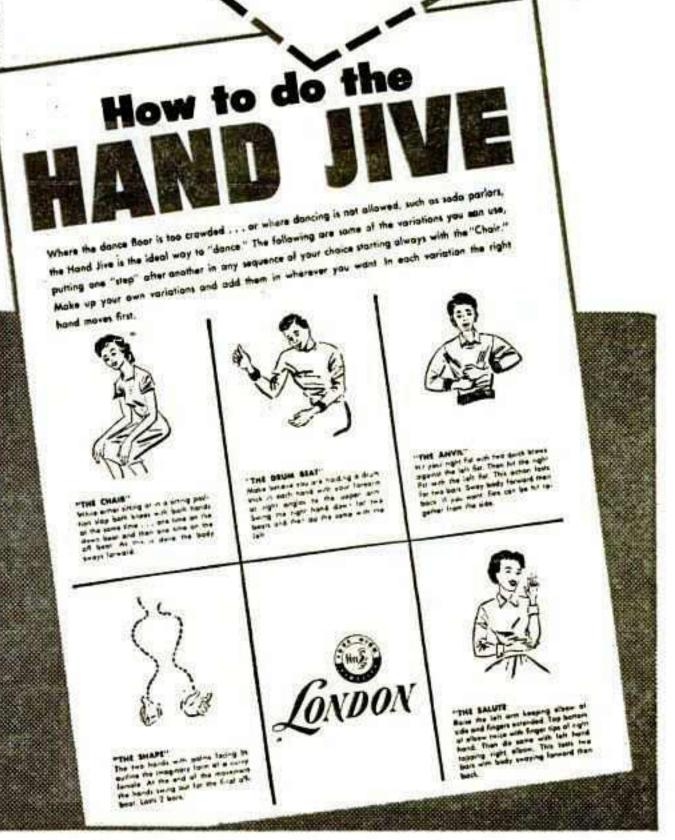
Gentlemen:

Please send me _____ copies at no charge so that I can offer them to my listeners.

Name

Station___ City

.State_



Sonic Debuts a New Series

Continued from page 16

Model 650: Hi-fi, automatic portable, with six-inch coaxial speaker, four-speed intermix changer. Lists at \$49.95.

Model 620: Three-speed manual portable. Has printed circuitry, built-in 45 r.p.m. adapter, dual sapphire needles. Priced at \$19.95.

Model 620: Three-speed manual portable. Has printed circuitry, built-in 45 r.p.m. adapter, dual sapphire needles. Priced at \$19.95.

Model 2020: Hi-fi console. Has 25-watt amplification, two-speaker system, four-speed intermix changer, dual sapphire turnover cartridge. Available in blond or mahogany for \$149.95. (Also available as a radio phono com-bination, Model 2025, for \$224.-95.)

Model 2120: High-fidelity console has all features of Model 2020, with 25-watt amplification. Available in French Provincial or contemporary styling at \$249.95. (Also available as a radio phono combination for \$299.95.)

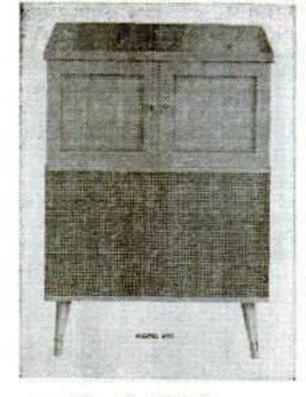
The Sonic portable line includes four new models. Each has a four-speed intermix changer; turnover cartridge, with dual sapphires and separate bass and treble controls.

Model 685 has 20-watt amplification. Carrying case is stitched Texon in tan or white, with shadow-box design. Lists for \$119.95.

Model 680 has 12-watt amplifier. Split-lid cabinet in two-tone tan or blue-and-white pyroxolincoated covering is available. Lists for \$99.95.

Model 675 has a five-watt amplifier. Its wood cabinet has pyroxolin-coated cover in choice of tan and white or blue and white. Front opening has gold trim. Lists for \$79.25.

Model 660 has a five-watt amplifier and three-speaker system. It has a two-tone, blue-and-white or tan-and-white, leather grained



cover. Lists for \$69.95.

Two other portables complete the line. Model 600 is a threespeed manual, with two speakers. Choice of two coverings. Lists for \$29.95.

Model 645 is a 45 automatic portable, with jam-proof changer that holds 12 records. Cabinet is wood styled in two-tone blue and gray, with pyroxolin-coated cover trimmed with gold-front grille. Lists for \$39.95.

Keeping a Thumb on Sales

Max feels could be improved considerably. He puts a lot of effort into upgrading needle customers.

"In most cases, about all we do is cite a little meaty arithmetic," he explains. "We point out that sapphire needles cost about 71/2 cents an hour to operate, while diamond needles cost only about a penny. We ask them bluntly if they think it makes good sense to invest \$4 or \$5 in an LP album and then ruin it with a cheap needle."

Pushing Tape

Cooper designed a special stereophonic tape display which consists of two record browser boxes bound together and which has a capacity of 108 tapes. Stationed in a prize spot in the center of the display area, the unit has a stereo tape player on top. "You have to demonstrate stereo tape to sell it," he contends. So far, the shop features only standard pops and jazz tapes. Like everybody else, he believes there

will be a sharp pick-up in stereo tape sales when the price is reduced and when the dealer has the incentive to promote this merchandise with a better mark-up.

"We also need more stereo demonstration tapes," he says. "Each line should furnish at least five or six. About all we can do now is to play the LP equivalent of tapes when the customer wants an idea of what a particular selection sounds like.

"We're selling about 15 tapes a week. We have a nucleus of around 150 to 200 customers in the immediate area who own stereo tape equipment to work

Displays and Grab Bags

Max Cooper has a healthy respect for the value of attractive window displays. His department gets the full - window treatment about four times a year. A recent Capitol jazz window display, featuring color props and the company's imposing stable of topnotch jazz artists, was a top attention-getter. He also pointed out that a Decca "Spanish Holiday" window, a splashy eyecatching arrangement, aroused attention of passersby.

Cooper has several other tricks which he pulls out of his sleeve when business gets dull. One of them is a grab-bag gimmick which is used to move 45 r.p.m. hitparade-type singles which have stayed in stock from six months to a year. Five of these slowmovers are bagged in brown paper bags and priced as a package at \$1. It's a gimmick that appealsto people's gambling nature, he believes, many of them feeling that if they get two or three items they like out of the five, they've made a good deal.

The Toon Shop has built up a sizable nucleus of business for hit - parade - type singles among people in outlying Missouri and Kansas communities who direct activities at Teen Towns and other teen-age activity programs. Many of these customers use the radio station's "Top 40" charts in checking the five to 30 singles which they order by mail from the shop. Getting these orders out on the same day they arrive is a cardinal principle in the Max Cooper plan of providing good customer service.

Granco Has 2 New Units

Granco is introducing an FM-Am tuner-amplifier and a threeway speaker system. The Long Island City, N. Y., firm describes the tuner-amplifier (Model AT-130) as a 20-watt, push-pull system, with separate bass and treble controls and receptacles for speakers, phonograph and tape recorder. In a walnut cabinet, the unit

is priced at \$149.95. The three-way speaker system (Model S-30) has a 12-inch woofer, four-inch mid-range and fourinch tweeter, with crossover network. The speakers are mounted in a specially constructed bass reflex enclosure. Dimension of enclosure are 24 inches wide, 11 inches deep and 21 inches high. It is designed to complement the tuner-amplifier described above. The unit will also be promoted as a companion extra speaker for current radio-phono combinations in the Granco line. The S-30 speaker system will retail for \$79.95 in a choice of walnut, mahogany or oak.

a new selling force

...for dealers ...for manufacturers



TWO CHANNELS OF IDENTICAL SOUND QUALITY IN A SINGLE GROOVE

The Westrex 3-Type Feedback Cutter records and the Westrex 10A Moving Coil Pickup reproduces two 45-degree recordings of identical sound quality in a single groove, using a single stylus which is actuated by two separate sound channels.

The Westrex StereoDisk Recorder, using appropriate input circuits, will also cut vertical-lateral type stereophonic records.

Heating facilities have also been provided in the recorder for hot stylus recording.

The high quality 10A StereoDisk Reproducer employs an electro-dynamic, rotating coil movement.

StereoDisk equipment has been ordered by leading record producing companies in the United States and other countries throughout the world.

Orders now being filled. For complete information contact:

Westrex Trademark



Headquarters: 111 Eighth Avenue • New York 11, N. Y.

Hollywood Division: 6601 Romaine Street - Hollywood 38, Calif.

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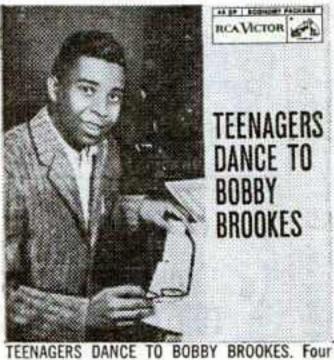
12 Exciting 45 EP



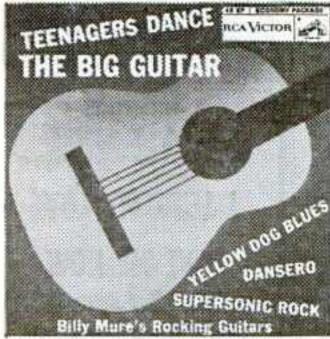
GLENN MILLER CARNEGIE HALL CONCERT. Glenn Miller plays 14 greats like "In the Mood," EPC-1506 "Moonlight Serenade."



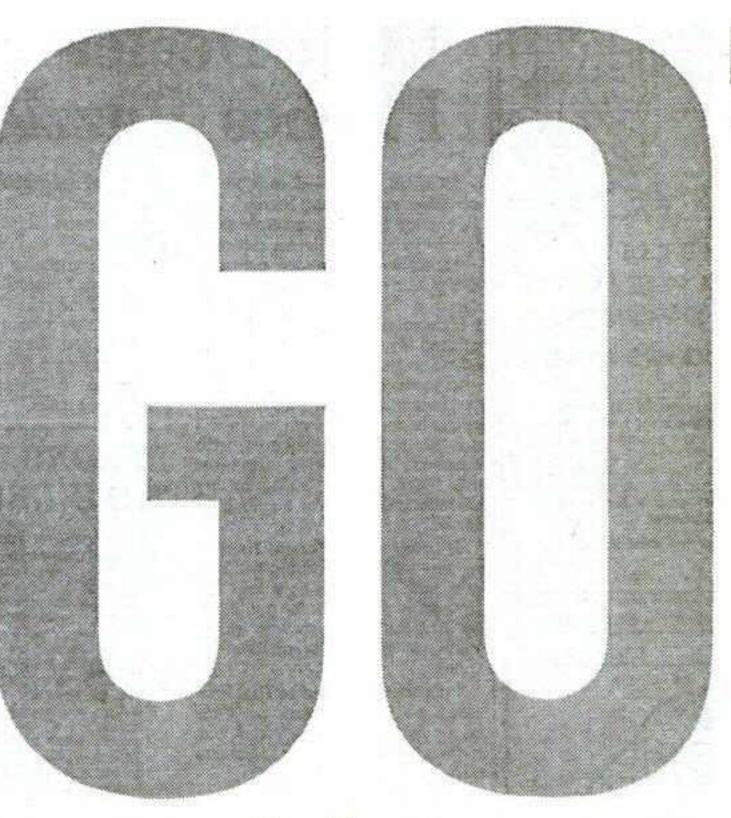
THE KIDS. The Kids have a four-star hit with "Elvis and Me," "Juke Box Is Broken," others. EPA-4188



new hot rock 'n' roll numbers including "We Know," "You'd Better Move." A seller! EPA-4273



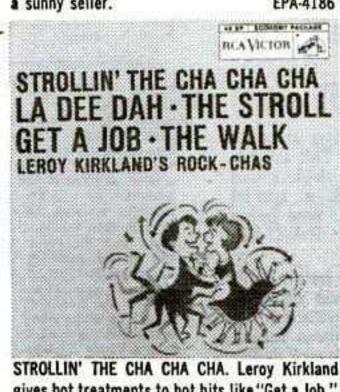
TEENAGERS DANCE THE BIG GUITAR, Billy Mure's Rocking Guitars with four big ones including "Supersonic Rock," others. EPA-4271



RCAVICTOR



HERE COME THE THREE SUNS. Sure-fire songs like "Harbor Lights," "Smoke Rings," make this a sunny seller. EPA-4186



gives hot treatments to hot hits like "Get a Job," "The Walk," others. EPA-4272



THE BIG BEAT. Gogi Grant sings "Call Me," "Lazy Love," others from the great film she stars in. EPA-4185



THERE'S GONNA BE A PARTY TONIGHT. Lanza sings hits from his great new movie: "There's Gonna Be a Party Tonight," others.

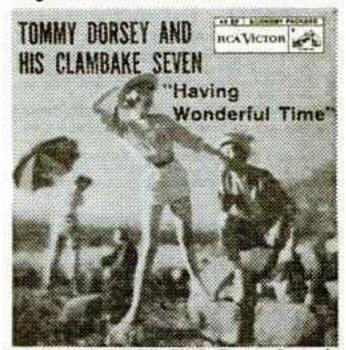
Albums From...



LOU MONTE SINGS FOR YOU. Big hit "Lazy Mary" plus "Mama," others in the inimitable Monte manner. A wow! EPA-4177



MARCH FROM THE RIVER KWAI/COLONEL BOGEY and 76 TROMBONES. Exciting music from one of the greatest movies of our time. EPA-4250



HAVING WONDERFUL TIME. Tommy Dorsey's famed Clambake 7 with four great jazz treats, "Head on My Pillow," others. EPA-4162



SPUTNIK DANCE. The Equadors Quintet and crazy "Sputnik Dance," a big rock 'n' roll dance, "A EPA-4286 Vision," others.

DON'T DELAY...ORDER TODAY!

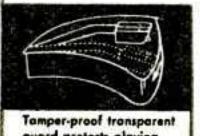






"gard" against record damage

THE



guard protects playing arm. You can never touch tone arm . . . stylus is gently cushioned to record.

12243 AVENUE "O" . CHICAGO 33, ILLINOIS

Replacing Ordinary Phonographs Everywhere, Patented PHONOGARD is the most practical record player ever designed for record shops and departments. PHONOGARD eliminates costly record damage due to tone arm handling . . . protects cartridge and stylus, too! Models equipped with built-in speakers and/or for use with external speakers or headphones.

Write for brochure and price list.

Gray COMPANY N. Y. SALES OFFICE . 525 LEXINGTON AVE.





FOR SALE: COMPLETE RECORDS STORE

Late Releases—Hillbilly, Pop. Rock 'n Roll. Approx. 7.500 45 rpm's, 500 single and double pocket LP's, 500 assorted 78 rpm's. 5 Williams & Exhibit Pool Tables (good condition), \$25.00 each.

A LIVE BUSINESS OPPORTUNITY AT BELOW WHOLESALE, Cash Sale Only.

CENTRAL MUSIC COMPANY, Box 284, Killeen, Texas

MARCH 4 FOR 3 MONTH SPECIAL

MONEY IS TIGHT BUT WE AIN'T! MASTER RECORDINGS

"THE BEST IN DEMOS"
10th Floor-1697 Broadway
New York 19, N. Y. Circle Send check or money order for 3 songs and lead sheets for 4 TOP ARTISTS TO PRODUCE THE MOST COMMERCIAL RECORD.

-EACH SONG-VOICE AND PIANO, \$18.50. ORGAN-VOICE-PIANO, \$25.00. VOICE-PIANO-BASS-DRUMS, \$37.50. ALSO OTHER COMBOS.



A Spotlight on Tape Issue

TRENDS IN TAPE

GIVE TO DAMON RUNYON CANCER FUND

SQUARES PAY OFF

Utah Dealer Pitches Puzzle

LOGAN, Utah--A unique advertising stunt helps Somer's Hi-Fi Center here to quadruple store traffic in a single week recently.

H. E. Somers, owner, captured the public's fancy when he spon-sored a "Hi-Fi Phono Contest" which revolved around a puzzle printed in a newspaper display ad. The puzzle consisted of nine grid squares with a figure weight in the center square and contest entrants were challenged to fill up the remaining squares with numbers, never using the same one twice, so that added in any direction, the figures would totalto 24.

It was not a "brain twister" by any means, according to Somer's, but, inasmuch as it was the first such puzzle to be published by a Utah newspaper in many years, it got an immediate response.

"We were suprised to find how many people had time on their hands to sit down and work out a puzzle of this type," Somers said.

Credit Prizes

Used during the late-winter, early spring months, when ordinarily volume is slack, the puzzle contest had as its objective merely acquainting more people with the Somer's shop and its high fidelity lines. As prizes, Somer's offered a \$10 credit on any phonograph selling over \$35, \$20 credit on any machine priced at \$125 or more, \$30 on top-quality phonographs at above the \$175 mark. Any contestant who successfully complied the figures to total to 24 in any direction qualified.

Paid for Itself

There were several hundred entries, within a space of a few weeks, and at least a third of the winners made some use of their eash credit toward phonograph purchases, Somer's indicated. In many instances, this credit, small as it was, was enough to encourage a high fidelity fan who had been putting off the purchase of

Rek-O-Kut Promotion

NEW YORK--Free trips to the Brussels World's Fair are being offered to both dealers and audio consumers in a special equipment promotion now being staged nationally by Rek-O-Kut Corporation.

Dealer contest is being built around special window displays, which stores must feature for a four-week period between June 1 and July 30. A variety of dealer merchandising aids and window props are being made available by Sabena Airlines (the carrier on the trip) and Rek-O-Kut sales reps. As a related tie-in, record jackets of the "Capitol of the World" series are available.

First prize for dealers-as it is for consumers-is two round-trip tickets to the International Expositon. In addition, for the consumer prize list there are some 100 other prizes, primarily of hi-fi equipment.

Consumers enter the Rek-O-Kut contest by obtaining an entry blank at dealers, and filling-in a comment on hi-fi and Rek-O-Kut. The promotion, says the equip-ment company, "offers the extra stimulant of preparing an attractive window that will stop traffic, bring customers into the store, and sell more merchandise."

a new phonograph to go ahead and buy it.

"Of course it was a form of many safety and recording features of particular interest to the professional recordist.

discount," he said, "but it was the sort of thing which everyone enjoys, created some valuable publicity, and paid for itself with the first few better-priced phonographs we sold."

RECORDED TAPE REVIEWS

DUELIN' DEMON DRUMS

Featuring Richard Campbell and Harry H. Coon, drummers - Concertapes

This is a stereophonic concert of percussion, ranging from furious African tribal chants to modern jazz drumming. Perhaps on no other recent recording is the close relationship between the primitive and the progressive so apparent. An excellent recording with enough but not too much separation, which in the case of two soloists could easily have happened. Tape is usable for demonstration but appeal may be limited to the real fancier of unique sounds.

Featuring Perez Prado and His Orchestra RCA Victor APS 105

Prado has turned out eminently successful "bright-sound" disks for the label, and the sound comes to even brighter life in stereo. This features the familiar hiccupy shouts, with answers from the band on the other channel; the colorfully arranged, bigband Latin sound, with blaring trumpets and growling frombones plus, and a healthy number of inches set aside for wild bongo percussion displays. Set offers fine Latin sound with strong fazz overtones plus a top quality of spatial sound. This can be sold.

LEONORE OVERTURE NO. 3

(EETHOVEN)

Frankfurt Opera Orchestra, Carl Bamburger, conductor-Concert Hall DX-67 One of the favorite and most-recorded works of the composer gets a good-quality, saleable, if not brilliant performance by the Frankfurter group. Interplay between the orchestral sections in both the heavy, crashing segments and them ore whispery, light and moody parts is well apparent. There are, however, a number of toppotch disk versions and its a question whether the stereo effect is startling enough tomake many record owners repurchase thework on tape, Package has a highly displayable cover, however.

LEONORE OVERTURE NO. 3 (BEETHOVEN)

Frankfurt Opera Orchestra, Carl Bam-

tial 7 SK-32

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SOUNDS OF JAZZ Corky Corcoran and His Group-Celes-

The one-time Harry James star tenorsax man gets a chance to show his wares in the feature spot, and he makes most of it. Recording of Corcoran, with drums, piano, guitar and bass is beautifully handled by the Seattle label. The sax is on the left and the guitar on the right, and especially interesting is the unison work between the two, which gives a resultant floating feeling of reality. It's a program of easy-going jazz in eight different

tune settings and its suitable for back-

ground purposes or as music to be

carefully heard. Good merchandise.

THE BILLBOARD Is the only trade paper covering the general showbusiness field with an audited

Dynakit Dress Up Package

PHILADELPHIA -- For doit-yourselfers who prefer mounting their Dynakit preamps behind panels of wood or other materials up to 11/8" thick, the Dyna Company has announced an accessory dress-up kit.

The new kit consists of a special brass escutcheon plate, a pair of nickel-plated mounting brack-ets, and hardware. No screws are necessary to mount the kit, and no hardware is visible from the front. Only a rectangular hole is required, without need for close tolerances because of overhang on the brass plate. Price of the unit: \$2.95.



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



Enlorged, unretouched photo of a hand-polished, mirror - smooth RECOTON die. mond stylus.

BEWARE OF MISLEADING ADVERTISING

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

THIS IS NOT TRUE! The supplier's styli are generally badly formed and roughly chiselled, as the above unrefouched photo proves.

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

Insist on RECOTON.

Recoton CORPORATION 52-15 Barnett Ave., Long Island City 4, N.Y. In Canada Quality Records, Ltd : Toronto :





AHA LABEL

Harmony Artist SEND MY LOVE

Instrumental and Vocal American

LOVE ME NOW

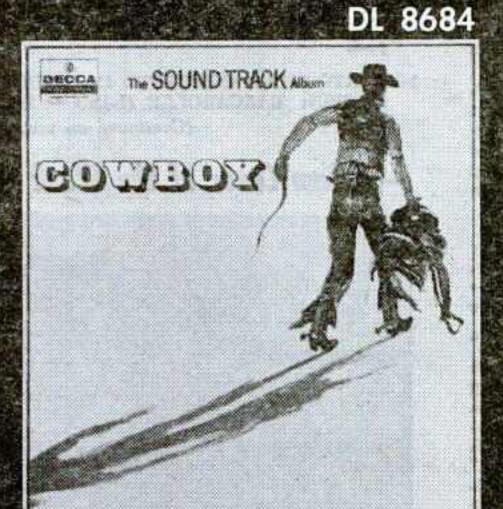
45's, Orch. and Sheet Music, 45¢-50¢-30¢-30¢; 10,000-100,000 lot. Order now.

AMERICAN HARMONY ARTIST P. O. Box 415 Omaha 1, Nebras East & West Coast Pressing Co.'s Omaha 1, Nebraska

Full Piano Copy Welcome.

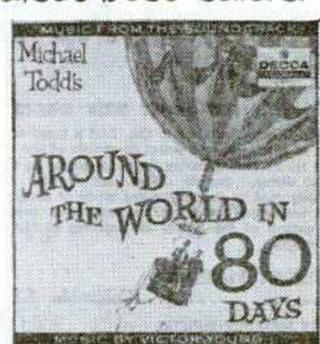
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and don't forget these fantastic best-sellers:



DL 9046



DL 8289





These Sound Tracks are hot!

The films will be playing soon—in your area.

Watch for them—tie in—display these eye-catching albums to get your share of the sales excitement!



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING APRIL 5

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 at Retailing of New York University.

reck	l as We	The same being
1. My Fair Lady	1	10
2. The Music Man	2	
3. Come Fly With Me Frank Sinatra, Capitol W 920	3	J
4. South Pacific Sound Track, RCA Victor LC	4	ë ,
5. Around the World in 80 Day Sound Track, Decea DL 9046	s 5	5
6. Warm	6	1
7. South Pacific Original Cast, Columbia OL	4180	21
8. The Late, Late Show Dakota Staton, Capitol T 876	8	
9. Pat's Great Hits	17	2
0. Goodnight, Dear Lord Johnny Mathis, Columbia CL		
Roger Williams, Kapp KL 10	81	
2. Johnny's Greatest Hits Johnny Mathis, Columbia CL	1133	
Tennessee Ernie Ford, Capito	l T 756	
4. Oklahoma!	95	13
5. The Seven Hills of Rome Mario Lanza, RCA Victor LN	1 2211	200
6. The King and I		9
7. Muted Jazz		4
Mantovani, London LL 1700 9. Pal Joey		2
Sound Track, Capitol W 912 O. Glenn Miller Carnegie Hall (2004	
RCA Victor LPM 1506 1. Dream Along With Me	24	
2. This Is Sinatra		3
3. Ricky	21	2
4. Dukes of Dixieland, Vol. 3 Audio Fidelity AFLP 1851		2
5. Songs of the Fabulous Fifties Roger Williams, Kapp KXL 50		4
MONEY-SAVING SUBSCR Enter my subscription to The Billbe (52 issues) at the rate of \$15 (a cover single copy rates). Foreign re	oard for a full year considerable saving	is a second
☐ Payment enclosed	D BIN me	8 65
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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

GEMS FOREVER (1-12")-Mantovani and his Ork. London LL 3032

Containing similar film material to that in the highly successful "film Encores" set, which still rides the charts, this new entry by the famed British mastero is the lead item in the label's special "May Is Mantovani Month" production. Impetus of special dealer discounts plus a good cover and release immediately following the conductor's successful American concert tour should bring this fast and brisk counter action. Plenty for jocks, too, needles

SOUTH PACIFIC (1-12")-Liberace. Columbia CL 1118

A sure-fire item with the pianist's fem fans. In his usual rippling style, Liberace romps thru the familiar R&H score, now strongly revitalized by current cinemusical. Attractive color cover portrays, instead of the dimpled pianist and candelabra, a pretty Hawaiian in abbreviated hula outfit.

New Jazz Talent Album

PRESENTING - THE SKYLITERS (1-12") -Jerome Medley, Conductor & Arranger. Epic LN 3449

The Skyliters, a Philadelphia "vocal jazz" group, are as arresting as a "Stop!" sign in their first album. Accompanied only by string basses, the group's 25 mixed voices have a fresh and swinging sound on items like "In-termission Riff," a graceful and moody warmth on such standards as "I Cover the Waterfront." It's the sort of platter that builds strong wordof-mouth among customers, and deejays will find it exciting program material. Group shows strong potential for future albums.

Classical Albums

BEETHOVEN: VIOLIN CONCERTO (1-12") -Igor Oistrakh, Violin & Pro Arte Orch, London (Schuechter). Angel 35516 Famous son of a famous father, Igor Oistrakh

turns in a brilliant performance here of the .

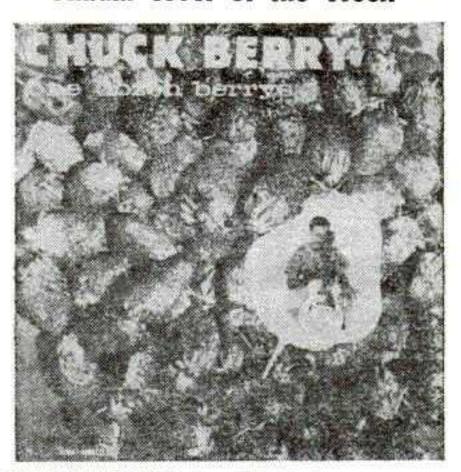
great Beethoven "Violin Concerto in D Major" on this new release. The orchestra is the Pro-Arte and the conductor is Wilhelm Schuechter. This recording, which was made in England in the spring of 1957, could easily become a most wanted item for classical collectors.

BEETHOVEN: SONATAS NOS. 8 & 9 (1-12")-Nathan Milstein, Violin with Atur Balsam, Piano. Capitol PAO 8430

Brilliant interpretations of the two Beethoven sonatas for violin and piano. Both Milstein and Balsam present commendable performances. The there is formidable competition, this can move well. The sound is excellent. Attractive packaging and good notes add to over-all appeal.

MOZART: PIANO CONCERTO IN C MINOR; CHOPIN: BARCAROLLE (1-12") - Walter (Continued on page 24)

- Album Cover of the Week -



ONE DOZEN BERRYS, Chess LP 1432. The cute cover idea makes good use of Chuck Berry's name. It's an eye-catcher and should fure buys.

Most Played by Jockeys

FOR SURVEY WEEK ENDING APRIL &

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 smong the nation's disk fockeys.

1. COME FLY WITH ME

2. MUSIC MAN

Original CastCapitol WAO 990

2. SOUTH PACIFIC

4. LESTER LANIN AT THE TIFFANY

Sound TrackVictor LOC 1032

7. WARM

Johnny MathisColumbia CL 1078

5. FYDIE GORME VAMPS THE ROARING TWENTIES

Eydie Gorme....ABC-Paramount ABC 218

6. JUST ONE OF THOSE THINGS

8. THE LATE, LATE SHOW

8. GOODNIGHT, DEAR LORD Johnny Mathis Columbia CL 1119

10. TILL



Best Selling Pop EP's

FOR SURVEY WEEK ENDING APRIL

The information given in this hart 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

1. JOHNNY MATHIS

2. JAILHOUSE ROCK Elvis PresleyRCA Victor EPA 4114

3. RICKY

4. LOVING YOU Elvis Presley RCA Victor EPA 1-1515

5. SPIRITUALS Tennessee Ernie Ford . . Capitol EAP 1-818

6. HYMNS

Tennessee Ernie Ford .. Capitol EAP 1-756

7. SAM COOKE SINGS

8. COME FLY WITH ME Frank Sinatra Capitol EAP 1-920

9. JUST A CLOSER WALK WITH THEE

10. ELVIS

Elvis Presley RCA Victor EPA 992



is first again!

America's leading label in the popular priced field presents

> AL GOODMAN and his orchestra present RODGERS and HAMMERSTEIN'S

THERE IS NOTHING LIKE A DAME SOME ENCHANTED EVENING I'M IN LOVE WITH A WONDERFUL GUT YOUNGER THAN SPRINGTIME BALI HAI THIS NEARLY WAS MINE HAPPY TALK THE GONNA WASH THAT MAN

VOCALS BY RICHARD TORIGI SUSAN SHAUTE WILLIAM REYNOLDS DOLORES MARTIN PAULA WAYNE finer Score!

finer Music!

finer Recording !

Promenade puts everything into this great album to bring the best of recorded music to the mass, popularpriced field.

Orchestra Conducted by AL GOODMAN



Arranger, conductor, musician, and for years, the leading pit man in show business, Al Goodman is one of the brightest lights on Broadway.

Coming! THE MUSIC MAN

Another

Great



First!



Use this Coupon to ORDER NOW!

FULL DISCOUNTS!

IMMEDIATE SHIPMENT

Henry LaPidus Synthetic Plastice Sales Co. 461 Eighth Avenue, New York City

Ordered by _____

Please rush the following order at once!

- dox. SOUTH PACIFIC (1.49 Retail)

Minimum orders doz. GIGI (1.49 Retail) 2 doz. Asst.

SHIP AND BILL TO

Address __

Please send more information on these and other Promenade releases,

Synthetic Plastics Sales Co., 88 St. Francis St., Newark 7, N.J.

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.

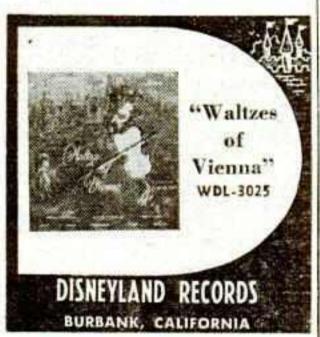
POPULAR *** STICKS AND BONES Marty Gold Ork (1-12") Vik LX 1126 In honor of "Marty Gold Month" which

the label has designated for the conductor-arranger, Vik is releasing two new LP's by Gold, of which this is one. Set features marvelous Gold arrangements and bright sounds on an unusual group of standards. Percussion and trombones are the featured sections on this set and they make it a strong one for hi-fi fans. Tunes include Grieg's "King of the Mountain," and "Limehouse Blues."

BI FI FO FUM

Marty Gold Ork (1-12") Vik LX 1133 All of Gold's past albums have been steady sellers, and this package, part of special Marty Gold Month push, should enjoy similar sales success. Cover (depicting a genial giant and pint-sized beauty) is eye-catching display item. Selections, featuring such intriguing hifi-appeal instruments as Chinese bells, flutes and bassoons, include "March of the Toys," "The Comedians Gallop," and "Bambalina." Strong hi-fi package.

DANCING WITH GIGI Ray Ellis Ork (1-12") Columbia CL 1122



Album of the Week JOSE MELIS **CELP #411**

39 West 60th Street New York 23, N. Y. JUdson 6-3620

Several instrumental versions and an original cast LP of the Lerner-Loewe score from the coming flick, "Gigi," are on the market already. However, Ray Ellis' sparkling and inventive arrangements provide a danceable item that can make a good showing. It's an attractive score and pic opening will certainly spark interest.

SONGS FROM SOUTH PACIFIC Andy Williams (1-12") Cadence EP 106

TV singer Andy Williams gives four of "South Pacific's" best numbers, "Younger Than Springtime," "Ball H'al," "This Nearly Was Mine," and "Some Enchanted Evening" a nice, fresh-sounding workout, with a smooth backing by Alvy West's ork. Attractively covered. Because of movie-revived interest in the famed musical, this is a strong package.

POPULAR ***

LAWRENCE WELK PRESENTS PETE FOUNTAIN

(1-12") Coral CRL 57200

Pete Fountain is spotlighted on clarinet in a very danceable series of tunes. Backing is by the Lawrence Welk ork, but the arrangements are not "Champagne Music" type, Fountain deserts his "Dixie" style of blowing here and presents a fairly straightforward session. Appearances on Welk's weekly shows give the artist exposure and plugs for the package.

INDIAN LOVE CALL The Friml Orch (1-12") Westminster WP

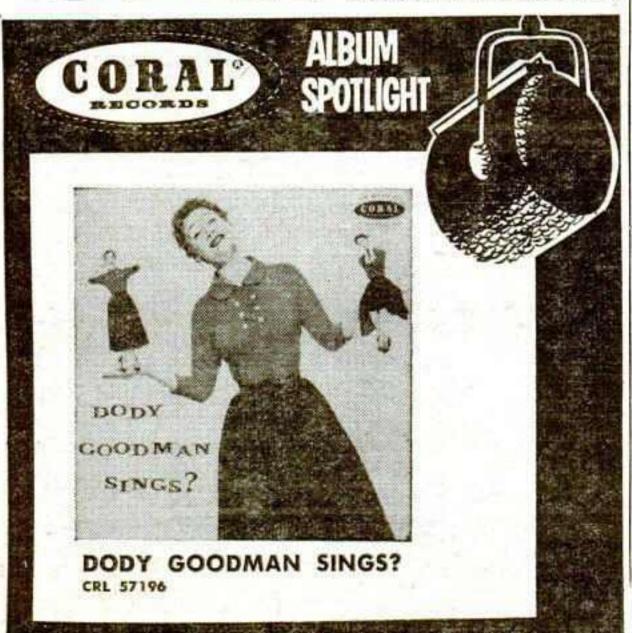
Friml plays piano and conducts his ork in lush settings of songs from several of his stage clicks, It's a good mood set for jocks, and airly potent saleswise -especially to those who date back to the operetta era. Selections include "Indian Love Call," "Some Day" and "Only a Rose."

SEEMS LIKE OLD TIMES Sy Shaffer Ork (1-12") Westminster WP

Shaffer is the man with the trombone who has been blowing Arthur Godfrey's theme song "Seems Like Old Times," for many years. The horn man is featured here in an appealingly arranged group of nostalgic standards, which all makes for fine background music. Liner notes are by Godfrey. Cover, with photos of the man and his horn, has good color contrast for visual value, Could be sold.

YOU DON'T KNOW WHAT LOVE IS Mary Kaye (1-12") Decca DL 8650

Mary Kaye, of Mary Kaye Trio fame, is featured on this new release singing by herself backed by a full orchestra. The fine quality of Mary Kaye's singing is nothing new, but on this set she outdoes herself. Her styling, and feeling, are outstanding here, helped much by



Review Spotlight on Albums . . .

Continued from page 22

Gieseking, Paino & Philharmonia Orch (Von Karajan). Angel 35501

A distinguished addition to Angel's catalog of packages by Gieseking. The pianist, who has recorded much Mozart for the label, is superb on this album. The selections of course are high points in the works of the two composers. Von Karajan's batoning emphasizes the exalted character of the concerto and the romantio coloring of the barcarolle. Packaging is typically Angel-exceedingly tasteful.

Semi - Classical Album

LA BELLE FRANCE (1-12")—Capitol Symphony Orch (Dragon). Capitol PAO 8427

Lush listenable instrumental treatments are offered here of French tunes, ranging from the traditional folk song "Frere Jacques" and "Alouette" to "La Marseillaise" and selections from Gounod, Offenbach, Delibes, and Debussy. Conductor Carmen Dragon, of course, has a strong fan following.

Chamber Music Album

BEETHOVEN: QUARTET NO. 13 (1-12") -Hollywood String Quartet. Capitol PAO 8429 A handsome and distinguished album. The Hollywood String Quartet has been linked internationally with the towering Beethoven work penned at the height of his power; the group performed the work to bravos at the 1957 Edinburgh Festival. Their reading is impeccable, their tone rich and round. Capitol has provided superb sound. Beautifully packaged in a double cover.

Children's Albums

FUN IN SHARILAND (1-12")-With Shari Lewis. Bluebird LBY-1006

A world of talent here. Miss Lewis, the popular radio-TV ventriloquist, brings to this disk her cast of puppets including Lambehop, Charlie Horse, etc. The characters are projected sharply and the chatter, singing and fun are loaded with charm. Sure to please the young-

SLEEP TIME (1-12")-Songs & Stories by Pete Seeger. Folkways FC 7525

Accompanying himself with a rollicking, oldfashioned banjo, folk artist Pete Seeger turns in a first-rate, entertaining job of spinning some

tall story-songs designed to make Junior settle down at bedtime. On the other side, Seeger sings some new songs, including a solo voice, gentle lullaby that's a real delight. The cover is a fine example of good graphic art and should look well in displays. Seeger's approach is not sirupy; even adults will like him.

Novelty Album

THE WORST OF MORRIS GARNER (1-12")-Thunderbird TH 1958

Here's one of the musical jokes of the season and one that should flip every jazz fan. It's a take-off by pianist "Morris Garner" on the style of top jazz piano men. And you should hear "Morris's" right and left hands! In addition there are audience sounds, including boos mixed with the applause. The liner notes and cover are funny too. A bright LP novelty for the jazz trade.

Specialty Album

LOUIE WRITES AGAIN (1-12")-Golden Crest CR 3044

Lou Carter's previous album, "Louie's Love Songs," was a success. His second package of novelty songs with hilarious lyrics is a good bet to score also. His nonchalant delivery against excellent orking by Jack Zimmerman is highly amusing. Selections include "Lost Elbows," "Split Your Sangwich Wit' a Stranger" and "I Don't Talk Very Good." Continued exposure on Perry Como's TV show should hypo sales.

Rhythm & Blues Albums

CHUCK BERRY-ONE DOZEN BERRYS (1-12")

-Chess LP 1432

Here's a solid package of rock and roll sides by Berry, highlighted by a striking cover shot. Selections-some culled from past singles-in-clude "Sweet Little Sixteen," "Rock and Roll Music," "Guitar Boogie," etc.

THE BEST OF MUDDY WATERS (1-12") -Chess LP 1427

A great package of primitive-styled Southern blues. Muddy Waters' shouting, accompanied by his funky guitar and Little Walter's mouth organ, will absolutely prove a gasser to true lovers of this folk blues genre. Sides include "Louisiana Blues," "Honey Bee," "I Can't Be Satisfied"-a dozen in all, and every one with the stamp of authenticity.

the swinging arrangements of Jerry Fielding. Tunes include "You Don't Know What Love Is." and other standards, plus a new Matt Dennis tune, "Real Love," and some originals by Mary Kaye and brother Norman, If exposed, this set could do business.

GYPSY SANDOR, HIS VIOLIN & ORK JAY HAWKINS (I-12") RCA Victor LPM 1440

Sandor, a real tsigane cat with a melting violin tone, is showcased romantically in a collection of the moody, minor-key melodies heard in the swank niteries of Mitteleuropa. For lovers of gypsy dinner music, this is it. It's also a good item for deejays with mood shows. Selections include "Romance Tsigane," "Gypsy Love" and medleys of Hungarian folk tunes. The sound is big

HILDEGARDE (1-12") Decca DL 8656

The Milwaukee sophisticate displays her charm, pleasant piano and vibrant voice in this collection of her hit single disks, "Darling, Je Vous Aime Beaucoup," "Wunderbar" and "They're Either Too Young" are among the best. A fine buy for collectors, Hildegarde fans and everyone nostalgic for songs of the '40's.

POPULAR **

HOLD HANDS

Carl Ravazza (1-12") Jubilee JLP 1063 On the top side, Carl Ravazza voices five numbers in a romantic mood, including his "Vieni Su" theme, nicely backed by a big, string-voiced ork. The flip side has a medley of candelight songs in the Ravazza manner, including "Hold Hands," "I Don't Know Why," and "Two Loves Have I." A possibility for mood deejays.

DANCE TO THE LATIN RHYTHMS OF ETHEL SMITH

(1-12") Decca DL 8712 A collection of bright, bouncy mambos played by Ethel Smith on the Hammond Organ, backed by a big ork. Should be an item for Latin-American dance fans and those who like Miss Smith's unique style.

MUSIC FOR A SHINING HOUR Gary Allen Ork (1-12") M-G-M E 3627 Richly orchestrated instrumental ar-

rangements of dreamy standards make | TABU this package a solid bet for romantic deejay segs. Selections include "It's Magic," "Now Is the Hour," "While We're Young," etc. Attractive floral cover has good display value.

AT HOME WITH SCREAMIN'

Leroy Kirkland & O. B. Masingill Orks (1-12") Epic LN 3448

A rather disappointing effort by the Screamer, mainly because the screaming seems to be soft-pedalled in favor of straight chanting. The biggest mistake here was a more or less abject surrender to the pop influence with such tunes as "If You Are But a Dream," "Deep Purple," "You Made Me Love You," etc. The frantic shouts do come thru, however, in limited doses on "Yellow Coat," and a former single, "I Put a Spell on You." Crazy cover photo can help sale.

THAT'LL BE THE DAY

Buddy Holly (1-12") Decca DL 8707 Title of the set is taken from the first big hit for Holly with the Crickets on Brunswick. These, on the other hand, are all older recordings made by Decca a couple of years back. Some of the material is of doubtful interest, tho the sides made here with the Three Tunes in' the backing have a good sound. Can cash in to some extent on current popularity of the group, despite lowbudget type cover.

ANITA MY LOVE

Roberto Ork (1-12") Coral CRL 57154 The cover is the strong selling point here, with the lush instrumental content strictly secondary. A voluptuous color photo of movie pin-up Anita Eckberg SUMMER ROMANCE makes package a powerful display item. One of a group of three film-queen LP covers by Roberto. Tunes are mainly originals.

STYLED FOR YOU BY ATTILIO Attilio Mineo Ork (1-12") Epic LN 3429 Twelve original tunes are introduced on this new release in interesting fashion by Attilio Mineo and his orchestra. The arrangements are big and lush, featuring a large string orchestra and a chorus. Tunes have variety, including BILKO MARCHES ballads, waltzes, boleros, etc. Listenable set could interest customers in the market for lush background music.

Ralph Font Ork (1-12") Westminster WP

Here's a danceable collection of Latin-American instrumentals in solid samba, rhumba, merengue, and cha-cha terp tempos. Striking cover gives package good display value. Selections include "Peanut Vendor," "Noche De Ronda," and "La Comparsa,"

THE MAGIC OF ANDY RUSSELL

(1-12") RCA Victor LPM 1470 After a long spell on the sidelines, Andy Russell gets back into action with a set of sides cut on various occasions with backing provided by Sid Bass, Sid Feller and George Siravo. Russell gives the tunes a warm and likable touch tho after such a long period of dormancy, hard plugging would be required to really kick the set off. Tunes are pop and Latinish standards like "Besame Mucho," "You Belong to My Heart"

AROUND THE WORLD IN HI-FI

(1-12") Epic ES 1 This disk features selections representative of America, France, Italy, Germany, Spain, Turkey and Australia. Several instrumental groups are presented in the selections. Package inside is not particularly imaginative, but the cover of the Cunard Liner, Caronia, may attract glances.

A TOUCH OF NEW YORK

Lucio Milena Ork (1-12") Epic LN 3447 Pleasant instrumentals for background listening include "Manhattan," "Lonely Town," "Manhattan Holiday" and other Gotham-angled titles. Silky sound from ork.

Paul Wendel (1-EP) Greenbrier EP 760 Virtually a vest-pocket musical, with four numbers by Loren Wendel sung in the big, powerful baritone of Paul Wendel. Material is melodic, but somewhat derivative, and deals with a boymeets-girl, boy-loses-girl, boy-gets-girl mood series.

LOW PRICE-POPULAR ***

(1-12") Promenade 2088 This package of lively marches should

(Continued on page 26)





CHALLENGE





follow up

Big Smash "So Tough"

with...



featuring

Johnny Jennings

Challenge #59004



SMILE



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Reviews and Ratings of New Popular Albums

Continued from page 24

fare well in the low-priced market. Arrangements of such traditional tunes as "Semper Fidelis," "On the Mall," "Washington Post March," etc., are suitably brassy and high spirited, while title and photo of CBS-TV's Phil (Sgt. Bilko) Silvers on cover is good display bait. Silvers has a similar Columbia album. For hi-fi fans.

LOW PRICE-POPULAR ★★

SWINGS THE BOOGIE

Pete Johnson & - Hadda Brooks (1-12") Crown 5058

A package of boogie tunes by two fine boogie pianists. Hadda Brooks, to some, is better known as a singer, but she can really pound it out. No vocals -just solid four-hand piano. Attractive merchandise at this price, particularly in shops having a clientele interested in the current blues resurgence.

LOW PRICE-POPULAR *

TORERO!

(1-12") Promenade 2091

INTERNATIONAL

A TOUCH OF TYROL (1-12") Epic LN 3430

Part of Epic's geographical series, this entertaining album features groups, soloists and folk combos in fresh Austrian material. Franz Lang is a standout on "Jodeldie" and other yodel tunes. Attractive cover should aid sales.

A TOUCH OF SPAIN

Various Artists (1-12") Epic I.N 3446 Folk songs and dances and zarzuela excerpts by a number of vivacious groups. Andalusian guitar of Auilino de la Rosa is tops, especially on "Plata y Solera." Cover is an eye-catcher. One of Epic's geographical series.

INTERNATIONAL **

A TOUCH OF BERLIN

Hans Carste Ork (1-12") Epic LN 3451 German pop songs like "Immer und Ewig" and "Das ist Berlin" get danceork style, capturing something of the city. Good party music. Another of Epic's geographical series.

FOLK ***

PETE SEEGER & SONNY TERRY (1-12") Folkways FA 2412

Fresh material cleanly sung by Seeger, whose great banjo work is supplemented by versatile Terry on several instruments. Audience joins in at Carnegie Hall concert. Package includes booklet of illuminating notes plus lyrics.

LOW PRICE-FOLK ***

GREAT AMERICAN FOLK SONGS Sung by Paul Sykes (1-12") Crown 5057 Favorites like "Blue Tail Fly," "Foggy Foggy Dew" and "Goodnight Irene" get

an affecting performance by Sykes fresh young tenor. The \$1.49 tag makes it an attractive general buy for all but specialists.

RELIGIOUS ***

THE HOLY CITY

Jerome Hines & Concert Orch. & Choir (Mickelson) (1-12") RCA Victor LPM 1637 A lovely set of religious themes-new and old-by the Metopera star, Ork and choral settings by Paul Mickelson complement nicely. In this market, it can go well. Selections include "O Lord Most Holy," "The Lord's Prayer" and "Bless This House."

SACRED ***

HANK SNOW SINGS SACRED SONGS (1-12") RCA Victor LPM 1638

A splendid job by Hank Snow on this collection of sacred tunes. It all has that close to the soil religious quality peculiar to the true country artists. Excellent backup work is provided by such groups as the Jordonaires, the Blackwood Brothers and instrumentally by the Rainbow Ranch Boys. Two outstanding numbers are "The Glory Land March," and "I'm Movin' on to Glory." Cover is tops. Must merchandise in its field.

SPOKEN WORD ★★★★

INTERVIEW WITH DR. ROBERT M. HUTCHINS

(1-12") Folkways FC 7351

Another album for collectors of recorded interviews with outstanding personalities. Here, Dr. Hutchins, noted educator and stormy petrel of civil liberties, speaks out on such issues as the Fund for the Republic, freedom of the press, and education. Album includes full transcript, with guide for use in educational audio-visual sessions.

SPOKEN WORD ★★

INTERVIEW WITH MARGARET CHASE (1-12") Folkways FC 7352

> Our only woman Senator chats about her daily schedule, women in politics, advice to youth and Congressional mail in an interesting but not very significant interview. Attractive packaging includes booklet with complete text. For spe-

RHYTHM & BLUES **

CRAZY LITTLE MAMA

The Eldorados (1-12") Vee-Jay VJLP 1001 The El Dorados, who had a smash hit last year with their recording of "Crazy Little Mama" (At My Front Door) are featured here on their first LP, made up of singles they have released previously. As guest stars the Magnificents appear, too, singing "Up on the Mountain," their big hit tune. The El Dorados sides are all fine and the album should appeal to those rock and roll followers who do not have the original sides on singles.

Reviews and Ratings of New Jazz Albums

JA22 ****

BETWEEN 18TH AND 19TH ON ANY STREET

Bob Scobey's Jazz Band with Clancy Hayes (1-12") RCA Victor LPM 1567 Neglected swingers like "Cake Walking Babies" and "Five Peice Band" get rollicking treatment by the combo, with stylish vocals by banjoist Clancy Hayes. D. Black, drums; P. Dovidio, clarinet; J. Buck, trombone; D. Skinner, trombone; C. Pound, piano; T. Beeson, bass;

and Scobey on trumpet make a mellow Frisco sound.

JA22 ★★★

JUANITA HALL SINGS THE BLUES With Claude Hopkins All Stars (1-12") Counterpoint CPST 556

Of the many Bessie Smith oriented albums recently released, this is one of the best. Some sides are marred by occasional vocal gimmicks at the end of phrases, lending a touch of artificiality here and there. But those performances which forego the note bending have a world of heart. Miss Hall says she did not try to imitate Bessle, yet this package has some of Bessie's vocal flavor in it. Tunes, backed by traditional instrumentation, include "You've Been a Good Old Wagon," "A Good Man Is Hard to Find," "Gulf Coast Blues," etc.

LA VERN BAKER SINGS BESSIE SMITH (1-12") Atlantic 1281

One of the best of the recently-released Bessie Smith-oriented blues packages is this version. The tunes are those associated with the Empress of the Blues. but in her vocal style Miss Baker is Miss Baker - ebullient and enthusiastic. Instrumentation is excellent, with traditional flavor and arrangements played by Buck Clayton, Vic Dickenson, Paul Quinichette, Sahib Shibhab on horns, Danny Parker on guitar, and Wendell Wendell and Joe Marshall, respectively, on bass and drums. Songs include "Back Water Blues," "Empty

JAZZ ★★

OH, CAPTAIN!

Leonard Feather - Dick Hyman All-Stars (1-12") M-G-M E 3650

Bed Blues" and other great material.

This is the first jazz show tune album with jazz vocals, and it's the first jazz set recorded by jazz critic Leonard Feather for the label. Yet in spite of a of this it is a dull waxing. This is not due to anyone's fault, as the All Stare with such names as Art Farmer, Coleman Hawkins, Osie Johnson, Tony Scott, Jimmy Cleveland and others play it well enough. And singers Marilyn Moore (a la Billie Holiday) and Jackie Parls, sing it well enough. The

(Continued on page 27)

Reviews and Ratings of New Classical Albums

CLASSICAL ***

MOZART: SYMPHONY NO. 40, EINE KLEINE NACHTMUSIK (1-12")-Pittsburgh Sumphony Orch (Steinberg). Capftol PAO 8432

Spirited, disciplined performances of the Mozart works. Both are heavily recorded. The excellent reproduction and packaging, however, give this set added sales appeal. Steinberg evolves the haunting quality of the symphony to best effect, and the screnade is also well-presented.

CHOPIN: NOCTURNE, POLONAISE, SCHERZO, BARCAROLLE, WALTZ, NOCTURNE, GRAND VALSE BRILL-IANTE (1-12")-Rudolph Firkusny, Piano. Capitol PAO 8428

A brilliant performance. Firkusny does CLASSICAL ** these popular pieces with tremendous technical virtousity and taste. Sound is excel- D'ALBERT: TIEFLAND (2-12") - Gre lent, and the general attractiveness of the product is enhanced by book-type packaging with interesting notes and cuts. In spite of competition, this can move.

VERDI: LA FORZA DEL DESTINO HIGHLIGHTS (1-12") - Maria Callas, Soprano: Elena Nicolal, Mezzo-Soprano: Richard Tucker, Tenor; Various Artists; Orch & Chorus of La Scala, Milan (Serafin). Angel 35432

This abridgement has the best music and most popular arias of a long and costly complete version. Callas darkens her tones excitingly and brings fervor and true pitch to a dramatic role which is her forte. Tucker and baritone Tagliabue match her fire; their final duot is the disk's high spot. Class package includes text.

CLASSICAL ***

SCHUBERT: SYMPHONIES NOS. 6 & 8 (1-12")-Concertgebow Orch of Amsterdam (Van Beinum). Epic LC 3441

Here are two fine recordings of the much | noisseurs. waxed "Unfinished" and the "Little C Major" Symphony of Schubert by the famed Concertgebow of Amsterdam, under the direction of Eduard Van Beinum. They are played with warmth and forcefulness by the orchestra, and they are recorded expertly. Set should have a steady appeal,

EILEEN FARRELL IN GRAND OPERA (1-12")-With Philharmonia Orch (Schippers). Angel 35589

Miss Farrell offers a recital of eight arias, none of which fall into the "mostfamiliar" school. The works are taken from such as Gluck's "Alceste," Weber's "Oberon," and Tchaikovsky's "Jeanne d'Arc." Miss Farrell's roadings are expressive and sympathetic. Particularly impressive is the aria "To This We've Come." from Menotti's "The Consul." Philharmonia is its brilliant self in support. Good addition to the market because of repertoire and performance.

BRAHMS: SYMPHONY NO. 4 (1-12")-Philharmonia Orch (Klemperer), Angel

Angel has already issued a Von Karajan reading with the same ork, but this sturdy ists. work takes on new colors under Klemperer's baton. He stresses the flowing aspects rather than the melodrama, climaxed by a lovely blending of the difficult last movement chasonne. Brahms lovers should be delighted.

RIMSKY - KORSAKOV: SCHEHERA-(Beecham). Angel 35505

long list of versions of this classic reper- by Donizetti, Verdi and Flotow. While toire. The set will have to share the atten- lacking top sales potential, can be sold to tion with the competition, yet on the strength of the name value of Conductor Sir Thomas Beecham and this orchestra, plus the colorful and fanciful cover art, this can be a profitable long-pull item.

GLAZOUNOV: BIRTHDAY OFFERING: LECOCO: MAM'ZELLE ANGOT (1-12") -Royal Philharmouic Orch (Irving), Angel 35588

The premiere recording of the scintillating showcase piece arranged for the Royal Ballet's 25th anniversary from themes in Brahms "Variations" are exciting, but have various Glazounov works is the highlight competitive equals. Scriabin pieces are relof this handsome album, conducted by atively new material on long-play, receive the arranger, Robert Irving. Reverse side is sympathetic treatment, Recording is fair. a spirited, lively reading of the waltzfilled "Mam'zelle Angot" ballet in the company's regular repertoire, "Birthday Offering" gained U. S. recognition last year during ballet company's long tour. Lovely cover shot of ballerina Margot Fonteyn,

STRAUSS: DON JUAN; DEATH & TRANSFIGURATION: TILL EULEN-Cleveland Orch (Szell). Epic LC 3439

Cleveland ork plays superbly under Szell's meticulous direction. All-Strauss program affords ample opportunity to demonstrate group's prowess and results are gratifying. First-rate recorded sound adds the final Ingredient that places this combination among the top contenders for the repertory.

& 12 (1-12")-Felix Ayo, Violia & I Musicl. Epic LC 3443

of music in which they excet. These con- goers will like this.

certos for violin and strings sparkle with inventiveness and high polish. The instrumentalists perform with vigorous precision. First-rate recording.

STRAUSS: ALPINE SYMPHONY (1-12") -Saxou State Orch. (Bohm). Decca DL

Tremendous orchestral forces are marshalled in Strauss' symphonic poem which depicts the ascent to an Alpine summit and return to the valley. Written in a style that often recalls Wagner, the work has a grandoise quality that falls short of the popular attraction of Strauss' more familiar works. In its favor is the lack of competi-

Brouwenstijn, Soprano; Paul Schoffler, Baritone; Hans Hopf, Tenor; Dodi Protero, Soprano; Various Artists & Vienna State Opera Choir & Vienna Symphony Orch (Moralt). Epic 4 SC 6025

Early twentieth century two-act music drama follows Italian realistic school in style. Excellent recording aids capable singers in unfolding plot dealing with rustic love and death in the Pyrenees. Set is virtually without competition and offers rewarding fresh repertory, not often heard in U. S. opera houses.

ROSSINI: ALBUM DE MUSIQUE (1-12") -Suzanne Danco, Soprano with Francesco Molinari-Pradelli, Piano. Epic LC

Album consists of garland of original songs collected by Rossini from 17 contemporaries for presentation to young lady. His own contribution and works by Bellini, Meyerbeer, Cherubini, etc., comprise a charming anthology of music of his time. Danco sings them with purity, fine taste and style. Unusual package for vocal con-

SCHUMANN: FRAUENLIEBE UND LE-BEN; MOZART: NINE SONGS (1-12") -Irmgard Seefried, Soprano with Erik Werba, Plano. Decca DL 9971

Schumann's poignant song cycle of "Woman's Love and Life" is nicely realized by Seefried, with good balance between emotion and technique. Even more interesting for the collector of vocal disks are the Mozart songs, which are less often performed.

HINDEMITH: CONCERT MUSIC FOR PIANO, BRASS & TWO HARPS: CON-CERTO FOR ORCHESTRA; CUPID & PSYCHE (1-12") - Berlin Philharmonic Orch (Hindmith). Decca DL 9969

These works by the prolific contemporary master are recorded for the first time. "Concerto" is modern version of "concerto grosso," employing effective orchestral combinations for telling contrast. "Concert Music" works wonders in delicate sonorites. Cupid and Psyche" is short ballet overture. Good performance under composer's baton is well recorded. Sales limited to modern-

AN OPERATIC RECITAL (1-12")-Leopoid Simoneau, Tenor, & Berlin Radio Symphony Orch (Strauss), Decca DL

Lyric tenor's efforts are notable for sensitivity and suave style rather than for strength. Admirably chosen for high-ZADE (1-12")-Royal Philharmonic Orch lighting his talents, his program includes selections by French composers Mehul, Another interpretation is added to the Thomas and Massonet as well as arias many who have approved his singing in many other albums.

> BRAHMS: VARIATIONS ON A THEME BY PAGANINI; SCRIABIN: SONATA NO. 5 & FOUR ETUDES (1-12") -Victor Merzhanov, Planist. Monitor MC

> Young Russian virtouso commands big technique that inclines more to exuberance than to refinement or discipline.

ROZSA: CONCERT OVERTURE, THREE HUNGARIA, SKETCHES, THEME, VARIATIONS & FINALE (1-12") -Frankenland State Symphony Orch (Rozsa). Decca DL 9966

Hungarian folk elements pervade all these expertly written works, giving them a charm and vitality that appeals. Without the SPIEGEL'S MERRY PRANKS (1-12")- originality or strength of Bartok's music, nevertheless these pieces can win an audience, if demonstrated. Composer's name will be familiar to many buyers from his many movie scores.

GRANADOS: GOYESCAS (1-12") - Eduardo Del Pueyo, Pianist. Epic LC 3444 A piano suite of charm and intimacy, inspired by Goya drawings, gets the full VIVALDI: CONCERTOS NOS. 9, 10, 11 romantic treatment from a gifted keyboard artist. He stresses grace a la Chopin and lets the Spanish dance rhythms speak for Another splendid offering by "I Musici" themselves. Sound is a feature, Recital-

Strike Hung Up

Continued from page 4

all who are connected with the proposed new guild now or in the future will be expelled. This, however, according to the Taft-Hartley Act, could not prevent them from continuing to work as musicians as long as they pay Local 47 dues.

Production at the studios, in the meantime, has not been noticeably affected. M-G-M has a schedule of 11 pix over the next three months. One UA release, "The Phoenix," is being scored in Berlin, and another. "The Lady Sings the Blues," will be scored in Paris. Twentieth Century-Fox and Paramount are both sending pictures to Mexico for recording.

Independents, meantime, are signing interim agreements, promising to abide by whatever contract is finally reached. Samuel Goldwyn Productions signed such a pact last week.

Reviews and Ratings of New Jazz Albums

Continued from page 26

novelty of the jazz vocals may help get some sales.

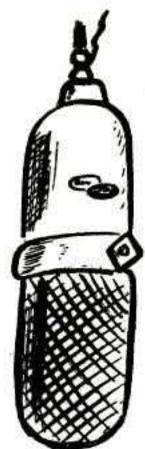
AZZ WAVE

Med Flory Ork (1-12") Jubilee JLP 1066 Some fine, big-band jazz is marred by cramped, muddy sound here. Otherwise, fanciers of Med Flory, who blows a strong, swinging tenor, and Al Procino, whose trumpet soars over a harddriving brass section, will enjoy it. Selections are a mixture of standards and original arrangements which owe their parenthood to bop.

JAZZ *

OUT OF NOWHERE Hal OITIS Quintet with Bea Abbott (1-12' Westminster WP 6072

Tot From



Book date at Capitol Custom-great sound

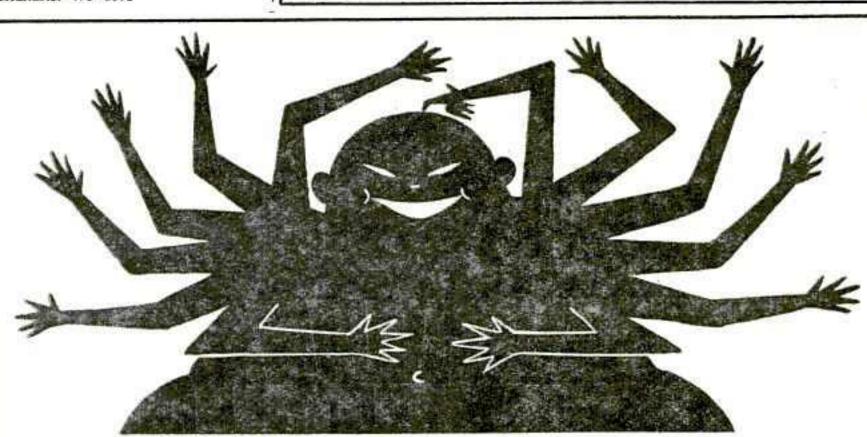
Memorandum

Quality Speed

Economy

Custom Services Department

GEORGE R. JONES 1750 Vine St. Hollywood, Calif. HOllywood 2-6252 HERBERT I. SACHS 151 W. 46th St. New York, N. Y. COlumbus 5-4758



YOU'LL NEED MORE ARMS THAN BUDDHA

to handle orders on these Atlantic hits

ROCK AND REE-AH-ZOLE ZOOMY

The Bobbettes 1181

SHOOTY BOOTY m I'M SO GLAD I FOUND YOU

Ivory Joe Hunter 1183

BLUES IN THE NIGHT JUMP FOR JOY Joe Turner 1184

COME WHAT MAY LET ME KNOW

Clyde McPhatter 1185

RECORDING CORP., 157 WEST 57 STREET, NEW YORK 19, N. Y.

HONOR ROLL OF

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending April 5

Week This		Last Week	Weeks on Chart	This Week	La We	ast	Week or Char
_	Tequila	1	7	6.	Who's Sorry Now	5	(2,44)
WEEK	By Chuck Rio—Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Parame 9899. RECORD AVAILABLE: Stan Kenton, Capitol 3928.	Ount	2.5%		By Snyder-Calmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588.	•	
2.	He's Got the Whole World in His Hands By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891, RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Bark	6 bara	3	7.	Sugartime By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.	4	14
3.	McNail, Coral 61972. Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI)	-	1	8.	Catch a Falling Star By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.	3	12
4.	BEST SELLING RECORD: Platters, Mercury 71289. Lollipop By J. Dickson-B. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vic 7174.	2	5	- See See See See See See See See See Se	Sweet Little Sixteen By Chuck Berry—Published by Ark Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1683.	7	7
5.	Are You Sincere? By W. Walker—Published by Cedarwood (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1340.	8	8	10.	Sail Along Silvery Moon By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.	39	13
		- S	econ	d Te	en ————————————————————————————————————		
11.	A Wonderful Time Up There	11		• center	It's Too Soon to Know	2	2
	By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boorie, Dot 15690.			10.	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.		371
12.	Twenty-Six Miles By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3845.	10	10	17.	Don't By Jerry Leiber & Mike Stroller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.	2	11
13.	Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monatones, Argo 5290.	26	2	18.	Little Blue Man By Ebb-Klein—Published by Trinity (BMI) BEST SELLING RECORD: Betty Johnson, Atlantic 1169.	7	3
14.	Billy By Goodwin-Kendis-Paley—Published by Mills (ASCAP) BEST SELLING RECORD: Kathy Linden, Felsted 8510.	16	2	19.	Lazy Mary By Pagolo Citorello & Lou Monte—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Lou Monte, Vic 7160.	_	3
15.	Breathless By O. Blackwell—Published by Homefolks, Obie (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 288.	15	5	20.	Oh Lonesome Me By Don Gibson—Published by Acuff-Rose (BM1) BEST SELLING RECORD: Don Gibson, Victor 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.		1
		- 1	Third	d Ter		_	QV.
21.	Believe What You Say By J. Burnette & B. Burnette—Published by Reeve (BMI)	s n —	1	26.	March From the River Kwai and "Colonel Bogey" -		4
22.	Maybe Baby	19	5		By M. Arnold-K. J. Alford-Published by Columbia Pictures-Boosey & Hawkes, Inc. (AS) RECORDS AVAILABLE: Carlson's Raiders, Cap F 3857; Mitch Miller, Col 41066; Mooney, M-G-M 12590; Edmundo Ros, London 1779; David Terry, RCA Victor 71	Art)
	By Norman Petty & Buddy Holly-Published by Nor-Va-Jak-Melody Lane (BMI) RECORD AVAILABLE: Crickets, Brunswick 55053.			27.	Return to Me By Carmon Lombardo & Danny Minno—Published by Southern Music (ASCAP) RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Capitol 38	- 854:	1
23.	Don't You Just Know It By Smith & Vincent—Published by Ace Publishing (BMI) RECORDS AVAILABLE: Huey Smith, Ace 545; Titans, Specialty 625.	21	2	28.	Oh-Oh, I'm Falling in Love Again By Hoffman-Manning-Mark Well-Published by Planetary Music (ASCAP) RECORD AVAILABLE: Jimmie Rodgers, Roulette 4045.	8	8
24.	My Bucket's Got a Hole in It By H. Williams—Published by Pickwick (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Decca 27194; Sonny Burgess, Sun Ricky Nelson, Imperial 5503; Hank Williams, M-G-M 12635.	30	2	29.	Oh, Julie By Moffett-Ball—Published by Excellorec (BMI) RECORDS AVAILABLE: Crescendos, Nasco 6005; Sammy Salvo, Vic 7097; Otis	3	12
25.	There's Only One of You By Robert Allen-A. Stillman—Published by Korwin Music (ASCAP) RECORD AVAILABLE: Four Lads, Columbia 41136	_	1	30.	Rock and Roll Is Here to Stay By David White—Published by Singular (BMI) RECORD AVAILABLE: Danny and the Juniors, ABC-Paramount 9888.	8	2

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.

RECORD AVAILABLE: Four Lads, Columbia 41136.

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.

RECORD AVAILABLE: Danny and the Juniors, ABC-Paramount 9888.

JONI JAMES NOTHING WILL EVER CHANGE

DOES IT SHOW K12627 on 45 & 78 rpm

WHO'S SORRY NOW

K12588 on 45 & 78 rpm

FRANK SANDY :: KING'S MEN

TARRENTELA ROCK

K12626 on 45 & 78 rpm

RICHARD BARRETT

(When Your Heart's On Fire)

SMOKE GETS IN YOUR EYES

K12616

DAVID ROSE & His Orch. THE NIGHT THEY INVENTED (HAMPAGNE and

(Both from MGM Film "Gigi")
WALTZ AT MAXIM'S
K12631

Picked by Billboard and Cash Box
BOB GALLION

I MISS YOU BABY, LOVE ME

K12628

NEW HOT RELEASES!

Picked by Cash Box

MARY AND PATTY BECAUSE I'M A DREAMER

TWO FOOLS IN LOVE

K12625

CHUCK ALAIMO Quartet HOP IN MY JALOP

ROCKIN' IN G

K12636

JERRY WAYNE

YOU CAN'T BE TRUE, DEAR

I CAN'T FORGET LAST NIGHT

K12622

TONI CARROLL
WRONG AGAIN

DREAMSVILLE

K12638



LEONARD BERNSTEIN'S "TROUBLE IN TAHITI"

with BEVERLY WOLFF as Dinah
DAVID ATKINSON as Sam
MIRIAM WORKMAN
EARL ROGERS and
ROBERT BOLLINGER as The Trio
E3646

Executive offices moved to 1540 Broadway New York City JU 2-2000



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 APRIL 5, 1958

This Week		ast Veck	Weeks on Chart	This Week
1.	TEQUILA (BMI)-The Champs Train to Nowhere (BMI)-Challenge 1016	1	7	17.
2.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London Handed Down (ASCAP)—Cap 3891		3	18.
3.	SWEET LITTLE SIXTEEN (BMI)— Chuck Berry	2	9	19.
4.	A WONDERFUL TIME UP THERE (BMI)—Pat Boone		9	20.
5.	BELIEVE WHAT YOU SAY (BMI)— Ricky Nelson	17	2	21.
6.	LOLLIPOP (BMI)—Chordettes Baby, Come-A Back-A (ASCAP)—Cadence 1345	3	5	23.
7.	TWILIGHT TIME (BMI)-Platters Out of My Mind (BMI)-Mercury 71289	N 1 7-0	1	24.
8.	CATCH A FALLING STAR (ASCAP)— Perry Como	10	12	25.
9.	WHO'S SORRY NOW (ASCAP)— Connie Francis		7	26.
10.	BOOK OF LOVE (BMI)— Monatones You Never Loved Me (BMI)—Argo 5290	29	3	27.
11.	SAIL ALONG SILVERY MOON (ASCAP)-Billy Vaughn	11	17	28.
12.	BREATHLESS (BMI)-Jerry Lee Lewis Down the Line (BMI)-Sun 288	s 9	6	29.
13.	SUGARTIME (BMI)-McGuire Sisters Banana Split (BMI)-Coral 61924	7	15	30
14.	DON'T YOU JUST KNOW IT (BMI)— Huey Smith	. 1	3 3	31.
15.	TWENTY-SIX MILES (BMI)— Four Preps	15	10	32.
16.	ARE YOU SINCERE? (BMI)— Andy Williams	12	9	33.

This	Weeks
Week	Week Chart
17. DON'T (BMI)-Elvis Presley I BEG OF YOU (BMI)-Vic 7	
18. OH, LONESOME ME (BMI) Don Gibson I CAN'T STOP LOVING YOU Vic 7133	32 5
19. LAZY MARY (ASCAP)-Lou Angelique (ASCAP)-Vic 7160	Monte 31 5
20. BILLY (ASCAP)-Kathy Linds If I Could Hold You in My Arms Felsted 8410	m 22 4
21. THE WALK (BMI)-Jimmy 1 I'm to Blame (BMI)-Checker 885	McCracklin 18 7
22. MAYBE BABY (BMI)—Cricket Tell Me How (BMI)—Brunswick 550	§ 21 6
23. OH, JULIE (BMI)-Crescende My Little Girl (BMI)-Nasco 6005	s 19 14
24. OH-OH, I'M FALLING IN L AGAIN (ASCAP)—Jimmie R The Long Hot Summer (ASCAP)—R	odgers 26 9
25. THE LITTLE BLUE MAN (Betty Johnson	BMI)— 20 7
26. LONELY ISLAND (ASCAP)- Sam Cooke YOU WERE MADE FOR MI (BMI)-Keen 4009	<u>2</u> 7 4
27. ROCK AND ROLL IS HERE STAY (BMI)—Danny and t School Boy Romance (BMI)—ABC-1	
28. BALLAD OF A TEENAGE (BMI)-Johnny Cash BIG RIVER (BMI)-Sun 283	OUEEN 16 10
29. GOOD GOLLY, MISS MOLI Little Richard Hey-Hey-Hey-Hey! (BMI)—Specialty	24 8
30 TUMBLING TUMBLEWEED (ASCAP)—Billy Vaughn TRYING (ASCAP)—Dot 1571	49 2
31. MARCH FROM THE RIVER AND "COLONEL BOGEY" (ASCAP)-Mitch Miller Hey Little Baby (BMI)-Col 41066	34 13
32. SHORT SHORTS (BMI)-Roy Planet Rock (BMI)-ABC-Paramour	
33. GET A JOB (BMI)-Silhonett I Am Lonely (BMI)-Ember 1029	es 28 13

This Week	Last on Week Chart
34. DINNER WITH DRAC (BMI)— John Zacherle Parts 1 & 2—Cameo 130	
35. WITCH DOCTOR (ASCAP)— David Seville Don't Whistle at Me, Baby (ASCAP)— Liberty 55132	
36. WITCHCRAFT (ASCAP)— Frank Sinatra	
37. MAYBE (BMI)—Chantels Come My Little Baby (BMI)—End 1005	
38. LOOKING BACK (BMI)— Nat King Cole DO I LIKE IT (BMI)—Cap 3939	
39. YOU ARE MY DESTINY (BMI)- Paul Anka When I Stop Loving You (BMI)— ABC-Paramount 9880	
40. EVERY NIGHT (BMI)-Chantels Whoever You Are (BMI)-End 1050	40 2
41. THE STROLL (BMI)-Diamonds Land of Beauty (BMI)-Mercury 71242	30 15
42. DEDE DINAH (ASCAP)— Frankie Avalon	36 12
43. WE BELONG TOGETHER Robert and Johnny In the Rain — Old Town 1047	4
44. ALL THE WAY (ASCAP)— Frank Sinatra CHICAGO (ASCAP)—Cap 3793	– 19
45. TALK TO ME, TALK TO ME (I Little Willie John	BMI)- 1
46. SO TOUGH (BMI)—Casuals 1 Love My Darling (BMI)—Back Beat 50	46 6
47. DON'T LET GO (BMI)-Roy Ha The Right to Love (BMI)-Epic 9257	milton . 39 13
48. THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads Blue Tattoo (ASCAP)—Col 41136	
49. BEEN SO LONG (BMI)—Pastels My One and Only Dream (BMI)—Argo	
50. AT THE HOP (BMI)— Danny and the Juniors Sometimes (BMI)—ABC-Paramount 987	38 19

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capitol letters.

ALL I HAVE TO DO IS DREAM (Acuff-Rose, BMI)-The Everly Brothers-Cadence 1348

Claudette (Acuff-Rose, BMI)
WEAR MY RING AROUND YOUR NECK (Rush-Presley, BMI)
Doncha! Think It's Time (Presley, BMI)—Elvis Presley—RCA Vic-

CHANSON D'AMOUR (Meadowlark, ASCAP)-Art and Dotty Todd-Era 1064

Along the Trail With You (Music Productions, ASCAP)
The above records were Billboard Spotlight picks.

SKINNY MINNIE (Valley Brook, ASCAP-Bill Haley and His Comets
-Decca 30592
Sway With Me (Valley Brook, ASCAP)

BEST BUYS ON THE CHARTS THIS WEEK

LOOKING BACK (Eden-Sweco, BMI)-Nat King Cole-Capitol 3939 Do I Like It (Sweco, BMI)

THERE'S ONLY ONE OF YOU (Korwin, ASCAP)-The Four Lads-Columbia 41136

Blue Tattoo (Planetary, ASCAP)

Both are previous Billboard Spotlight picks.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING APRIL 5

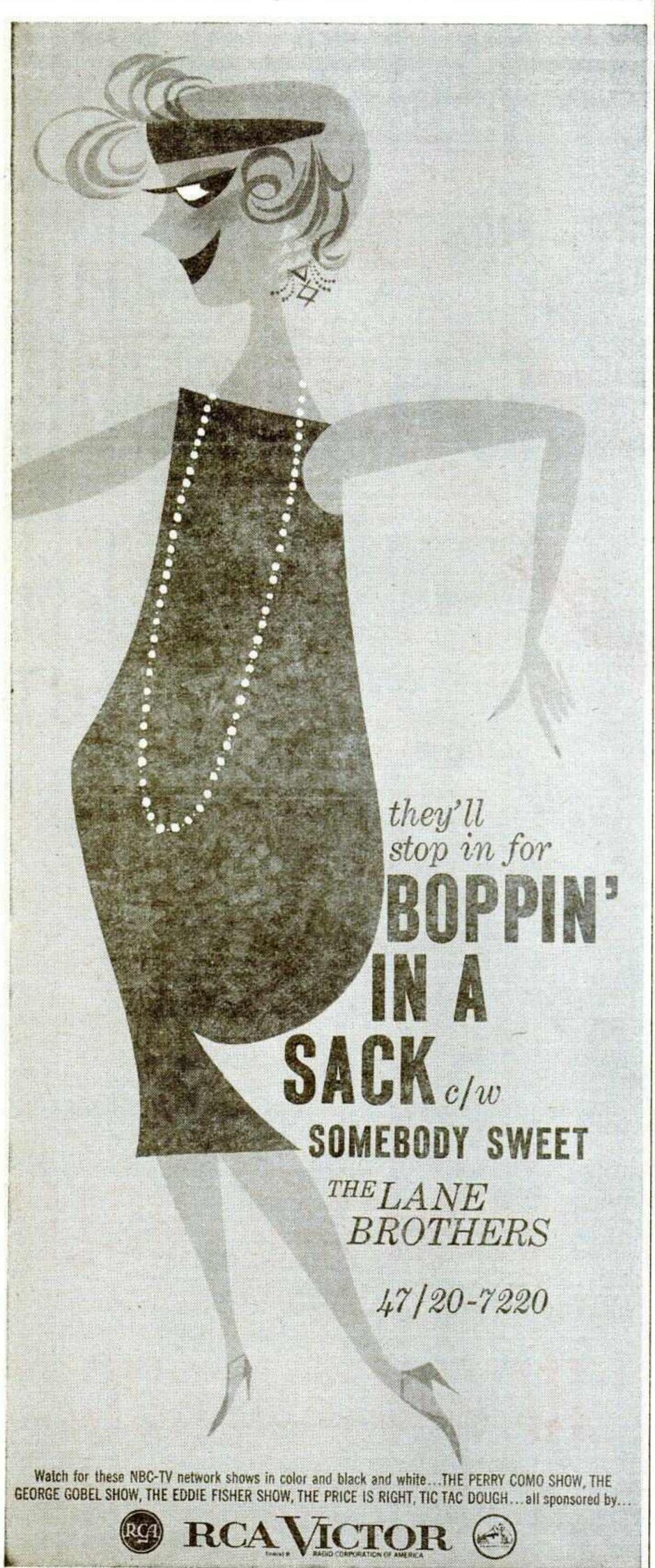
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Rock and Roll Rhapsody	(BMI) Decca 30575
Skinny Minnie Bill H	
EL CONTRACTOR DE LA CON	(ASCAP) Decca 30592
To Be Loved	
	(BMI) Brunswick 55052
You Excite Me	Frankie Avalon
	ASCAP) Chancellor 1016

Album Of The Year



MERCURY 71289 X45



Most Played by Jockeys

FOR SURVEY WEEK ENDING APRIL S

sides are ranked in order of the greatest number of plays on disk jockey radio shows thrucut 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.

1. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)-Laurie London 4	
Handed Down (ASCAP)—Cap 3891	4
2. TEQUILA (BMI)—The Champs	6
3. LOLLIPOP (BM1)—Chordettes	6
4. ARE YOU SINCERE? (BMI)-Andy Williams 6 Be Mine Tonight (BMI)-Cadence 1340	8
5. TWILIGHT TIME (BMI)-Platters	2
6. WHO'S SORRY NOW (ASCAP)-Connie Francis 7 You Were Only Fooling (ASCAP)-M-G-M 12588	6
7. BILLY (ASCAP)-Kathy Linden	2
8. WITCH DOCTOR (ASCAP)-David Seville Don't Whistle at Me. Baby (ASCAP)-Liberty 55122	1
9. CATCH A FALLING STAR (ASCAP)-Perry Como 3 Magic Moments (ASCAP)-Vic 7128	14
10. A WONDERFUL TIME UP THERE (BMI)— Pat Boone	7
11. SWEET LITTLE SIXTEEN (BMI)-Chuck Berry 9 Rectin' and Rocking (BMI)-Chess 1683	7
12. TWENTY-SIX MILES (BMI)-Four Preps 5 JUS YOU (ASCAP)-Cap 3845	12
13. IT'S TOO SOON TO KNOW (ASCAP)-Pat Boone 11 A Wonderful Time Up There (BMI)-Dot 15690	8
14. SUGARTIME (BMI)-McGuire Sisters 8 Banana Split (BMI)-Coral 61924	15
15. BOOK OF LOVE (BM1)-Monatones You Never Loved Me (BM1)-Argo 5290	1
16. THERE'S ONLY ONE OF YOU (ASCAP)-	
Four Lads	2
17. RETURN TO ME (ASCAP)—Dean Martin 20 Forgetting You (ASCAP)—Cap 3894	2
18. OH, LONESOME ME BMI)-Don Gibson 25 1 Can't Stop Loving You (BMI)-Vic 7133	2
19. DON'T (BMI)—Elvis Presley	11
20. LOLLIPOP (BMI)-Ronald and Ruby 21 Fickle Baby (BMI)-Vic 7174	2
21. MAYBE BABY (BMI)-Crickets	4
22. LAZY MARY (ASCAP)-Lou Monte	1
23. BREATHLESS (BMI)-Jerry Lee Lewis 25 Down the Line (BMI)-Sun 288	3
24. WITCHCRAFT (ASCAP)-Frank Sinatra	13
THE STATE OF THE PERSON WITH THE PERSON WAS ASSESSED.	
25. SAIL ALONG SILVERY MOON (ASCAP)— Billy Vaughn	12



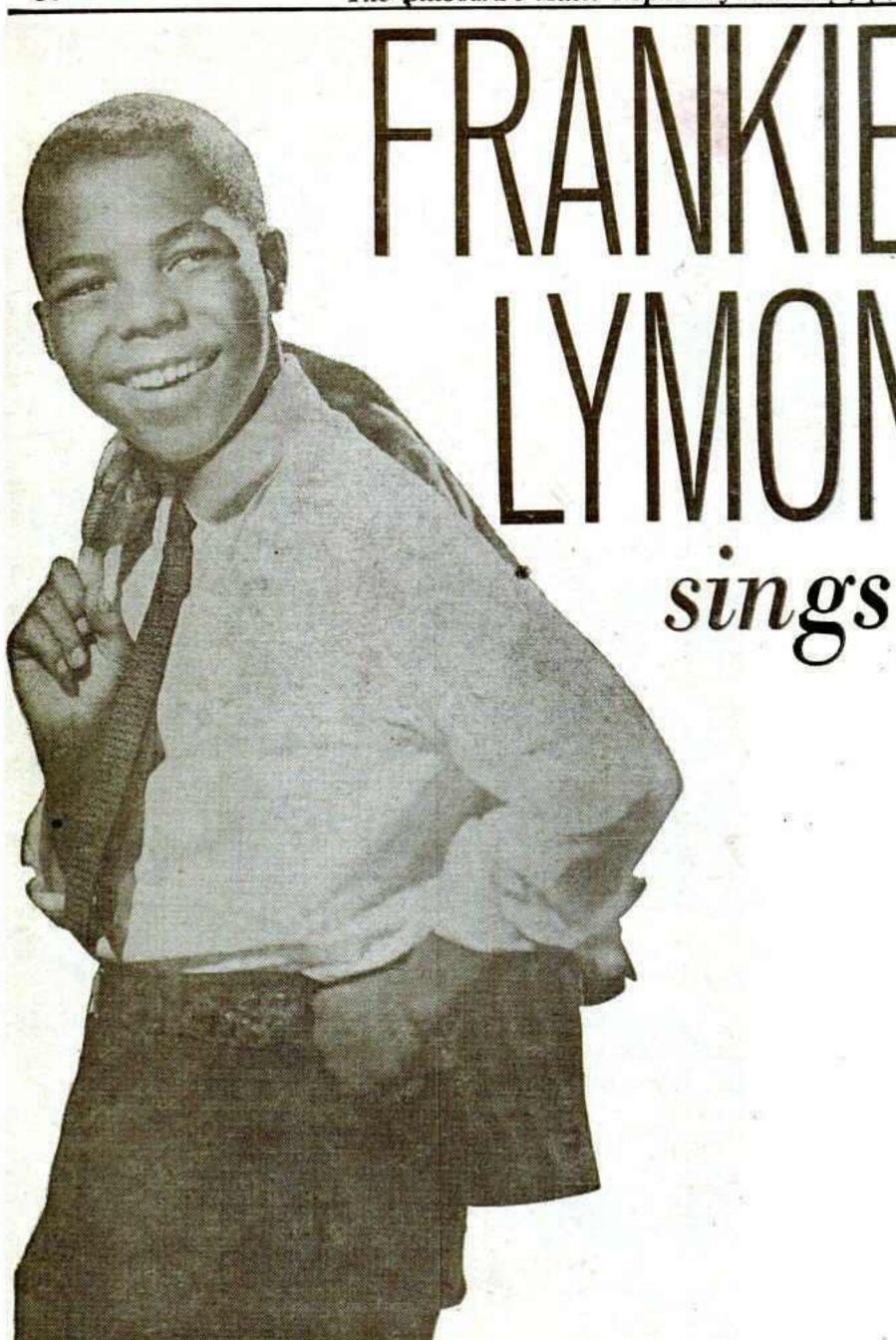
"TEEN-AGE DOLL"

and

"HAWAIIAN ROCK"

RECORD NO. 3953





. . . and Roulette's got a two-sided Hit on its Hands with . . .

"PORTABLE ON MY SHOULDER

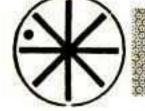
and

"MAMA DON'T ALLOW IT ... to sell

a sound bet ...

less than a million (R-4068)

buy





Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 5

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Breathless, Jerry Lee Lewis, Sun Don't You Just Know It, Huey Smith, Ace He's Got the Whole World in His Hands Laurie London, Cap. Lazy Mary, Lou Monte, Vic. Lollipop, Chordettes, Cdc. Sweet Little Sixteen, Chuck Berry, Chs.

Tegutia, Champs, Chal. Who's Sorry Now, Connie Francis, M-G-M

CHICAGO

Breathless, Jerry Lee Lewis, Sun Catch a Falling Star, Perry Como, Vic. Don't You Just Know It, Huey Smith, Ace Lollipop, Chordettes, Cdc. Oh, Lonesome Me, Don Gibson, Vic. Sweet Little Sixteen, Chuck Berry, Chs. Tequila, Champs, Chal.

DETROIT Are You Sincere? Andy Williams, Cdc. Believe What You Say, Ricky Nelson, Imp. Every Night, Chantels, End He's Got the Whole World in His Hands

There's Only One of You, Four Lads, Col.

Laurie London, Cap. Sweet Little Sixteen, Chuck Berry, Chs. Tequila, Champs, Chal. Twenty-Six Miles, Four Preps, Cap. Who's Sorry Now, Connie Francis, M-G-M

EAST TEXAS Catch a Falling Star, Perry Como, Vic. 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. My Bucket's Got a Hole in It Ricky Nelson, Imp.

Sail Along Silvery Moon, Billy Vaughn, Dot Tequila, Champs, Chal.

Book of Love, Monatones, Argo Breathless, Jerry Lee Lewis, Sun Rock and Roll Is Here to Stay Danny and the Juniors, ABC-Para. Sall Along Silvery Moon, Billy Vaughn, Dot Tequila, Champs, Chal. Who's Sorry Now, Connie Francis, M-G-M

NORTHERN OHIO

Are You Sincere? Andy Williams, Cdc. He's Got the Whole World in His Hands Laurie London, Cap. Lollipop, Chordettes, Cdc. My Bucket's Got a Hole in It/Believe What

You Say, Ricky Nelson, Imp. Return to Me, Dean Martin, Cap. Twenty-Six Miles, Four Preps, Cap. Twilight Time, Platters, Mer. A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

NORTHWEST

Are You Sincere? Andy Williams, Cdc. He's Got the Whole World in His Hands Laurie London, Cap. Lollipop, Chordettes, Cdc. My Bucket's Got a Hole in It/Believe What You Say, Ricky Nelson, Imp. Sweet Little Sixteen, Chuck Berry, Chs.

Tequila, Champs, Chal. The Walk, Jimmy McCracklin, Che. A Wonderful Time Up There/It's Too Soon

to Know, Pat Boone, Dot - PHILADELPHIA

Breathless, Jerry Lee Lewis, Sun Catch a Falling Star, Perry Como, Vic. Dinner With Drac, John Zacherle, Cam. Don't/I Beg of You, Elvis Presley, Vic. He's Got the Whole World in His Hands Laurie London, Cap. Lollipop, Chordettes, Cdc. Maybe, Chantels, End Witcheraft, Frank Sinatra, Cap.

-ST. LOUIS AND KANSAS CITY-Catch a Falling Star/Magic Moments Perry Como, Vic. Dinner With Drac, John Zacherle, Cam. Liechtensteiner Polka, Will Glahe, Lon.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

It's Too Soon to Know/A Wonderful Time | Lollipop, Chordettes, Cdc. Up There, Pat Boone, Dot Lollipop, Chordettes, Cdc. 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.

Book of Love, Monatones, Argo Catch a Falling Star/Magic Moments Perry Como, 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

Book of Love, Monatones, Argo Catch a Falling Star/Magic Moments Perry Como, Vic. Don't, Elvis Presley, Vic. Lazy Mary, Lou Monte, Vic. Lollipop, Chordettes, Cdc. Rock and Roll Is Here to Stay Danny and the Juniors, ABC-Para.

Sweet Little Sixteen, Chuck Berry, Chs. Tequila, Champs, Chal. Twillight Time, Platters, Mer. NORTHERN NEW YORK STATE -Dinner With Drac, John Zacherle, Cam.

Lollipop, Chordettes, Cdc. Now and for Always George Hamilton IV, ABC-Para.

Don't You Just Know It, Huey Smith, Ace

Sugartime, McGuire Sisters, Cor. Tequila, Champs, Chal. Twenty-Six Miles, Four Preps. Cap. A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

— SAN FRANCISCO AND OAKLAND —

Book of Love, Monatones, Argo Lollipop, Chordettes, Cdc. My Bucket's Got a Hole in It Ricky Nelson, Imp. Oh-Oh, I'm Falling in Love Again Jimmie Rodgers, Rlt. Sweet Little Sixteen, Chuck Berry, Chs. Tequila, Champs, Chal. This Is the Night, Valiants, Keen A Wonderful Time Up There/It's Too Soon to Knew, Pat Boone, Dot

- SOUTHERN OHIO Believe What You Say, Ricky Nelson, Imp. Breathless, Jerry Lee Lewis, Sun Don't, Elvis Presley, Vic. Lollipop, Chordettes, Cdc. Oh, Lonesome Me, Don Gibson, Vic. The Stroll, Diamonds, Mer. Tequila, Champs, Chal. Twilight Time, Platters, Mer.

WASHINGTON AND BALTIMORE — Belonging to Someone, Pattl Page, Mer. Billy, Kathy Linden, Fel. Book of Love, Monatones, Argo Click Clack Dickey Doo and the Don'ts, Swan

Dinner With Drac, John Zacherle, Cam. Don't, Elvis Presley, Vic. He's Got the Whole World in His Hands Laurie London, Cap. Stood Up, Ricky Nelson, Imp.

SAVE MONEY ORDER YOUR BILLBOARD



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

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I enclo	se \$15 pc	yment (save	\$3.20	on single	copy	rate	es).			866
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ANOTHER Wolf HIT!

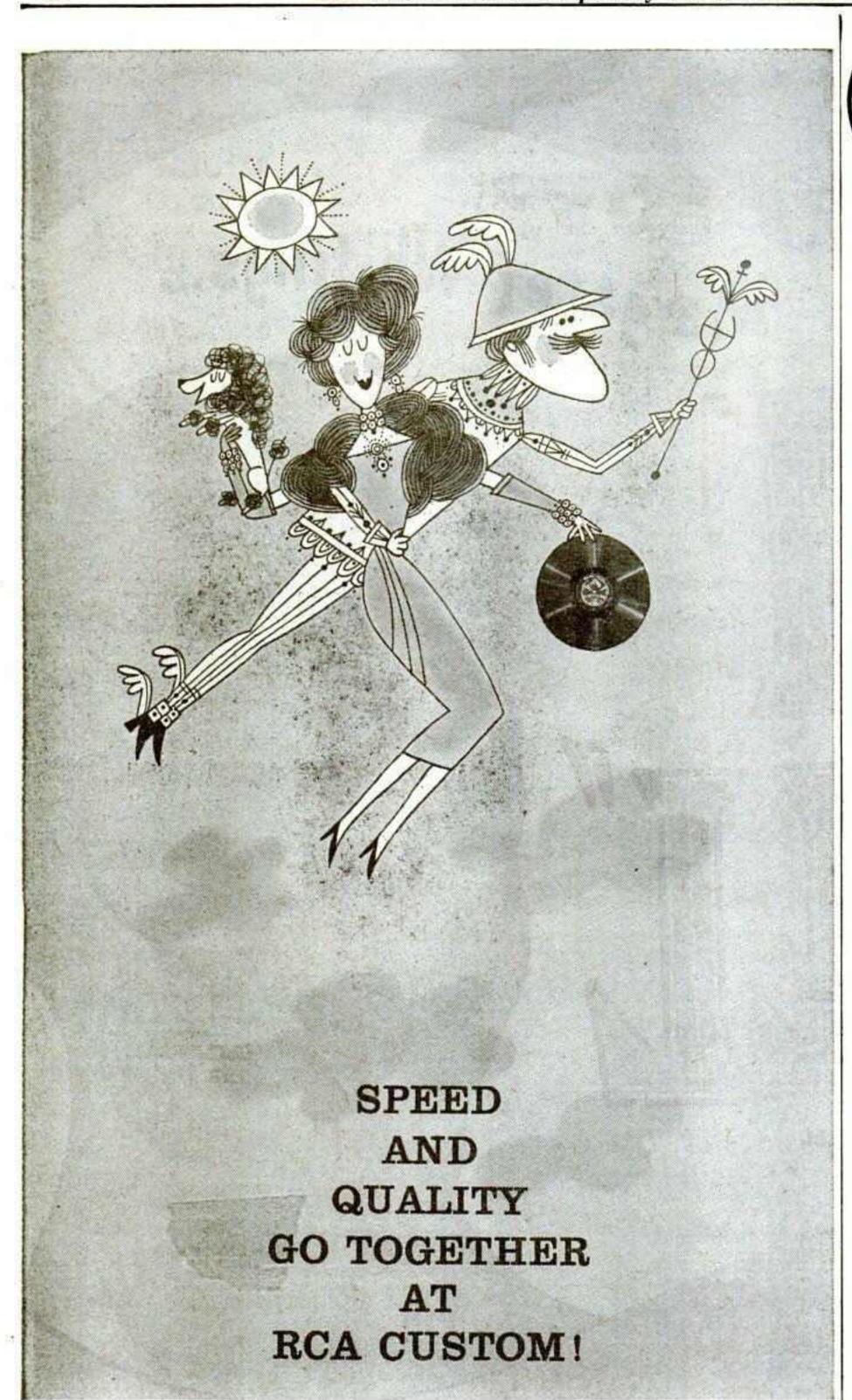
Margaret Whiting's...

From the Hal Wallis Prod. HOT SPELL
A Paramount Picture

-and-

I'm So Lonesome
I Could Cry
15742





Why have independent record producers made RCA the leading custom record manufacturer? Because RCA means top SPEED and top QUALITY both, with no sacrifice of either!

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Top 100 Sides

FOR SURVEY WEEK ENDING APRIL 5

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.		Last We	ck
	TEQUILA, Champs, Challenge	******	1
1.	HE'S GOT THE WHOLE WORLD IN HIS HANDS Laurie London, Capitol		4
3.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess		
	LOLLIPOP, Chordettes, Cadence		
	TWILIGHT TIME, Platters, Mercury		
	WHO'S SORRY NOW, Connie Francis, M-G-M		
7.	BOOK OF LOVE, Monatones, Argo		27
8.	BREATHLESS, Jerry Lee Lewis, Sun		7
9.	SUGARTIME, McGuire Sisters, Coral		6
	DON'T YOU JUST KNOW IT, Huey Smith. Ace		
	A WONDERFUL TIME UP THERE, Pat Boone, Dot		
	CATCH A FALLING STAR, Perry Como, Victor		
	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot		
	BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial		
	ARE YOU SINCERE? Andy Williams, Cadence		
	DON'T, Elvis Presley, Victor		
	MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial.		
19.	LAZY MARY, Lou Monte, Victor		31
	OH, LONESOME ME, Don Gibson, Victor		
	BILLY, Kathy Linden, Felsted		
	IT'S TOO SOON TO KNOW, Pat Boone, Dot		
	MAYBE BABY, Crickets, Brunswick		
	OH, JULIE, Crescendos, Nasco		
	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Ro		
	THE LITTLE BLUE MAN, Betty Johnson, Atlantic		
	ROCK AND ROLL IS HERE TO STAY		
V = (4)	Danny and the Juniors, ABC-Paramount		
	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun		
	GOOD GOLLY, MISS MOLLY, Little Richard. Specialty MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY"		23
A	Mitch Miller, Columbia		34
32.	SHORT SHORTS, Royal Teens, ABC-Paramount		
	GET A JOB, Silhouettes, Ember		
	DINNER WITH DRAC, John Zacherle, Cameo		
114 744	TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot		
	WITCH DOCTOR, David Seville, Liberty		
	MAYBE, Chantels, End		
	LONELY ISLAND, Sam Cooke, Keen		
40.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount		35
	EVERY NIGHT, Chantels, End		
	THE STROLL, Diamonds, Mercury		
	WE BELONG TOGETHER, Robert and Johnny, Old Town		
	ALL THE WAY, Frank Sinatra, Capitol		
O-CA	TALK TO ME, TALK TO ME, Little Willie John, King		
47.	SO TOUGH, Casuals, Back Beat		45
	DON'I LET GO, Roy Hamilton, Epic		
157,000,000	YOU WERE MADE FOR ME, Sam Cooke, Keen		
	MAGIC MOMENTS, Perry Como, Victor		
	THERE'S ONLY ONE OF YOU, Four Lads, Columbia		
	AT THE HOP, Dunny and the Juniors, ABC-Paramount		
	TO BE LOVED, Jackie Wilson, Brunswick		
	CLICK CLACK, Dickey Doo and the Don'ts, Swan		
	LOOKING BACK, Nat King Cole, Capitol		
22620	Moe Koffman Quartet, Jubilee		51
58,	SING, BOY, SING, Tommy Sands, Capitol	•••••	62
61.	COLLEGE MAN, Bill Justis, Phillips International		45
62.	NOW AND FOR ALWAYS, George Hamilton IV, ABC-Parame LOLLIPOP, Ronald and Ruby, Victor	ount	37
62.	THE SWINGING SHEPHERD BLUES, Johnny Pate Quintet, F	ederal	57
	TEQUILA, Eddic Platt, ABC-Paramount BELONGING TO SOMEONE, Patti Page, Mercury		
67.	APRIL LOVE, Pat Boone, Dot		62
	DO I LIKE IT? Nat King Cole, Capitol		
	SKINNY MINNIE, Bill Haley and His Comets, Decca LIECHTENSTEINER POLKA, Will Glahe, London		
70.	ROCK AND ROLL RHAPSODY, Four Aces, Deccu		78
	YOU EXCITE ME, Frankie Avalon, Chancellor		
74.	STOOD UP, Ricky Nelson, Imperial		57
	THE SWINGING SHEPHERD BLUES, David Rose, M-G-M ANGEL SMILE, Nat King Cole, Capitol		
75.	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence		72
75.	"7-11," Gone All Stars, Gone		78
80.	DANCING WITH MY SHADOW, Four Voices, Columbia		65
	BIG GUITAR, Owen Bradley Quintet, Decca		
80.	YOU SEND ME, Sam Cooke, Keen		72
80.	JUST MARRIED, Marty Robbins, Columbia		-
86.	JO-ANN, Playmates, Roulette		64
26.	BETTY AND DUPREE, Chuck Willis, Atlantic		72
86	BOP-A-LENA, Ronnie Self, Columbia		91
86.	HIGH SIGN, Diamonds, Mercury		-
	TRYING, Billy Vaughn, Dot		
93.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun		65
93.	WILD IS THE WIND, Johnny Mathis, Columbia		91
95.	ARRIVEDERCI ROMA, Roger Williams, Kapp		_
95.	CHANSON D'AMOUR, Art and Dotty Todd, Era		_
95,	YELLOW DOG BLUES, Johnny Maddox, Dot		-
190.	I BEG OF YOU, Elvis Presley, Victor		-

BOOK OF LOVE"

MONOTONES—ARGO 5290

NO. 29—BEST SELLING POP SINGLES IN STORES*



NO. 26—HONOR **ROLL OF HITS***

NO. 8-R & B BEST SELLERS IN STORES*

TERRITORIAL BEST SELLER IN WASHINGTON, BALTIMORE, SAN FRANCISCO, FLORIDA, ATLANTA AND PHILADELPHIA*

TOUGH" b/w "EVERYBODY ROCK" Jimmy McCracklin Checker 893

"GET

THE ORIGINAL Already 3 Covers "WHO'S TO KNOW" Wendell Tracey and his orchestra

ARGO 5296

"SODA POP"

The Moonglows

Chess 1689

CHUCK BERRY'S "JOHNNY B. GOODE"

BIGGEST

Review Spotlight on ...* POP RECORDS

> CHUCK BERRY.. Chess 1691. JOHNNY B. GOODE AROUND & AROUND (Are, 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 stopand-go effort that should also be in there. Strong r. & b. potential also,

CHESS

1691

HIT YET

 Review Spotlight on . . . **R&B RECORDS**

CHUCK BERRY Johnny B. Goode (Arc, BMI)

Around and Around (Arc, BMI)-Chess 1691 For review, see listing under Review Spotlight on pop records.

ANOTHER SMASH LONG PLAY

CHUCK BERRY'S "ONE DOZEN BERRYS" CHESS LONG PLAY 1432

* THE BILLBOARD, APRIL 7, 1958

TWO DAYS, 1 HOUR" JACK McVEA & The Sharps **Chess 1690**

"SIX MONTHS,

THREE WEEKS,

LITTLE PIG" b/w "TORNADO" DALE HAWKINS

Checker

ANOTHER HITLABEL

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"AN INNOCENT KISS" THE TOPS



1958

APRIL

ENDING

SURVEY

listed in POP,

Skinny Minnie Sway With Me Decca 30592

Got Me

Guide Weekly Juke Box Programming Billboard

} Z Z BROTHERS All I Have t YUE 7238 HOINIGO KING LANE FOUR OPER BEST RELE MOINIGO REST BUY BEZI BUY BEST BUY MOINIDA Records eliminated if duplicated in Pop List. 8 King 5108 TALK TO ME, TALK TO ME * LITTLE WILLIE JOHN *

SPASMS Columbia ANT STOP LOVING YOU YOU'RE SO EASY TO LOVE IS BEAUTIFUL CURTAIN IN THE WINDOW Records eliminated if duplicated

JUST A LITTLE LONESOME

* BOBBY HELMS * JUST MARRIED PINK PEDAL PUSHERS IT'S ALL YOUR FAULT Parts JIVE AFTER FIVE COME BACK TO ME STAIRWAY OF LOVE * The Chantels * WHOEVER YOU ARE WITH PRAK (Parts JOHN ZACHERLE SHE'S NO ANGEL * RAY PRICE * TO BE LOVED EVERY MGMT GET A JOB LOVE MY LADY DINNER * RHY TIH W3H Sun 283 Checker 885 M-G-M 12588 Felsted 8410 Imperial 5503 Specialty 624 Keen 4409 Nasco 6005 Coral 61924 IF I COULD HOLD YOU IN MY ARMS MY BUCKETS GOT A ROLE IN IT BALLAD OF A TERNAGE OUTER MAMY MCRACKLIN BAND TOU WERE MADE FOR ME GOOD GOLLY, MISS MOLLY * THE McGUIRE SISTERS * YOU WERE ONLY FOOLING CONNIE FRANCIS * * RICKY NELSON * * THE CRESCENDOS * * CHORDETTES *
BABY, COME.A BACK.A * SAM COOKE * * LITTLE RICHARD JOHNNY CASH LOWELY ISLAND BANANA SPLIT BIG RIVER THE WALK SUGARTIME SE, JOHN LOLLIPOP LOLLIPOP 붎 DODDIA R HE'S GOT THE WHOLE WORLD IN HIS HANDS 340 Copital 3891 ABC-Paramount 9888 RCA Victor 7150 RCA Victor 7160 Dot 15710 OR-ON, I'M FALLING IN LOVE AGAIN * DANNY AND THE JUNIORS * ROCK AND ROLL IS HERE TO STAY TUMBLING TUMBLEWEEDS

* BILLY VAUGHN *

TRYING A WOMDERFUL TIME UP THERE IT'S TOO SOOM TO KNOW SCHOOL BOY ROMANCE THE LONG HOT SUMMER * LAURIE LONDON * RELINY AND ROCKING ANDY WILLIAMS * SWEET LITTLE SIXTEEN + ELVIS PRESLEY + ARE YOU SINCERE * CHUCK BERRY ANGELIQUE HANDED DOWN MAYBE BABY LAZY MARY CRICKETS Capitol 3825 RCA Victor 7128 Atlantic 1169 Challenge 1016 Ace 545 Argo 5287 Dot 15561 RCA Victor 7133 Mercury 71289 CANT STOP LOVING YOU DOR'T YOU JUST KNOW IT SAIL ALONG SILVERY MOOM OUT OF MY MIND CATCH A FAILING STAR * HUEY SWITH * WINTER IN MIAMI * MONATONES * OH, LONESOME NE THE LITTLE BLUE MAN TWILIGHT TIME * BILLY VAUGHIN * TRAIN TO NOWHERE * PERRY COMO * THE CHAMPS * MAGIC MOMENTS *FOUR PREPS * JERRY LEE LEWIS INTENTY-SIX MILES BOOK OF LOVE BREATHLESS TEOUTLA TIH W3N TIH W3N

vw americanradiohistory com

In the opinion of Billboard staff reviewers these So Lottesome I Could Cry Hot Spell Dot 15742 Wear My Ring Around Your Neck Doncha Think It's Time RCA Victor 7240 JEMINY REDD....You most likely to be future juke box hits Records are the same as those R&B or C&W review sections. ones released last MARGARET Chanson D'Am Chanson D'Am the Trail With KY DOTTY TODD records are the HOINIGO YUS 7238 YUS TZ38 MOINIGO YUS TZ38 I'm Sorry I Made You Cry Lock Up Your Heart M-G-M 12647 There's Only One of You Blue Tatteo Columbia 41136 Looking Back Do I Like It Capitol 3939 Do Is Dream Claudette Cadence 1348 Bopein' in a Someone So **ATORS** OPERATORS BEST BUYS

week that are

TONY BENNETT

THE BEAT OF MY HEART b/w

CRAZY RHYTHM

Ralph Sharon and his orchestra Featuring Chico Hamilton on drums 4-41157

So many thousands of radio listeners asked deejays for the title song from Tony's @ record "The Beat of My Heart" (CL 1079) that we've released it as a single! The ever-popular flip is also from "Beat." Pre-sold, pre-demanded, pre-insured!



MAHALIA HE'S GOT THE WHOLE WORLD IN HIS HANDS

JACKSON DIDN'T IT RAIN

and the Falls-Jones Ensemble 4-41150

Mahalia Jackson's brilliant new release punctuates the billing given her by music critics the world over: "The World's Greatest Gospel Singer." Both songs are requested everywhere she appears!



JOHNNY MATHIS

ALL THE TIME From the Broadway production "Oh Captein!" b/w TEACHER, TEACHER With Ray Ellis and his orch. 4-41152

The first is the hit ballad from Broadway's newest smash hit, "Oh Captain!" The reverse, "Teacher, Teacher," is a Johnny Mathis first-his first up-tempo single. It swings, and swings, and swings!



THE EASY RIDERS

WINDJAMMER

b/w KARI WAITS FOR ME From the Lauis deRochement production, "Windjammer," in Cinemiracle --The Easy Riders: Terry Gilkyson, Frank Miller, solo by Richard Dehr. 4-41147



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



HIGH-FIDELITY RECORDS BY

"Windjammer" is a major film photographed and projected in the most sensational process yet devisedgigantic Cinemiracle! Cash in on its high-voltage publicity and promotion with these two stirring numbers from the film. It's thrilled New York in just five days ... due to rock key points around the country mighty \$00n.

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

CONNIE FRANCIS....M-G-M 12647......I'M SORRY I MADE YOU CRY (Feist, ASCAP)

LOCK UP YOUR HEART.....(Wildcat, BMI)

The chick appears a good bet to repeat the success of her current smash, "Who's Sorry Now," with either of these two great sides. Top side is very much along those lines. "Lock Up" is also a rockaballad that is presented with a sock vocal.

KAY STARR....RCA Victor 7218.......STROLL ME (Wemar, BMI)

> This is one of the thrush's best efforts recently. It's a very danceable stroll side with a swingin' dual track vocal. Backing is good. The kids could take to this. Flip, "Rockin' Chair," is a novelty tune (Starstan, BMI).

THE LANE BROTHERS....RCA Victor 7220......BOPPIN' IN A SACK (Delmore, ASCAP)

> The crew has a likely click with this bright sounding rocker. The salable vocal approach with excellent ork backing has a sound that could catch on. Flip, "Somebody Sweet," is a folkish, mediumtempo tune (Bentley, BMI).

(Acuff-Rose, BMI)

LOVABLE(Hecht-Lancaster & Buzzell, ASCAP)

These are Miss Corey's strongest entries since "Love Me to Pieces." "Sweet Sugar Lips" is a cute novelty theme with Dixieland-type backing. Her performance on "Lovable," a bright up-tempo tune, is equally winning. Either could step out.

MARGARET WHITING....Dot 15742....I'M SO LONESOME I COULD CRY (Acuff-Rose, BMI)

> Miss Whiting handles the Hank Williams oldie in grand style. It's a quality wax stint that should steadily pull in coin. Her previous effort, "I Can't Help It If I'm Still in Love With You," was a loot maker. This could be a repeater. Flip, "Hot Spell," is a sultry film title tune (Famous, ASCAP).

POP DISK JOCKEY PROGRAMMING

JO STAFFORD....Columbia 41160....I MAY NEVER PASS THIS WAY AGAIN IT WON'T BE EASY(Shapiro-Bernstein, ASCAP)

> Top side is one of the prettiest ballads in many a season, and the artist presents it with her usual feeling and perception. Flip, "It Won't Be Easy," is a charming waltz that is also given a first-rate vocal. Backing by Paul Weston on both sides complements nicely. Listeners should go for either.

BILL DOGGETT....King 5130......BLUES FOR HANDY (Regent, BMI) HOW COULD YOU(United, ASCAP)

> Two swinging sides that make very spinable wax. "Blues for Handy" is an easy-going blues instrumental tribute to the blues great. It features flute and horns. Flip, "How Could You," is new treatment of Tyree Glenn's jazz tune done with class. This also features flute with solid organ support from Doggett.

POP TALENT

JOHN D. LOUDERMILK....Columbia 41165......SUSIE'S HOUSE (Peer Int., BMI)

> The newcomer to disks comes on handsomely on this rocking side. His style is energetic, and his approach is listenable. This could easily start something. Flip, "Year Book," is a ballad that also shows a fine performance (Bentley, 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

ROY HAMILTON

In a Dream80 EPIC 9268-Roy is back in his old style here with a big, big ballad, and he is supported by a large string ork. Tune is attractive and also has a chance for the big time. (Eden, BMI)

Crazy Feelin' 79 Roy Hamilton could have another big one here after his last smash hit with this swingin' new effort. He sings it with a lot of drive while ork supports him with a Latin beat, (Aberbach, ASCAP)

ERNIE FREEMAN

IMPERIAL 5518-Appealing instrumental treatment of lyrical theme with sock horn lead, Multi-market side. (Marquis, BMI) Indian Love Call 78

Interesting rock and roll instrumental version of Friml standard. Strong horn lead. Same comment on potential. (Harms, ASCAP)

THE FRATERNITY BROTHERS

VERVE 10127-This one has a rocking Lindy-beat and strong teen-appeal Watch it, (Wedgewood, ASCAP)

Bulldozer 77 A solid side with an infectious, insistent r.&r. tempo, and virtually a one-word lyric. (Wedgewood, ASCAP)

WENDELL TRACY ORK

ARGO 5296-Here's original instrumental version of moving ballad, covered by Dick Jacobs and others. Effective lush side, but competition for spins will be rough. (T. J., BMI) Corrigidor Rock 75

Bouncy instrumental with jaunty piano solo work and catchy tempo. (T. J.,

DELLA REESE

I've Got a Feelin' You're Foolin' 79 JUBILEE 5323-Fine performance of the standard by the thrush on this swingin' new disking. Jocks will pounce on his one. Good side by Della Reese. (Robbins, ASCAP) C'mon C'mon 76

Very attractive new ballad is sold with sex by the thrush, over solid help from the large ork. Side has a chance as it should get much exposure. (Zodiac, ASCAP)

DALE WRIGHT

Dance With Me79 FRATERNITY 804 - Dale Wright could break thru with this mighty listenable novelty effect that moves and features a good vocal by the chanter, over a clever ork arrangement. Side could go with exposure. (Buckeye, ASCAP)

Can It Be 72 On this side Wright turns in a pleasant reading of a new ballad, handing it a warm performance. He is helped well by the ork and group. (Buckeye, ASCAP)

DICK JACOBS

CORAL 61984-Nice piano work and choral effects on slow ballad instrumental should please Jacobs' "Hit Parade" fans, Strong jock fare, (T. J., BMI)

Pla-Kuka-Ung-Kung....76 Driving rocker gets a busy instrumental with choir blending, highly danceable, Could break thru. (Merge, BMI)

LINDSAY CROSBY

RCA VICTOR 7209-Another son of Bing makes his disk debut, and a smart kick-off it is. Tune is countryish and it's right in the teen ballad groove. Could easily make noise. (Time, BMI)

Why-Oh-You....74 A pleasant novelty effort by Crosby but the flip has more on the ball for the market. (Duchess, BMI)

JONI JAMES

Arrivederel Roma78 M-G-M 12639-The recent hit well rendered by thrush in familiar Neapolitan style. Should grab action. This is from thrush's latest album release. (Connelly, ASCAP) Non Dimenticar 74

Ballad with that organ grinder sound gets smooth delivery to please James' fans. Can do business. (Hollis, BMI)

THE SPINNERS

CAPITOL 3955-Quartet makes debut with a mellow sound on a slow rock ballad, Rates spins, (Sherman, BMI)

Goofin' 73

Rocker gets a frantic reading from group and combo. Flip has the edge. (Sherman, BMI)

DOLES DICKENS & THE DE COSTA CHOIR

Pla-Kuka-Ung-Kung 78 DOT 15745-This has the sound of hysteria with guitars, piano and soprano sax and big choral sounds contribute to the wild effects. Has the quality of a jungle war dance. Should get loot, and has a chance to make it. (Merge, BMI)

Our Melody 73 Side has a bit of offbeat cacophony that builds and builds. Melody has the quality of some of the earlier Raymond Scott quintet offerings. (Merge, BMI)

DON FEGER

Don't Be Mad78 EBONY 102-Don Feger bows on the Abilene label with an ear-catching reading of a rockabilly hunk of material, helped much by some sharp guitar work. Side could happen if exposed. (Music Mart, BMI)

Date on the Corner 72 Another good vocal by Feger, this time on a driving rocker about a guy with a broken date. Two good sides by the warbier, (Music Mart, BMI)

FOUR ESQUIRES

PARIS 515-The boys have a chance to get some action with this bright side about a big rock and roll dance. Lyrics tell about hit platters of rock and roll stars to be played at the hop. Coin possible. (Greta, BMI) All Around the Clock 71

This polka effort is sung in okay fashion by the group but the action will be on the flip. (Gold, ASCAP)

BUMPS BLACKWELL ORK MS & DB78

KEEN 4010-Here's a driving rockerinstrumental with fine tenor sax lead. Good juke and jockey fodder. Both sides have dual market appeal, (Andrea, BMI)

Sumpin' Jumpin'....72 An attractive blues-instrumental on a Tequila - flavored rhythm Ricko. (Andrea, BMI)

FRANKIE LYMON

ROULETTE 4068-Lymon warbles exuberantly on a rock and roll version of the singing oldie, with new lyric twist (i. e. "Mama don't allow no rock and roll," etc.) (Santly-Joy, ASCAP)

Portable on My Shoulder ... 76 Portable radio theme should pull spins from jocks in search of timely spring weather material. Youngster chants vervefully on catchy ditty. (Kahl, BMI)

PHIL FLOWERS

You Stole My Heart......77 HOLLYWOOD 1089 - Phil Flowers · comes thru with a strong reading of a driving new effort that moves all the way. The combo supports him with a beat and the lad's style is attractive. Worth watching. (Golden State, BMI) Rosa-Lee....73

A spiritual styled effort is sung neatly by the chanter over novel ork support and a girl's vocal group. Side could also get action but the flip is stronger. (Golden State, BMI)

JACK SCOTT

Leroy 77 CARLTON 462-Here's a bright waxing. It's a driving, melodic tune about a cat who just can't stay out of trouble and always ends up in the pokey. Side has a chance in the market. (Peer, BMI) My True Love 71

This side doesn't have the impact of the flip. It's sung in so-so style by Scott, and it doesn't show him off to advantage. (Starfire-Peer, BMI)

RALPH MARTERIE ORK

mental version of infectious standard "Night Train" in stroll tempo. Solid teen-appeal. (Brandom, ASCAP) Trombone Blues....76

Listenable instrumental treatment of plaintive old-style tune, featuring standout trombone solo work. (Judy. ASCAP)

THE BEAVERS

Sack Dress76 CAPITOL 3956 - Rocker with a money title gets spirited reading by group. Action possible on this bright side. (Ardmore, ASCAP)

(Continued on page 43)

Remington Is Sued for 25G By Oberstein

NEW YORK--A \$25,000 suit and injunction was filed against Remington Records in New York Federal court last Friday (11) by Eli Oberstein's Record Corporation of America. The suit involves two recordings of Delibes' ballet works, "Coppelia," recorded by the RIAS orchestra under G. Sebastian, and "Sylvia" with the RIAS orchestra under A. Fistoulari.

Oberstein charges that the Berliner Industrie Bank was sole owner of the two recordings and that the rights were assigned to The Bertelsmann, who in turn assigned all U. S. and Canadian rights to the plaintiff. The Record Corporation of America further contends that Remington at no time acquired any rights to the recordings and that they appropriated said recordings for themselves by marketing, distributing and selling them without a license.

The suit asks that the defendent deliver up to be impounded, during the time that the suit is in court, all the alleged infringing copies of the two records.

Court Denies Seeco Motion

NEW YORK -- A motion brought by Seeco Records in connection with actions filed against the firm by the Harry Fox office was denied here this week in U. S. District Court.

The actions, brought by Fox D: against Seeco on behalf of various publishers for alleged non-payment of royalties, were filed some months ago. In the current case the Seeco interests had sought May Is Mantovani to distinguish "records sold" as against "records manufactured" as the basis of royalty determination.

An attempt was made to have the Fox office provide a volume kicked off to dealers this week. to be accomplished by May 31. of mechanical agreements made The program, one of the most ex- One of the focal points in the proto 1951. The motion was denied bel, features a reduced sale price maestro, "Cems Forever," which sented by Henry Cohen, while Ar- and 59 EP's, a straight 10 per in the highly successful "Film Ennold J. Bernstein, of Abeles and cent dealer discount on all mer- cores," package. Bernstein, repped the Fox office chandise ordered, a 100 per cent | Under the discount deal, deal-

ANYTHING GOES

NEW YORK--In a "fearless" move to find a new allnight deejay, Mel Leeds, program director of WINS here, will hold on-the-air auditions, starting this Monday (14).

"Each candidate," according to Leeds, "will be allowed to tear the town apart on radiono holds barred."

Auditioners will go on the air at midnight Monday (14) and broadcasts will continue (on the station's all-night session) until "the right man is found" or, as one tradester opined, "the FCC steps in!"

Coral Shifts Sales Force; Kaye Upped

NEW YORK -- Norman Weinstroer, national sales manager of Coral Records, Inc., announced several changes and new appointments in Coral sales division last week. Howard Kaye has been named assistant national sales manager for Coral and Brunswick Records. Kaye was previously Eastern divisional manager for Coral.

Ed Walker has been appointed assistant Midwest division manager tc Al Oldrich. Walker formerly was a Coral Chicago branch manager. Ralph Cox replaces Walker as Chimanager.

ords' seventh annual "May Is Man-

Dig London Promo:

ALL-NIGHT JOCK; Hunt for Masters Still On But Some Buyers Get Bitten

questions later.

Sam Clark, prexy of ABC-Paramount Records (which has had more success with master purchases than any other label-"Short Shorts," "At the Hop," etc.), says his basic policy has always. This policy resulted in ABC-

master-buying situation in general It is, of course, usually more Paramount is currently distributing is tightening up. Many artist and costly to purchase a master which disks for the Hunt and Fargo repertoire men - having been has already kicked up definite labels. burned by phony hypes on "sure- sales action, but Clark opines that Clark stresses that altho Am- Par fire disks" - are exercising more money is a "secondary" considera- has been unusually successful with caution now, whereas in the past tion in acquiring proven masters, purchased masters, they are they often bought first and asked ABC-Paramount was the first im- prouder of the fact that they have sell a master outright.

Two Best Sellers

been to pick up masters that are Paramount distributing the Chan-"happening." By "happening" he cellor best-sellers "With All My

NEW YORK -- Altho "hot" means there must be tangible sales Heart," by Jodie Sands, and Frankie masters are still at a premium, the evidence from credible sources. Avalon's "Dede Dinah." ABC-

> portant indie to initiate the practalso chalked up an impressive besttice of distributing a potential hit selling score, via creations from disk under its own label, in cases within their own a.&r. department. where companies didn't want to Examples are Eydie Gorme, Paul Anka, George Hamilton IV, Joe Bennett and the Sparkletones, and Johnny Nash.

> > Hugo Peretti and Luigi Creatore, co-a.&r. chiefs of Roulette Records, report that the situation is at the point where more people with masters to sell want to see them than publishers with tunes. On the subject of hypes, the boys report that "nine times out of 10 it's not true," when sources inform them a master (offered for sale) is breaking big in certain territories.

More Phony Hypes M-G-M's new head, Arnold Maxim, notes that altho his label (Continued on page 44)

Columbia Product Ads New Series

includes nine in the Masterworks Quartet and Richard Tucker. series; 13 new "Adventures in Sound" sets, and nine new pop re- clude new albums by Paul Weston, suing 26 EP's in its "Hall of Fame" series and new stereophonic tapes.

The Masterworks sets include cago branch manager. Victor Lynn new releases by the Philadelphia replaces Len Levy as Coral office Orchestra, the St. Louis Symphony, the Little Orchestra Society, Zino

NEW YORK -- Columbia Rec- Francescatti, Robert and Caby ords strong LP release this month Casedesus, the Budapest String

The popular record releases inleases. In addition, the firm is is- Jo Stafford, the Hi-Lo's, the Les and Larry Elgart Ork, the Art Van Damme Quintet, the Frank De Vol Ork, and Polly Bergen-with her pop. The diskery is very hot about a new album featuring "The Faba new album featuring "The Fab-ulous Dorseys in Hi Fi," a group of sides that the Dorseys were working on just before their deaths. The sides were never released and

the diskery feels it has a hot one. The new "Adventures in Sound" releases cover LP's by the ballet dancer Jeanmaire and a release by Marino Marini, one of Italy's top pop singers, plus a group of other LP's from France, Paraguay, Argentina, et al. This series will have regular releases starting in September.

In the "Hall of Fame" EP's are top hits.

Wexler Heads **New Columbia**

NEW YORK -- Paul Wexler, former vice-president in charge of sales at Columbia Records, and recently chief of Cabot Records, has been named director of operations of the record company being organized by Columbia Pictures. Latter firm had carried on protracted negotiations with Lou Chudd, of Imperial Records, with a view toward purchasing that diskery, but talks ultimately collapsed and the film company decided to organize its own record operation. Jonie Taps, head of mutwo from the label's original cast sic for Columbia, feels it is prefalbum of "South Pacific," plus EP's erable to do this than acquire a by the label's top names, including company. Jonie Taps will be gen-Tony Bennett, Four Lads, Vic Da- eral manager of the entire diskery mone, Johnnie Ray, etc., of their operation, which will be run as a division of Columbia Pictures rather than as a subsidiary.

Taps, who crystallized the plans for the disk set-up, will co-ordinate its activities with that of the film operation. He will headquarter on (Continued on page 44)

Pubs Get Invite To SPA Parley

NEW YORK — The day of by SPA as a result of "the changes reckoning leading to a new con- in the music business during the tract agreement between the Song- past 10 years," would have the writers' Protective Association and effect of increasing the power of publishers came a step closer this the cleffer as the custodian of his week. The step was accomplished works. These firms tended to back via a letter from SPA prexy Burton up the stand taken last week by Lane, inviting publishers to meet E. H. Morris Music. The Morris with officials of SPA "in the hope firm, it was announced, would not of establishing a feasible method of working out the terms of a new

"If you wish to be represented," the letter said, "it is essential that we (SPA) hear from you before May 1, 1958." A number of publishers appear to have decided to ignore the letter.

The letter notes that "It is not physically possible to discuss these are represented on today's bestmatters with all of the individual publishers and there is not, according to our information, any single group which represents all of them . . . I would appreciate also say: Who needs them anyyour letting me know whether you way." desire to take part in these discussions directly or thru some individual or group. It would be desirable to have a prompt reply to enable us to call a meeting as early as possible."

Many publishers sensed that the changes in the new contract sought

renew its SPA contract because it "seriously questions the direction SPA is taking . . . in attempting to eliminate publishers as copyright

"There are some changes in the business that SPA ought to be aware of, too," said another irri-tated publisher. "For instance, how many SPA writers do you think selling charts? Do you think those teen-age kids who write their own material for their records ever heard of SPA? Frankly, you might

Still another declared: "A good many of the top SPA writers, the ones who are dictating their present policies, have made no significant contribution in terms of songs for at least five years. They ought

NEW YORK -- London Rec- | advertising money allotment plan. The label has set a sales goal tovani Month" promotion was of 700,000 LP's and 300,000 EP's

with record companies dating back tensive yet undertaken by the la- gram is the newest release by the by Judge Levet. Seeco was repre- on all 22 current Mantovani LP's contains film music similar to that

exchange privilege, and a co-op ers will pay \$2.22 per LP and 72 cents per EP. Order forms, co-op advertising, racks and part of the dealer merchandising aids have been prepared based on the special consumer sale price of \$3.29 per LP. Dealers are being assured that Mantovani LP's will not be available at a discount on any summer or fall program this year.

The 100 per cent exchange provision applies for any Mantovani album purchased against any other Mantovani LP. Co-op advertising in newspapers and radio spots will be accepted on a 50 per cent dealer, 25 per cent distributor, 25 per cent London basis. Mats are being made available.

The label has also lined up a (Continued on page 12)

Oater Folds, 'Jazz Stars' in

NEW YORK--"Stars of Jazz' a live half-hour series currently seen on KABC-TV, Los Angeles, will be launched on ABC-TV April 18 in the 8:30-9 p.m. time period, retaining its Hollywood origination. Bobby Troup will serve as emsee for the music stanza which replaces "Colt .45," the Western that recently lost its web sponsors. "Jazz" will also be sustainer, but will serve as a spot carrier.

Teddy Buckner's All-Star Dixie- Patrice Munsel, who share the (Continued on page 44) land group and the Mastersounds, 9-10 p.m. slot.

Burglars Hit 2 Chi Stores, Total Now 13

CHICAGO -- Two more record shops suffered heavy losses in burglaries this week. These cases bring to six the number of disk heists in the past month and 13 in the past year. Heaviest of the new losses Shop on the southwest side where \$12,000 worth of merchandise was taken early Thursday (10).

Gillette Music on the northwest side reported a loss of several thousand dollars in a burglary sometime Sunday (6).

Police Commissioner O'Connor set up a special investigative unit on record shop burglaries this week after an apprehensive retailer brought him a recent Billboard story reporting four burglaries over a single weekend. Previously. dealers said these burglaries had been handled by local police districts in an unco-ordinated and somewhat lackadaisical manner.

won't be carried in New York (WABC-TV) and several other markets. Network execs are confident the new series will build The first telecast, featuring audiences for Frank Sinatra and

Alan Freed's 'Big Beat' Is Bigger B. O.

KITCHENER, Ont. - Alan was suffered by Alexander's Record Freed's "Big Beat" touring show has been racking up huge grosses during the first seg of the coast-tocoast 46-city jaunt. The package has registered \$150,000 in its first 10 days.

Recent figures include \$14,000 for Baltimore on April 3, \$10,000 in Dayton, O., on April 4, \$11,000 in Grand Rapids, Mich., on April 5, \$12,000 in Canton, O., and a smashing \$17,000 for one show at the Public Hall in Cleveland early last week.

ELVIS' 'RING' RACKS MILLION

NEW YORK -- Elvis Presley's "Wear My Ring Around Your Neck," the chanter's newest disk, late last week had already racked up advance orders of 1,000,000.

This is the 16th 1,000,000 or over in a row for Presley.

Strike Hung Up; AFM, NLRB Confer

By BOB SPIELMAN

strike against the major motion picture studios appears headed for a long, hot summer. In the continuingly more complex situation, developments as far as the major issues are concerned, have come to a temporary standstill, awaiting the NLRB decision as to whether there is sufficient evidence warranting an election between Local 47 and cision is forthcoming settlement Cecil Read's newly formed Musicians' Guild of America (The Billboard, April 7). If such an election is called, the winner would become the certified bargaining unit for the major studios.

Happenings last week included (1) a meeting between Henry Kaiser. AFM general counsel, and NLRB executives in Los Angeles, in which Kaiser answered charges of unfair labor practices made by Read, and presented the union's side of the controversy; (2) filing

Martha Lists 4-Firm 'Flood'

WASHINGTON - Martha Rountree has supplied a list of four record firms which allegedly sent "floods" of free records to WKTF, Warrenton, Va., with "90 per cent of them BMI," according to her recent testimony before the Pastore (D., R. I.) Senate Commerce Subcommittee.

Miss Rountree gave the addresses for three of the firms, Imperial Records, Coral and Cadence, but "address unknown" was al' she could give for Dot Records. The Subcommittee has asked further documentation on her testimony in favor of the Smathers (D., Fla.) bill to divorce broadcasters from music interests. No statistics were provided on how many or how often records were sent to the station, of which she is president.

Miss Rountree, it is believed, has by now learned that Dot Records' obscure address is "Sunset and Vine, Hollywood, Calif." Recent large grossers on the Dot label have been "April Love" and "Sail Along Silvery Moon," both ASCAP

Hearings on the Smathers Bill resume this week (15) with leadoff opponent witnesses Sydney M. (Continued on page 12)

Chess, Goodman On Foreign Tour

CHICAGO -- Leonard Chess and Gene Goodman left for Europe last week to improve the European licensing connections of the Chess, Checker and Argo labels.

LIKE FATHER, LIKE DAUGHTER

NEW YORK -- Dot Records new fem vocal team, the School Belles, whose first disk was released this week, are the daughters of songwriter Marvin Moore, co-cleffer (with Bob Davie) of "Green Door."

The girls - Diana, 16, and Leta, 13 — originally hail from Dallas, but now reside in New Jersey, where the latter attends Benjamin Franklin Jr. High School and the former, Ridgewood, N. J., High School. Their first platter spotlights "Waiting for My Date" and "Billy Boy, Billy Boy." Both times were written by their father and Davie.

by Read of two new petitions, to HOLLYWOOD -- The AFM cover the Society of Independent Motion Pictures and the Independent Motion Picture Producers' Association, as well as MPPA; (3) a walkout of the Los Angeles Philharmonic Orchestra when Read tried to address them at rehearsal.

An NLRB decision on whether to call an election is expected to take some time. Until such a deof the strike against the studios is impossible, since, if AFM settled Parley With the strike, and MGA were subsequently certified as the bargaining agent, the contract would be ruled

sicians who are principally involved held at the Waldorf-Astoria Hotel

With several musicians already American meeting here. having been suspended by Local The idea of the meet, according because of association with MGA, ternational a.&r., and Arnold a union spokesman indicated that Berry, director of international re-

(Continued on page 27)

THESE NAMES ARE THE MOST.

CHICAGO - Mercury is coming out with a single by a Texas pair called the Half Brothers.

These follow other singles in the past year by names worth dropping at a dull party: The Brother Sisters, Feb September, Narvel Felts and Conway Twitty.

No hits as yet, but they're new sounds.

Columbia Sets Latin Stress

NEW YORK - The Interna-Whether or not NLRB authorizes tional Department of Columbia an election appears to hinge pri- Records will hold its own convenmarily on numbers. Read contends tion at the conclusion of the Coin motion picture work. Local 47 here in June. The Columbia firm counters this with 900 to 1,100. has its own plants in Mexico, Bra-Read claims that, even at the zil and Argentina, as well as liunion's figure, he has authoriza- cencees in Chile, Peru, Ecuador, tion cards from more than 30 per Colombia, Uraguay and Cuba. cent of the men, this, generally, Managers of these plants and heads being the NLRB requirement for of the other distribution centers will all assemble for the Latin-

47 on a charge of dual unionism to Nat Shapiro, co-ordinator of in-

(Continued on page 12)

Canadian Copyright Changes Are Sought

NEW YORK -- The Canadian Royal Commission - after four for specific recordings, broadcast years of consideration—has handed down its report on Canadian copyright law, and some of its findings may have an interesting effect on the thinking of U. S. performingright societies.

The Commission recommends all performing-right societies.

that the term of copyright be 56 been passed. years from the date of publication or the life of the author, whichever is longer. In works of joint authorship, the copyright would be extended for the life of the author who dies last, or 56 years from date of publication if that is longer.

On mechanicals, the Commission suggests royalty payments figured at a quarter-of-a-cent per minute, with a minimum of 2 cents per composition. It is recommended that a committee of one or more be appointed to change the rate of royalty after two years if such change is deemed necessary. A minimum of \$2 is proposed on transcriptions having a small circulation.

Tappon Gets **Capitol Post**

HOLLYWOOD--Geoffrey Racine, v.-p. and national operations manager of Capitol Records Distributing Corporation, last week had written such hits as "Close named Wayne Tappon to the operations manager's post at the firm's My Heart," "It's Too Late," "Let perate" person, according to one Los Angeles branch. Tappon has Me Explain," "Sugar, Sugar," "I executive. He was married to an been with the firm since 1956 and Can Tell," "What a Dream," Atlanta girl, Dorothy, formerly an to submit a vocal treatment or to moves here from Dallas.

Tappon in Dallas, while Edward names as Patti Page, the Clovers, Ace, another singer cut off at the will then be recorded and released Bobar succeeds him in Des Moines. Don Cornell, the Five Keys, the (Continued on page 12) thru Carlton.

programs and moving picture productions. This protection would be granted for a shorter period (40 years) than for copyrights on original creative works.

The Commission proposes that of the sales price; and also said it those enacted at Brussels, Belgium, to bring juke boxes under copy- same day publication in Canada here. right control. This, of course, and in the United States. It is also

Pop Singles, R&R, Films All Bank on Teenagers

jays and the motion picture indus- TV. try have a major interest in common - teen-age audiences - according to Al Tamarin, United Art-Association of America last year on a survey which showed that the teen-age attention. bulk of today's moviegoers are in | their teens and early 20's.

In line with this, U. A. recently launched a program, whereby movie industry could generate henceforth many of its films will be plenty of deejay good will and promoted via spots on deejay shows | build box office at the same time with large teen followings.

The plan was kicked off here last month by rock and roll jock Alan age audience level. Freed, WINS, who invited his young listeners to attend special some appeal to young audiences, free showings of the U. A. film, there are approximately 500 mu- lumbia Records Convention to be "Witness for the Prosecution." As a mean rock and roll musicals"; result, Tamarin reports, local attendance shot up 10 to 20 per cent. comedy, suspense, etc.

Tamarin plans to utilize this approach on a national scale via spe-

Mack Named Dot V-P; Heads Album Dept.

HOLLYWOOD - Tom Mack, for the past two years head of Dot Records' album repertoire department, has been named a vice-president of the company. Announcement was made by Dot President | cial potential for U. A. sound-track Randy Wood last week.

Mack will assume the post of director of albums for the firm, The report advocates protection and in this capacity will be replacing Henry Onorati, who recently left Dot to take over the presidency of 20th Century-Fox Records. In his new post, Mack will be responsible for the planning, production and packaging of all Dot album goods.

Mack will continue to produce that royalty payments on records, Canada continue to be a member albums for the label, as will Vicerolls, tapes, etc., be figured on a of the Bern Convention, including President Bob Thiele and Dot time basis rather than a percentage its revisions with the exception of Prexy Wood. Mack joined Dot from Pasternak's new musical "Snob Capitol Records two years ago sees "no reason why juke boxes in 1948. This would mean that where he was in charge of that should be exempt from paying Americans seeking to get protec- firm's custom record division. Beperformance fees," thereby opening tion thru the Bern Convention fore that he was associated with York last week said Rodgers will the way for Canadian legislation would have to continue making Decca Records as an a.&r. man

Thiele, Mack and Wood will be would be a major advancement for recommended that Canada join the holding a series of management Universal Copyright Convention as conferences during the next week, The Commission also proposes soon as appropriate legislation has outlining plans of the company for M-G-M's big musical movies. the fall.

NEW YORK--The pop singles | cial spots on Dick Clark's "Amerirecord business, rock and roll dee- can Bandstand" show over ABC-

Meanwhile, U. A. film distributors are conferring with U. A. record distributors across the country ists Records veepee. The exec for advice about which deejay worked with the Motion Picture shows they should spot movie commercials on to attract maximum

> With virtually every major motion picture company in the record business now, Tamarin opines the by concentrating radio spot campaigns for certain films on the teen-

> The pictures would have to have says Tamarin, but "that doesn't rather, he suggests melodrama,

> Tamarin, who recently adopted a policy of working with independent record producers on pop singles (first team signed, Bob Crewe and Frank Slay) is extending that policy to his album line and expects to release eight packages by the first of May. Ultimately, Tamarin said, he hopes to release about 50 singles and an equal number of LP's each year. Presently he will concentrate on jazz and pop albums, but hopes to launch a classical line within six months to a year.

> Tamarin also plans to concentrate on building greater commerpackages by augmenting filmsound tracks with additional mate-

> > (Continued on page 12)

Ink Rodgers

HOLLYWOOD -- Roulette's best selling star, Jimmy Rodgers, last week signed a contract with M-G-M Studios for a co-starring role with Debbie Reynolds in Joe

An interesting angle to the signing is that Roulette execs in New not be permitted to participate in any sound-track package on the film released by M-G-M Records. Latter label, of course, usually releases sound - track albums on

Rodgers will make the movie, which will also feature operation warbler Alfredo Sadel this sum-

Rodgers sang the theme song behind the title credits on the film, "The Long Hot Summer," but this will be his first acting job.

Carlton Purchases Master From Brill

NEW YORK-Carlton Records has purchased a disk from Brill Records, a Detroit diskery. The sides are "Leroy" and "My True Love," cut by Jack Scott. According to Carlton, \$4,800 was paid for the master. This sum includes an advance and bonus. The transaction was arranged by Murray Deutch, gene:al professional manand Dupree. "Only last summer he left Okeh and also published his ager of Peer International Corporahad had another smash hit for At- songs. The friendship between tion. Peer will publish both sings. lantic, a new version of "C. C. Kessler and Willis was strong and Carlton also has an option on the

> Carlton Records is also about to begin an extensive promotion campaign on "The Chant," recorded by Fred Norman and the Abnormals. The promotion involves a

CHUCK WILLIS PASSES HIS LIFE A BLUES SAGA

By BOB ROLONTZ

NEW YORK -- Writer-singer Chuck Willis hung up his rock last week. He passed away in Atlanta at the Hugh Spalding Hospital after a serious operation. He in his life. was only 30 years of age.

when he was at the height of his Daddy Zenas Sears, famed deejay career. His latest record for At- from WAOK in that city. Sears lantic, "I'm Gonna Hang Up My took him to Danny Kessler, who Rock and Roll Shoes," was the la- signed him for Okeh Records. Kessbel's hottest release and he had just ler made Willis' first hits and later come off a big hit titled "Betty become Willis' manager after he

Chuck Willis was known for his writing as well as his singing. He liams.

Cadillacs, the Hilltoppers and many more. These songs, which usually dealt with the agonies and tortures and roll shoes for the last time of broken love affairs, were according to the late singer, all based upon true incidents that occurred

Willis started his career in At-Willis left this vale at the time lanta and was "discovered" by firm. Kessler felt that Chuck was artist. "the rhythm and blues Hank Wil-

Willis was known as a nice guy "Search My Heart" and "The Door exotic dancer. He often compared write lyrics for the wordless side. Bruce Masterson will succeed Is Still Open," tunes waxed by such his singing style to that of Johnny The winning suggestion or vocal

(Continued on page 12) thru Carlton.

"DINAH! I just caught your new 47/20-7211. It's a smash!"

"THANKS, TONY. And I caught your new 47/20-7210.

Just the greatest!"



Tony Martin sings
SAY, DARLING*

TRY TO LOVE ME
JUST AS I AM*

47/20-7210

Dinah Shore sings
IT'S THE SECOND TIME
YOU MEET THAT MATTERS*

c/w THE SECRET OF HAPPINESS

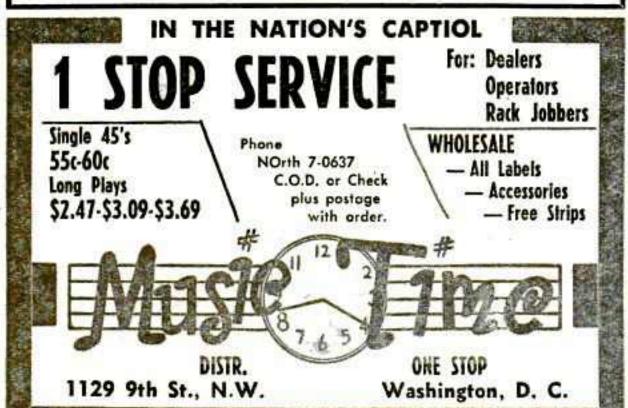
47/20-7211

*From the Broadway production "Say, Darling."

42 That Swingin' Label (Enarco) SMASHES THRU WITH HIT NUMBER TWO or is itbut is it— **ZNOWED**"

FRANKLY- We don't know which side is up! ON A-COUNTA- Both are getting tremendous play SO-O-O- Take the side you like best OR- Play both sides (Honest-We won't mind)

1224 Fernwood Circle, N.E. NATIONAL RECORDING CORP. Atlanta 19. Ga.



DEALERS!

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Increase Sales . . .



Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (61/2x81/2" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.



It also shows best selling Popular, Jazz and Classical Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on each copy of Today's Top Tunes.

They are ready to be mailed to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

MERCHANDISING	DIVISION	11
		- 1

City & State

he Billboard

2160 Patterson Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is issued every other week.

	Trial order		100	copies,	\$ 2.00
			250	copies,	4.00
Send me	Every issue until		500	copies,	6.00*
	further notice		1,000	copies,	11.00*
*FREE im	print of your store's name,	addr	ess and	phone nun	nber.
040000000000000000000000000000000000000					HOUSE STORY
Store Name_	AMONO IS DIATERS AND SAME AND SAME				

Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. SUGARTIME (Nor-Va-Jak)	. 2	15
2. CATCH A FALLING STAR (Fisher)	. 1	11
3. SAIL ALONG SILVERY MOON (Joy)	. 3	14
4. WHO'S SORRY NOW? (Mills)		5
4. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	. 9	3
6. LOLLIPOP (Marks)	. 6	- 3
7. ARE YOU SINCERE? (Cedarwood)	. 4	6
8. SEVENTY-SIX TROMBONES (Frank)		4
9. A WONDERFUL TIME UP THERE (Fowler)		4
10. TEQUILA (Jat)	. 11	3
11. TWENTY-SIX MILES (Beechwood)	. 10	5
12. ARRIVEDERCI ROMA (Hill & Range)		2
13. ALL THE WAY (Barton)	. 15	22
14. THE LITTLE BLUE MAN (Trinity)		3
15. SWINGING SHEPHERD BLUES (Kahl-Benell)		9

Best Selling Sheet Music in Britain

(For week ending April 5)

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

Catch a Falling Star-Feldman (Marvin) Sugartime-Southern (Nor-Va-Jak) The Story of My Life-Sterling (Famous) April Love-Robbins (Feist) Swinging Shepherd Blues-Sherwin (Benell)

Magic Moments-Chappell (Chappell)

Nairobi-Leeds (Favorite) Mandy (The Pansy)-World Wide (Duchess) I May Never Pass This Way Again-Chappell (Oval) Love Me Forever-Kassner (Greia)

To Be Loved-Duchess (Pearl) Forgotten Dreams-Mills (Mills) Raunchy-Aberbach (Hi-Lo) All the Way-Barton (Maraville) At the Hop-Bron (Singular) Tequila-Challenge (Jat) Why Don't They Understand?-Henderson (Hollis)

You Are My Destiny-Mellin (Pamco) Jailhouse Rock-Belinda (Presley) Oh-Oh. I'm Falling in Love Again -Sterling (Planetary)

Best Selling Pop Records in Britain

(for week ending April 5)

Week	Britain's Foremost Mu	sical Publication.	Week
	C MOMENTS-Perry Como (RCA)		
2. WHOL	E LOTTA WOMAN-Marvin Rains	vater (M-G-M)	2
3. NAIRO	OBI-Tommy Steele (Decca)		
4. LA D	EE DAH-Jackie Dennis (Decca)		7
5. MAYB	E BABY-Crickets (Coral)		6
	-Flvis Presley (RCA)		
7. SWING	GING SHEPHERD BLUES-Ted H	eath (Decca)	10
	STORY OF MY LIFE-Michael Ho		
THE RESERVE OF THE PROPERTY OF THE PERSON OF	ILA-The Champs (London)		
	S SORRY NOW-Connie Francis (M-C		
	H A FALLING STAR-Perry Como		
	GOLLY, MISS MOLLY-Little F		
	OO SOON TO KNOW-Pat Boone		
	OUSE ROCK-Elvis Presley (RCA)		
	NDERFUL TIME UP THERE-P.		
16. MAND	Y-Eddie Calvert (Columbia)		9
	E LOVED-Malcolm Vaughan (HV		
18. AT TH	IE HOP-Danny and the Juniors (H	MV)	8
	I, I'M FALLING IN LOVE AGAIN		
CONTRACTOR OF THE PROPERTY OF THE PARTY OF T	LOVER-Petula Clark (Pye-Nixa)		the state of the s

Tunes With Greatest Radio-TV Audience

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

Radio

A Very Precious Love (R) (F)-Witmark- All I Have to Do Is Dream (R)-Acuff-

Another Time, Another Place (R)-Famous

-ASCAP Are You Sincere? (R)-Cedarwood-BMI Billy (R)-Mills-ASCAP Catch a Falling Star (R)-Marvin-ASCAP

Chanson D'Amour (R)-Meadowlark-ASCAP Dance Only With Me (R)-Stratford-

ASCAP Gigi (R) (F)-Chappell-ASCAP

He's Got the Whole World in His Hands (R)-Chappell-ASCAP How Are Ya' Fixed for Love (R)-Tamerisk

-ASCAP I'm Getting Sentimental Over You (R)-

Mills-ASCAP In My Life (R)-Gil-BMI I've Got Bells on My Heart (R)-Southern -ASCAP

Kewpie Doll (R)-Leeds-ASCAP Lollipop (R)-Marks-BMI Long, Hot Summer (R) (F)-Feist-ASCAP Magic Moments (R)-Famous-ASCAP

March From the River Kwai and Colonel Bogey (R) (F)-Columbia Pictures-Boosey & Hawkes-ASCAP Oh-Oh, I'm Falling in Love Again (R)-

Planetary—ASCAP Return to Me (R)-Southern-ASCAP Seventy-Six Trombones (R) (M)-Frank-ASCAP

Swinging Shepherd Blues (R)-Kahi-Benell Tango Boogie (R)-Bregman, Vocco & Conn -ASCAP

There's Only One of You (R)-Korwin-ASCAP These Worldly Wonders (R)-Brenner-

Twenty-Six Miles (R)-Beechwood-BMI Twilight Time (R)-Porgic-BMI Who's Sorry Now (R)-Mills-ASCAP Witch Doctor (R)-Monarch-ASCAP

Television

Rose-BMI

All the Way (R) (F)-Maraville-ASCAP Are You Sincere? (R)-Cedarwood-BMI Belonging to Someone (R)-Lear-ASCAP Book of love (R)-Arc-Keel-BMI

Catch a Falling Star (R)-Marvin-ASCAP Chanson D'Amour (R)-Meadowlark-ASCAP

Crazy Love (R)-Spanka-BMI Everything Is Tickety-Boo (R)-Frank-ASCAP

Fo: Your Love (R)-Beechwood-BMI Gigi (R) (F)-Chappell-ASCAP Happiness (R)-Conley-BMI Happy Time (R)-Rush-BMI High Sign (R)-Vivo-BMI

Mills-ASCAP Lazy Mary (R)-Shapiro-Bernstein-ASCAP Lollipop (R)-Marks-BMI

How Come You Do Me Like You Do (R)-

Nee Nee Na Na Na Na Nu Nu (R)-Deane & Doo-ASCAP

No No (R)-Travis-BMI Over and Over (R)-Mills-ASCAP Return to Me (R)-Southern-ASCAP Secret of Happiness (R)-Planetary-ASCAP Tell Her You Love Her (R)-Mr. Music-

BMI Tequila (R)-Jat-BMI Thank Heaven for Little Girls (R)-Chappell

There's Only One of You (R)-Korwin-ASCAP

Twenty Six Miles (R)-Beechwood-BMI Who's Sorry Now (R)-Mills-ASCAP Witch Doctor (R)-Monarch-ASCAP

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TWO FOR THE MONEY! MARTY DEROSE

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 handelapping backing. Good wax here.

Juvenile....73

"They think we're juvenile" is the theme of this rockaballad, as DeRose sings that love is for the young too. He sings it pleasantly and it should get spins. Two listenable sides.

-The Billboard, April 7. Distributors, Choice Territories Open. DeeJays, write for free samples. LANE RECORDS 1650 Broadway, NYC

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"DO YOU WANT TO DANCE?"

BOBBY FREEMAN

Josie 835 JUBILEE RECORDS

1721 Broadway

N. Y. C.

Reviews of New Pop Records

Continued from page 40

Rockin' at the Drive-In 72 Group makes a debut with this hot rocker, with a lot going on in back. Fair potential, (Ardmore, ASCAP)

EDDIE HOLLAND

Little Miss Ruby......76 MERCURY 71290 - Lively rhythm item wrapped up in vivacious vocal treatment by Holland and group. Tune is from pic "Country Music Holiday." (Brookville, BMI)

You....72 Intense warbling plea with group vocal backing on fervid ballad. Merits spins, (Pearl, BMI)

THE BEL AIRES

DECCA 30631-Interesting rockaballad with an intriguing theme is sung well by the group, helped much by a gal's chorus in the backing. It needs exposure-if it gets it there's a chance for loot. (Bel Aire, BMI) Rockin' an' Strollin' 71

Routine rock and roller is sung in listless fashion by the group. Flip is the power. (Bel Aire, BMI)

CHESTER SMITH

DECCA 30603-Funky blues is sold well by Chester Smith and his combo on this driving new release. Guitar and drums are prominent, with a tenor solo as well. Good box side. (Copar, BMI)

You Gotta Move 75 Chester Smith takes the vocal on this rocking effort on which he talks as well as sings the lyrics about new dance steps. Side is a good one and could catch some action. (Forrest, BMI)

GLORIA WOOD

COLUMBIA 41156-Listenable ballad is sold with warmth by the thrush, over good backing from the chorus and ork. Side is in the current groove and could get attention. (Amenra, ASCAP)

Heartless Kisses 74 Another melodic ballad is sold neatly by Gloria Wood. This side, too, should get jock spins. Lass has a style. (Amenra, ASCAP)

DANNY BELL

Chili With Honey75 FRATERNITY 802-Latin-styled effort in the vein of "Tequila" is sold with spirit by the Bell combo. Side builds all the way, and it has a chance for loot. (Buckeye, ASCAP)

When I'm Alone 74 Here's a most attractive new instrumental side by Danny Bell and his combo, featuring organ, horns and rhythm. Side is melodic and has a beat; watch it (Robbins, ASCAP)

AL HIBBLER

DECCA 30622-Tasteful vocal treatment of the great standard. Excellent jockey side. (Joy, ASCAP)

Ain't Nothing Wrong With That Baby 74

Hibbler's stylized delivery is applied in meaningful style on appealing bluesballad. Good jockey wax. (Amber,

BOBBY LORD

COLUMBIA 41155-Bobby Lord sings this rockaballad with feeling, supported by a small combo and a girl's vocal group. Listenable side here. (Caesar, ASCAP)

Sack 73 This is not about sack dresses, but a novelty about an old-fashioned sack with goodies for a young lady. Cute side. (Fairway, BMI)

CHUCK ALAIMO QUARTET

Rockin' in G75 M-G-M 12636-A rocking shuffle rhythm here features a dirty, growling sax lead. Solid instrumental wax by the group. Half way thru the tempo picks up and things really start driving. Watch this. (Time, BMI)

Hop in My Jalop....73 An invite to the chick in a blues format by the group. They'll blast off from the old school yard, he offers. Good beat with a solid, rocking sound. This could go. (Republic, BMI)

JULIUS LA ROSA

RCA VICTOR 7227-La Rosa offers a good reading of a cute Mediterranean tupe ditty. Girl's group in backing sounds a bit speeded up but then today's chicks are pretty fast anyhow. Backing gimmick could win spins, (Europa, BMI)

Torero 73 A fairly smart cha-cha rhythm number that could go well in a club act, Flip has more interest on wax, however. (Leeds, ASCAP)

RED FOLEY

DECCA 30639-This is a first-class pop-styled waxing by Red of a pretty ballad, with listenable lyrics. He sings his heart out on this side and it

has a chance for good action. (Goday, BMI)

With You Beside Me 73 Attractive tune penned by Lucky Millinder is sung with warmth and feeling by Foley over pop backing with full ork. Both sides will get jock exposure. (Copar, BMI)

CHARLIE PHILLIPS

CORAL 61970-Uptempo folk effort receives a strong vocal from the country based singer and the record has a chance for some coins in the pop market. Lad sings with spirit. (Stardust. ASCAPI

Too Many Tears....72 Country-styled ditty about a broken love affair also receives a good vocal from the chanter. Flip should get the

action. (Nor-Va-Jak, BMI)

THE TURKS

KEEN 4016-Turks chant feelingful on pleasant ballad with gentle beat, Another dual market entry. (Andrea, BMI)

Okay 71 The group provides verveful performance of routine rockaballad, (Andrea,

DEL WOOD

RCA VICTOR 7212-Pretty piano instrumental reading of the nostalgicdrenched waltz. Side has a fresh sound. (Starrite, BMI) Raggin' the Keys 74

Another Iresh sound piano side, with the melody including strains of "Chopsticks." A program brightener. (Starrite, BMI)

RUSTY DRAPER

Gamblin' Gal74 MERCURY 71298 - Enthusiastic reading by Draper on briskly paced tune with folk flavor of the oldie "Riders in the Sky," (Bryn Mawr, ASCAP)

That's My Doll 73 Okay warbling stint on old-fashioned ditty with bouncy tempo. (Ridgeway, BMI)

SARAH VAUGHAN

Spin Little Bottle74 MERCURY 71303-A fairly routine teen type tune gets a nice reading by the thrush. Not her strongest, however, by a long shot. (Planetary,

Padre 73 A fair slicing of a tune also etched by Toni Arden and Valerie Carr. Competition can cut in here. (Ross

Jungnickel, ASCAP) ETHEL SMITH

DECCA 30568-Both of these sides are from the Decca album, "Miss Smith Goes to Paris," and they demonstrate again Ethel Smith's fine work on Hammond organ, Good deejay programming, (PD)

Valentine 73 Same comment. On this side Miss Smith is backed with a string ork. (Harms, ASCAP)

SUGAR RAY ROBINSON

I Shoulda Been on My Merry Way 74 KING 5128-Champ chants personably with assist from unbilled canary on appealing ditty. A natural for jocks, both pop and r.&b. (Jay & Cee, BMI)

Knock Him Down Whiskey 73 Novelty tune, with lyrics revolving around ring jargon, is handed attractive reading by Robinson. (Fisher, ASCAPI

THE BIG BEN BANJO BAND Swiss Kanton Polka74

CAPITOL 3851-Loaded with charm is this polka with vocal, Lyric is exceptionally good. Deejays will find it gives programming a lift. (Zodiac,

Happy Birthday Polkn....73 A happy sound side, recorded in London. Tune has a charming, frothy quality, with vocal and whistling. (Witmark, ASCAP)

TEDDY TYLE ORK Drifting and Dreaming74

GOLDEN CREST 1321-The great standard, done as a very good instrumental. Tyle's sax is featured, and the guitars and other percussion contribute an engaging rhythm pattern. (Morris, ASCAP)

Chant of the Jungle 73 Relaxed instrumental, great for dancing. Features the sax of Teddy Tyle. (Robbins, ASCAP)

VANDA KING

GLORY 275-A cute thythm piece, with a blues structure, right in the teen lovin' groove. The thrush brings a fresh, breathless quality to the vocal. (Bryden, BMI)

Randy 72 A bouncy ballad. Thrush Vanda King belts it out with individuality, backed tastefully by chorus. (Canada, BMI)

(Continued on page 45)

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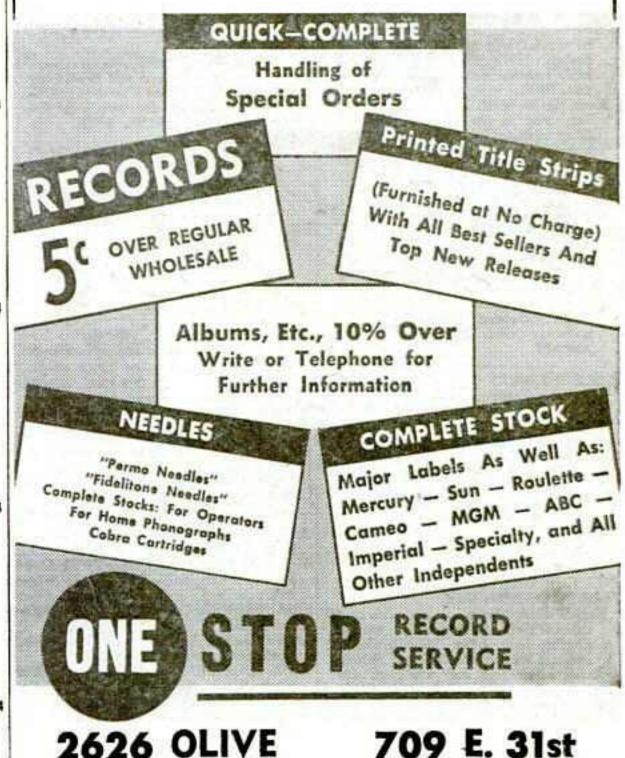
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Reviews of New Pop Records

Continued from page 43

ROBIN HOOD BRIANS

FRATERNITY 803-Utilizing a blend of Little Richard and Presley styles, Brians ships up some vocal excitement on a bouncy rockabilly item. Should pull play. (Buckeye, ASCAP) Without You .. 69

Attractive ballad sung sincerely and straight. Flip is better for today's market. (Buckeye, ASCAP)

DAVE GARDNER

Blick Slacks74 DECCA 30627-Here's a lyric answer to "Short Shorts," from gals who prefer slacks. Gardner and fem chorus provide showmanly vocal and beat is danceable. Good conversation piece for jocks, (Kingsway, ASCAP)

Wild Streak 67 Gardner, who cut original "White Silver Sands," warbles in old - time style on an okay ditty. Flip is stronger side. (Forrest, BMI)

THE MILLER BROTHERS

Try 73 MERCURY 71293—Poignant ballad receives moving vocal interpretation by Miller Brothers. Pretty jockey wax. (Voguli, ASCAP)

If I Had a Car 72 Lighthearted rendition of bright novelty - rhythm ditty with infectious beat. (Harvard, BMI)

THE FOUR JOKERS

SUE 703 - A deeply philosophical clink-clink-clinker in slow tempo. A fervent lead performance features the side. Could be a threat. (Sue, BMI) The Run Around 72

There's a good bit of screamin' on this side with the meshuga lead demonstrating some of the technique of Jummy Rushing. A lot of sound here with no great message. (Sue, BMI)

AUSTIN SMILEY

Pretty Baby-Oh73 BRUNSWICK 55061-A bright and bouncy folkish tune is well-handled by Smiley. Girl's voice in background lends interest. Attractive wax. (Westside, BMI)

Keep Me in Mind....70 This side is an uptempo swinger. Okay reading by Smiley with more interest centered on the flip. (Westside, BMI)

THE CHIEFS

Apache! 73 GREENWICH 408-Frantic novelty instrumental with rocking tempo and American-Indian-styled incidental lyric. Stands a chance. (Marguerite, ASCAP)

Dee's Dream 69 Leisurely paced instrumental with pounding r.&r. beat. (Marguerite, ASCAP)

FREDDY JACOBS

Lonesome Train WEB 1123 - Here's a good train rhythm song in a minor key, melancholy spirit. Interesting guitar work backs the sincere chanting job. Action possible. (W. Earle, BMI) Fad and Lonely 68

A slow, slow, triplet-rhythm ballad which sounds a warning to unwary fellows. Unfortunately, it takes a long time to tell the troubled message. (W. Earle, BMI)

JACK SHAINDLIN ORK

Kari Waits for Me72 COLUMBIA 41158-Another version of the tune from "Windjammer," also cut by the Easy Riders. Attractive mood wax that would fit for jocks particularly. (Montclare, BMI) The Ship 72

Another lush offering of a tune from "Windjammer." This side, too, merits spins. (G & C, ASCAP)

JOE MONTGOMERY Forgive Me Today

MERCURY 71297-Joe Montgomery sings this slight rockaballad with spirit over okay support. (Renda,

Since You Fell In Love....72 Big ballad is sung with feeling, with the chanter helped by chorus and ork. Both sides have a country flavor. (Renda, BMI)

BIG JIM SAVAGE

DATE 1003-A slow, Latin rocker which has a big sound. Chorus repeats the title phrase endlessly while sax leads the band thru a wild melce of sound that builds like Ravel's "Bolero." (Roosevelt, BMI) Ohh-Gosh!....70

An interesting instrumental side which has a little of everything, guitars, voices, saxes, etc., and a voice which insists "Ohh Gosh." A bright side that's worth spins (Singleton, BMI)

GLEN PAUL

MERCURY /1296—Okay reading by Paul of a listenable new tune, helped by nice chorus and ork support. (Dee, BMI)

Lifetime 70 Same comment. (Dee, BMI)

TOMMY ZANG

White Silence72 MARK 116-The haunting, folk-flavored tune gets a strong performance by Zang; accompaniment helps to maintain effect of excitement. (Shapiro-Bernstein, ASCAP)

With the Good Lord Willing 70 A lively one in march tempo, with the theme of homecoming. Has a gang-sing effect. (Margo, BMI)

GUY LOMBARDO

CAPITOL 3954-Chanter scores again with a simple fox trot in the Lombardo tradition. (Kassner, ASCAP) Over and Over 76

Kenny Gardner gets piano and chorus help for listenable treatment of ballad turned into a genteel rock. (Mills, ASCAP)

GENE WATSON

DIXIE 2003-Chanter brings traditional vocal and whistle to ballad with sacred quality. Good talent. (Starrite, BMI)

I'll Always Love You....69 Singer gives rockaballad fair delivery. Flip has an edge. (Starrite, BMI)

THE CHIMES

LIMELIGHT 3002-The Chimes bow on the label with an okay performance of a driving rocker over good combo support. (Goday, BMI)

Du Wap....69 Same comment. (Kempto, BMI)

THE PLAIDS

MARK 119-Listenable instrumental effort is sold well by the small combo. Riff is catchy and side could do well on boxes. (Cenora, BMI)

Out to Lunch....68 Okay reading of a routine rock and roller. (Cenora, BMI)

ROULETTE 4065-A tale of teen-ago heartbreak. Isle has a country sound. Idea is good but the song lacks the punch. (Kabl & Grille, BMI)

Goin' Wild 71 Good swinging rockabilly job. Reading has rhumba rhythm backing and it moves. Good talent, (H&L & Grille, BMI)

EDDIE DANIELS

STARLA 9-Lots of oo-wees and train rhythm on this side. It's all about baby coming back and pretty frantic. Fair prospects. (Drive In,

Hug Me, Kiss Me 70 Daniels has some of the style of both Presley and Jerry Lee Lewis as he rants and raves on this hand-clapper. Good beat, fair sound and slim material. (Drive In, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

ANNETTE: How Will I Know / Don't Jump to Conclusions-Disneyland 102 JOE BRUCE AND THE STEPPERS: Quick Like a Bunny / O.K., I'm on My Way-

FRED CARTER: I'm in Love / Freeloaders-LIBBY DEAN: You Made Me Love You/

Can't We Love Again?-Mayfair 421 GAIL AND SANIRA: Bill/I Mean, You Know-Radio 103 BILL GANNON: Mamie's Mambo/Merry-

Go-Round Mambo-Variety 1007 LARRY GORDON: Teaser/Run Around, Run Around-Pincus Platters 2866 RICK JOHNSON: Makin' Up My Mind/ One Mistake-Comet 103

SONNY KNIGHT: So Wonderful/Just Talkin'-Starla 8

ROY LANHAM: Klondike / Altitude-Radio RONALD MANSFIELD: My Love/Blue Am 1-Beam 708

RONNIE PEARSON: Teen-Age Fancy/ Flippin' Over You-Herald 516 THE SURF RIDERS: I'm Out/Rocko Soco

-Nasco 6008 BILL WATKINS: Space Love/Sandman of Love-Allied 10000

follow c&w reviews with above head GENE MORRIS: The Right Kind of Love /1 Need It-Winston 1021

Latin American

MARCO RIZO Morning Melody78

TICO 412-A slow and sensuous rhumba instrumental which features a bright big ork sound. Pretty melody makes a good juke choice for the right territories. (Peer, BMI) Festival 76

A more upbeat side thatn the flip, this time in the mambo tempo. In addition to the maestro's piano, the side features a tenor sax solo, a la rock and roll. Danceable material. (Patricia, BMI)

Pubs Get Invite

Continued from page 3

to take the same advice Johnny Marks gave the ASCAP people. He told them write, don't fight!"

Promotion Costs

Aaron (Goldie) Goldmark put it still another way: "In the first place, in paragraph 4, subdivision 1 of the SPA contract, there's a lot of reference to ASCAP, but not one mention of BMI. There should be a specific clause that includes BMI.

"But, just as important, if you've got a minute, is the money we publishers spend promoting a writer's song. Are you ready? Well, this is the age of the demo disk. Our bills for making demos run to between \$20,000 and \$25,000 a year. Then there are the copies of dubs we have to make up and send out.

"How about our phone bills on calls we make to promote a record? And the ads. The money we have to spend on ads is terrific. What about all the free records we have to send out to the onestops for listings on the top 40's. This is the business. We share the mechanicals 50-50 with the writers. But not one penny of these expenses do they share with us. That comes out of our take.

"If SPA wants to get in the publishing business, let them share these promotion costs with me 50-50 and I'll sign anything they want me to sign.'

Bargaining Ahead

Altho many publishers took the view that it was unnecessary to answer the letter at this time, they privately admitted that in time, the demands would temper to the point where negotiation on a new contract would have some chance of success.

On the other hand, there was no doubt that at least some would follow the Morris lead by not renewing. In these cases, practically the same writer contract form would be used except that the necessity of SPA countersignature would be voided.

One attorney close to the music industry scene expressed the view that undoubtedly some publishers involved would prefer to hold up any agreements on a new SPA contract until there is a decision in the motion recently brought by the defendants in the Songwriters of America vs. BMI suit. This motion sought to have the suit dismissed on the grounds that the plaintiffs were not the proper parties of interest.

Children's

THE PRAIRIE CHIEFS

RCA VICTOR WBY 79-The group sings a tune that will be familiar to kiddie devotees of the TV show of the same name. The hero cowboy, pictured in color on the cover can sell it. Strong kiddie merchandise, in a clip clop vein. (Marlen, ASCAP) Come All You Texas Rangers 80

The Chiefs sing a folkish type of tune relating tales of the Rangers in Texas. The Indians were a-coming lads and it was an exciting day. Good for the market.

GEORGE BEVERLY SHEA Child's Morning Hymn80

RCA VICTOR WBY 58-The great gospel singer of the Billy Graham troupe sings the appealing children's hymn with its simple philosophy with sincerity. A good prayer for the kiddies.

I'll Be a Sunbeam. . 79 With piano and organ accompaniment Shea offers an understandable message for boys and girls. Strong stuff for the market. (Hope, ASCAP)

ROY ROGERS Katy

RCA VICTOR WBY 89-Katy is the hoppiest kangaroo in the 200. Rogers sells it well for the kiddies with aid from a male quartet. (Paxton, BMI)

Peter Cottontall 72 A too-late Easter side by Rogers. It's a cute, familiar tune that kiddles could probably dig anyway, but it's better handled as a sessonal item. (HIII & Range, BMI)

VOX JOX

· Continued from page 14

Lane Brothers and the Del Vikings, who were among the few artists who managed to push past Portland to Bangor last year.

Meanwhile, a long-established TV deejay, Felix Grant, WMAL, Washington, has been made co-producer of his weekly live jazz TV show "Jazz Recital," time of which has been changed to Saturdays from 8 to 8:30 p.m. Grant has also acquired an additional three hours of time daily for his radio series. . . . "TV Dance Party," emseed by Myles Foland, over WCPO-TV, Cincinnati, celebrated its second anniversary last month.

RECESSION DETERRENTS: In an effort to keep listeners spirits and local business up in the face of recession threats, KWIZ, Orange County, California, is running special "recession deterrents" spots, u tilizin g "encouragement-type" melodies-"Happy Days Are Here

YESTERYEAR'S TOPS-

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

APRIL 10, 1948

1. Now Is the Hour

2. Manana 3. I'm Looking Over a Four Leaf their daughters' parties, etc." Clover

4. Beg Your Pardon 5. But Beautiful

6. Baby Face

7. Sabre Dance 8. Serenade of the Bells

9. You Were Meant for Me 10. Slap 'Er Down Again, Paw

APRIL 11, 1953

1. Doggie in the Window

2. Till I Waltz Again With You

3. I Believe

4. Pretend 5. Tell Me You're Mine

6. Side by Side

Your Eyes 8. Your Cheatin' Heart

9. Wild Horses 10. Tell Me a Story

Again," "Bye Bye Blues," "Easy Street," etc., as musical backgrounds. For instance, the song, "We're In the Money" is played behind a spot reading "Buy Now for a Better Tomorrow. . . . Stop hoarding that dough, etc."

An interesting sidelight to last month's deejay convention In Kansas City, Mo., was the

Wexler Heads

Continued from page 3

the West Coast. Wexler will headquarter in New York at Columbia's main headquarters.

Wexler stated last week that his first activity will be concerned with setting up the a.&r. operation. The company, he added, will be a full-scale label, with sound tracks only one segment of the planning. Had the diskery been organized a few years ago, Wexler said, it would have had such Columbia sound tracks as "The Jolson Story," "Bridge on the River Kwai," "Picnic," etc.

At Columbia Records, Wexler started the Epic label and had much to do with the early blue-

Wexler will resign from Cabot and a replacement will be named soon. Cabot currently has several out of the business seems to be packages moving well, including making masters-disk jockeys, muthe Popeye property, an album of sic publishers, TV package outfits, railroad songs and a foreign lan- talent management firms, artists, guage package.

story behind the way Jockey George Prescott and program director Bob DeBardelaben of WLEE, Richmond, Va., made the trip. Prior to the meet. WLEE sold the local Greyhound Bus company on conducting a contest to elect WLEE's most popular deejay, who in turn would be sent to the convention, all-expenses paid, via a Greyhound Bus. Prescott polled the most votes and DeBardelaben went along for the ride and to participate in one of the panel discussions. Even their clothing and insurance were donated by local merchants. They taped portions of their journey for later broadcast over WLEE.

TEXAS AND ELVIS: Frank Bell, WOAI, San Antonio, writes that the biggest topic in Texas right now is the fact that Elvis Presley is taking his basic training at Fort Hood, which is about 150 miles north of San Antonio. "Already," notes Bell, "every 'non-profit' organization in Texas is thinkin t up ways to get Elvis to appear at their 'benefit' cuffo. Lotsa luck! RCA distributor Jesse Schneider and field man Bob Smith presented Elvis' company's day room with a hi-fi set and a record library. General's wives are asking Elvis to

In line with this, it's interesting to note that Phil Silvers recently satirized Presley's Army experiences, via a film tagged "Rock and Roll Rookie." It was amusing, but evidently nothing could be as funny as the real thing, what with Colonel Parker holding press conferences at mess, and Presley's fem fans threatening to "join the WACS to be near

SIGN - OFF THEME: Joe 7. Don't Let the Stars Get in Abend of Warock Music, is conducting an extensive campaign to induce evening jockeys to use "Good Night, Dear Lord" as a closing theme on their shows. First station to adopt the theme as a sign-off song is KYW, Cleveland. The tune, written by Paul (Tubby the Tuba) Tripp, is the title theme of Johnny Mathis' new album. Lyrics, based on a suggestion by actor Frederick March; are designed to replace the traditional children's prayer, which contains the phrase "If I should die before I wake"a sentence some child psychologists consider disturbing.

Buyers Biten

• Continued from page 3

hasn't been bidding for the bigmoney masters as yet, he is fully aware that the phony hype situation has been getting steadily worse, citing cases where two or three jockeys in one town have "collaborated" on hyping local disks to build their potential as possible master purchases by bigger labels.

Another key record firm exec mentioned situations where distributors and jockeys who jointly own pieces of local records, set it up so that the distributors hype their own labels on the disks as "hot" master buys. New York, according to one trade souce, is printing of the phonograph depart-ment. rapidly becoming the biggest "hype" city, replacing Cleveland and Pittsburgh.

> Meanwhile, everybody in and songwriters, and school kids.

R&B Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the fetail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are

This Week	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.	Last Week	Weeks on Chart
1.	TEQUILA (BMI)—The Champs	. 1	7
2.	SWEET LITTLE SIXTEEN (BMI)-Chuck Berry . Reelin' and Rocking (BMI)-Chess 1683	. 2	8
3.	HE'S GOT THE WHOLE WORLD IN HIS HANDS	3	
	(ASCAP)—Laurie London		2
4.	LOLLIPOP (BMI)—Chordettes	. 3	5
	DON'T YOU JUST KNOW IT (BMI)-Huey Smith . High Blood Pressure (BMI)-Ace 545		3
6.	TWILIGHT TIME (BMI)-Platters Out of My Mind (BMI)-Mercury 71289		1
7.	BOOK OF LOVE (BMI)-Monatones	. 8	2
8.	WHO'S SORRY NOW? (ASCAP)—Connie Francis . You Were Only Fooling (ASCAP)—M-G-M 12588	. 5	4
9.	BREATHLESS (BMI)—Jerry Lee Lewis Down the Line (BMI)—Sun 288	. 6	5
10.	TWENTY-SIX MILES (BMI)-Four Preps	. 9	7
11.	MAYBE BABY (BMI)—Crickets	. 11	5
12.	THE WALK (BMI)-Jimmy McCracklin I'm to Blame (BMI)-Checker 885	. 7	6
13.	GOOD GOLLY, MISS MOLLY (BMI)— Little Richard	10	8
14	Hey-Hey-Hey! (BMI)—Specialty 624 TALK TO ME, TALK TO ME (BMI)—	. 12	
17.	Little Willie John		1
15.	SHORT SHORTS (BMI)—Royal Teens	. 13	10
16.	EVERY NIGHT (BMI)-Chantels	a =	. 1
17.	TEQUILA (BMI)—Eddie Platt	. 14	4
18.	LONELY ISLAND (ASCAP)-Sam Cooke	. 15	2
19.	MAYBE (BMI)—Chantels	. 16	12
20.	OH, JULIE (BMI)—Crescendos	17	12

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING APRIL 5

SIDES are ranked in order of the greatest number of plays on disk shows through the country according to The Billboard's	jockey	radio
weekly survey of top disk jockey shows in all key markets.	Last	Weeks
Week	Week	Chart
I. TEQUILA—The Champs	. 1	6
2. SWEET LITTLE SIXTEEN-Chuck Berry		8
3. MAYBE—Chantels		12
4. LOLLIPOP-Chordettes		3
5. MAYBE BABY-Crickets		4
6. BEEN SO LONG-Pastels	. 8	4
7. YOU WERE MADE FOR ME-Sam Cooke	13)	2
8. DON'T LET GO-Roy Hamilton	. 7	12
9. BREATHLESS-Jerry Lee Lewis	. 5	5
10. LONELY ISLAND-Sam Cooke		2
11. TEQUILA-Eddie Platt	. 11	2
12. DON'T YOU JUST KNOW IT-Huey Smith	. 14	2
13. HE'S GOT THE WHOLE WORLD IN HIS HANDS-Laurie London		1
14. YOU ARE MY DESTINY-Paul Anka	· ·	1
15. WISHING FOR YOUR LOVE-Voxpoppers	. –	1
15. DON'T-Elvis Presley	. 13	9
15. SHORT SHORTS-Royal Teens	00 II	8



COMING MAY 19

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This Week's R&B Best Buys

YOU GOT ME CRYIN' (Conrad, BMI)-Jimmy Reed-Vee Jay 275 Go on to School (Conrad, BMI) A previous Billboard Spotlight pick.

Review Spotlight on . . . **R&B RECORDS**

BILL DOGGETT

Blues for Handy (Regent, BMI) How Could You (United, ASCAP) King 5130 See review in Pop Spotlight section.

R&B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed,

Atlanta

- 1. Tegula, Champs, Chal. 2. Don't You Just Know It?
- Huey Smith, Ace 3. Skinny Minnie
- Bill Haley and His Comets, Dec 4. Sweet Little Sixteen, Chuck Berry, Chs.
- 5. To Be Loved, Jackie Wilson, Brk. 6. He's Got the Whole World in His Hands Laurie London, Cap.
- 7. Lollilop, Chordettes, Cdc. 8. Good Golly, Miss Molly,
- Little Richard, Spe. 9. The Walk, Jimmy McCracklin, Che. 10. Yes, My Darling, Fats Domino, Imp.

Charlotte

- 1. Tequila, Champs, Chal. 2. Twilight Time, Platters, Mer. 3. Don't You Just Know It?
- Huey Smith, Ace 4. Who's Sorry Now?
- Connie Francis, M-G-M
- 5. He's Got the Whole World in His Hands Laurie London, Cap.
- 6. Short Shorts, Royal Teens, ABC-Para.
- 7. Lollipop, Chordettes, Cdc. 8. Maybe Baby, Crickets, Brk.
- 9. Reelin' and Rocking, Chuck Berry, Chs.

Chicago

- 1. Tequia, Champs, Chal. 2. Don't You Just Know It? Huey Smth, Ace
- 3. Book of Love, Monatones, Argo 4. Twlight Time, Platters, Mer. 5. Witch Doctor, David Seville, Lib.
- 6. He's Gott he Whole World in His Hands Laurie, London, Cap.
- 7. The Walk, Jimmy McCracklin, Che. 8. Lollipop, Chordettes, Cdc.
- 9. Tequila, Eddie Platt, ABC-Para. 10. Maybe, Baby; Crickets, Brk.

Cincinnati

- 1. Talk to Me. Talk to Me
- Little Willie John, King 2. Every Night, Chantels, End.
- 3. Twilight Time, Platters, Mer.
- 4. Have Faith, Gene Allisno, V. J. 5. Muskeeta, Johnny Pate Quintet, Fed. 6. Tequila, Champs, Chal.

Detroit

- 1. Don't You Just Know It?
- Huey Smith, Ace 2. Tequita, Champs, Chal. 3. He's Got the Whole World in His Hands
- Laurie London, Cap. 4. Who's Sorry Now?
- Connie Francis, M-G-M 5. Book of Love, Monatones, Argo
- 6. Every Night, Chantels, End.
- 7. Sweet Little Sixteen, Chuck Berry, Chs.
- 8. Twenty-Six Miles, Four Preps, Cap. 9. Twilight Time, Platters, Mer.
- 10. Lollipop, Chordettes, Cdc.

Los Angeles

- 1. Tequila, Champs, Chal. 2. Lollipop, Chordettes, Cds.
- 3. Witch Doctor, David Seville, Lib.
- 4. He's Got the Whole World in His Hands Laurie London, Cap.
- 5. We Belong Together,
- Robert and Johnny, Old Town
- 7. The Walk, Jimmy McCracklin, Che.
- 6. Sweet Little Sixteen, Chuck Berry, Chs.

5. Who's Sorry Now?

1. Tequila, Champs, Chal.

3. Talk to Me, Talk to Me

Little Willie John, King

8. Talk to Me, Talk to Me

Little Willie John, King

9. Oh, Julie, Crescendos, Nsc.

10. Breathless, Jerry Lee Lewis, Sun

New Orleans

2. Sweet Little Sixteen, Chuck Berry, Chs.

- 4. Been So Long, Pastels, Argo.
- Conne Francis, M-G-M
- 6. The Walk, Jimmy McCracklin, Che.
- 7. Looking Back, Nat King Cole, Cap.
- 8. Lollipop, Chordettes, Cdc. 9. Lonely Island, Sam Cooke, Spe.
- 10. He's Got the Whole World in His Hands Laurie London, Cap.

New York

- 1. Tequila, Champs, Chal.
- 2. Twilight Time, Platters, Mer.
- 3. Who's Sorry Now? Connie Francis, M-G-M
- 4. Witch Doctor, David Seville, Lib.
- 5. Wishing for Your Love, Voxpoppers, Mer.
- 6. Lollipop, Chordettes, Cdc.
- 7. Sweet Little Sixteen, Chuck Berry, Chs.
- 8. Don't, Elvis Presley, Vic.
- Book of Love, Monatones, Argo. 10. Talk to Me, Talk to Me

Little Willie John, King

- Philadelphia
- 1. Don't You Just Know It?
- Huey Smith, Ace 2. Book of Love, Monatones, Argo.
- 3. Tequila, Champs, Chal.
- 4. Twilight Time, Platters, Mer. 5. Breathless, Jerry Lee Lewis, Sun
- 6. Sweet Little Sixteen, Chuck Berry, Chs.
- 7. Every Night, Chantels, End.
- 8. Lonely Island, Sam Cooke, Keen
- 9. Talk to Me, Talk to Me
- Little Willie John, King

St. Louis

- 1. Tequila, Champs, Chal,
- 2. Who's Sorry Now?
- Connie Francis, M-G-M 3. Lollipop, Chordettes, Cdc.
- 4. He's Got the Whole World in His Hands
- Laurie London, Cap. 5. To Be Loved, Jackie Wilson, Brk.
- 6. Been So Long, Pastels, Argo
- 7. Don't You Just Know It?
- Huey Smith, Ace
- 8. Sweet Little Sixteen, Chuck Berry, Chs. 9. Believe What You Say
- Ricky Nelson, Imp. 10. Dinner With Drac
- John Zacherle, Cam-

Washington, D. C.

- 1. Tequila, Champs, Chal.
- 2. Looking Back, Nat King Cole, Cap. 3. Every Night, Chantels, End.
- 4. Book of Love, Monatones, Argo
- Jimmie Rodgers, Rlt.
- 5. Oh-Oh, I'm Falling in Love Again
- 6. Who's Sorry Now?
- Connie Francis, M-G-M
- 7. He's Got the Whole World in His Hands
- Laurie London, Cap.
- 8. Maybe, Chantels, End 9. Sweet Little Sixteen, Chuck Berry, Chs. 10. Twilight Time, Platters, Mer.

Reviews of New R&B Records

THE CHANTERS

- My My Darling82 DELUXE 6162-A sharp, snappy rendition of a driving rock and roller. Group scores heavily and could definitely garner coin on the side.
- 1 Need Your Tenderness....80 A sweet, refined ballad with a highvoiced lead who has a touch of Donnie Elbert and the Lymor boys. An interesting excursion into the meshuga world, (Jay & Cee, BMI)

Should be watched. Jay & Cee, BMI)

THE DELLS

- VEE-JAY 274-A driving blues. Lead singer shouts it in a gravel voicethe theme being a dance scene at the band stand. Honking horns and crowd noises add to the excitement.
- (Conrad-G & H, BMI) What You Say Baby 75 A blues. Lead singer and the group achieve a relaxed, swinging effect,

with an interesting instrumental figure in the backing. (Tollie, BMI)

JIMMY WITHERSPOON BAND

RIP 126-Another etching of the compelling suicide song, this time with a rocker beat. Singer does strong job but competition may be too early and too hot. (Johnstone-Montel & Elizabeth, BMI)

Coming Home....70 Rambling blues-flavored item gets sincere job from chanter, but flip seems stronger, especially for pop coin. (Maytime, BMI)

EARL BOSTIC ORK

KING 5127-The bluesy instrumental of Harry James gets a mood-evoking instrumental performance, featuring Bostic's alto. (Paramount, ASCAP)

'HAVE FAITH'

Gene Allison

Vee Jay 273

'GO ON TO SCHOOL'

Jimmy Reed Vee Jay 275

'MARSHA'

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I Met Jesus in the Prayer Room-102B Move by the Holy Ghost-102A Gospel Cavaliers: John Cried in the Wilderness-103A I Saw the Light, the Holy Light—103B

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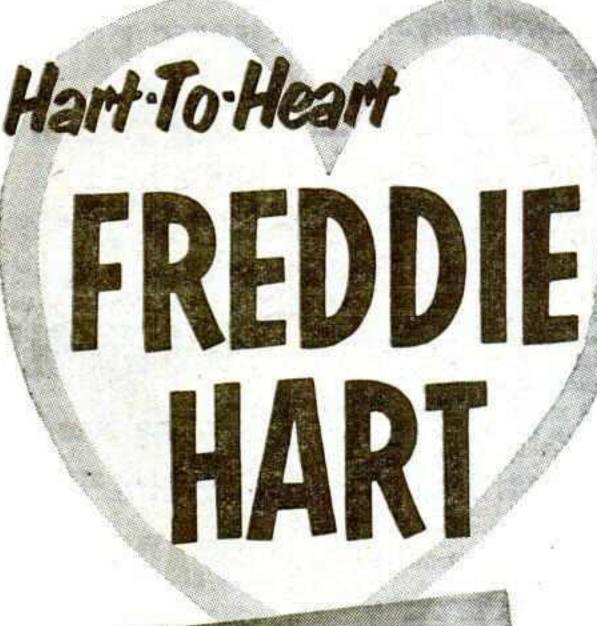
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(Continued on page 48)





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FOLK TALENT AND TUNES

· Continued from page 14

Secrest. Latter collaborated with Arlie Kinkade, of Canton, O., on the "Hesitate" ditty.

C.&w. artists recently signed by Event Records, Westbrook, Me., are the Brice Sisters and the Pell Brothers, with their initial releases due out this week. Event, which heretofore has been c.&w. exclusively, has recently entered the r.&b. and pop fields. New on the label are the Dreamers, r.&b. vocal group, whose initial release is "Ding Dong." Dick Curless, whose new one on Event is "Nine-Pound Hammer," has been making personals thru New England in recent weeks. . . . Bob Jennings, who has his "Country Store" show on WLAC, Nashville, 3-6:30 a.m., Monday thru Saturday, has just had his second release on Decca. Early action looks good, he says, but he fails to list the names of the tunes.

Jimmie Rodgers Snow, 22, son of Hank and Min Snow, and Carolee Cooper, 16-yearold daughter of Wilma Lee and Stoney Cooper, were secretly married at Highland Park Baptist Church, Nashville, March 28, it was learned last week. Carolee, who appears regularly with her parents on "Grand Ole Opry," is a sophomore at Isaac Litton High School, Nashville. . . . Nick Lucas and Bill Corey will be featured guests on KABC-TV's weekly "Country America" show, Los Angeles, Saturday (19), Cast regulars are emsee Joe Allison, Debby Kay, Ginny Jackson, Freddy Hart, Lefty Frizzell, Candy Candido, Jerry Wallace and Betsy Gay. Bobby Bruce is musical conductor. Don Whitman directs for Nat Nigberg, the show's producer.

Summey Lee Hendricks, former steel guitarist with Don Gibson, is now with Bud Moore's Hillsdale Hillbillies, playing show dates thru Central Pennsylvania. The Hillbillies have a 32-page songbook coming off the press this week, published by Dallas Turner, head of Eagle Pass Music, Hollywood. . . . Cowboy Howard Vokes, of New Kensington, Pa., made a number of personals with the Bud Moore combo in Pennsylvania last week. He also guested recently on WNCC, Barnesboro, Pa., and WCPA, Clearfield, Pa.

Porter Wagoner is back in Nashville following an extended tour thru Mississippi, Alabama and Georgia. He made a stop-off recently at East Point, Ga., for a guest shot on "Georgia Jubilee," Saturday night show promoted by Station WTJH, his appearance pulling a record attendance, according to Don Warden, Wagoner's manager. Porter hops into Springfield, Mo., April 26, for a guest appearance on "Country Music Jubilee.

"Louisiana Hayride's" 10th Anniversary Celebration, April 5, panned out a huge success, with some 5,000 people storming Shreveport's 3,800-seat Municipal Auditorium and overflowing into the street, according to Tillman Franks, Station KWKH's artists service director. Following the performance a cocktail party was held at the Captain Shreve Hotel in honor of visitors and guests. Among the guests were such former "Hayride" stars as Webb Pierce, Faron Young, the Brown Trio and Johnny Bales, in addition to Jimmie Davis, the Chelette Sisters, Bob Shelton and Melvin Endsley. The Shreveport Times commemorated the event with a full-page feature plus photos in its March 30 issue.

(Continued on page 48)

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING APRIL 5

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 througt 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

	This Week	The state of the s	Last Week	Weeks on Chart
		OH, LONESOME ME (BMI)-Don Gibson I CAN'T STOP LOVING YOU (BMI)-Vic 7133	. 2	8
1		Johnny Cash	. 1	12
	3.	BIG RIVER (BMI)—Sun 283 DON'T (BMI)—Elvis Presley	. 3	11
	4.	I BEG OF YOU (BMI)-Vic 7150 BREATHLESS (BMI)-Jerry Lee Lewis	1	5
		Down the Line (BM1)—Sun 288		
	0.	OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)- Jimmie Rodgers		7
	6.	STAIRWAY OF LOVE (ASCAP)—Roulette 4045	. 19	2
		JUST MARRIED (BMI)—Col 41143		
		THE STORY OF MY LIFE (ASCAP)— Marty Robbins Once-a-Week Date (BMI)—Col 41013	. 7	21
	8.	THIS LITTLE GIRL OF MINE (BMI)— Everly Brothers	. 6	10
	9.	STOP THE WORLD (BMI)-Johnny and Jack		1 329
	11005 9	Camel Walk Stroll (BMI)-Vic 7137		- 1
	-	GEISHA GIRL (BMI)-Hank Locklin Livin' Alone (BMI)-Vic 6984	the street	34
1	11.	CURTAIN IN THE WINDOW (BMI)—Ray Price IT'S ALL YOUR FAULT (BMI)—Col 41105	. 13	2
	12.	YOUR NAME IS BEAUTIFUL (ASCAP)—Carl Smith You're So Easy to Love (BMI)—Col 41092	ı 11	5
		I CAN'T STOP LOVING YOU (BMI)-Kitty Wells	. 10	5
		SHE'S NO ANGEL (BMI)—Dec 30551 IS IT WRONG? (BMI)—Warner Mack	. 14	35
	15.	Baby Squeeze Me (BMI)—Dec 30301 WHOLE LOTTA WOMAN (BMI)—Marvin Rainwater		1
		Baby. Don't Go (BMI)—M-G-M 12609 ANNIE MARIE (BMI)—Jim Reeves		E 3550
		Everywhere You Go (BMI)-Vic 7070		
		PINK PEDAL PUSHERS (BMI)—Carl Perkins Jive After Five (BMI)—Col 41131	_	2
-		SEND ME THE PILLOW YOU DREAM ON (BMI)-Hank Locklin	75	1
1	19.	MY SHOES KEEP WALKING BACK TO YOU	19	36
1	20	Ray Price Don't Do This to Mc (BMI)—Col 40951 MY BUCKET'S GOT A HOLE IN IT (ASCAP)—	. 13	30
		Ricky Nelson	-	1
	20.	BELIEVE WHAT YOU SAY (BMI)—Imperial 5503 JUST A LITTLE LONESOME (BMI)—Bobby Helms	16	6
-	100	Love My Lady (BMI)-Dec 30557		Ĭ

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING APRIL 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows through the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Weeks

This

Weeks

Last on

Week Week Chart 1. OH, LONESOME ME-Don Gibson 2 Vic 7133-BMI 2. BALLAD OF A TEENAGE QUEEN-Johnny Cash . . 1 Sun 283-BM1 3. I CAN'T STOP LOVING YOU-Kitty Wells 3 Dec 30551-BMI 4. CURTAIN IN THE WINDOW-Ray Price 5 Col 41105-BM1 5. BIG RIVER-Johnny Cash Sun 283-BMI 6. YOUR NAME IS BEAUTIFUL-Carl Smith 14 Col 41092-ASCAP 7. JUST MARRIED-Marty Robbins 6 8. I CAN'T STOP LOVING YOU-Don Gibson 11 ONCE MORE-Roy Acuff 8 Hickory 1073-BMI 10. SEND ME THE PILLOW YOU DREAM ON-Hank Locklin 10 Vic 7124-BMI 11. COLOR OF THE BLUES-George Jones -Mercury 71257-BMI 12. BREATHLESS-Jerry Lee Lewis 13. THIS LITTLE GIRL OF MINE-Everly Brothers .. 9 Cadence 1342-BMI 14. JUST A LITTLE LONESOME-Bobby Helms 12 Dec 30557-BMI 15. MY SHOES KEEP WALKING BACK TO YOU-Ray Price Col 40951-BMI 15. PLEASE PASS THE BISCUITS-Gene Sullivan -Col 40971-BMI

"LONESOME TRAIN"

b/w "SAD AND LONELY"

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b/w BIG RIVER Sun #283

TEENAGE QUEEN

THEY'RE OFF! THEY'RE GOING!

THEY'RE GONE!



Rusty & Doug HEY MAE HICKORY 45-107-

ALREADY IN THE CHARTS!

Roy Acuff

ONCE

HICKORY 45-1073

Wiley

Barkdull

I AIN'T
GONNA
WASTE MY
TIME

HEY, HONEY

HICKORY 45-1074

Al Terry

GOOD DEAL, LUCILLE

BECAUSE I'M YOURS

HICKORY 45-1075

Helen Carter

SET THE

WEDDING

WHAT'S TO BECOME OF ME NOW

HICKORY 45-1076

JUST RELEASED BY POPULAR DEMANO... Wilma Lee & Stoney Cooper's

WALKING MY LORD UP CALVARY HILL

HE TAUGHT THEM HOW

HICKORY 45-1078

Hickory

RECORDS . 2510 FRANKLIN ROAD, NASHVILLE 4, TENN.

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . **C&W DJ PROGRAMMING**

BILL ANDERSON

City Lights (TNT, BMI)-TNT 9015-Anderson renders the burgh, N. Y., and Newark, N. J., weeper with real feeling. The honky-tonker is nicely backed with traditional piano and guitars. Jocks can give audiences a treat with spins of the tasty side. Flip, "No Song to Sing," is a medium beater (TNT, BMI).

Reviews of New C&W Records

RUSTY & DOUG HICKORY 1077-The boys still have that strong hill sound but here they get a typical "down" rockabilly backing. This can do business in the rural sectors and it could get pop plays as well. (Acuff-Rose, BMI)

Hey Mae 77 An echoey, hiccupy down-home job by the boys with everything set to an insistent train rhythm, Good sound that could catch some coin. (Acuff-Rose, BMI)

BILLY WALKER

COLUMBIA 41154-A clever country effort on a rockabilly kick that has a chance in the pop field, too. It has a beat and a good melody. Watch it. (Peer, BMI)

It'll Take a While 75 Country ballad with pop support receives a warm reading from Walker that could nab spins and some loot. (Barton, BMI)

LONNIE SMITHSON

STARDAY 359 - Uptempo country item gets listenable vocalizing and good guitar backing. Cute enough for spins, (Starrite, BMI)

Will You....70 Uptempo item gets listenable reading by chanter, but flip is more likely to break thru. (Starrite, BMI)

DON RENO AND RED SMILEY AND THE TENNESSEE CUTUPS Springtime in Dear Old Dixie74

KING 5126-A fine country diskwith the true hill sound. Instrumentation and vocal have the authentic touch. Tune is nostalgic in quality. (Lois, BMI)

Always Be Kind to Your Mother 74 The weeper gets a fine performancetrue country in both the vocal and instrumental phases. Like the flip, excellent in its catagory. (Lois,

COUNTRY BEST SELLERS'

WHAT MAKES A MAN WANDER Jimmie Skinner WE'VE GOT THINGS IN COMMON-Jimmie Skinner & Connie Hall Mercury #71256

TRAGEDY OF SCHOOL BUS 27-Ralph Bowman The Original — Excellent #400 I'M THE GIRL IN THE USA-Connie Hall

DIXIE STRUT-Rusty York (5 String Banjo) Mercury #71288 ONCE MORE-Roy Acuff

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BUCK OWNES CAPITOL 3597-Rockabilly item is delivered with bounce by singer and vigorous combo. Should do well in its field. (Central, BMI)

I Only Know That I Love You....73 Ballad with traditional sound from chanter with choral group. Tells quite a story, (Central, BMI)

HANK WILLIAMS

M-G-M 12635-This great blues performance was one of the late Hank's smashes, and it's available in many LP packages of Williams. Many deejays will find it still provides kicks. (Pickwick, ASCAP)

We Live in Two Different Worlds 71 One of Hank's weepers, done with the familiar quality of heartbreak. Still gets you in the throat. (Milene, ASCAP)

DOROTHY & JIMMY BLAKLEY

STARDAY 357-Bouncing danceable tune gets nice traditional harmony from duo. Could get action, if exposed in market. (Starrite, BMI) Piano Polka....69

Instrumental has piano solo but not much else to recommend it. (Starrite, BMI)

Number of Releases This Week

R&B C&W

	ALLED 1	Ξ.	1
	ARGO 1		1
	BEAM 1		1
	CAPITOL 4		ı
	COLUMBIA 2	1	ľ
	COMET 1	-	ŀ
٠	CORAL 1	-	ŀ
ĺ	DATE 1	-	l
ı	DECCA 4	-	ı
ı	DISNEYLAND 1	-	ı
ı	DIXIE 1	-	ı
ł	DOT 1	_	P
ı	EBONY 1	-	١
ı	EPIC 1	-	ı
ı	FRATERNITY 3	-	
ı	GLORY 1	_	
ı	GOLDEN CREST 1	_	
ı	GREENWICH 1	_	
ı	HERALD 1	_	P
ı	HICKORY	1	ŀ
ı	HOLLYWOOD 1	_	ı
ı	JUBILEE 1	_	
ı	KING 1 1	1	
ı	LIMELIGHT 1	_	1
ı	LODE 1	_	
ı	MARK 2	-	
l	MAYFAIR 1	-	ı
ı	MERCURY 4	_	
	M-G-M 2	1	
	NASCO 1	-	ŀ
١	PINCUS PLATTERS 1	-	62
1	RADIO 2	-	1
	RCA VICTOR 1	-	
	RIP 1	-	
	ROBIN 1	-	
	ROULETTE 1	-	
	STARDAY	2	
	STARLA 2	-	
	SUE 1	-	
	TNT	1	
	VARIETY 1	-	
1	VEE-JAY 1	-	*
1	VERVE 1		
-	WEB 1		
	WINSTON	1	
- 18	The state of the s		

TOTALS 55 3 9

FOLK TALENT AND TUNES

Continued from page 46

Johnny Cash was back in Memphis last week for a recording session at the Sun studios before heading for Hickory, N. C.; Newover the weekend. He'll rest until Friday (18) when he plays Fort Smith, Ark. He's set for Saturday (19) at Sulphur Springs, Tex., then back home for a few days before going to Nashville and the "Opry." In two weeks he makes a tour of the Maritime Provinces of Canada on a show that will also include the Tennessee Two; the Osborne Brothers, with Red Allen: Johnny Six and Don Helms. . . Carl Perkins had to cancel a series of Canadian dates with Sonny James and Buddy Knox last week because of the critical illness of his brother, J. B., who is in Methodist Hospital, Memphis, with a brain ailment.

"Big D Jamboree," Dallas, will again present the Annual Policemen's Benefit Show at City Auditorium, Beaumont, Tex., April 18-19. Featured will be Sonny James, Buddy Knox, Don Lanier, Jimmy Bowen, Jerry Reed (Capitol), the Five Strings; Linda Brannan, of "Louisiana Hayride," and the Casuals, who are on the Back Beat label with the song, "So Tough." The Sportatorium, which houses "Big D Jamboree," has a rock 'n' roll package, headed by Tommy Sands, set for April 23. J. F. Dolan, publicity chief for "Big D," says that Ed Mc-Lemore, "Big D" bossman, would like to hear from Western singers who would be interested in guesting on the show on a percentage basis.

Sgt. Sam Steamboat, Hawaiian wrestler who appears regularly at the Sportatorium, Dallas, and now stationed at Fort Hood, Tex., says that in the two weeks that he's been there he's caught a glimpse of Elvis Presley only once. "M.P.'s are stationed all over his area," Steamboat says, "and everyone on te big base, and everyone who can think of a reason to get into the base is looking for Elvis." Johnny Dolan, of "Big D Jamboree," says

(Continued on page 78)

Reviews of New R&B Records

Continued from page 45

Honeysuckle Rose 75 The Fats Waller standard in a good instrumental performance, featuring Bostic's alto; hewing close to melody line and with a solid beat. (Joy, ASCAP)

THE CADILLACS

JOSIE 836-Title here refers to the group's hit of a few seasons ago. It's a swinging, driving rocker with cute lyrics and a good vocal by the boys. It has a chance for coin. (Benell, BMI)

A' Looka Here....71 Weak rhythm side is sung in routine fashion by the warblers. Flip is better. (Benell, BMI)

THE MELLO KINGS

She's Real Cool74 HERALD 518-Pleasing rendition by group of appealing tribute to a cool chick. Merits spins. (Angel, BMI) Valerie 73

Emotion-packed reading on pretty ballad. (Atlantic, BMI)



One reason why advertisers in THE BILLBOARD get all they pay

ON THE BEAT

Continued from page 14

and ebullience but scarcely the poignancy which was typically Bessie. One of the best things about the Lavern album is the instrumentation. Those Atlantic fellows have shown thru this and their Joe Turner and Jimmy Witherspoon albums that they can really latch on to the cats whose roots go way back to the traditional days.

"One would think that if anyone could do Bessie Smith it would be Dinah Washington. But her recent album falls short. It's neither good Dinah nor good Bessie, again proving it's fallacious a.&r.'ing to try to divert an artist's own individuality. The same thing is true of a Victor album of Bessie Smith by Ronnie Gilbert, who did so well as a member of the Weavers. Each of these albums, one might say, had an instant appeal to the blues lover. Each fell short. Perhaps there is a lesson to it all. The day of Bessie Smith is over. She has become part of the treasury and the lore of American music. We can enjoy and study her records that are available. But the style of vocal performance has changed. We have good blues artists today. Let us enjoy them for what they are, not for what somebody wants them to be."

Marvin Rainwater, whose remarks on the country field appeared here last week has asked that we pass along additional brief comment, lest his statements be misunderstood. "The artists I mentioned are all close fiends," Rainwater told me, "I wouldn't want them to think I was being a know-it-all when I spoke of their records. If I really knew it all, I'd be rich. Trying to get a hit record is nothing new to me and I guess I am the best example of all, of what I was talking about. Believe me, I hope we all find the right formula for more hits." Rainwater is now on tour in England.

us the word on the label's release new artists, the Tangiers and Terry of "Daddy Lolo" by Ganim's Asia and Jerry.

Minors. "Chick Canimian is popular in the smarter Turkish-Armenian circles in this country," the spokesman, one Guy Remark, told me, "We feel that in today's eclectric market, this sort of thing could like go, man! We understand that the jocks are flipping and the side breaking. These cats all play authentic Turkish instruments like the flute, which is the forerunner of the lute. In fact, they are all students of Lenny Tristano because they are interested in doing modern jazz on these instruments. Yes, man, we feel this is quite a gas of a side!"

Hollywood

On the strength of his Flash recording of "Hit the Road," Gus Jenkins and ork have done just that, playing band dates along the California coast. Jenkins crew plays a breakin date in San Diego and will work their way north. . . . Leon Rene, Class Records, much enthused with the reaction to his recording of "Little Turtle Dove".... Jimmy Bowen, Roulette Records, will join Sonny James and Buddy Knox on a personal appearance tour. ... Jimmie Rodgers makes his debut in the mainstem nitery circuit with his date at Frank Sennes' Moulin Rouge on June 10, to be followed by two weeks at the Fairmont Hotel, San Francisco. . . . Bo Rhambo was the victim of thieves recently, and lost his wardrobe in Vallejo, Calif.

Dooto Records released five new LP's last week, including wax by comic Redd Foxx, George Kirby, The Penguins and Buddy Colletto and Curtis Counce. . . . Lillian Cumber Attractions have been named by producer Leon Hefflin to stage the "12th Annual Cavalcade of Jazz" at the Shrine Auditorium, Aug. 3.... The Hollywood Flames are currently touring northern California and Vancouver, then head back east for additional dates. Group cut some sides for Ebb Records while they were in An Atlantic spokesman has given town... Class Records inked two

C&W Territorial Best Sellers

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. Stairway of Love, Marty Robbins, Col.
- 3. Just Married, Marty Robbins, Col.
- 4. Too Soon to Know, Eddy Arnold, Vic. 5. I Can't Stop Loving You
- Don Gibson, Vic. 6. Oh, Lonesome Me, Don Gibson, Vic.

Dallas-Fort Worth

- 1. Ballad of a Teenage Queen Johnny Cash, Sun
- 2. Oh, Lonesome Me, Don Gibson, Vic. 3. Stop the World, Johnnie and Jack, Vic.
- 4. Is It Wrong? Warner Mack, Dec. 5. Don't, Elvis Presley, Vic.
- 6. Breathless, Jerry Lee Lewis, Sun 7. I Can't Stop Loving You
- Kitty Wells, Dec. 8. It's All Your Fault, Ray Price, Col.
- 9. She's No Angel, Kitty Wells, Dec. 19. Curtain in the Window, Ray Price, Col.

Houston

- 1. What Makes a Man Wander? Jimmie Skinner, Mer.
- 2. Wear My Ring Around Your Neck Elvis Presley, Vic.
- 3. Breathless, Jerry Lee Lewis, Sun
- 4. Stairway of Love, Marty Robbins, Col. 5. Ballad of a Tecnage Queen
- Johnny Cash, Sun 6. Don't, Elvis Presley, Vic. 7. I Can't Stop Loving You

Don Gibson, Vic.

Memphis 1. I Can't Stop Loving You

- Don Gibson, Vic.
- 2. This Little Girl of Mine
- Everly Brothers, Cdc. 3. What Makes a Man Wander? Jimmie Skinner, Mer.

4. Breathless, Jerry Lee Lewis, Sun 5. Pink Pedal Pushers, Carl Perkins, Col. 6. Stairway of Love, Marty Robbins, Col.

Nashville

- 1. Oh, Lonesome Me, Don Gibson, Vla. 2. Ballad of a Teenage Queen
- Johnny Cash, Sun
- 3. Stairway of Love, Marty Robbins, Col.
- 4. Just Married, Marty Robbins, Col. 5. Curtain in the Window, Ray Price, Col. 6. Send Me the Pillow You Dream On
- Hank Locklin, Vic. 7. What Makes a Man Wander? Jimmie Skinner, Mer.
- 8. Don't, Elvis Prestey, Vic. 9. Stop the World, Johnnie and Jack, Vic.
- 10. Breathless, Jerry Lee Lewis, Sun

New Orleans

- 1. Ballad of a Teenage Queen Johnny Cash, Sun 2. Don't, Elvis Presley, Vic.
- 3. Oh, Louesome Me, Don Gibson, Vic. 4. Breathless, Jerry Lee Lewis, Sua
- 5. I Beg of You, Elvis Presley, Vic.
- 6. This Little Girl of Mine Everly Brothers, Cdc.
- 7. Oh-Oh, I'm Falling in Love Again Jimmie Rodgers, Rlt.
- 8. Stop the World, Johnnie and Jack, Vic. 9. My Shoes Keep Walking Back to You
- Ray Price, Col. 10. My Special Angel, Bobby Helms, Dec.

- 1. Oh, Lonesome Me, Don Gibson, Via, 2. Breathless, Jerry Lee Lewis, Sun 3. Oh-Oh, I'm Falling in Love Again
- Jimmie Rodgers, Rit. 4. Ballad of a Teenage Queen
 - Johnny Cash, Sun 5. Don't, Elvis Presley, Vic.
 - 6. Just Married, Marty Robbins, Col.

OUTDOOR

Philly in May— **Boom Show Month**

Annual Circus Date, Organized Units Scheduled for City of Brotherly Love

of the annual circus date here site starting May 19 if plans go was becoming evident last week as thru, and the circus week would the usual big and varied midway follow. began taking shape on paper. On the Lighthouse grounds at Front Slover's Roto-Jet, Ernie Farrow's and Erie streets for the Decoration Day week starting May 25 will be at least 17 riding devices and up to 100 concessions, it appeared.

and Sam Moonblatt were well on the way to having the month of Merry-Go-Round, Tilt-a-Whirl, Sky May well booked for shows in the Fighter, Train Ride and Auto Ride, city. The James E. Strates Shows will be in for two weeks ahead of the circus, which will be the Bazaar Company. Cristiani Bros. this year. Also likely in May will be a week for the World of Mirth Shows.

Strates will reportedly open May 5 for a week at the Cottman and Bustleton lot, then play another week starting May 12 at 11th and Patterson. Cottman and the Boule-

Belgian Agent Mandatory for **Brussels Acts**

BRUSSELS -- There are indications that some promoters or sponsors of foreign shows or spec-tacles at the 1958 Brussels Universal Exposition may be in for numerous headaches.

Local amusement caterers of all categories - booking agents, performers, stage artists and musicians, unions and organizers of spectacles -have lodged protests against the abundance of imported shows, specs, concerts, etc., which they claim deprive them of a chance to profit from the Exposition. They point out that the government will lose money, as most of the foreign groups will be admitted under special conditions and will pay no

The most serious threat seems to be that of the organization of booking agents and impresarios, which insists that Belgian laws on booking of foreign talent be strictly enforced or they will take legal action in each case. The normal types of shows are not apt to cause trouble, but rodeos, water specs and other special types of shows would have difficulty finding out just what regulations affect their troupes. So far as circus, variety or cabaret artists are concerned all foreigners must be booked thru an authorized Belgian opment of the site will cost \$47 agent. Foreign agents cannot book million, according to architects. directly, but can procure the services of a Belgian agent to book the from downtown Seattle, also inacts they handle.



PHILADELPHIA—The power vard would be the World of Mirth

Rides set so far include Bert Scrambler, Stanley's Rock-o-Plane, Roll-o-Plane, Bulgy the Whale and Midget Racers; Johnny Miller and Bucky Allen's Helicopter and Ro-Partners John Quinn, Jack Essner deo, two rides new to the circus lot; M. D. Amusements' Octopus, and the twin Ferris Wheels and kiddie Merry-Go-Round of Active

Bingo by Dembrosky

Negotiations are under way for a lonkey Speedway unit, it is re-Monkey Speedway unit, it is reported. The bingo will be brought in by Mike Dembrosky, of M. D. Amusements, after having been Free Fair here has closed coneither a Bennie Weiss or Bill Jones tracts with the Barnes-Carruthers unit in the past. Quinn arranged Theatrical Enterprises, Chicago, for the bingo with Mike and Arlene for its night grandstand show. A Dembrosky a week ago, plus dis- revue with acts, the show also will cussing other bookings around the play the Ionia (Mich.) Free Fair, city. Jack Essner, newly returned the Illinois State Fair, Minnesota from Florida, measured off the State Fair, Kansas State Fair, circus lot with Quinn during the Oklahoma State Fair, and the week.

HERB DOTTEN REPS BB AT **BRUSSELS FAIR**

NEW YORK --- Herb Dotten, manager-editor of The Billboard's outdoor department, left here by plane Sunday (13) for the Brussels World's Fair.

Dotten was scheduled to be on hand for the Tuesday (15) press preview as well as the official opening the next day. He will spend the rest of the week in Brussels and return to the U. S. over the weekend.

Topeka Fair Contracts B-C

TOPEKA, Kan. -- The Kansas Louisiana State Fair.

Advance work on the Cristiani Signing of the contract was anshow was progressing well, and nounced by Maurice Fager, secre-

(Continued on page 50) tary-manager of the fair here.

STARTS SURVEY

Seattle 1961 Fair Seeks Funzone Ideas

SEATTLE-A national survey its two principal themes-the is being conducted to assist in world's first space age science fair, planning a fun zone for the World and displays of the cultures of Science and Pan-Pacific Exposition | Pacific rim nations. which is scheduled to open here in May, 1961.

The exposition, to occupy a 90-acre site near downtown Seattle, is being financed by a \$15 million city-State bond issue. Additional support, including creation of a Federal Fair Commission, is being sought in legislation now before Congress.

City and State condemnation of land is expected to be completed this fall with first construction scheduled for early 1959.

Plans call for a 3,000-seat concert hall with a stage 64 feet deep; a multi-purpose convention auditorium that will seat 1,000, plus numerous exposition buildings, including a possible waterfront amusement pier. Maximum devel-

The site, located five minutes cludes Seattle's Civic Ice Arena, which can seat 5,600 for sports events; the State Armory exposition building, and a stadium seating 12,000.

Use Research

Fair Commission, has estimated an attendance over a 16-month run of from 10 to 12 million.

The national survey on amusement facilities is being headed by summer events.

The 1961 event has been titled refurnished. the World Science and Pan-

International sports competitions and an international music and arts

N. E. Shore Parks Hard Hit by Storms Revere, Salisbury, Hampton Beach

Spots Clobbered by Wind, Waves

BOSTON-This was a disas- view Skating Rink probably will trous Easter for many park and have to be razed. beach operators along the New | At Hampton Beach, N. H., offi-—April 19.

slamming into the boardwalks and up by the huge waves. wrecking buildings, sidewalks, seawalls and roads. It made little open his big Casino Ballroom Satdifference at the three afflicted urday (12) with Ted Herbert's band spots that Easter Sunday developed in a gala affair, but it may take into a downpour since it would some weeks before damage to the have been impossible to open for front of the building is repaired business even if the day had turned and the debris cleared away. Mrs. our bright.

Amusement and concession own- open her Arcade on schedule. ers at Revere Beach suffered heavy damage. Badly hit was Victor Shayeb and his brother Bob, who operate a number of rides and a Beach because of the heavy downlarge gift and toy store.

waves that smashed into buildings and knocked out foundations.

Damage was high at Salisbury beach where the tides and winds wrecked the foundations of Dennis

Mendez Filling Muleahy's Frolies nightclub. This was especially serious for Salisbury that hurt business last year had been repealed.

Ocean Park Hit

wrecked. Nabhan, 66, died of a a net. (Continued on page 50) heart attack Monday (7). His Sea-

England coast when gale winds cials reported the worst storm damand mountainous tides left Revere, age in many years. The entire Salisbury and Hampton Beach in beach had recently been refilled shambles. It was doubtful that and a huge parking area built at a most would be able to open on cost of several million dollars. The the date planned for full operation popular Hampton Beach boardwalk, as well as most of the front The big storm hit April 3 and area and parking lots were left continued into the next two days, under several feet of sand washed

> John Dineen had planned to Helene Fuller also was unable to

Stone Okay While business was non-existant at Paragon Park on Nantasket pour Easter Sunday, Larry Stone A warehouse where the Shayebs was more fortunate in that no had recently put in \$30,000 worth damage to the property was susof stock was wrecked and most of tained. Nantasket is situated in a the goods destroyed. More than large bay and frequently misses the 300 feet of sidewalk on their heavy Nor'easters. A trickle of property also was inundated by patrons came to the enclosed Kid-(Continued on page 50)

NEW YORK-The Ringling show lost no time filling the breach Charles Gamarnick, who had his caused by the mishap of high-wire Ocean Park spot spruced up for an act Harold Alzana on opening early opening, sustained heavy night in Madison Square Garden. damage. Roger Shaheen had sev- Gene Mendez, of the Forseitzeral rides and game stands knocked Mendez Troupe, who was laying over and debris littered over his off in the area, has been carrying property. A skating rink on the on. He does the angled wire ocean front belonging to Abraham ascent and descent, brief rop jump-G. Nabhan was almost completely ing routine and dancing, all above

Audience reception has been

Morinville, Alta., Sets Arena Group

MORINVILLE, Alta .- The Morinville Community Arena Association has been formed, with Raymond McDonald, president; Pete Gibeault, vice-president, and Matt Tellier, secretary-treasurer.

The organization will promote improvements this year, Jack Rey- ever before. It will also provide the rebuilding this summer of the automotive building, recently purchased from the Edmonton Exhibition Association. The structure will be partially dismantled and moved to Morinville. It will be used as a covered arena and recreational center. Local club projects will help boost the arena fund.

Eastern States to Spend 75G on Plant

surfacing of roads in the west entered. parking lot and also from Gate No. 1 to the electrical sub-station To obtain full use of all machines, at the race track. New wiring will the entrances at Gates No. 1 and be installed in five buildings, two 10 will be widered to accomcattle barns, the Industrial Arts modate five lanes of traffic. Building, the horse barn and the boys and girls' building.

will have three new facades as well as new overhead doors. Permanent Lenches are also being Stanford Research Institute, re-tained by the Washington World building for foot - weary fair patrons.

The Horace Moses building will and public wash rooms will be and doing well.

Pacific Exposition, demonstrating will use a new ticket system. bets for sponsors, sure things for

SPRINGFIELD, Mass. — The Completely automatic in operation, Eastern States Exposition will the system will enable more people spend a total of \$75,000 on plant to enter the grounds faster than nolds, general manager, announced. a complete and continuing count Included in the plans is hard- of the number of persons who have

Twelve machines will be used.

The Industrial Arts Building Circus Business To Be Spotlighted

be repainted and the interior af special attention will be focused zations for officials to support, and the Coliseum is in for a coat of next week on the circus business. timely copy for newspapers and paint. Additional showers for the In the April 21 issue will be an broadcasters. Walter Van Camp, who has guided use of herdsmen will be installed extra circus section aimed at point-Greater Seattle's annual Seafair in the cattle barns. New bleachers ing up the fact that today's cirinto one of the West's top-drawing are being built for the sheep show cuses are very much in business requests from scores of organiza-

Reynolds disclosed that the fair lustrate that circuses now are good queries come from all parts of the

CHICAGO — The Billboard's entertainment, responsible organi-

Information to be covered by the section will be based in part on tions which ask The Billboard Bonus editorial material will il- about sponsoring circuses. These (Continued on page 50)

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258G Advance for Cleveland Aud Survey

of \$285,000 to the city of Cleveland to finance preliminary planning for the proposed construction bond election, will be undertaken of a Civic Center consisting of exhibition halls, auditoriums and immense parking facilities, was approved by John C. Hazeltine, commissioner of the Community Facilities Administration, last week.

Cleveland proposed to build facilities capable of meeting the convention and exhibition requirements of public and private interests in an area approxmately 800 by 2,400 feet fronting on Lake

WASHINGTON --- An advance | Erie. Facilities will be known as Mail Center.

> Project, subject to approval in a in two phases. First phase will consist of 320,000 square feet of new exhibition area, meeting rooms, lobby and parking for 650 cars, plus the third to sixth floor levels to accommodate 1,650 additional vehicles. Second phase will provide additional parking facilities, interconnecting marginal or parking area roadways and publie dock facilities. City proposes to start construction next year. Project will cost an estimated \$39,807,000.

Reading Sets Snowed-Out Race April 20

READING, Pa. -- Postponed once because of adverse conditions, the opening USAC sprint car race of the season at the Reading Fairgrounds will be staged Sunday

the Ringling Side Show platforms in Madison Square Garden, with Nate Eagle managing the unit and Lew Hamilton as assistant and lecturer. Following the engagement, Eagle and Hamilton, with Eagle's midgets-Nita Krebs, Ann and Frankie Cucksey and Fred Retter, will go on the World of Mirth Shows.

Dewise Purdin, handless wonder; Great Kirkendall, escapist; Sadie Anderson, spotted girl; Josephine (Senorita Carmen) Rosal, snake charmer; Red (Cardo) Friend. magic; (Margarito Esparza, small man, and Estelline Pike, sword

Circus Business

Continued from page 49

nation and cities of all sizes. They are written by organizations which want to sponsor a circus and need information on what shows are

at local newspaper people plus key personnel at TV and radio stations who are lacking information about circuses now. The material will demonstrate to them that good circuses are in business and that there is plenty of inspiration around today's shows for excellent feature articles and programs. The articles also will be aimed at demonstrating that present circuses warrant support of news and broadcasting

Advertising columns of the spe-

Record Sale For Moscow Dance Debut

NEW YORK--Close to \$300,-000 was in the till for the threeweek run of the Moiseyev Dance Company when the first contingent arrived by plane last week. The Metropolitan Opera House, where the Russian folk dance group debuts on Monday (14), said the rate of sale indicated a record advance.

So far the tour is booked for Montreal, Toronto, Detroit, Chicago, Los Angeles, San Francisco, Washington, Boston and Philadelphia, with two or three other weeks pending. There are 100 persons in the troupe. Under a reciprocal agreeemnt between the Soviet and American governments, Hurok Attractions is promoting the tour here and the Philadelphia Orchestra will visit Moscow.

Dallas Fair To Demolish Grandstand

DALLAS-The grandstand at Race Director Russ Moyer said the State Fair of Texas here will nounced last week.

> Contract was awarded a concern with the stipulation that the of this year. In recent years the had expected a good send-off for grandstand has been the scene of it. auto thrill shows during the fair.

Philly in May

· Continued from page 49

erection of two huge banners in key spots is expected this week. These would be at 12th and Market and at Frankfort and Oxford avenues at the end of the elevated train line.

The circus date has been one of the prime still dates of the East. For years the appearances of the Ringling show drew ride and concession people-in droves, and despite the concentration of show elements, there was usually good enough business for all concerned.

Last year the circus was Clyde Beatty. Virtually all operators present in 1957 are returning, in addition to the new rides mentioned and new concession people. The return of veteran showmen to the lot is held as evidence of its glittering potential. The date annually attracts the Who's Who of Eastern carnival business.

Starts Survey

• Continued from page 49

festival also are included in programming.

Planning for the exposition began with the creation by the 1955 Legislature of an eight-man World Fair Commission, under chairmanship of Edward E. Carlson, Seattle hotelman, who holds that position today.

Project director for the exposition is Ewen C. Dingwall. The commission's main offices are in Seattle's Civic Auditorium.

Operational functions of the fair are under a 64-man Statewide World Fair Corporation of Washwill be to familiarize officials with ington. Members of the nonprofit corporation are appointed by the governor.

The commission currently is in negotiations with a Texas monopliers of circus paper, performers rail firm to provide rapid transit and others interested in the wel- into the grounds from outlying parking lots.

Cooke Lands 4-Show Deal At Rhinebeck

RHINEBECK, N. Y. -- The Dutchess County Fair's full week of grandstand activity was awarded to the Cooke & Rose Agency of Lancaster, Pa., at last week's board meeting. Invitations sent out by Manager Dick Murray were responded to by the GAC-Hamid and Ward Beam offices as well.

Fair dates are Friday thru Wednesday, August 22-27. August 22-23 will feature Hawkshaw Hawkins' "Grand Ole Opry" unit and Western Show, and the following day will feature the Cherokee Ranch Rodeo.

On August 25-26 the Henri Lamothe Water Show is booked, and a Cooke & Rose Circus aggregation will close out the week Wednesday (27). Fair gives customers a free grandstand program.

Harry Cooke also reported closing with Dudley Cooper for 12 weeks of acts apiece for Ocean View Park, Virginia Beach, and Seaside Park, Norfolk.

Storms Hit N.E.

Continued from page 49

dieland but were soon discouraged

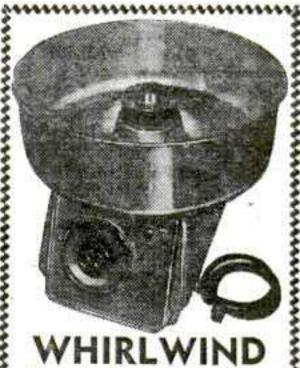
by the weather. John Collins had quite a little business in spite of persistent rain. He reported he took in more than \$600 from patrons who insisted on going on the rides in the soggy

atmosphere. He has installed one of the new German Carousels and Douglas Farrington said husiness at Norumbega Park in Newton was a washout altho he was

lucky that the storm did not damage his property. A fairly good day was enjoyed by Ted Cole an at Salem Willows. Both have their rides under cover, altho Cole's Miniature Train was out of action, being an open-air ride.

Cole had his new German Carousel running for the first time and believes it will do excellent business. Xanthaky did quite well with his Arcade, Ski-Ball, Dodgem

and Whip. Saturday before Easter dawned bright and clear with the sun coming up to warm the air into a fine, mild day. Paul Paget's Publie Garden Swan boats were launched to signal spring, a tradition here since 1877. The flotilla of six, 24-seater boats kept busy at 15 cents a ride for adults and 10 cents for children. But this year the boats were less than their usual good omen.



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afternoon (20).

the inaugural card will consist of be razed to make way for the time trials, five 10-lap heat races new livestock coliseum, it was anwith reverse starts and a 30-lap Reading inaugural sweepstakes. Time trials are scheduled at 1:30, and the first heat race an hour area must be cleared by July 1 later.

Nine Acts in R-B Side Show

NEW YORK-Nine acts are on

Other acts are Ted Evans, giant; swallower.

available and how they operate.

More articles will be directed organizations.

Another purpose of the section the reliability of present shows.

cial section are open to circuses, producers, booking agents, sup-

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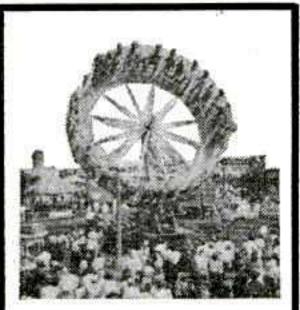
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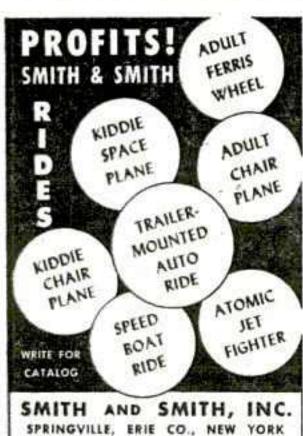


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STILL STURDY

C-W Packages ADOPTS SLOGAN DENVER—Colorado's Map Out Good Fair Routes

OUNTRY and western package shows loom big as fair and outdoor attractions this year. Altho 1958 bookings have been spotty in some areas, bookers generally report there's still plenty of interest. With many fairs, particularly

those at the county level, turning more to daily changes of programs, the country cousin type of package fits well. Price-wise, the country and western packages are about the same altho here, too, there's a mixed opinion.

Jim Denny, of the Nashville agency bearing his name, reports a long list of bookings for Minnie Pearl, one of his top artists. She'll play Illinois fairs at Carlyle, Mount Sterling and Nashville. Pennsylvania fairs at Newmanstown, Wattsburg, Meyersdale and Port

Minnie's route in Ohio will take her to fairs at Wellston, Lucasville, on her route include Mount Pleasings and Mount Pleasant in Mich- people to dance." igan; Neillsville, Wis., and Cumberland, Md.

Books Dickens

Other bookings by Denny in-Porter Wagoner Trio at the Avon, Pa., fair. Johnny, Jack and Kitty Wells have a fair route that will take them to Pennsylvania fairs in Easton, Indiana, and York as well room if they only knew how to as the fair at Logan, O.

Si Simon, Top Talent, Inc., Springfield, Mo., reports that the Ozark Jubilee and Red Foley will classes in skating?" asks Braun. play a long string of some 50 or more fairs this year. Two of the he's heard of very few ballrooms major ones are the Champaign-Urbana and Decatur fairs in Illi- that everybody can dance just isn't nois.

Midwest, has lined up a long route results. of fair dates for his Lonzo and Osboring Indiana the show will be \$1 admission charge. seen by fair-goers at Kendallville, Jasonville, Lawrenceburg, Huntingburg, Bicknell, Valparaiso, Brownstown and Goshen.

tin, Minn.; Sturgis, Falmouth and Bowling Green in Kentucky; Sandusky, Mich.; Bowling Green and Cape Girardeau in Missouri and Harrison and Blytheville in Arkansas.

Strong List

WLW in Cincinnati, is getting less bookings this year, according to Bill Querner, manager. The list is impressive, despite this, and includes quite a list of fairs in Indiana, Ohio and Illinois. In Ohio, the unit will play at Lebanon, New Lexington, Janesville, Chillicothe, Marion, West Union, Caldwell, Marysville and Hillsboro. In the Hoosier State it will be seen at Columbus, Madison, Rockport, Osgood, Rockville, Connersville and Greensburg. Iowa dates are at Waukon and Cresco and one Illinois fair is at Morrison.

WSM's "Grand Ole Opry," altho not booked as heavily as last year, will play a good number of fairs, parks and ball parks, according to W. D. Kilpatrick.

Shows of Richmond, Va., has lined sin.

COLORADO CELE

DENVER --- Colorado's Centennial publicity committee finally decided that the name Colorado Centennial would not lend itself to a very glamorous presentation of the scores of events planned for the 100th celebration of the State's first settlements.

Instead, the publicity men chose "Rush to the Rockies" as the official moniker for the year-long celebration. All fairs and rodeo programs staged by the State's cities and counties will be tied in with the overall 100th-year celebration.

SOLUTION?

NBOA Prexy Says: Teach 'Em to Dance

LOWELL, Mass. — "We'll have to take a tip from the skating Wapakoneta, Mansfield, Attica, rinks if we are going to attract Wauseon and Old Washington, people again into the nation's while she'll play New York annuals ballrooms," says Carl Braun Jr., at Plattsburg, Sandy Creek, West- operator of the Commodore Ballport, Brookfield and Bath. Others room here. The tip Braun refers to is, as he puts it, "the basic ant, Ia.; Cassopolis, Monroe, Hast- concept of the ballroom-teaching

Braun has done just this and has been successful in spite of the fact that there is plenty of unemployment in this mill city. Out of a clude Jimmy Dickens and the working force of some 40,000 there are more than 6,200 jobless. But the ballroom operator still thinks there are enough people around who would go to a balldance.

"Did you ever hear of a roller or ice skating rink that doesn't run He says he never did, but that where dancing is taught. "The idea so," he says Braun set out to see Billy Senior, longtime booker of if it would work in his ballroom grandstand attractions thruout the and he's more than satisfied with

Braun, who is president of the car package which includes a cast | National Ballroom Operators Assoof 10. In Illinois the package will ciation, set up free dance classes play fairs in Hoopeston, Henry, on Wednesdays and Saturdays for Melvin, Sandwich, Fairfield, Pinck- the public and for those who want neyville, Mount Vernon, Highland, a little more privacy there is a ball-Warren and Bridgeport. In neigh- room dance studio session with a

To insure that his future patrons get the right start he hired two top flight dancers, Bob and Ann Thomson from Scotland, holders of the Other fairs on the Senior cir- highest gold medal awards in cuit include Montpelier, O.; Aus- dancing, to give the lessons. Another gimmick at the Commodore is the offer to all dance band leaders to receive free dance lessons for as long as they desire.

The idea may spread, for the national ballroom group is meeting shortly to draw up standardized Midwestern Hayride, product of proceedure for ballroom dancing and to explore the plan that has worked so well for Braun.

> up a route that compares with that of last year.

> George Ferguson, head of the WLS Barn Dance package, reports that show has been set to broadcast from five fairs on successive Saturdays in August. The unit will appear at Kankakee, Ill.; Illinois State Fair, Springfield; La Porte, Ind.; Freeport, Ill., and Marshfield, Wis., in that order.

George Thompson, veteran elephant man, for many years with the old John Robinson Circus, will this season have the concessions and a midway attraction with the Burt Repine, New Dominion H. A. McKenna Shows in Wiscon-

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ROLLING STOCK:

1958 Truck Models Trends Mapped Stress New Features For NCA Meet

scores of new units of all kinds motors. Its F-750 models for tracto their fleets, this year are faced tor use are offered in either 132 with a market that is in their fa-

As a result of the slowing up of activity in the automotive industry and ever-increasing competition, the nation's truck manufacand also all out on styling.

The trend toward V-8 motors, which was first noted two years ago, continues strong and more and more of the '58 models are so equipped. Dual headlights, such as those now gracing many passenger cars, are also becoming almost standard equipment and larger load space is a point the manufacturers are promoting almost universally. And the horsepower race is almost as hot as it has been.

Pricewise, the buyers will probably not face as many increased costs as a year ago, when the general price level moved upward. And, according to some reports, trade-ins are bringing proportionately more than a year ago at this

Features V-8's

The Chevrolet line, called "Task Force 58," is again featuring the V-8 motor this year along with a long list of new mechanical features. Included is ball-gear steering, which is standard equipment on all models; smooth, durable important for night driving. synchro - mesh transmissions that The GMC line of trucks this year are said to be improved over previous types; high - capacity front axles; a wide choice of rear axles, triple-torque tandem options in two sizes, improved brakes, rated springs and cast spoke wheels on heavy - duty models. Disc wheels are available for haulers preferring them.

Being played up by Chevrolet are new type seats that accommodate three, concealed safety steps that give firm footing when entering or leaving the cab, fullview rear windows, improved ventilation, foam rubber seat padding in custom cabs, clustered instruments, and a broad, new color scheme. There are 14 solid and 14 two-tone combinations to choose

Stressed in the 1958 line of Ford trucks, both heavies and lights, is economy. Bigger load space, new lower maintenance, are all big points in that firm's selling messages.

Bigger Loads

The pickup line is said to have 10½ cubic feet more loadspace than any comparable make. Flush rear fenders are said to make loading easier and the tailgate is designed to make it easy to slide cargo in and out. Standard cab features on the light models included doublegrip door locks, sound deadeners on the doors, left sun visor, allweather ventilation, ash receptacle and a dispatch box. Custom features include colored upholstery, foam-rubber padding and a wide variety of additions not on the standards. Power plants are both the 139 horsepower six and the 181 horsepower V-8.

According to Ford, the overhead valves resist burning, wear evenly and help maintain compression longer. Self-locking valve tappet adjusting screws are said to make servicing easier and quicker. Also pointed out as advantageous are high - lift camshaft, long - wearing Fastest Shipment . Lowest Prices chrome plated top rings and large manifold passages.

The Ford pitch on its heavy line is also geared to economy. Its 302 and 332 horsepower heavy duty engines are said to be improved over those of 1957. Its F-700, de-

OUTDOOR showbusiness truck signed for long or short-haul tracbuyers, who annually add tor use, comes with two different or 144-inch wheelbase. Standard cab equipment, to mention a few, include a choke control, hand throttle, dual horns, inboard cab step, running boards, sound deadener on doors, sun visor, water temperature turers have gone all out technically gauge and dual electric windshield wipers. Optional equipment includes heavy duty grille guards, full-view Western type rear view mirrors and power steering among other additions.

Power Stressed

Dodge is stressing power and safety in its '58 line of trucks. Featured is its V-8 motor altho its six 100, the firm's entry in the glamor line of pickups. It's equipped with passenger-type taillights and has swept body sides. In the general line there are five new transmissions to choose from and the chassis is said to offer passenger car comforts. Models have heavy-duty 11-inch clutch, double-anchor front this city. brakes, independent parking brake that can be adjusted by the driver from inside the cab, new full-traction differential, and worm-androller steering that has gear-beforeaxle linkage that is said to give easier, more stable control. Dodge claims its new dual headlights are

is stressing its air suspension system that replaces steel springs and is said to cushion out jolting road shock that results in less engine and cab maintenance. The new system uses rubberized, air-filled bellows to absorb the jolts. The system is said to require no lubrication and eliminates costly spring repairs and replacement.

Both the light and heavy Studebaker models are also stressing economy this year. Its two-ton tractor, with a 131-inch wheelbase, is equipped with a 170 horsepower V-8 engine, has a two-speed rear axle, new type springs, six - stud wheels, new brakes and improved steering. Overdrive transmission is offered on its 11/2 ton models.

Features of the Studebaker lighter weight vehicles are big load space, power brakes, improved body styles, lower first costs and frames, new steering, stronger rear springs, power steering, automatic transmission and one of the widest bodies in the field. Both V-8 and six cylinder engines are available.

> Willys is stressing power in offering both its forward control Jeep and its standard Jeep. The former, which is a cab-over-engine model is equipped with an L-head motor in both pickup and platform models. The pickup is said to have the 'biggest" cargo area and the shortest turning radius. Features of its regular line of conventional trucks includes a choice of two motors, 115 and 75 horsepower, and nine forward power combinations.

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CHICAGO -- Trends in food and beverage sales at outdoor amusement establishments will highlight the annual merchandising conference of the National Association of Concessionaires to be held here May 5.

Jim McHugh, editor of Funspot magazine, will present the results of a comprehensive, nation-wide survey just completed by The Billboard Publishing Company. The clinic will also exchange successful food and beverage concession operations derived from representatives of theaters, parks, Kiddielands, pools, ball parks, stadiums and other leisure time establishments.

Panels will include successful popcorn promotions, making candy a profitable seller, how modern is still available. A styling feature beverage merchandising boosts this year is the rakish Sweptside sales, ice cream profits and food standards.

In addition to Midwestern members of the association, those slated to attend include Bert Nathan, Brooklyn; Lee Koken, New York; Van Myers, Miami; Harold Chesler Salt Lake City; T. O. Meland, Chicago, and Tom Sullivan, also of





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THE FINAL CURTAIN

HILL-Edward J., 65, former balloonist, April 2 in a Detroit suburb following several weeks' illness. He was nationally known for his balloon ascensions in the '20's and '30's and was technical expert for Prof. Jean Picard on his first stratosphere flights in 1945. He leaves his widow and two children, Mrs. Doris Ansteth and Dr. Edward J. Hill Jr. Burial in Roselawn Park Ceme-

JOHNSON-W. R.,

tery, Detroit.

long-time concessionaire known as Swinging Ball, April 7, in an Oklahoma City hospital STEVENS-MINTSfollowing a heart attack. He had operated concessions the past 40 years on many shows including T. J. Tidwell, Yellowstone and Art B. Thomas shows. He was a member of the Masons. His widow, Norma, survives. Funeral was held Wednesday (9) in Oklahoma City with burial in Sunny Lane Cemetery.

IONES-Clarence E.,

40, employee of Drago Amusements for the past three years, recently in Indianapolis. Survivors include his widow, Mary Louise; one son, Clarence Allen, and two stepsons.

KAPLAN-Rose,

mother of Morris J. and William Kaplan, both active in the Showmen's League of America, recently in Chicago. Also surviving are two daughters, Ethel and Frieda; five grandchildren, and two great grandchildren.

LeVERDE-Leon,

58, former show producer, balcent's Hospital, New York. He had played fairs, the Pantages and other chains, and produced for the Howdy and 181 clubs in Greenwich Village. He died

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MIDDLETON

In Memory Of My Dearly Beloved Husband FRED N. GARNEAU Who passed on April 17, 1941. MIMI GARNEAU shared my load as we traveled the road side by side. penniless after an extended illness. A native of New Orleans and an AGVA member, he left no survivors. Burial was in Calvary Cemetery, New York, after high mass in St. Malachy's Church.

LUTHER-Bill,

veteran set spindle operator, April 3 in Aransas Pass, Tex., of a heart ailment. Survivors include a son, a brother and sister.

MARRIAGES

Ralph W. Stevens, musical show and special events producer, and Bobbie Lucille Mints, nonpro, April 1 in San Antonio.

New London Egg Hunt OKay in Rain

NEW LONDON, Conn .-- Cityowned-and-operated Ocean Beach Park, anticipating official opening day for May 25, the Sunday before Decoration Day, conducted its second annual Easter egg hunt Sunday (6) under activities director Anthony N. Pero.

There were 54 prizes awarded for such things as finding the most eggs, finding specially colored eggs and being the youngest child to let dancer and leading female impersonator, April 5 in St. Vin- balloons and 2,000 colored cowboy picture cards were distributed, and 2,000 free bags of popcorn were distributed to the first youngsters in attendance. Perry Borelli's orchestra provided evening dance music for adults. Response was okay despite day-long rains.

Club Activities

Greater Tampa Showmen's Association

Ladies' Auxiliary

President Olive Sprague called the Wednesday (2) meeting to order. Also present were three vicepresidents, Mickey Wenzik, Egle Sedlmayr and Bertie Perrot, and Grace Fillingham, secretary.

Reported ailing were Kay Horbitt, Edna Adams and Bobbie eJan Taylor. Leslie Ford and Pauline Murray attended their first meeting. Dark horse, donated by Myrtle Jeter, was taken by Jane Warren. Final meeting of the year will

be held April 16.

Following the meeting refreshments were served, and President Sprague showed a colored movie of the auxiliary 1958 installation.

President Sprague called the Wednesday (9) meeting to order. Also on the dais were Mickey Wenzik, vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Esther Young, chairman of the entertainment committee, announced weekly Saturday night closes for the summer.

Secretary Fillingham would like the following to contact here for distribution of prizes from coupon books: Anne Goldie, Anne Grant, Ruth Eversden and Kenny Gutnik. Dorothy Crawford reported 47 members present. Dark horse, donated by Esther Young, was won by Matilda Meyers.

Sick list included Frances Deemer; Marie Le Doux, 3016 Oregon, Seattle 8, with a broken leg; Bonnie Culpepper, St. Joseph Hospital, Tampa, with a new daughter; Kay Horbett, St. Joseph Hospital; Flo Pontico and Bobbie Jean Taylor.

Carnival Routes

American Beauty: De Sota, Mo. Babcock United: San Bernardino, Calif.

Belle City: (N. Tentonia & W. Capitol Sts.) Milwaukee, Wis., 18-27.

Burkhart: Vidalia, La. Byers Bros.: Lake Charles, La., 14-15.

Crafts Expo.: Ajo, Ariz., 16-20. Dickson United: Xenia, O., 21-26. Drew, James H.: Richlands, Va. G. & B. Rides: Mason City, W. Va. Gentsch, J. A.: Pascagoula, Miss. Gold Medal: Louisville, Ky., 14-28. Hale's Shows of Tomorrow: Kansas

City, Mo., April 17-May 11. Hottle, Buff, No. 1: New Iberia, La., 14-24.

Hottle, Buff, No. 2: Baton Rouge,

Manning, Ross: Newport News, Va.; Richmond, 21-26. Midway of Mirth: Jonesboro, Ark. Mighty Interstate: Canton, Ga. Moore's Modern Carlsbad, N. M.;

Artesia 21-26. Peppers All States: Niceville, Fla. Sugar State: (Fair) Houma, La. Siebrand Bros.' Comb.: Phoenix,

Ariz. Tatham Bros.: Illiopolis, Ill., 19-26. Thomas Joyland: Williamson, W.

Va.; Madison 21-26. Tidwell, T. J.: Abilene, Tex. Tinsley, Johnny T.: Greenville, S. C., 14-26.

Virginia Greater: Suffolk, Va. Volunteer: Columbia, Tenn.

Circus Routes

Beatty, Clyde: Palisade, N. J., 15-May 4.

Cristiani Bros.: Valdosta, Ga., 14; Americus 15; Macon 16; Thomaston 17; Opelika, Ala., 18; Anniston 19; East Point, Ga., 21; Marietta 22; Rome 23; Dalton 24; Oak Ridge, Tenn., 25-26.

Davenport, Orrin: Sioux Falls, S. D., 15-19; Duluth, Minn.,

Grav, Gil: Waterloo, Ia. 14-15. Hamid-Morton: Harrisburg, Pa., 14-19; Altoona 21-26.

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, Mich., 2; Dearborn 3; Ecorse Twp., 5; Ypsilanti 6. Polack Bros.: Akron, O., 15-19.

Ringling Bros. and Barnum & Bailey: New York, 14-30.

Ice Shows

Holiday on Ice of 1958: Lafayette La., 14; New Orleans 15-20; San Antonio, Tex., 22-27; Mexico, D. F., May 1.

Ice Capades, 17th Edition: Fort Worth, Tex., 15-20; Lubbock 21-27; Los Angeles, Calif., 29. Ice Capades, 18th Edition: Milwankee, Wis., 14-20; Denver, Colo., 22-27; Los Angeles, 30-May 25.

Shipstads & Johnson's Ice Follies: Minneapolis, Minn., 14-20.

Legitimate Shows

juke box dances until the club Auntie Mame, with Constance Bennett: (Murrat) Indianapolis 14-19; (Aud) Louisville 21-26.

Auntie Mame, with Sylvia Sydney: (American Shakespeare) Stratford, Conn., 19; (Proctor's) Schenectady, N. Y., 21-22; (Loew's State) Syracuse 23; (Stanley) Utica 24; (Aud) Providence, R. I., 25-26.

Cat on a Hot Tin Roof, with Victor Jory: Beaumont, Tex., 14; Houston 15; San Antonio 16; Dallas 17-19.

Damn Yankees, with Leon Janney: (Aud) Memphis, Tenn., 14-16; (Aud) Little Rock, Ark., 17-19; (Aud) Shreveport, La., 21-22; (Music Hall) Houston, Tex., 23-

Boston, Mass., 14-May 10. Happiest Millionaire, with Walter Pigeon: (WRVA) Richmond, Va., 15; (Aud) Charlotte, N. C., 16; (Temple) Birmingham, Ala., 17-19; (Civic) New Orleans 21-26. Jane Eyre: (Schubert) Washington,

D. C., 14-26.

Long Day's Journey Into Night: (Geary) San Francisco, Calif., 14-May 3.

Most Happy Fella: (Victoria) Kansas City, Mo., 14-17; (Curran) San Francisco 21-May 24. No Time for Sergeants: (Aud) Portland, Ore., 15-16; (Temple) Ta-

coma, Wash., 17; (Capitol) Yakima 18; (Coliscum) Spokane 19; (Moore) Seattle 21-26.

Miscellaneous

Ballet Russe de Monte Carlo: Washington, D. C., 15-16; Richmond, Va., 17; Baltimore, Md., 18-19; Wilmington, Del., 21-22; Hershey, Pa., 24; Philadelphia, Pa., 23-26.

Cornell, Katharine: (Colonial) Boston, Mass., 14-26.

Lunts, The: (Shubert) Boston, Mass., 17-19; (Shubert) New Haven, Conn., 21-26.

Marcel Mareau: (Royal Alexander) Toronto, Ont., 14-19; (Shubert) Detroit, Mich., 21-May 3.

Moiseyev Dance Company: (Met Opera House) New York 14-May 3.

Morris, Philip, Music Show: San Diego, Calif., 14; Long Beach 15; Santa Barbara 16; Pasadena 17; Bakersfield 18; Merced 19; Salinas 20; Fresno 21; Modesto 22; Stockton 23; Oakland 24; San Jose 25; Alameda 26; San Francisco 27-28.

O'Day, Marie, Palace Car: Bicknell, Ind., 14-15: Oakland City 16: Booneville 17-19; Mount Vernon 21-22; New Harmony 23; Mount Carmel, Ill., 24-26.

Site Leased For Conn. Golf Layout

DANBURY, Conn. - A golf driving range and miniature golf course will be built on 10 acres of land north of Germantown Road intersection here this summer.

The property, in an area which is being developed rapidly, has been leased from Walter and Gladys Hausmann by Fred Orrico, proprietor of the King Neptune sea food restaurant on Route 7, and his brother-in-law, James Godino, a member of the Professional Colfers' Association.

Surgery for Mrs. Geist

NEW YORK-Mrs. A. Joseph Geist, treasurer of Rockaways Playland, entered New York Postgraduate Hospital Wednesday (9) for surgery. It was expected that she would be confined for several weeks.

According to Bill Green, Detroit, Harry E. Labreque, vet showman who put in a number of years as general manager of New Jersey State Fair, Trenton, and who is now in a San Antonio rest home, is writing his memoirs for publication.

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PITTSBURGH -- Kennywood Park kicks off its Sunday operations April 20 with a new Wild Mouse and Helicopter ride and a Commando Machine Gun gallery.

Daily operations get under way May 20 but the park will run on a six-day plan during July and August, when it will remain shuttered Mondays. With Labor Day falling on September 1, the park will remain open the last week in August.

The installation of two refrigerated drinking fountains proved popular last year and, as a result, it has installed eight bubblers this year. -The miniature golf course entrance has been revamped and a patio installed for golfers awaiting their turn.

Three new trains have been added to the Pippin, one of the Coasters, and two new trains have been added to the Dipper, the smaller Roller Coaster.







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Don Franklin Inks 1959 Charro Days

Ten Rides to Play Battle of Flowers; Coaster, Skooter Hypo Ride Line-Up

owner of the show bearing his owned. name last week announced that he had been awarded the midway six still dates and the following contract for the 1959 Charro Days 15 fairs and celebrations: Salem, celebration. Franklin had the date Ill.; Clinton, Ia.; Soughton, Wis.; this year and in '57 but the awarding of the '59 contract is the first made without public advertising New Ulm, Minn.; Fairmont, Minn.; for bids. Next year's dates are Marshfield, Wis.; Tyler, Wharton, January 30-February 8.

The show has 10 rides booked at the Battle of Flowers in San Antonio, April 21-26, and the entire show opening is at Victoria, Tex., on May 2.

Show will carry the largest potential earning power in its history, being strengthened by the addition of an all new and larger Skooter and the Miler Coaster, acquired at the close of last season and used at Brownsville in February. Show is adding six new light towers for a total of 19. Five diesels will power the midway. Show will carry 20 rides, 50 concessions and an undetermined num-

Buckeye, Ariz.,

Only Fair for

Crafts Expo

stop of the early season.

Charles Vella and Vincent Ku-

ropatwa are busy refurbishing the

office. Harry Ballard brought the

Roundup here from the North

Hollywood base of operations.

Caper Cummings is still at the

quarters getting rolling stock into

shape. Jerry Raab is taking over

his chores on Exposition to keep

and Assistant Manager Jimmy

Lantz presented all the ladies on

Easter finery. Weather was ideal

In line with tradition, Warren

the trucks in condition.

for the holiday.

front end.

SEQUIN, Tex.-Don Franklin, ber of shows, 4 shows are office

The route of the show includes Peoria, Ill.; Henderson, Minn.; Austin, Minn.; Blue Earth, Minn.; Marshfield, Wis.; Tyler, Wharton, Rosenberg, Angleton and Refugio, all in Texas.

William Cowan will be concession manager for the second season, and concession operators include Matt Armstrong, 15; Bill Cowan, 10; Roy Henderson, 3; The Chamberlins, 6; Lee Moss, 3; Curtis Kidd, 1; Bessie Kidd, 1; Jay Barton, 1; Elmer Freeland, 1; Jack Wilson, 1; The Kelleys, 4; Glenn Glendenning, 1; Ed Rife, 1; Frank Harrison, 1; Mr. and Mrs. A. L. Phillips, 1; Mrs. Helen Peterson, 2.

Ride superintendent is R. D. Yochum and Curtiss Kidd is chief electrician. The Billboard agent stances this lead was followed by and mail man is J. Barton.

RATE CUTS REMAIN FOR RAIL SHOWS

Applies to 41-Car Units In One Section

NEW YORK -- The railroad show business in the East received an extension on its rate reduction for the 1958 season last week. Notices were sent to both the James E. Strates and World of Mirth shows.

A cut was obtained a couple of seasons ago by the Ringling circus when it was on rails. It was given a chance to re-apply for the reduction in the ensuing season, but failed to reply. Instead, Eastern railroad shows won application of the slice in rates by making their position clear and pointing to the diminishing number of rail out-fits in the outdoor show world.

E. V. Hill, of the Traffic Executives' Association - Eastern Railroads, informed shows of the rate extension last week. In former in-

(Continued on page 57)

Pre-Season Spot Fair for A.ofA.

SUMTER, S. C .-- A cool but vona and Danny Dell's Hot Rods, generally satisfying week was Frank Francis, foreman; Phil and racked up by the Amusements of Dom Vivona's Helicopter, Jack America, which took the wrappers Peters, foreman, and Mr. and Mrs. off for a military pay-day starting Britt's Roller Coaster and Dark March 31. The No. 3 unit made Ride. the spot and will leave shortly for New Jersey, with Phil Vivona, youngest of the five brothers, as general manager.

Morris Vivona has 20 weeks of bazaars and church celebrations arranged for the unit. It will merge with the main show in August for fairs. Babe Vivona's No. 2 unit will join the other two about La-

Winter quarters work has accomplished more this year than at any time in the past. Great expectations are held for the new front gate built by Don Crawn, who is also scenic artist. It will front the No. 1 unit managed by John Vivona, set for opening in mid-April.

Tony Mason, chief mechanic, has been rebuilding his Girl-a-Rama and has added four big light fixtures to the Club Macombo front in addition to replacing the panels. There are eight diesel plants on hand, with two newly purchased ones being mounted on a trailer which has been acquired.

Line-Up Given

Ride line-up includes: three Ferris Wheels, Red Horton, foreman, Kelly Wright, assistant foreman; Joe Hibler, and Don Lane. No. 1 Merry-Go-Round, Walter Marshall Sr., foreman, and Paul Unangst; No. 2 Merry-Co-Round, Hank Kujuwa and Rex Baker; No. 3 Merry-Go-Round, Don Bosco; Rideo, Pender Morrison, foreman, and Clyde Palmer; Octopus, Bob Delawter, foreman, and Norman Shepard; Tilt-a-Whirl, Bob Miller, foreman, Curley Molford, and Jack Rubin; Caterpillar, John (Coke) Kokel, foreman, Sweet Robinson and Hy Kolb; Roll-O-Plane, Bill Bennett; Chairplane, John Mosser; Spitfire, Glen Dobson; Looper, George Best; 12 kiddie rides, James Cash, foreman, Leo Brewer, Charles Lish, nedy, Larry and Martha Nathan, Larry Speel, Kenny Belk and Percy Bowling.

Also, Danny Dell's Scrambler, (Continued on page 57) which will join in April; Dom ViStaff people include Mrs. Cath-

erine (Mom) Vivona, treasurer; Dom Vivona, secretary; John, Babe and Phil Vivona, unit managers; Morris Vivona, general representative; Danny Dell, business manager; Jim Rapple, billposting; Pop Akers, mail and agent for The Billboard; Bull Smith, watchman and front attendant, and Don Crawn, scenic artist.

Others in quarters have been Frank Peternel and Eddie Knapp. carpenters and builders; F. O. Banks, Snake Show and Funhouse manager; Bill McCoy and Bill Bennett, welders and maintenance, and Dick Hilburn, Side Show manager.

Island Manor Sets April 19 Nassau Opener

ELMONT, N. Y .-- The Island Manor Shows opens its annual season in Nassau County on April 19, it is reported. Show, run by the Tamargo family, plays 17 weeks or so in the same county every

A problem is the increasing shortage of lots, what with the mushrooming industry taking over all available property with homes and shopping centers. There are ample sponsors but few lots left.

Plan Building for Milwaukee Show Lot

MILWAUKEE --- Another traditional show lot will be taken out of circulation this summer, E. Joe Henke, Belle City Shows, reports. The lot here at Capitol and Second streets will be occupied by an office building.

Major shows that have played there included C. A. Wortham, Rubin & Cherry, Sheesley, Royal American, Cavalcade of Amusements and Wallace Bros.' shows. Belle City, which has played the lot the past six years, moved its gets under way.

FRIED CHICKEN

Troupers' Spring Dinner Draws Strong Turnout

LOS ANGELES -- Annual Dauer, Sam and Lucille Dolman, TEMPE, Ariz. - Crafts Ex- spring dinner of the Regular Asso- Shorty Crowell and wife, Julia position Shows trucked in here ciated Troupers was well attended Smith, Hazel Shieff, June Beames, last week after a so-so stand at here Thursday (4) when a fried Elmer and Estelle Hanscom, Mar-Buckeye, Ariz., the shows' third chicken dinner was served. Tillie shall and Frieda Brrown, Lee Palmateer was the chairman.

President Ruth Davis conducted and Flossie Fitzgerald and son Weather cut into business during the week, but kids' day was a big a brief business meeting following came from San Francisco for the one. Manager Roger Warren gave the dinner. This was her last meetfree tickets to the first 500 moppets ing until fall when she and her Abe and Katherine Goldstein, Mathru the gates. Rain forced the husband, Bill Davis, return from show to close at 8:30 p.m. on the Meeker Shows in Washington.

Thursday (3), with Friday the cold-Serving on the committee with est April 4 in Arizona since 1928. Miss Palmateer were Lucille King, Thus far this season the Scram- Peg Butler, Fay Curran, Julie Lebler has led the ride line-up in Doux, Jimmy Dunn, Eva Thompgrosses, with the 20-car Skooter a son, Emily Friedenheim, Annabelle close second. Sam Silvers' Hoopla and Walter Patchett, Helen Luke, has been reportedly leading the Ida Kaford, Mora Bagby and Mrs.

> Door awards were donated by Julie LeDoux, Helen Smith and Bill and Ruth Davis. They were awarded Hazel Shieff, Berta Harrir, Rose Westlake, Fay Curran, Leo LeDoux, Mimi Couch, Ernest Hoblitt, Stella Shaphran and Flossie Fitzgerald.

> Among the members attending and visiting following the event were Ed and Berta Harris, Edna

SHOP CENTER UNITS

Smith, and Doreen Dyke. Ernest

party. Also among the guests were

belle Bennett, A. J. and Eva Scott,

Mary Dewey, Elsie and Ed Ken-

Nell Robideaux, and Vera Downie.

Emily Bailey, chairman of the

Reithoffer on L. I. Pending Still Dates

NEW YORK -- Two groupings | For the A&S date the show proof Reithoffer Shows rides are vided kiddle rides and assembled working Long Island under the di- animals and a couple of acts. For rection of Pat Reithoffer Jr. Two Roosevelt Field there was a pros- dates up this year in order to use other units will open in Pennsyl- pect of an extended lease on which the property before construction vania, one in April and the other in the show is working. mid-May.

Eight rides, four major and four kiddie, are at the big Roosevelt Field shopping center, adjacent to the Macy's skating rink. Four kiddie rides played at the Abraham and Strauss department store in Hempstead over the Easter period.

Some of the equipment was destined for metropolitan area momentarily.

opening April 26 in the Philadel-

Coleman Sets April 24 Bow

MIDDLETOWN, Conn.—Coleman Bros.' Shows open the season Thursday (24) on Dick Coleman's 11th season, will again operate in lot here, as has been the custom for a number of years.

Work has been progressing

the show with corsages for their Scott Preems At Ga. Base

TOCCOA, Ga. — Georgia Amusement Company will kick off its season here in winter quarters Wednesday (16), H. H. Scott, owner - manager, announced. The show, which will go out for its just two States-Georgia and North Carolina.

Line-up will include 7 rides, 2 steadily in quarters and is about shows and upward of 20 concescompleted, Coleman said. With sions. Pat Brady is electrician; most of his contracting accom- Bamma Gilliam, billposter; Heavy Coleman's fair meeting appear- Betty Scott, secretary-treasurer. recently with the cookhouse.

Brodbeck-Schrader Inks Cheyenne Frontier Days

KINSLEY, Kan. - Brodbeck- at Wichita in that order. dates which had not materialized Schrader Rides will provide the thru last week. Already set are midway attraction at the Cheyenne Black Hills for stands at Rapid nine weeks of still dates on Long (Wyo.) Frontier Days this year, City and Belle Fourche, S. D., and Island beginning Memorial Day. L. M. (Junior) Schrader, an-Reithoffer has been lining up New nounced. Schrader disclosed this at Gering, Neb., before heading for York City lots, and news of this booking just before the show left Wyoming. Prior to playing its route development was expected to break winter quarters here for its of Kansas and Oklahoma fairs,

ances were free of any booking Mr. and Mrs. J. Parrot arrived here Wilkes-Barre, Pa., suburb, it is re- All-Schools Day at McPherson, and 10 shows, all of which have Kan., and the Boeing Park opening

Show then will move into the Wednesday (16) opener at the Brodbeck-Schrader will play two Bill Goodman will have a unit Guthrie, Okla., 89-ers Celebration. Colorado dates, the Spanish Trails The Guymon (Okla.) Pioneer Fiesta, Durango, and the Rocky

(Continued on page 57)

plished with a mere handshake, Bruso, ride superintendent, and phia area, and Pat Reithoffer Sr.'s Day celebration will follow, along Ford Watermelon Days cele. unit will open in mid-May in a with a centennial at Salina, Kan.; Line-up will include 20 rides

I. T. Signs Repeat at Mineola Fair

Added Footage Is Arranged; Debut April 18

NEW YORK -- The Mineola Fair contract was awarded to the I. T. Shows again Saturday (5). The show gave up some 10 per cent more than it did for its last appearance in 1956, but will occupy an additional 10,000 square feet of ground space this fall. There was no fair last year.

As has been the custom for the last 10 years, Is Trebish and Al Howard, of the show, met with Charley Bochert, veteran fair manager, for the contract signing in a midtown restaurant.

The midway will be at lavish Roosevelt Raceway in Westbury. It will cover some 150,000 square feet starting from the east end of the bus terminal and going eastward to the second parking field.

Competing for the date, Bochert Pennsylvania.

I. T. opens this week in Manhattan, leaving quarters in Roosevelt, in charge of entertainment, and Long Island, on Monday (14) and Mrs. Lois MacDonald supervised taking the wraps off Friday (18). the supper. On the fair list besides Mineola are Middletown, N. Y., Fleming- program of events that included

is recuperating from a bout with were conducted by Mrs. Nellie Depneumonia, has been up and Belle and Mrs. MacDonald. around but is taking things easy on doctor's orders. He will not be fully active for a couple of weeks.

Show Folks **Annual Party** Draws Well

SAN FRANCISCO—The Show Folks of America celebrated its annual going-away party here last week with a good turnout of members and guests.

Earl Leonard and Ernest Santanni provided the high point of the evening with a spaghetti and meat ball dinner.

Funds in the amount of \$750 were turned over to the cemetery fund from the general fund, making a total of \$1,000. Closing date of the clubrooms will be May 5 for the last regular weekly meeting. Meetings will be held the first Monday of each month until next

Marie Burke and family were present after a long absence and reported that Eddie Burke was in Mountain View Rest Home. Ellis Hendry and Alex Freedman were season. also reported ailing.

Membership drive permits all new members a paid-up card until booking; Mrs. Davidson will serve July 1, 1959, for \$15.

Powelson Adds Helicopter Ride

COSHOCTON, O. — Powelson Amusements recently took delivery of its new Allan Herschell Helicopter ride, making a total of 35 rides that will play Ohio in a threeunit operation.

portable package with one truck. stand.

LIKE ATHLETE, SHOW HOLDS TO WINNING HABIT

NEW YORK -- Some carnival men are as superstitious as sports people and hate to change their habits when they're winning. For 10 years I. T. Shows has signed its contract with Charley Bochert, Mineola Fair manager, over hotcakes and sausage at Childs Restaurant, 46th Street and Broadway. I. T. claims the place has been lucky for them; Bochert says any place is okay with him, but he kind of goes for Childs' hotcakes and sausage.

Ohio Club **Holds Annual Dinner Party**

COLUMBUS, O .-- The Greater Ohio Showmen's Association climaxed its social season with its ansaid, was the Reithoffer Shows of nual dinner here Sunday (13) in the Knights of Pythias Hall.

Mr. and Mrs. F. C. Cook were

The dinner party topped a busy ton, N. J., and Danbury, Conn. | successful St. Valentine's and St. General Manager Phil Isser, who Patrick's Day parties, both of which

Smucklers Bow To Okay Biz In Mobile

MOBILE, Ala. - Berney and Marie Smuckler's rides racked up good winnings at the opening of Grand View Park here on Easter Sunday (6).

Ride revenue was aided by the free egg hunt which included hundreds of prizes. The Smucklers are operating seven rides and have renovated the lake in the center of the park. Several fireworks displays are planned during the season.

Davidson Sets

DES MOINES-The Davidson-Brannen Shows has been retitled Davidson United Shows and will open earlier than usual-May 15-B. Davidson, owner, announced. Davidson recently bought out C. K. Brannen's holdings in the organization and will operate alone this

Under the new set-up, Davidson will handle the management and as secretary; Miss Nancy Kay Davidson, treasurer; E. J. Hindal bookkeeper; Paul Damon, ride superintendent and truck mechanic; Archie Darr, electrician, assisted by Larry Robbins, and J. M. Atz, advertising.

Show will open in suburban Des Moines and will carry nine rides. Route will also include dates in Illinois and Nebraska.

ARTESIA, N. M. -- W. H. Jim Woody, Powelson unit man- Yeager, mayor of Artesia, recently ager, constructed racks on a one took delivery of new Roadway and and one-half-ton stake body truck to accommodate the 'copter bodies and sweeps. A trailer hitch was added to pull the wheel-mounted operate the rides at three cities,

Rodeo rides from Allan Herschell Company, Inc. Yeager, who already has an A-H Miniature Train, will operate the rides at three cities, big scale celebration since '52. and one-half-ton stake body truck Rodeo rides from Allan Herschell center section, making a complete staying several months in each

America's Biggest Spring Celebration DIAMOND JUBILEE-75th ANNIVERSARY CELEBRATION

Anniston, Ala., May 1-10. 10 Big Days-10 Big Nights

Sponsored by Diamond Jubilee Committee, produced by Rogers Producing Co., greatest location in my 35 years of show experience, in the heart of the city, right downtown.

Want Concessions of all kinds. Will sell ex on Novelties, Hats, Age and Scales, Jewelry, Popcorn, Candy Floss, Candy Apples, Long Range, Short Range, Grab, Foot-Longs, Photos, Bingo, Palmistry and Diggers. Also Hanky Panks and Alibis of all kinds.

This will be the biggest spring date of the year.

Contact MORRIS LIPSKY, Concession Mgr. Baltimore Hotel, St. Louis, Mo.



Opening May 5 HUMBOLDT, TENN., STRAWBERRY FESTIVAL

WANT-Hanky Pank Concessions of all kinds, especially Hi-Striker, Ball Games, Glass Pitch, Basket Ball, Swinger, Blower, Custard, Novelties, Balloon Dart, etc.

RIDES-Want Kiddie Rides for Humboldt and balance of season, will give Ex to party with three or more. SHOWS-Any small Grind Show with own equipment; want flashy Girl Show for Ft. Leonard Wood Army pay day, June 2-7; also Monkey, Snake, Wildlife, Illusions, etc.

RIDE HELP-On all Rides. Payday every Tuesday, draw every nite; \$50 starting Salary, more if you are worth it, must drive, no drunks or lover boys. This Show will play five Wisconsin fairs plus an excellent route of still spots, celebrations and fairs in Louisiana, Arkansas Bill Butler wants Agents for Bingo, Foot Long, Photo, Six Cats, Buckets, Nickel Roll. P. C. Tables, Hanky Panks and other office owned Concessions.

CONTACT

F. O. POOLE, Owner Phone 6-8384, Jackson, Miss. Box 1184

J. O. CREEN. Agent Phone 1565, Webb City, Mo.

J. L. OLIVER **Public Relations**

RIVER AMUSEMENT CO.

MICHIGAN'S CLEANEST MIDWAY

WILL OPEN IN RIVER ROUGE, MICH., MAY 13-25, JEFFERSON AVE. LOT.

CONCESSIONS: Photos, Scales, Age, Fish Pond, Balloon Darts, Glass Pitch, Milk Bottles, Hi-Striker, Name-on-Hats. Must work for stock. Hanky Panks only.

SHOWS: Any worthwhile Grind Show. No Girl Shows wanted.

RIDES: Will book, lease or buy late model, short-arm Octopus. Cash waiting.

For sale, Super Rolloplane with 3 phase motor, \$3,000 with Semi; \$2,500 without Semi. This ride was in use last year. No deals and no gypsies.

> WINTER QUARTERS: 10138 West Jefferson, River Rouge, Mich. Phone Vinewood 2-1810 or University 2-1553, River Rouge, Mich.

OPENING, RIDES ONLY—BATTLE OF FLOWERS, San Antonio, Tex., April 21 ENTIRE SHOW OPENS VICTORIA, TEXAS, MAY 2

Still Dates

16 Fairs and Celebrations Rides

Concessions

RIDE HELP

Want Foremen for new Scooter and large Miler Coaster. Second Men for all Rides. All must be licensed Semi Drivers. Report to Seguin, Texas, Winterquarters by April 19. Can use Wives on Tickets. No cars, please.

SHOW OPERATORS

Wanted for 3 office-owned Shows. Large Side Show or Illusion Show (Walk Thru) and Midget Cattle Show. Operator for Fun House. Straight salary, must drive semi.

CONCESSIONS

No openings at present. Wm. Cowan, Concession Mgr.

SHOWS WANTED

Will book Motordrome, Snake, Mechanical, any Show not conflicting. No Girl Shows.

FOR SALE

12-Car Scooter Building. Built new last season. No cars or transportation. 3 young Performing Elephants with tractor-trailer and all props, or will lease for season.

Contact DON FRANKLIN, Mgr.

207 CAROLWOOD (Phone: Diamond 2-7722), SAN ANTONIO, TEX.

CAL RASOR Phone 259 - Nokomis, III.

WANTED SHOW

For Michigan's finest Amusement Park. Must be on seml or trailer.

EDGEWATER AMUSEMENT PARK

23500 W. Seven Mile Road, Detroit 19, Mich., or call KEnwood 1-2660.

Ask for MR. WAGNER.

SCOTLAND RIDES WANT

CARNIVALS

Merry-Go-Round Foreman and Second Man. Must have driver's license, be sober and no girl chaser. Also other general Ride Help.

CONCESSIONS: Jewelry Spindle that engraves, operated by man and wife. Photo Gallery, operated by man and wife. No gypsies. Can book thru middle of Sep tember. Independent Ride Unit. Write:

Box 207, Fayetteville, Pa.

THE GREEN TREE SHOWS, INC. OPENING APRIL 23, 1958

WANT WANT RIDES-Want Foremen for new Scrambler and Coaster and Second Men on all Rides. Joe Moreland and William O'Brien, come on to Winchester, Ky. Want aged Man with some Kid Rides to operate our Kid Rides and yours as a Kiddleland or might consider someone to operate ours if you don't have any. Drunks, don't answer as we can't and

CONCESSIONS—Want Bingo, Cookhouse: Jack & Daisy, answer; Grab Joint, Custard, Cotton Candy, Short and Long Range, Parakeet, Glass and Bear Pitches, Novelties, Ball Games, Diggers, all stock Concessions, Rat Game, one American Mitt Camp—NO GYPSIES. Bill Hunter wants Grind Store Agents and Up and Down Men.

SHOWS-Can place any Show that can get money other than Girl, Illusion and Geek Shows, must have your own equipment. Lou Pease wants Girls for two Girl Shows, Geek for Geek Show, Ticket Sellers and Grinders on Illusion Show, and Geek Show. FOR SALE-One three phase Electric Motor, 5 H.P. with Hydrosheave drive for late model Allan Herschell M-G-R. in perfect condition: reason for selling, changing to gas motor. All replies

JOHN M. HULS or ALMON BRANNON, R.F.D. #1, Winchester, Ky. Phone 100

NEW ENGLAND AMUSEMENTS

Opening Ludlow, Mass., May 1

CHOICE CONCESSION SPOTS TO FOLLOW WITH BIG 4th of July Colebration at Gloucester, Mass. Will place legitimate Concessions of all kinds, one of a kind. No Six Cats or Buckets.

RIDE HELP ON ALL RIDES. TOP WAGES AND BONUS. Report Immediately.

Contact HARRY J. KAHN, 60 Parkside St., Springfield, Mass. NO COLLECT CALLS.

COLEMAN BROS. SHOWS OPENING APRIL 24, MIDDLETOWN, CONN.

WANT SHOWS-5-in-1 or Snake Show, Monkey Show, or any other good Show having its own equipment. Will buy or book a Fun House.

CAN USE RIDE HELP who can drive semi trailers

HAVE FOR SALE-Show Office Wagon on semi-trailer for \$500. This is a two-room unit with grilled front check-in and back enfrance.

All replies to:

DICK COLEMAN, Coleman Bros. Shows

P. O. Box 886, Middletown, Conn.

WANTED

OPENING CLEVES, OHIO, MONDAY, APRIL 14-19, AND 14 WEEKS OF OUTSTANDING OHIO, INDIANA AND KENTUCKY CELEBRATIONS AND FAIRS

CONCESSIONS: Popcorn, Candy Floss, Sitdown Grab, Short Range, Long Range, any kind of Prize-Every-Time Concessions, American Palmistry, Diggers. SHOWS: Funhouse, Glass House, any kind of Grind Shows with own equipment. NO GIRL SHOWS. Will book one new major Ride. All answers: A. R. BRIGGS or DOLLY YOUNG, Miami Motel, Phone Willow 1-0910, Cleves, Ohio.

BRIGGS AMUSEMENT CO.

All people contracted with Dolly Young and Harry Smiley report at Cleves, Ohio, now.

VIRGINIA GREATER SHOWS

OPENING SUFFOLK, VIRGINIA, APRIL IS TO MAY 1 WANT—Custard, strictly American Mitt Camp, French Fries, Blngo, Novelties, Photos, Bear Pitch or Glass Pitch, Penny Pitch or Cigarette Pitch, Long and Short Range Gallery, Hoopia, Basketball, Age & Scales, Hi-Striker. Want Agents for office owned Hanky Panks, two Swinging Ball Agents, P C. Dealers, Man and Wife for Cookhouse, must drive semi

WANT—Wild Life, Unborn, Snake, Funhouse or Glass House, Monkey Show, Freak Animal Show, Acts for Circus Side Show. Can place good Tattooer with Tattoo outfit. Roxie Lee wants Girls with or without Wardrobe, transportation and salary guaranteed. We have 8 Southern Fairs booked. Mail and wires to

> WM. C. (BILL) MURRAY P. O. Box 461, Suffolk, Virginia

SUNSET AMUSEMENT COMPANY

Opening Excelsior Springs, Mo., April 24.

HELP: Second Men on Tilt, Cat, Dodgem, Rocko and Front Gate. Must be sober, drive semi and know cars. Vernie McGowen, Sweet Pea wants you. SHOWS: Want Half and Half, Working Acts, Ticket Sellers for Hutchens Modern

CONCESSIONS: Photo, Novelties, Age and Weight, Bird, Glass Lamp Pitches, Striker,

Ball Games and Hankles.

Mac wants Agents for Buckets and Six Cats.

701 N. MAIN ST., EXCELSIOR SPRINGS, MO.

WANT RIDE HELP ON CHEROKEE AMUSEMENT CO.

Foremen on Ferris Wheel, Tilt-a-Whirl, and Mix-up, Second Men on all rides. Will furnish trailers for foremen with families, and will use wives in ticket boxes, all men must Drive Trucks. Winterquarters now open. Contact

J. W. MAHAFFEY

Erie, Kansas

CONCESSIONAIRES

GLADYS SUPPLY CO.

802 S. Sixth St. Phone: HE 5-8017, Allentown, Pa.

MIDWAY CONFAB

mer concessionaires, now in the professional, in San Antonio. Stejuke box business in Denver, gave vens is currently doing indoor proa farewell party recently for Larry motions in that city. . . . W. A. and Madlin Nolan, who left the (Slim) Taylor, Jenny man with Mile-High City to join Alamo Ex- Royal Exposition and Turner Scott position Shows in San Antonio. In organizations, is in Ward 114-A, addition to handling the general Veterans Hospital, Temple, Tex., agent chores, Nolan and his wife and would like to receive mail. will have several concessions. Ray Bona, concessionaire on Gold Medal Shows, is up and about again after undergoing surgery in Valdosta. Ga., for the removal of a brain tumor.

Al Blue Foltz, son of the late Charlie Blue Foltz, trapeze performer and wrestler, and for many years Carnival editor of The Billboard, plans to take the road this season with his own rides and attractions to be known as Blue's Rides & Shows. Born on the road 50 years ago, Al has trouped most of the time since. He was with his parents on the Roy Gray, Ray Gooding, Sheesley's Mighty Midway and other shows for many years. Last season he had several attractions with Powelson's Amusements in Ohio. Foltz makes his headquarters in Covington, Ky. His father, Charlie Blue Foltz, after retiring as a performer, served many years in the carnival field as an executive with various shows.

Mr. and Mrs. Chester I. Levin, Midwest Merchandise Company, Kansas City, are in the last two months of their six-month tour of the world. They recently toured India and plan on returning to the U. S. by mid-May.

Crafts Exposition Shows recently came in for a surprise. Last season, Warren, manager of the show, picked out one of the ducklings from the duck pitch to raise as a 'mother" to the rest of the brood, so it was brought out again this a flock of eggs.

Ralph W. Stevens, special events promoter, middle-aisled it April 1

WANT

Rockoplane Foreman. Also Second Men on Wheel, Dark Ride and Rocko-plane. Address

E. L. SMITH MONARCH EXPO. SHOWS Pacific, Mo.

WANT TO LEASE

or will consider percentage arrangement

ADULT MERRY-GO-ROUND

For permanent location. For further details write Box D 43, e'o The Billboard, Cincinnati 22, Ohio.

Dyer's Greater Shows

Box 202, Searcy, Ark. WANT-Hanky Panks, Photos, Cookhouse Lead Gallery, Family Shows, Foremen, Second Men who Drive Semi; Bingo Fish Pond, Hanky Pank Agents. Show opens around May 1. Write, Wire, Phone 2178 (No Collects).

FOR SALE—Two Trackers and Teallers. FOR SALE-Two Tractors and Trailers, cheap. Bingo, other Frames, Tops.

WANTED

For Ben Wolfe Shows, Skillo Agents, Pin Store Agents, Man with crew for Count Stores. Opening April 17, Greer, S. C.

B. C. (Slim) Cunningham

WANTED

Concessions and Shows for three days 4TH OF JULY CELEBRATION

STANBERRY FIRE DEPARTMENT Stanberry, Mo.

Mr. and Mrs. Pick Huston, for- with Bobbie Lucille Mints, non-

Joe Pollard, veteran concessionaire and glass worker, is recuperat-

ing at Receiving Hospital, Detroit, Following a heart attack. . . . Bob and Ben Morrison left Detroit last week for the West Coast.

Rita Raye writes that she's signed with the Bill Chalkias' Side Show for the eighth year and also reports that Bill will have all new fronts and canvas on his three back-end units this year. Has also framed a new cookhouse. . . . Professor and Mrs. Willie J. Bernard, long-time showfolks, will sell tickets at the opening of Edward Burrs' midway show in Manchester, N H., on April 17.

Jimmy and Jackie Cady, gal show ops, report they've had their share of bad luck in recent weeks. While hauling their house trailer from Little Rock to Tulsa they were struck from behind by another vehicle. No one was hurt but the trailer was damaged. About two weeks later as Jackie was driving out of a parking place in Tulsa, her car was sideswiped and she suffered broken ribs. She's convalescing at P. O. Box 631, Tulsa.

Roger Warren and others on Garden State Opens May 3

HARMONY, N. J.—First week and also to serve as the main for the Garden State Shows of course at Christmas dinner in the R. H. Miner is set for May 3 in Warren household. No one had McAdoo, Pa., with trucks leaving the heart to kill the duck, however, winter quarters here on April 28.

Lou Hall of Philadelphia is joinyear as mascot, and it has free ing as concession manager, Matt reign and runs all over the lot. Douglas reports. Other staff peo-Hoppy, as he's called, surprised ple are Matt Roberts as billposter, everyone recently when "he" laid Jake Johnson as ride superintendent, and Charley Jones, electrican. R. H. Miner Sr. and Junior round out the staff.

The show will play the Greene-Dreher-Sterling Fair at Newfoundland, Pa.; Allentown, Pa., Legion celebration; Mountainville, Pa., Memorial Association celebration, and two firemen's dates in addition to spots previously announced. A couple of weeks are still open.

John Caruso is joining with 6 concessions, Lou Hall with 6, R. Marshall with 3 and H. Mace with 2, bringing the total to 18.

Larry Davis Frames Carnival Time Org; Skeds April 27 Bow

SAN JOSE, Calif.—Larry Davis' new Carnival Time Shows has been organized here and will premiere April 27 in Alverado, Calif.

Show, which will play mostly in California, will carry three major rides, four kid devices and seven concessions. Charles Camp is the agent.

Dallas Club Paving Party Pulls 100

DALLAS-Over 100 members and guests turned out for the celebration marking the resurfacing of the driveway and parking lot of the Lone Star Showmen's Club here Thursday (27). Featured was a

Ed and Irma Meeks, assisted by a group of women, prepared the food and served as hosts and hos-

WANT

Foremen for Tilt and Scrambler. Also need Electricians. Best of treatment, finest of equipment and transportation, pleasant surroundings and top salaries. No drunks, chasers, cookhouse superintendents or collect wires and phone calls. Reply to

GOODING AMUSEMENT CO.

1300 Norton Ave. Columbus 8, Ohio Axminster 9-1193

DRAGO AMUSEMENTS

Last Call for Grand Opening Kokomo, Ind., April 25-May 3-Ten Big Days Includes two Saturdays with two matinees. Want a few more Hanky Panks, Hi-Striker, String Game, Bumper, Derby, African Dip, Bear Pitch, Ice Cream or Custard, Novelty, Short Range, Age & Weight, or what have you. Will book any Show except Girl Show for small percent. Want for eash or will book for the season one Short-Arm Octopus.

All persons already booked be in Kokomo for the opening. All replies to PAUL DRAGO, 1711 E. Markland Ave.

Kokomo, Indiana P.S.: Torchy Lee wants Girls for two Girl Shows, no experience necessary; Top Salary—Living Quarters furnished.

MIDWAY OF MIRTH SHOWS

WANT

Stock Concessions: Fish Pond, Bumper, Age and Weight, High Striker, Add-Em-Up-Darts, any Concession not conflicting, only one of a kind. Shows with own outfits; no Girl or Athletic Shows. Address: 3111 E. Nettleton (Phone: Webster 2-8274), Jonesboro, Ark., this week; then Hoxie, Ark.

Opening May 2-10, Greensburg, Ind. 20 weeks to follow.

Can use Cookhouse, Foot-Long, Bingo, Popcorn, Candy Apples, Snow Ball, Short Range, Glass Pitch, Hi-Striker, Ball Games, Fishpond, Pitch-Til-You-Win, Hoopla, Coke Bottles, Jewelry, Cork Gallery and Balloon Darts. Any other Stock Concessions. Any small Shows Also want Ride Help, First and Second Men on Wheel, First Man on Merry-Go-Round. Must be good and sober. All replies write KENNY STAFFORD, R. R. = 2, Seymour, Ind.

OPENING MAY 1 NEAR WASHINGTON, D. C.

Want Hanky Panks. Limited amount want Hanky Panks. Limited amount booked. First come, first served. Also have Army Day Celebration May 10 and 11. 100,000 attendance last year. Will book Coaster. Will buy 50 Bingo Stools and Bingo Blower. Must be in good shape. Want Man to put up Concessions. Good salary and bonus. John Salyani, send me your phone number at once.

MARYLAND BAZAAR CO. JERRY GERARD, CONCESSION MGR. Leonardtown, Md. Fairgrounds until April 28.

FOR SALE

House Trailer on semi frame, 3 rooms and bath. Completely renovated. All furnishings and appliances new. Formerly owned by Solomon and Ben Davenport. Will sell with or without

COL. CALVIN MILLER Radio Station KIHN, Hugo, Okla.

RIDE HELP

Want Foreman for small Merry-Go-Round, Foreman for Eli #5. Can place Second Men on all Rides. Must drive and have license. Good wages, long season. Contact

JOHN HANSEN Caruthersville Fairgrounds, Caruthersville, Mo.

WANTED AT ONCE

Banner Painter for season; must be sober. AL G. KELLY & MILLER BROS. CIRCUS Hugo, Okla.

WANTED

Rides and Concessions for Mukwonago. Wis., Summer Festival July 18-20; and Thiensville, Wis., Lions Club Water Car-nival, July 25-29. (Rides for July 4 Cele-brations.) Write or Phone

A. W. STREHLOW P. O. Box 1, Waukesha, Wis. Liberty 2-6763 or 7-9269



STRANGEST ATTRACTIONS On earth. Devil's Child, Wolf Boy, Jungle Pygmies, many others. Free Folder. Tate's Curiosity Shop Phoenix, Artz.

CONCESSIONS WANTED

MAY 5-10 IRONTON, OHIO

Can place Hanky Panks of all kinds and some Direct Sales.

MAY 7-10 MARYSVILLE, OHIO, JAYCEE'S FESTIVAL

on the Streets. Can place Hanky Panks and Direct Sales. No Grab.

MAY 12-17 WELCH, W. VA., CENTENNIAL CELEBRATION

Can place Hanky Panks and most Direct Sales.

NOTICE!!

We can still place some Direct Sales on units for still dates. Can place Grab Joint. All Corn. Apples, Floss are sold.

WRITE AT ONCE

GOODING

AMUSEMENT CO., INC. 1300 NORTON AVENUE

COLUMBUS 8, OHIO

SCRAMBLER

Will book in Park or Carnival with a good route of Fairs. Ride brand new.

RAY S. HOWARD Nokomis, Fla. Box 62D-R.R. 1

WANT RIDE MEN

FOR FLOYD O. KILE SHOWS FOREMAN for Ell, two or three Men for Kid Rides. Open April 23. FOREMAN for CATERPILLAR, to open May 25. Can work on others till then. These rides are all painted and in first-class shape, ready to go. Must be sober and a semi driver: licensed. All replies: FLOYD O. KILE Clinton, Louisiana

Merry-Go-Round Season Opens soon. Late model Allan Herschell Kiddy Merry-Go-Round, 20 cast aluminum jumping horses, newly painted. Famous link belt fluid drive with pushbutton start. Fluorescent lighting. Will deliver up to 500 miles. Set up for observation. New price on these ma-chines, \$6,350.00. Will sell for \$3,500.00. RAY CAMP, 157 Orange Ave., Oceanway, Fla. Phone: Jacksonville, PO 55240.

MANUFACTURERS OR INDIVIDUALS

you have good equipment, clear, experienced operator has six to eight thousand operating cash on 50-50 basis. Fairs or parks; other, Might buy after proven. No slum. Must stand rigid inspection. Have high cash potential

BOX 5075, Atlanta, Ga.

CLUB ACTIVITIES

Showmen's League

CHICAGO -- President Jack Duffield called the Thursday (10) meeting to order assisted by Bill Carsky and Ed Sopenar, vice-presidents; Bernie Mendelson, treasurer, and Hank Shelby, secretary. Past presidents on the platform were Sam J. Levy Sr., Fred H. Kressmann, Al Sweeney and Ned

Carsky announced that a few tickets were left for the theater party to be held April 19 at the Palace Theater here where a new showing of Cinerama will be featured. Tickets are \$5.50 each and include a buffet supper in the clubrooms.

John Criss was reported in Alexian Bros.' Hospital. It was an-

FOR SALE

Rensselaer G-16 1956 Model Miniature Train with 750 ft. of track.

Condition - Like New

CLIFF DE GAYNOR

3208 S. 27th, La Crosse, Wisc. Phone 4-6340.

FOR SALE

Allan Herschell Kiddie Merry-Go-Round. 20 jumping horses, 2 charlots. This ride guaranteed to be in first-class condition,

MERCIER ATTRACTIONS 3931 Mt. Pleasant Rd. N.W. North Canton 20, Ohio Phone: Hyacinth 9-7842

Thank you

HARRY STEPHENS Custard Operator, Prell Shows, for your new AMERICAN MOBILE HOME purchase for your wife's

"Save Money With Johnny" JOHNNY CANOLE 8861 N. W. 18th Ave. Miami, Fla. Phone: Plaza 1-0206

FOR SALE

Midge-O-Racer Auto Ride made by Eyerly Aircraft Co., perfect condition, new Platforms, \$1,750. cash, this is a steal. Also have Kingwater Boat Ride, perfect condition, first \$500 takes it. Electric Train. 70 foot circle track; first \$500 cash. Reason for selling—have 9 Kiddle Rides. All replies—J.L. KEEF c.o Capitol City Shows, Box 201, Valdosta, Ga.

MUST SELL AT ONCE

40' Spillman Merry-Go-Round with electrie organ. Unit in good working condi-tion. Set up for show. Will include a 32' metal tank Boat Ride with 8 boats. All for the price of \$3,000 cash.

S. E. SELF MA 7-2080, Somerton, Ariz.

\$100.00 REWARD

For the location of

STEPHAN L. VIERS

Information confidential. Call collect — ANdrew 2-2616. Grand Prairie, Texas. TOMMIE ALFORD BONNIE JAY

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 Joe Boston at the Belvedere Hotel, West 48th St., New York City-or Tirza Duval, 2020 West Flagler St., Miami, Fla.

BAKER UNITED SHOWS

LAST CALL

Opening April 24, Princeton, Ind., City Park. All Concessions booked, acknowledge call. CONCESSIONS: Can place a few more clean, legitimate Concessions, such as Custard, French Fries, Pronto Pups, Ball Games, Cork Gallery, Duck Pond, Glass Pitch, Short Range, Hoopia, Hi-Striker, Age and Scales, Novelties or any Hanky Panks.

BIDE HELP—Can place good, sober, reliable Help on all Rides. Must drive and have RIDE HELP—Can place good, solder, relative to the license. No cars. (Smitty, come on.) license. No cars. (Smitty, come on.) SHOWS—Want 10-in-1, Illusion, Snake, Fat, Fun and Glass House. All replies to ERNIE ALLEN, P. O. Box 35, Terre Haute, Ind.

nounced that Alex Lobban, a member of 27 years' standing, had of America passed away in Vancouver two months ago.

Al Rossman was here from Tampa and Al Kaufman back from New York, Harry Crossey is a new member. Eddie Murphy's name was added to the plaque

Final regular meeting of the spring will be held April 24. Ladies' Auxiliary

President Dorothy Kennedy was in the chair at the Thursday (3) meeting. Also present were Ethel Wadoz, vice-president; Evelyn Hock, treasurer; Mrs. Robert H. Miller, secretary, and Carmelita Horan, chaplain.

Letters read from Hank Shelby, Showmen's League secretary; Nathan Goldblatt, Cancer Fund, and Egle Seldmayr.

Cheyenne Date

· Continued from page 54 been worked over during the

winter.

Personnel includes Mr. and Mrs. Lionel Strate, Mr. and Mrs. Andrew Crandall, Mr. and Mrs. William Wood, Mr. and Mrs. Francis Wood, Mrs. Elizabeth Wood, Mr. and Mrs. Tobey Young, Mrs. Beatrice Davis, Mr. and Mrs. Dwayne Steck, Mr. and Mrs. Cliff Knox. Mr. and Mrs. R. E. Jacobs, Mr. and Mrs. Clyde Rawlins, Marlin Spencer, Mr. and Mrs. Earl Proberts, Mr. and Mrs. Tom Simpson. Mr. and Mrs. W. H. Kuhn, Mr. and Mrs. Stanley Warner, Mr. and Mrs. Lloyd Whelan, Mr. and Mrs. Don Taylor, Mr. and Mrs. Forest Whelan, Mr. and Mrs. Buck Cook, Jack Nazworthy, Wayne Mayberry. Mr. and Mrs. Paul Lujanbeal. Leroy Hawback, Mr. and Mrs. Darrel Michael, Melvin Haugen, Mr. and Mrs. P. E. Ellis, Sam Gifford, Art Chapman and Roy

Railroad Rate

· Continued from page 54

the Southern Freight Association in

The TEA told The Billboard its notification to shows carried the following provisions: The normal base rate in effect in 1955, less 20 per cent, will be in effect. Application for the consideration is to be only for "movements of 41 cars or more, handled in a single section in one train, or upon payment of charges on the 41-car basis by shows with less than 41 cars when handled in a single section in one

train." Rail units had protested the mounting rail costs as strangling one of the colorful phases of the show world. As plentiful evidence of their claims, they easily counted off the Ringling and Beatty circuses, and the great number of railroad carnivals which have fallen to the wayside.

Fried Chicken

· Continued from page 54

sick committee, reported that Harry Golub had undergone surgery in a local hospital and that Ellis Henry was a patient in the Northside Hospital. Also reported ill were Jimmy Thralls, Jennie Riegel, Zoe Wick, June Sutton, and Nancy Meyer, who was visited by William Meyer, who now makes his headquarters near San Francisco.

Plans were announced for the "Show-Within-a-Show" to be held on the Frank W. Babcock United Shows at the National Orange Show in San Bernardino, Calif., Tueday (15). Serving on the committee are Steve Vaughn, F. M. (Pete) Sutton, Elsie Kennedy and Emily Bailey, who will be in charge

www.americanradiohistory.con

BUFF HOTTLE SHOWS

Want for 10th Anniversary "Holiday in Dixie." Fun zone downtown on 2 lots, Shreveport, La. April 30 to May 4. Parades every day, both afternoon and evening. First time Rides and Concessions have ever played this event.

Want Hanky Panks of all kinds that work for stock. Concessionaires who have talked to us, get in touch. No Bingo, Penny Pitches, Lead Galleries, Diggers or Flats will be allowed.

We do not need any Shows or Rides. All replies BUFF HOTTLE SHOWS, New Iberia, La. until April 24.

GEORGE CLYDE SMITH SHOWS

OPEN LATE IN MAY

Want Ball Cames, Age & Scales, Pitch Till You Win, Fish and duck Pond, Penny Pitch, Photos, Six Cats, Buckets, Swinger, Candy Floss, Snow Cones, Glass Pitch, Hoop-La, Slum Spindle, Penny Arcade. Custard, Basket Ball. Cirl Show, Monkey Show, Side Show, Snake Show, Wildlife.

Truck Mechanic, Merry-Co-Round Foremen, General Ride Help, Agents for Office Hanky Panks, Truck and Tractor Drivers, Man & Wife to manage Cookhouse. Winter Quarters open. All replies to

GEORGE CLYDE SMITH SHOWS

P. O. Box 521, Cumberland, Maryland - Phone PA 4-3608

VIRGINIA GREATER SHOWS

Open April 18, Suffolk, Va.

Want for the finest route of Celebrations and Fairs in Delaware, Virginia and Maryland. Playing these spots over twenty years. Want one Count and one Pin Store Agent, also good Percentage Dealer Ithis is wonderful Percentage country), Hanky and other useful people such as up and down help. Contact -- no collects:

BERNIE FELDMAN

c/o Elliott Hotel, Suffolk, Va., or GEO. BARTLEY, c/o Show. P.S.: Agents contacted-be in Suffolk April 16.

WINCHESTER, VIRGINIA, MAY 1 AND 2, THURSDAY AND FRIDAY

Novelties and straight sales only. See Mr. Pete Clements at Working Mon's Store all week, beginning Monday, April 28.

ATTENTION, DINGERS-Do not come in; if you do, you will be prosecuted by order of the combined commanders of the LEGION and V.F.W. and D.A.V. and

10 DAYS MARINE CORPS MEMORIAL CELEBRATIONS

May 30 thru June 8, 1958. Want Working World, Ding, Walk Thru Shows. Concessions of all kinds. (No gyps or flat need to answer). Reply to:

FRED V. CATUZZA, JR.

54 Jackson Ave. (Call Buffalo) FArview 1931, Lackawanna 18, N. Y.

DON FRANKLIN SHOWS

Hanky Pank Agents for Pitch-Till-You-Win, Ball Game and Cork Gallery. Can place good P.C. Agents for Cigarette Block. Want two good Up and Down Men for Grind Stores (semi drivers preferred). Good treatment and salary. ALL PERSONNEL CONTRACTED REPORT TUESDAY, APRIL 29, AT VICTORIA, TEXAS. Write or Wire

WILLIAM COWAN

207 Carolwood, San Antonio, Tex., until April 26; then c/o Don Franklin Shows, Victoria, Tex.

WANT RELIABLE RIDE MAN

To take charge of my equipment in a park near Chicago. Prefer middle-aged married man. Must have nice house trailer. You will operate like-new Ferris Wheel, keep other equipment in operating condition. Wife will operate Popcorn Concession. If you drink, don't answer. Give references Must be available immediately. Serious illness cause of this ad. Season ends last of September. Top salary plus free lights. water and trailer rent. Address:

EARL H. BUNTING, P. O. BOX 203, LA GRANGE, ILL. Daytime Phone: Terminal 9-1404, Person to Person.

GRAND AMERICAN SHOWS

Rapids and Ft. Dodge to follow. Want Shows with own equipment. Want Concessions: Photo, Pitches, Ball Games,

Age, Scales, Hanky Panks. Want Ride Help: Merry-Go-Round and Roller Coaster Foremen, Truck Drivers. Glen G. Larson, contact me. L. O. WEAVER, Mgr., Fairbank, Iowa

ART B. THOMAS SHOWS

OPENING APRIL 28—FREMONT, NEBR.

WANT RIDE MEN, CAN PLACE A FEW FOREMEN. SEMI DRIVERS PREFERRED. NO CARS, NO DRUNKS. CONTACT: BERNARD THOMAS, LENNOX, S. DAK., UNTIL OPENING.

CHEROKEE AMUSEMENT COMPANY

Opening May 2d, Chanute, Kan.

Broken Arrow, Okla. Celebration May 16th-17th. We have all Celebrations except two weeks, from opening date until closing date in October, so why play Cow-pastures this spring. We have opening for a few more Concessions: Cookhouse or Grab, Photos. Novelties,

Ball Games, Bumper, String, Cork Gallery, Hoop-la, Roman Targets, and Glass Pitch. Phone, write or wire, J. W. Mahaffey, Erie, Kan.

DECOR FROM THE PACIFIC

Beachside Eatery For Pontchartrain

Easter Sunday (6) weather graced and installed at the east end of the this area and Pontchartrain Beach midway before a decorative backscored one of its best opening days. ground. On opening day, Batt said, Operator Harry Batt said that it outgrossed all units except the business was mute rebuttal to Roller Coaster. claims of a recession which would affect the outdoor fun business.

Parking areas were jammed early in the afternoon. On the operating line was a new Bubble

CONCESSIONS WANTED

One owner with three or four. Good four months' location . . . seven day week . . . beach. Near two large Marine bases, Also interested in Auctioneer. Also live Pony and Merry-Go-Round Ride.

A. B. COOPER Atlantic Beach, N. C.

IT PAYS

PHILADELPHIA TOBOGGAN CO.

Serving the Amusement Industry Since 1904

WANTED

RIDES AND CONCESSIONS

Children and Adults

Will lease space on Northwest Florida's most

popular Summer Resort Beach-over 100,000

Advise in first letter your equipment and per-

BOX D-40

tourists from June 1 thru Labor Day.

WHEREVER FOLKS GATHER FOR

FUN AND RELAXATION YOU

COLLECT "DIVIDENDS"

EVERY DAY, YEAR AFTER

FOR A "BLUE CHIP"

INVESTMENT, BUY

SKEE-BALL

SOLD ONLY BY

YEAR.

NEW ORLEANS - Ideal Bounce acquired over the winter

Major improvement is construction of two new restaurants in the center of the midway. One features a nautical motif and was far enough along to permit light food and refreshments to be dealt to customers on opening day.

The Beachcomber, second eating spot, is being completed in South Seas decor, with decorations and furnishings bought by Batt in Hawaii and elsewhere. It will seat about 500 people and be equipped to handle private dinner and cocktail parties. Specialists in preparing exotic Polynesian drinks and food are being brought in, and Batt claims it will be the only Beach-(Continued on page 66)

Major Events Seen Heavy **Coney Lure**

Aerial Display, Sailing Review Are Scheduled

NEW YORK - The "world's largest stage" concept for Coney Island will be continued and further enhanced by a series of special events this season. Basis for the claim is that the vast boardwalk and beach area accommodate the world's biggest "in-person" audi-

First offshore spectacle will be an aerial exhibition by the Navy's precision flying supersonic jet acrobatic team, the Blue Angels. They will perform with other aerial units Sunday, May 18, to climax the Armed Forces celebration. Exhibits on beach and boardwalk will (Continued on page 66)

Pool, Casino Readied for Marshall Hall

Wilson Lines to **Expand Facility**; **Boat Skeds Told**

WILMINGTON, Del. -- Col. Altan MacNicol, president of the Wilson Excursion Lines and subis making bigger plans for 1958. nated to the town. The S.S. Mount Vernon started to Marshall Hall Park on April 1. building with a game room, danc-(Continued on page 66)

MUNVES CORPOR OSTE TENTH AVE. N. V. 16, N. V.

PLANNING AN ARCADE?

Interested in **Increasing Profits?**

WE

14 Ft.

Long,

30 In.

Wide

DESIGN and EQUIP

MONEY-MAKING **ARCADES**

WRITE OR CONTACT AMERICA'S NO. 1 ARCADE OUTFITTERS:



FOR SALE 5 German Hot Rods

Bought 1956, Used 2 Seasons, Good condition.

> \$850 each Can be seen at Riverside Park, Agawam, Mass.

'Mouse' Unit Top Lure for Dorney

Mouse ride acquired from Ben has worked the plan successfully Schiff, of Miami, is being installed at Macy's in Roosevelt Field, N. Y., a. Dorney Park here and may be spotting monitor sets around the in operation when the Sunday park store. schedule begins on April 27. Park will run on - curtailed basis until the official season opening on May 24.

Picnic booking is reported good, with industrial outings set for every Saturday in August in addition to

many other days.

weekend as a kiddie attraction is a closed-circuit TV. Proposed by Abe Feinberg, New York booker who provides acts during the season, it would permit kids to see themselves telecast with favorites being delayed.

ALLENTOWN, Pa .- A Wild of Philadelphia moppet shows. He

Continuing this year will be the traditional free ride day for children on the Thursday before Labor Day, with all rides affected, and "fish and pay" trout fishing in the stocked seven-acre lake. Fishing is done from the banks, with patrons paying \$1 for the privilege plus Being considered for the opening 75 cents per trout caught. There is no time limit.

> Consideration is being given to adjusting ride prices upward at Bob Plarr's spot, but a decision is

ROLLER RUMBLING

Boston Iceries Breed Roller Fans, Say Ops

area, which has been well supplied of control of the RSROA: with municipally constructed ice rinks, has in the last two months skating is good for the sport. When boosted the total by three more. the kids can't get on the ice they Two of them are under the juris- come to the roller rinks. These diction of the Metropolitan District | municipally owned rinks haven't Commission and the third is the hurt in the least; in fact, they breed first municipally owned rink in skaters, and that's good. Any kind New England and was built by the of skater helps the over-all busitown of Brookline, which adjoins ness. I was once an ice skater my-

This now gives the MDC a total URO Adds Four Spots of four, located in Milton, Arlington, Hyde Park and Medford. The Brookline facility is in the Larz sidiaries, advises that his company Anderson estate which was do-

Nor is the end in sight for this run to Mount Vernon, Va., and type of rink. Within a year or more, the MDC expects to build, "We are adding a new casino at a cost of up to \$350,000, five more. These are set for Quincy, Braintree and Revere, with two in the city proper. One is proposed for the Boston Common in the heart of the shopping area, with the other in Franklin Park about two miles out.

> Actually, Boston has no public ice rinks per se. The biggest facility for ice skating is the Boston Arena, which is almost wholly taken up with schoolboy hockey practice and matches, regular events such as boxing and wrestling, and touring attractions.

> The Boston Skating Club does have a few hours of public skating, but it is actually a private membership club which also gives a good deal of time to schoolboy hockey. The North Shore Sports Arena, Lynn, is on a similar basis with the Boston Arena, and there are two other skating clubs in the metropolitan area.

> Strangely enough, neither the ice rink people nor the roller skating operators in the area are at all concerned by this rise in skating facilities as far as their business is concerned. The Skating Club reports business as good this year as last, and Manager Emery F. Baker believes that the municipally owned rinks help rather than hinder the sport.

> "I personally think it's a great thing," says Baker, for these rinks catch them when they're young. After they grow up a bit and get some experience they graduate to the skating clubs. These spots are really doing a good job of promo-tion for the sport."

> A similar opinion was voiced by several roller skating rink operators in the area. Says John Rando, owner of Wel-Lex Rollerway, Wal-

BOSTON-The Greater Boston | tham, and a member of the board

"Anything that has to do with self, and I know."

To Membership Roll . . .

MUSKEGON, Mich.-Five rink (Continued on page 66)

RINK-COTE

The surfacer with traction to preserve new roller skating floors and add life to old floors. Immediate delivery from

CURVECREST, INC.

Muskegon, Michigan (Home office) Write for names of distributors in your area.

SKATING RINK TENTS

53 x 122

IN STOCK AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO. 100 Central Ave.

CHICAGO RINK SKATES

200 pairs, assorted sizes, paired, clean and in excellent condition; some brand new, First \$250 takes them. Contact

W. E. MINNIG 20 E. Main St.

COMPLETE PORTABLE RINK FOR SALE BY THE OLDEST & LARGEST MFRS. WE LAY PERMANENT FLOORS

Anywhere in U.S.A. Write for Prices & Information. TILLINGHAST MFG. CO. P. O. Box 68 Phone 79 Venus, Texas

MAKE REAL MONEY WITH

Porto-Bilt

Write W. T. SHACKELFORD Box 425, Smyrna, Ga.

Phone 8-2183, Marietta, Ga.

Cincinnati 22, Ohio

c/o The Billboard

centage.

TENN. WORKSHOPS DRAW 173 EXECS

Jackson, Columbia Sessions Discuss Wide Range of Management Subjects

day workshops for Tennessee fair of increasing attendance and pubexecutives drew a total of 173 fair managers and officials to Columbia and Jackson, G. W. (Bill) Wynne, president of the sponsoring Association of Tennessee Fairs, announced.

The Jackson meeting, held for Western fairs, drew a total of 94 representatives. The one held for the central part of the State at Columbia, pulled 79 representatives from 17 fairs in addition to several visitors from other sections of the State.

At the Jackson meeting, Mrs. Frank Stallings, vice-president of the State association, spoke on the "Purpose and Aims of Workshops." Margaret Miles, University of Tennessee Agricultural Extension Service addressed the group on exhibits. Three fair officials, Paul Vaughn, T. B. Garth and Jack Guttman, participated in a discussion of strong points of their 57 fairs. President Vernon Henson, of the Dyer County Fair, which won the State association's championship award in 1957, described some of the features that helped his fair win the contest. J. W. Brimm, also of the university, urged the fairmen to modernize their agricultural exhibits.

Wynne served as toastmaster at the luncheon with W. F. Moss. commissioner of agriculture, as the key speaker.

Another high point of the Jackson meeting was a panel discussion of "Miss Tennessee County Fair Contest and How it May Be Improved in '58." Hunter Taylor moderated the panel which included Mrs. Sarah Patterson, Cecil Yates and Mrs. Allie Mae Stevens. Jack Vinson, secretary-treasurer of the association, described the association's annual awards program.

Panels Featured

Group discussions were featured at the Columbia meeting, with subjects including educational and demonstration exhibits, individual competitive exhibits, youth organization exhibits, field crops, commercial and industrial participation,

Winston-Salem Inks Swenson For Eight Shows

WINSTON-SALEM, N. C. -The Dixie Classic Fair has closed to present eight performances of the Swenson Thrillcade during its October 7-11 fair, Neil Bolton, manager, announced. The Aut Swenson stunters, who will play this fair for the first time, will be in for five nights and three matinee performances.

Kentucky State Inks Rosenstein

FRANKFORT, Ky. -- Samuel M. Rosenstein, Louisville, has been | Hilton ballroom and offered to the re-employed as part-time attorney for the Kentucky State Fair, Gov. show, a top daytime giveaway pro-A. B. Chandler, announced last gram, emanates from the Moulin week.

position the past 18 months.

MEMPHIS-Two recent one- live stock, entertainment, methods lic relations.

Speakers included J. B. Grant, who welcomed the representatives, and L. E. Griffin, secretary of the Tennessee State Fair, who gave the instructions on how the workshop operated. Frank E. Mills introduced the guest speakers, including Moss, who also attended this meeting; Jesse Safloy, public re- year. lations director of the Sovereign States Insurance Company, and Milburn Jones, of the extension service, who presided at the report of discussion group chairmen.

Both meetings ended by 3:30 p.m. in order to allow out-of-towners to get back home the same

Saskatoon Ex **Budgets** for Lower Income

SASKATOON, Sask.-The 1958 budget of the Saskatoon Exhibition board estimates revenues of \$347,-700, compared with last year's actual returns of \$380,032.

Expenditures are estimated at \$274,100, an increase of \$8,187 over 1957, leaving an estimated surplus of \$73,600, compared with an actual surplus of \$114,119 last

A breakdown of estimated revenues, with 1957 figures in brackets, is as follows: Auto parking and gate receipts, \$60,000 (\$66,463); concessions and midway, \$68,000 (\$71,590); entry fees, \$28,000 (\$31,537); racing, \$63,000 (\$64,-432); rentals, \$25,000 (\$28,291) and bond interest \$12,000 (\$8,193).

New Jersey State Pacts Gene Autry Western Name Will Head Up Both

THE BILLBOARD

Afternoon, Night Grandstand Shows

TRENTON, N. J. -- Gene | has contracted with Autry for the Autry will head up a grandstand show and rodeo for the New Jersey State Fair, September 21-26. George A. Hamid announced he

N. H. Events Study Cuts in Premium \$\$

an across-the-board reduction in premium payments has been procreased costs.

along with increases in labor, sumed this year for the Mineola ment this year. The midway has equipment, services and talent, the Great Frederick Fair is switching of the last three years. With a Dates this year are September were told by Harold Fowler, of

> Clark Ingalls, North Haverhill, was elected president to succeed Lester E. Mitchell, Plymouth, who becomes a director. Dr. R. W. Smith, Laconia, is secretary-treasurer, and Richard Wood, Atkinson, vice-president.

CONCORD, N. H. -- Making posed for New Hampshire's fairs to combat the problem of in-

The cut in premiums would be on a percentage basis and would have to apply to all fairs so that some would not benefit at the expense of others, it was agreed at an annual meeting held here. The fairs receive a State subsidy from pari-mutuel wagering in New Hampshire based on the amount of premiums.

Gate receipts have not gone N. H. Fairs Association members the State Tax Commission, which audits the books of the fairs.

entire grandstand show. Booked thru Herb Green, Autry

agent, the date calls for a guarantee and percentage. The Western name act is to provide both a stage performance and rodeo for the grandstand.

There are to be matinee and twilight shows on the first Sunday, and afternoon and night shows thru the week. Auto races have been eliminated for the first Sunday, but they will have championship auto races on the second Sunday (September 28). On Saturday (27) the fair will have its annual firemen's

Hamid said that the Western name show was booked after observing the success of these shows at other fairs last year and with the feeling that Autry was the strongest name in the East, a territory he has not played extensively in recent years.

Frederick Adopts Cuffo Grandstand

FREDERICK, Md. -- The to a free grandstand policy this season on an experimental basis, Secretary Wade F. Hursey disclosed. The decision was prompted by news of increasing use of this operation by Eastern and Northern fairs, he said.

Frank Wirth, of New York, will provide a night variety show on four mid-week days. Fair will run from Tuesday thru Saturday, September 30-October 4, with the Wirth show appearing Tuesday thru Friday. A \$1-plus excise tax charge will be made for the Saturday date of Jack Kochman's Thrill Show, giving two performances.

Front-gate price will be upped from 60 cents to 90 cents, Hursey said. There will be afternoon harness racing the first four days of the fair, with Wirth acts augmenting the program.

Some 120,000 persons attended the fair last year, considered good in view of the cold weather at

Advertising this year will be increased in neighboring communities rather than concentrated locally. Hursey noted there will also be an increase in premiums in the livestock departments. The premium catalog will have more than 120 pages and will be ready for mailing about August 15 with a run of 5,000 copies anticipated.

New Mineola Site Eliminates Canvas

Big Race Track's Grandstand Area, Paddocks Absorb All Departments

WESTBURY, N. Y. - A regu- ent, but it is generally known that lar annual schedule is being re- it leans toward Western entertain-Fair, which was canceled out two been assigned to I. T. Shows. permanent site guaranteed at the 6-14, encompassing two Saturdays big Roosevelt Raceway harness and two Sundays. The last fair, race plant, the 1958 edition and held in 1956, drew a reported 375,ensuing fairs will be almost devoid 000 attendance. Fair has a relaxed

Former fairs have had most of their animal and fowl departments under tents. At the old raceway there were still several large spreads of canvas, but the enormous paddock area at the new track provides a natural exhibition NEW PLANT spot for these departments, Manager Charley Bochert notes. -

This year's Mineola Fair and Industrial Exposition will be almost completely indoors under the big grandstand. There are 200,000 square feet of available space for industrial, commercial and school displays. Animals and fowl will all be in the paddocks, with the linking plaza occupied by the only canvas. These will be 12 by 18foot stands for direct sales concessions.

Grandstand Not Set

Admission price will be \$1 for adults and 50 cents for children, with the grandstand show thrown in. The fair is not yet set for tal-

Cuba Hilton TV Is Aim Of Warshaw

HAVANA - Milt Warshaw, producer and director of South Florida State Fair, Homestead, and general manager of Northern Virginia Fair, Fairfax, has been a regular recently at the new Habana Hilton Hotel.

He is reportedly working on a deal to bring Jack Bailey's "Queen for a Day" TV show from Hollywood, to be televised daily in the public as a paid attraction. The Rouge in Hollywood. Warshaw Rosenstein has held the same has had the show at the Homestead

to independent publicists.

policy on passes. Nick Grande, pub-

licist for the race track, will han-

dle the fair this season. In previous

years the chore has been assigned

Calif. State Studies Moving Walks, Monorail

visioned for the 1-000-acre site of serted. the California State Fair & Exposition being planned for 1960.

Ted Rosequist, fairgrounds planning co-ordinator, disclosed these innovations in a recent address before the local Rotary club.

predicted that the new fair will be alone.

SACRAMENTO - A monorail the greatest undertaken in the 11 system, yacht basin and ever-mov- Western States during the next few ing sidewalks for foot-weary fair- years. "It will not only make work, goers are among the innovations en- it will make history," Rosequist as-

Thru slides of preliminary drawings, the group was given a looksee at the proposed features of the plant, altho Rosequist warned that present plans are subject to change.

He estimated that between four Rosequist, who was introduced and five million will annually visit by Dudley T. Fortin, fair manager, the plant during the non-fair season

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BEATTY SHOW SPARKLES WITH NAMES, EQUIPMENT

Emmett Kelly, Zacchini, Beatty **Headline Strong Performance**

By TOM PARKINSON

PALISADES PARK, N. J.— Clyde Beatty Circus opened its new season with an array of performers that includes some of the biggest names ever produced by circusdom-Beatty himself, Emmett Kelly and Hugo Zacchini, as well as

The show started Friday night (4) with a sellout performance for a charity. It is augmented in both title and talent for the month it will be in Palisades Park. Name here is Clyde Beatty & Hamid-Morton Circus; Emmett Kelly is on for this month only, and two acts have been added by George Hamid.

Otherwise, the circus is just as it will tour on its own starting in May, It is a strong performance, action and excitement built by the revealing only a few soft spots in the Friday night inaugural, which amounted to a dress rehearsal. It relies on pure circus appeal and comes off a winner. Its talent is shown off well in a new white big top. From trucks to tanbark the show sparkled on opening.

The show gets under way with a grand entry that gets the show off to a rousing start and displays hints of what is to come. People Jerry Collins said here that any modern adaptations of Barnum in colorful wardrobes plus the ele- plan for buying the Ringling circus methods. phants, camels, ponies and horses comprise the line-up. Emmett Kelly takes part and wins applause on sight.

Side rings are taken over by the Panicks (3) for knockabout comedy and the Ericks (3) for their comedy strongman and acrobatic number. They use Gay '90's wardrobe, to set the scene well for an effective act.

Count Nicholas, as equestrian director, outdoes himself in announcing the acts and particularly in heralding Clyde Beatty. The super-

NO WAR

Hamid Denies He Wants R-B Out of Biz

PALISADES PARK, N. J .--George A. Hamid last week denied any intention of wanting to put the Ringling circus out of business. He said this after a news story in The Newark Evening News created a minor furor in circus business in this area.

The article, headed "Ringling, Hamid Wage War," said Hamid . . . "Wants desperately to put Ringling out of business.

Hamid said the thought was "ridiculous" and that it "certainly wasn't anything I gave them." The was carried out successfully. Show showman said he had none but the had six heating units spotted outbest wishes for Ringling and that side to blow warmed air into the there was plenty of business for all. tent. Top was double sidewalled gust 28-30. He said no one wants more than he to see the Ringling-Barnum tradition continue. Hamid spoke high- day and evening. But in the tent ly of the John Ringling, Samuel the temperature was comfortably Gumpertz and Robert Ringling administrations of the show.

Ringling North," Hamid added, Concession men reported good sales explaining that he believes North's of cold drinks and looked to bigger it has Shrine auspices May 7-10. attentions have turned from the sales on other nights the heaters Ringling circus traditions.

latives are proper circus ways and band, crowd, noise and acts conserve to create excitement that circus-goers want. Raymond Aguilar's band gives its important share as well, with brass and fanfares punctuating the announcements.

Beatty Pleases

Clyde Beatty's performance is interrupted several times by applause. He brings in 14 lions and tigers. Their fighting him is very well done, and their special stunts are good. His showmanship remains tops, and the audience appreciates the fine performance.

Side rings then have combinations of one elephant and two ponies each. These are worked by Audrey Campbell and Colleen Al-

tributes to success of the show.

Clowns appear and they include Eddie Dullum, Louis Nagy, Shorty Hinkle, Frankie Saluto and Jimmy Armstrong. Aerial loop-the-loops by two girls over side rings are gaspgetters.

John Cline's baby elephant is walked around next. It is a very small bull and he shows justifiable pride in showing it. The items intended as baby bonnet and diaper miss being cute, however, and de-

Next display has the Golden Kids, three Joannides youngsters, on unicycles on a center ring platform. At one side are the acrobatic and balancing Elkins Sisters. At paugh. Thru this point the air of the other are the Eriksons, who do

(Continued on page 61)

Collins-Concello R-B Sales Talk Stalemate

would have to be a long-term af- He pointed out also that each hopes of buying the circus.

mustaches, beer kegs and weights purchasing proclivites of Collins, clination to sell in most cases. who owns a piece of the Clyde Beatty Circus.

> He revealed that his most recent purchases include race tracks at New Orleans, Sioux City, Ia., and El Paso, Tex. In recent weeks Colling and his associates have purchased the Edith Ringling mansion, the Texas Jim animal farm, Ponce de Leon (Fla.) Springs and other property in lForida.

> At the opening of the Beatty show here, Collins enthused about plans for operating and expanding the show along traditional circus lines, aiming at family entertainment and at arousing old-time cir-

COMFY

Heated Tent Wins Plaudits At Beatty Bow

PALISADES PARK, N. I .--Heating of the Clyde Beatty Circus big top here on opening night (4) to help hold in the heated air.

Outside, it was chilly thruout the warm. Many in the audience removed their topcoats and remained "I can't say the same for John comfortable thruout the show. would be operating.

PALISADES PARK, N. J. -- | cus enthusiasm and business by

fair. He said this after a talk in time the Ringling management in-New York with Arthur M. Con- dicated Ringling might sell somecello, executive director of the thing, Collins had made an offer Ringling show. Collins had said in by buy. Among the offers were Fiorida he was coming north with those for the Ringling quarters, menagerie and corporation stock. But any change in plan on that None has been bought, however, point had not slowed down the and Ringling has denied any in-

While neither Collins nor Ringling interests said anything about it, it was surmised that his talk with Concello brought out that in the event Ringling corporation stock were to be sold by one of the present holders, the other present stockholders would have first right to buy it and presumably would not release it to others.

NO WINTER QUARTERS

Ringling Schedules Full-Yr. Operation

circus is not going back to Sara- ment for the tent show operation sota, Fla. This was stated here last is stored there, but it is known week by Harry Dube, national director of the show, in announcing ing this off if it can get the auroute plans for the coming year.

He described a year-round operation that would leave no time for layoff in winter quarters. Asked if this meant the show would not be going back to Sarasota, he said, "That is true."

Dube pointed out that the show now identifies its annual editions by the season number. Thus, the current show performance is the 88th edition. Dube said it is expected to continue until March 1, 1959, at Raleigh, N. C. Then, he said, the 89th edition is scheduled to start on March 5, 1959, at Char-

lotte, N. C. The season numbering system is similar to the way ice shows identify their various edi-

Dube's statement about Sarasota fits in with earlier news from there that the show was not expecting to return its menagerie to quarters after the New York date. It also is paired with action by which the show closed its quarters office and told of plans to set up a one-man office at Circus City, a motel in ex-Ringling coaches next to the quarters, instead.

Apparently the only Ringling action in Sarasota will be that of selling off surplus animals which

JIMMY COLE TO MANAGE HAGEN SHOW

CHICAGO-James M. Cole, elephant trainer, has been appointed manager of Harold Suez' Hagen Bros. Circus, it was announced here last week. According to the information, Suez will purchase the three Cole bulls. Cole succeeds Bob Couls, who left the show several months ago.

NEW YORK—Ringling-Barnum remain at the quarters. The equipthat management wants to try sellthorization from minority stockholders.

H-M Plays **Buffalo for New Sponsor**

BUFFALO, N. Y. - Hamid-Morton Circus was playing here Sunday thru Saturday (6-12) under auspices of a church hospital. The date was booked by show owner George Hamid to fill the blank left when the Buffalo Shrine decided not to continue its Easter week circus.

Hamid credited Lee Evans, Bill Tumber and Richmond Cox with fine work in promoting and publicizing the date on short notice. There was only a two-week promotion. Advance sale was \$15,000. A church bishop okayed Sunday performances for the first time in Buffalo, and this was expected to attract some Canadian business for the box office. The dates are the same as those formerly played by the Buffalo Shrine.

Meanwhile the 20 - year - old Shrine date has been postponed until later in the spring, when the Clyde Beatty Circus will play it under canvas. The date was held by Hamid-Morton Circus 18 years, Hal Sands one year and Al Do-

britch one year.

Wirth Unit's **Matinee Good** In Hempstead

HEMPSTEAD, N. Y. -- Initial circus date for the new Island Garden arena seemed like a cinch success thru mid-week. Running without auspices but taking advantage of Easter school holiday and the

appear in the Cincinnati Shrine under contract to Harold Bros. and Wirth and arena operator Arnold Circus produced by Bill Horstman. it is expected that Mendez will take (Whitey) Carlson are partners in Speaking of his own show, Voise some days off from Ringling in or- the deal. A neat program was (Continued on page 61)

For Harold Voise CINCINNATI - Harold Bros.' | tin date. The Freddonia Risley Circus scored successful runs for act will be added for Austin and circus fever built up by the Ring-

Maine Dates Win

said both Lewiston and Bangor der to make Harold dates. showed increases in profits for the auspices, and attendance also was up. Dates were Bangor, March 25-26, and Lewiston, March 28-29.

Voise also announced signing several new dates for the new show. It will play Roanoke, Va., June 20-21; Lexington, Ky., August 13-16, and Mobile, Ala., Au-

Prior dates will include those at St. Louis, where Harold Bros.' Circus has been booked by Al Dobritch in connection with the St. Louis Police Circus; Camp Le-Juene, N. C., where Harold Bros. will appear under Marine Corps auspices, and Austin, Tex., where

Cunio wild animal acts will be previous year. added to Harold Bros. for the Aus- Winter quarters work was dis- had been completed.

Shrine sponsors at Bangor and Camp LeJuene. While Gene Men- ling and Beatty-Hamid shows, Lewiston, Me., Manager Harold dez has been hired by Ringling to Frank Wirth's production had a Voise revealed last week. He was replace Harold Alzana there, the couple of matinee turnaways and here for some of his own acts to Foreitz-Mendez high-wire act is fair evening business.

Hunts Card Opening Week In Maryland, Wash. Area

BURLINGTON, N. J.-Hunt rupted Thursday (20) by a snow-Bros.' Circus will tour Maryland storm which cut this community and the Washington, D. C., area off without electricity for a spell, early this season, it was announced but the Hunts used their generaby Harry Hunt, business manager. tors to ease the dilemma. Opening date is April 26 in Dover,

Only acts announced so far are the Riding Conleys and Charlotte The Hunts have purchased an Lavine's chimps. There will be a eight-pony Liberty act from Ring- Western element in the show this ling. The black ponies pulled a year, but it will be soft-pedalled tableaux in 1957 during specs, but somewhat. In 1957 the show carwere used as a Liberty act the ried 12 cowboys and offered trick riding and roping. Most paint work

Clyde Beatty Show Sparkles

Continued from page 60

other balancing stunts, topped by was good. New is his sputnik stunt, rent stand only. Clown walkaround with circuses. follows.

Emmett Kelly belongs to the circus and the welcome he got here demonstrates it. He was somewhere in the seats or arena thruout tight wire at the other. The side the performance. His regular bits were as effective as ever-the sledge and the peanuts, the head of arena to herself and completes a cabbage, the forlorn stare, and backward somersault on the wire. others. Improvising for benefit of

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JACK TURNER CARSON & BARNES CIRCUS Mojave, April 16; Ridgecreek, 17; Boron, 18; Barstow, 19; all California.



their amazing head-to-head and cameramen and customers alike one's standing on his head atop using sparkler and antennae with three balls balanced together on a sphere that proves to be a grapeanother man's head. The Elkins fruit he slices to eat. It is hoped and the Eriksons are in for the cur- things develop so Kelly can stay

A strong display features Attilana in the center ring, while Gaona is on the slack wire at one side and Herbie Weber is working acts are stronger at the outset. Then the attractive Attilana has the

Nine girls in excellent quality costumes appear for the web (7) and ladder (2) display. This was obviously an early rehearsal so for as co-ordination was concerned. They work while Marlo Goana works single trapeze and pleases with swinging head balancing.

Clown walkaround and Senorita Antoinetta (Rizzi) does an iron jaw slide for life. Joannides, himself a capable performer who juggles while on the slack wire, was affected this time by a drop in the pace of the show as it passed midpoint, but this should be ended when the show has a few performances behind it.

As Alex Konyot rides in the center ring, Rosalie Nicholas and Joan Becker ride high school horses in side rings. This is adequate but picks up some as Konyot moves to more spectacular gaits and rides the hippodrome track. Clowns follow with their interpretation of a misfit army drill with a cannon climax, and this goes over well.

Frame New Act

and his sister, Antoinetta, in center ring. She's a pert and smiling ringmaster as the little fellow rides a bareback pony. Cucciola strives for comedy at the expense of riding; his falls would be funnier if there was more riding between them. But the turn has promise and already gives good entertainment.

Along side of the riding act are pony drills, one worked by Milonga Cline, the other by John Cline and they are good drills. Clowns follow.

Josephine Berosini, high wire queen, makes a dramatic entrance, with help from Count Nicholas announcement. She walks up an inclined cable to reach her high wire. There she holds attention and the audience hold its breath. Her routine includes wire work in a blindfolding sack "dress," on a bike and straight. The performance adds power to the show and adds another name to the Beatty show's roster of top talent.

The Victor's easting act (3) earns good laughs for its comedy falls and applause for its straight casting. At one side in the same display are the Spanicks (3) in teeterboard routine. At the other side are the Seguars, a well-costumed and well-routined teeterboard troupe of six. Their flip to a fourhigh on the shoulders and their two-as-one somersault are high points. Their skills and appearance qualify them for center ring. Clowns follow.

Clyde Beatty Elephants work three rings. Colleen Alpaugh and Audrey Campbell each has a pair of big bulls in a side ring. At the center John Cline works three small elephants, and this routine is quite good. Huberto (Weber) performs his backward foot slide.

Then Hugo Zacchini is introduced. The cannon truck is positioned, and his is catapulted across rings and between poles in what proves to be an appropriatly exciting finals for a fine show.

Recently elected officers of the Charles Ringling CFA Tent, include Art Carr, president; Jim Hassen, vice-president; Henry Hayden, publicity; and Bill Hall, secretary-treasurer.

HAIRCUT CUTS ACT BOOKING

PALISADES, N. J.--Clyde Beatty Circus signed Ming Toy, who performs while suspended by her hair, to appear with it again this season. However, she was in Cuba for the winter and returning here brought up problems in passports and visas. Stephen Spiegel, attorney who specializes in such matters for shows. got busy and cleared the red tape just in time for Ming Toy to leave for the show.

It was then she said everyone had better reconsider whether they still wanted her to come. Because the hairsuspension performer has shaved her head.

Dube Reveals Major Stands On '58 Route

NEW YORK - Ringling-Barnum has revealed plans for a half dozen landmark engagements for the coming season. These are to follow the current New York run and come after the other three stands now set, Boston; Providence, R. I., and Hershey, Pa.

Harry Dube left last Monday on an extended road tour to book additional dates. Some of these are expected to be with buildings be- a season-long band. longing to the Arena Managers' A new act is that of Cucciola Association. First five stands, with Cervone, Ray Floyd, on Charlotte, N. C., thru Hershey, also are members.

While Dube gave out no inforsummer's engagements would in-

clude a number of outdoor dates. Among the advance dates scheduled by the show are Denver, August 28 thru Labor Day; Los Angeles County Fair, Pomona, Calif., September 12-29; Cow Palace, San Francisco, October 1-5, and Dallas Auditorium, November 25-30.

The circus is expecting to play Chicago December 26 thru January 11 at the International Amphitheater. Plans call for booking additional dates thruout the year, and those reported now are only a few of those which are either contracted or spoken for with building managers.

Wirth Matinee

· Continued from page 60

worked up and plenty of tickets planted in schools by Joe Daly, who handled the advance.

Publicity broke well in the Newsday, which blankets suburban Nassau County. Charley Frank was pictured in his Keystone Kop getup two days running.

With standees the place held 5,000 spectators for 24-tier bleachers acquired from the New York Coliseum's sports show, and other stands brought up from Coral Gables, Fla.

Opening attendance was just fair, but turnaways were the pattern for matinees to follow. Monday night (7) was a charity sellout.

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Gil Gray Show Sets Staff, Act Line-Up

line-up of acts.

equestrian director. John Herriott and Nicoli's Chimps. has the bulls, camels and stock, which are all bedecked in new harness and plumes. Jack Knight

heads the press department. Show was scheduled to move from here to St. Joseph, Mo., and then to Springfield, Mo.

Performances opens with a spec called Cinderella Dream. The finale is a costumed parade of girls to the music of "Lovely to Look At," with the entire show running close to three hours.

Acts include Lon Regan, cats

16 Repeaters In R-B Band

NEW YORK -- The current Ringling band is the best aggregation since he took over as musical director, Izzy Cervone reports. The show, however, is facing the problem of assembling a band locally thruout its route and the pattern will place more strain on the leader than under the former system of

Only two regulars are touring drums, and Jack Cervone, who returns as assistant conductor.

Of the 25 bandsmen in New mation on this, it was sure that York, 16 played the date last year. These are alto saxophones Charles Kardasen, contractor; Joe Falvo, Robert Arnell and Garry Joachim; baritone sax Easy Watson; tenor saxes Sidney Brown and Harry Thorne; trumpets Phil Raskind, Sam Koza, Jack Cervone, Angelo Irfan and Joseph Thorne; trombones Wayne Lewis and Don Cooper; baritone Gene Morra, and bassist Jarvey Philips.

Others are trumpets Don McLean, Fred Pasqualone and Louis Garcia; clarinet Tony Ramirez; trombones Ebhart Krause and Vince Grandi; bass John Evans, and drummers Red Floyd and Mike Blasi.

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SIOUX CITY, Ia. -- The Gil (6); Marionoffs, high act; Tommy Gray Circus trucked in here last Bentley, Eddie Hendrick, wire; the week with much new equipment, Cycling Eddies; Welde's Bears, the refurbished rolling stock and a new Wong Troupe, Alphone Loyal's riding act, Helene Hendricks' high Staffers include Skinney Goe, trapeze, the Flying Hartzells, bandmaster, and Cleo Plunkett, Madam Razel's Sheep and Dogs,

— 3—PHONEMEN-

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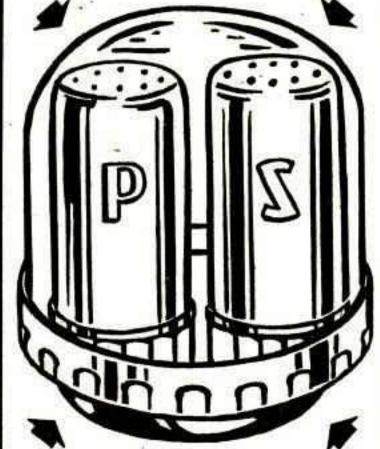
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OFF-BEAT ITEMS

Morbid Merchandise Clicks With Many

By IRWIN KIRBY

While low-cost merchandise is intended to amuse, the extent to which the buyer will go with his hard-earned money is sometimes baffling. The seller, altho he may marvel at the quirks of the public, merely bats his eyes and sails on into new fields of income. If the consumer likes dolls, the retailer has dolls; if he wants hats, there are hats available aplenty. And if John Q. Public wants to buy a shrunken head or a do-it-yourself voodoo kit, well, why not?

It has been no secret that a sizable proportion of the population has a humorous bent toward the off-beat. During the last two years, however, stores and concessionaires have been catering toward those whose inclination is toward the morbid, weird and sadistic.

The first imitation shrunken head brought pedestrians to a halt as they looked over, aghast, a fine reproduction of the tropical headhunter's art. Some four inches high and made of rubber, it depicts accurately (accurately enough, anyway) the sewed-up eyes and mouth and stringy hair of the beheaded victim of jungle warfare. The wholesale price of this American-made item is about \$15 a dozen, and they retail as high as \$4 and \$5.

But the Japanese have entered the market with shrunken heads of their own, and the price has been cut to roughly one-third. Now you can display a dozen of these stomach-turners for only \$5.25 a dozen. Of course, they look pretty much like the real thing. Who buys them? The same kind of person who buys a scale-model skeleton, about 12 inches high, for \$2.95 apiece, or a skull ashtray. The morbid enchants this customer.

Voodoo Kits

The do-it-yourself voodoo kit, assembled and sold by an Ohio firm, has also been available for two years. Dreamed up in this country, it features the following items listed under "spine-chilling contents": Imported Haitian doll, hand-carved mahogany needles, feathers of killed chickens, 100 per cent dipped yarn, ground voodoo dirt and parchment scroll of instructions. With this gadget any hexminded individual can put the whammo on anyone, the distributor says. It's a gag, but a good one, and many thousands have been sold in the last two years at a retail price of around \$2.50.

The straw doll and gunnysack bag are made in Haiti and the other contents are assembled in Ohio. A long, narrow roll of instructions is neatly hand-lettered and lacquered, to give a convincing appearance of parchment. To assure the proper atmosphere, the instructions say, it is recommended that a small drum be constructed to enhance the rhythmic beat of the incantations. This can be fashioned from materials at hand, "such as sun-dried aardvark skin stretched tightly over the pelvic bone of a giraffe. Lacking this, any hollow object will suffice."

Varied 'Curses'

The valuable "curses" are numerous. They include a Boss-Blaster, In-Law Equalizer, Self-Satisfier, Envy-Easer, Wheeler-Dealer, the Switch, and one which is guaranteed to make the other party fall in love. (Besides working the voodoo doll, the user is required to buy up the other party's mortgage and threaten to foreclose.)

Voodoo kits come all snug in a drawstring bag tagged and marked with magical symbols. Shrunken heads are nicely packaged in plastic bags. Both are guaranteed to please if the buyer likes voodoo and shrunken heads. Even if he doesn't like them, or doesn't like the skeleton replica to amuse or chill the spine of the person he buys it for, or feels the price of these objects may be a little too high, he can still throw a fright into his company by using a little white fur mouse shape, which slips onto the finger. It's as great for breaking up a party as any of the weird items.

PIPES FOR PITCHMEN

- By BILL BAKER -

NEWEST . . .

Florida this winter was the roll-out the carnival tycoon, claims he has flower garden, distributed by D. L. retired, "but only temporarily," he Vaughn & Associates, St. Peters- adds. burg, Fla. The item reportedly got its share of money at Florida "THIS IS TO LET . . State Fair, Tampa, and at other the lads and lassies of the sheet outdoor events in the State.

NEWS NOTES . . .

from Toledo: Prosperity and a few sales in Virginia and West springtime are synonymous. Pitch- Virginia to fair results, "Old Man men here are confidently expecting Needy having knocked on my door to reap plenty of cabbage this and urged me to come out and season. Sunshine Donahue did a get it.' colorful business at Kresge's with Magic Dip Easter egg dyes. AFTER . . . Lawrence Luckey, of needle book a winter that could be called no note, is organizing a Husk O'Hare better than average for them, pitchperfume deal for Kresge's. Speak- men are making plans for the opening of hares, my volume of busi- ing of the outdoor season, intent ness in hopping Easter bunnies at on recouping any losses they may the Sports Arena was big. At the have incurred during the cold Milner Hotel, where the pitch- (Continued on page 65)

NEWEST . . . eroos spend quiet evenings watch-item for demonstration seen in ing television, Tired Sam Goble,

and pitchdom know that I am back on the hustle," writes Jack (Bottles) Stover from Harrisonburg, Va. from Bernard D. Kantor, writing Bottles reports that he is making



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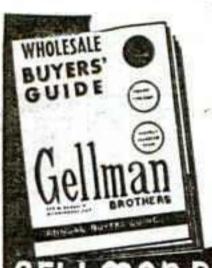
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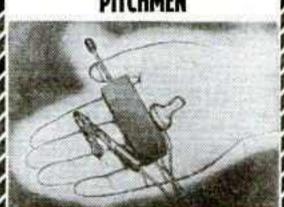
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Coin-Operated Equipment (Used)

ANYTHING IN VENDING MACHINES -Every type machine made, new or used; under the market rices. Established 31 years. Mack H. Postel, 2952B Milwaukee Ave., Chicago, Ill. ap28

FOR SALE-4 DODGEM BULLPEN GAMES or will lease to responsible party. Cost new, \$840 ea.; used 2 seasons. Will sell at \$400 ea. or \$1500 lot. King-Pin Equipment Company, 826 Mills, Kalamazoo, Mich. my5

PANORAM PARTS-WE CARRY A COMplete line of Panoram Parts. Send \$1 for Panoram Service Manual, refunded with first order. Imperial Enterprise, Inc., 34 Park Row, New York 38, N. Y.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. my5

3 PHIL. SKEEBALL ALLEYS, \$385; 1 COM-plete 6-Gun A.B.T. Shooting Gallery, \$575; without Compressor, \$475. Want to buy Shuffle Alleys and Bowlers. Cleveland Coin Machine Exchange, Inc., 2029 Prospect, Cleveland, Ohlo, To 1-6715. ap28

Coin Machine Opportunities

ESTABLISHED COIN MACHINE ROUTE wanted in Florida or West Coast. Send C-310, e o The Billboard, Cincinnati 22, Ohlo.

Coin Machine Routes For Sale

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

Costumes, Uniforms, Wardrobes

Boston, Mass. ATTENTION: SHOWGIRLS - ENTERTAINers. We make Skin Tight Toreador, Elasticized Pants in Gold and Silver. Write for Swatches and prices. Vibo Corp., 623 S. W. 17th Ave., Miami, Fla.

FORMAL GOWNS, LONG AND SHORT; all colors and fabrics, all sizes; largest selection in Midwest. Sample group from \$10. 3 floors of gowns. Empire, 1266 Milwaukee, Chicago. AR 6-2927. ap14

SEQUINED PANEL SETS-\$7.50; CLOWN suits, derbies, wigs, rhinestones, plumes. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

SEQUINED PANEL SETS-\$7.50; FLASHY Clown Suits, Girl Show, Bally, Strip, Min-strel costumes and wigs. Rhinestones, Plumes. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

FOR SALE - STAR POPCORN MACHINE, Accessories, Whirlwind Candy Floss Machine; reasonably priced. Palmer, 39 Blake Ave., Cranford, N. J. Bridge 6-7995. ap21

For Sale Secondhand Goods

FOR SALE-10 x 12 HEART PITCH TILL U win. Complete joint, new top, ready to go. Thomas M. Barry, Paradise Park, Ruskin,

MOBILE HOME SITES — BEAUTIFUL Clearwater Bay "x80"; utilities; dockage restricted, \$1,500 up. Write: Port O'Palms, P. O. Box 25, Indian Rocks Beach, Fla. Own your own.

PORTABLE ROLLER RINK TENT AND ALL equipment (40x100). Complete ready to set up, contact Johnson Wode, 1203 E. Atchison, Jefferson City, Mo.

TWO WHIRLWIND CANDY COTTON MA-TWO WHIRLWIND CANDY COTTON MAchines—Two sparkling stainless steel Showcases for cotton candy machines. Has fluorescent light. Cash drawers, storage compartments. 39x49 on casters. Machines, showcases used three weeks. Perfect condition. Cost \$900; sell all for \$525. Not sell separately. Isidore Greenbaum. 214 E. Broadway, New York City. Telephone: Oregon 4-2828.

For Sale—Secondhand Show Property

ALLAN HERSCHELL LITTLE BEAUTY 2 Abreast 32-foot Merry-Go-Round, A-1 condition, with transportation, \$4,500. Bill Thompson, 8308 Bennett St., Fontana, Calif.

ALLAN HERSCHELL MOON ROCKET,
Eyerly Fly-o-Plane Ride, Long Range
Portable Shooting Gallery, Giant 60-Inch
Search Light mounted on 22-ft, Semi-Trailer,
King Amusement Co., Box 308, Mt. Clemens,
Michigan. ap14

FLASHY WAGON TYPE GIRL SHOW drop frame semi, air brakes; drop side; stages, dressing rooms. No tractor, \$1,000 cash. Fagan, 2528 Deansbridge Rd., Augusta,

FOR SALE — KIDDIELAND, SIX RIDES,
Drive-In Stand and Picnic Tables, Near
Ohio's largest State Park. Kiddy Korner
Kiddieland, 1201 E. Third, Port Clinton,
Ohio. ap14

Missouri.

FOR SALE—4 AUTOMATIC BASEBALL.
Pitching Machines, like new original cost,
\$950. -Sell for \$200. Easy to repair &
operate. F. J. Wright, Mystic Valley Parkway, Medford 55, Mass. ap28

FOR SALE: MERRY-GO-ROUND, 26 HORSES and sled, attractively priced. Clinton H. Smith, R.D. #6, York, Penna. ap21

FOR SALE: SUN-SHINE ELECTRIC CHOO-Choo train. Self Loading. Holds 18 kids. \$600. C. F. Brandes, 534 W. Washington St., Macomb, Ill. Phone TE 6-9970

FOR SALE—ONE STILL TARGET, USED, good condition. Two moving targets, used, good condition. S. H. Wolfinbarger, P. O. Box 27, Neosho, Mo.

FREAKS — ALIVE, PICKLED; UNBORN Specimens; World's Smallest Engraving; Oddities, Tops, Gaffs, Snakes, Alligators, Grind Show, cheap. Harvey Boswell, Wilson, North Carolina.

FRONTIER DAYS WALK-THRU EXHIBIT ready to operate, 18 Blow-ups Western Badmen. Tent 10x18, ticket box, never used. Bargain, \$350. Ed Hiler, Sun City, Fis.

LONG RANGE SHOOTING GALLERY WITH portable, fold-up steel side walls complete with or without Remington 241 Rifles. C. W. Ansley, 218 S. El Paso, El Paso, Tex.

METRO DERBY, 20 SEAT, ALL ELECTRIC.

Requires only 15 by 20 ft. space. Perfect condition, many extras, \$1,500. Box 128, Wildwood, N. J. Phone 2-3002.

NEW & USED STAGE LIGHTING EQUIP-ment — Spotlights Floodlights, Lamps, Gelatine, Dimmers, many special items. Prices low. Send for free catalog. Harry Little Stage Lighting Co., P. O. Box 13211, Dallas, Texas.

PORTABLE GRANDSTAND PLATFORMS for chairs. Excellent condition. Will set up if desired. Mrs. Helen Coronati, Park Ridge, N. J.

SHOOTING GALLEY — 2 DUCK PONDS, enough targets for 16' gallery, tube loader, 8 guns, neon sign, price, \$450. T. Brodesser, 325 W. Spruce Ave., N. Wildwood, N. J. ap14

TAMPA METAL PRODUCTS TRAIN, OVER 600 feet portable track, electric crossing signal, station, trailer for locomotive, \$3.750. King Kiddie Ferris Wheel, like new. \$700. King Midget Merry-Go-Round, \$550. Will finance or lease. Jim Rodgers, 2771 Wedge-wood Terrace, Decatur, Ga.

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap21

4400 STADIUM CHAIRS, THEATRE CHAIRS, folding chairs, stadium cushions, lockers, bleachers, tents. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

90 PONIES CONSISTING OF 40 FEMALES and 50 males, will sell in groups of 10 or more. Trucks available for delivering any number, call your order in at once as they will be going fast. Bargains for the year. No time for letter writing, phone day of night, 9317. P. L. Cobb, Amite, La.

Help Wanted

EXOTICS, DANCERS, SINGERS, OR WHAT have you, non-union. Females only. Famous Night Club in Washington, D. C. Send all information to Crossroads, 4103 Baltimore Ave., Bladensburg, Md., Tel. WArfield 7-3636. ap21

ORCHESTRA-NON OR UNION, MAY 25 to Sept. 23, 16 weeks mountain vacation, resort dinner-supper & dance. No-bar-give instrumentation with accordion. We furnish room & meals. State wages, per man, first letter. Box 858, 1501 Broadway, New

WANTED FOR FAMOUS COLE CIRCUS, man and wife to work concessions. Work men that drive. Come on, cookhouse is open, show opens April 14th. Ross McKay, Hugo, Okla.

WANTED - PIANO, TENOR, TRUMPET. men who read and do vocal work, to travel with comic rock and roll group. Call or wire immediately. Johnny Reece, Clermont Hotel, Atlanta, Ga.

2 TATTOO ARTISTS-DRUNKS NEED NOT apply. Very good income. I have a large, beautiful flash. Super Arcade, 500 S. State, Chicago, Ill. Phone: Harrison 7-2413 ap28

Instructions, Books, Cartoons

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10¢ for 3k page catalog. Balda Art Service, Oshkosh, Wisconsin.

Magical Apparatus

NEW 152-PAGE ILLUSTRATED CATALOG— Mindreading, Mentalism, Spooks, Hyp-notism, Horoscopes, Crystals, Handwriting, Sub-Miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50s. Nelsop Enterprises, 336 South High, Columbus, Ohio. ap21

Miscellaneous

DO-IT-YOURSELF - PAINT YOUR OWN signs with easy to use letter patterns. Free circular upon request. Ansel Rahn, 116 George St., Mt. Prospect, Ill.

MEN-WOMEN ADVERTISING SALESMEN. Special armed forces-Memorial Day Edition, National Magazine. Highest commis-sions. For Ohio, Kentucky, West Virginia. Write Patrick & Associates, P. O. Box 3285, Youngstown 12, Ohio.

YOUR NAME IN HEADLINES ON STANDard newspaper page, 3 different, \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford, Conn.

Motion Picture Films and Accessories

SAVE 50%! GUARANTEED FRESH COLOR, B&W movie film! 8mm., 16mm. Free catalog! Esso-E, 47th, Holly, Kansas City 12,

Ross, Jimmie Rubin, Si & Mrs. Sables, Rifle-Range Salem, Kathy

Sales, Art Schnepel, William

Schomiltz, Eddie

Seabeck, Richard Settle, Iner Shaw, George Shumaker, Willard

Schultz, Ouram B. Schwacha, Charles Screbneff, Wm.

Siegrise, Charles N.

Florence

Shows)

(Louisiana State

Wagner, Harry (Fire Eater)

Washam. Dalton Wayne, Ginger White, Mrs. Pat White, Jr., William

Wilder, Dan Williams, Eugene

Whitfield, Willis

Wingate, Jake Winters, Lester J. Wooldridge, John W.

Vogt. Robert

Wash, Wett

Sils-Cimes Troupe

Sinclair, Charles Smith, Marvin V. Soret, Joseph Spain, F. E.

CLASSIFIED SECTION

Musical Instruments, Accessories

ATTENTION, GUITAR PLAYERS! DO YOU have trouble transposing chords? Play in the key which fits your voice range. Cahill's Chord Progression Chart will enable you to transpose chords and change the key at a glance. Have more fun and improve your playing. Send \$1 to CAHILL'S, Dept. BB P. O. Box #993, Denver, 1, Colo. my5

FOR SALE: USED RECORDS, 78's 5¢, 45's 12¢ each, Cash, Birmingham Vending Company, 540 2nd Ave., No., Birmingham, Ala.

Partners Wanted

WANT LADY PARTNER TO ORGANIZE Circus Sideshow. Ray Lynch, R. D. 2, Coatesville, Pa.

Photo Supplies and Developing

EASTMAN DIRECT POSITIVE PAPER— Chemicals supplied to carnival photog-raphers at best prices. Piedmont Cameras stocked. Catalog mailed. Memphis Photo Supply, P. O. Box 1350. Memphis, Tenn.

PHOTO BOOTHS, CAMERAS, D.P. PAPER Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W Cortez, Chicago 22, Ill.

Printing

A-1 TESTED SHORT RANGE TARGETS, \$6 per 1,000. One-day service. Free sam-les. Fine Arts Press, 1016 Donald, Peoria,

ALWAYS FASTEST SERVICE - QUALITY nonbending 3-color posters! 14 x 22 win-dow cards, copy limit 50 words, \$8. hundred; 17 x 26 size, \$12.50 hundred. Day-glo bumper sticker strips, size 4 x 15, copy printed in black. \$13 hundred. Tribune Press, Dept. 258, Earl Park, Ind.

MIDWAY SPECIAL—200 BUSINESS CARDS 200 81/2x11 Letterheads, 200 6% Envelopes, \$5.50 with order, postpaid. Ace, Box 262, Lyndhurst, N. J. ap14

WE'RE NUTS—5 Color Stock 14 x 22 CARDS, dated, \$5 hundred. We print everything peeded in Show Business faster and cheaper. National Show Printers, Toccoa, Ga. my19

200 814x11 LETTERHEADS AND 200 6% Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich.

Salesmen Wanted

GOLD MINE OF 600 MONEY MAKERS. PROFESSOR WRIGHT AND HIS 5-PERSON Free copy Specialty Salesman Magazine,
Desk 22B, 307 North Michigan, Chicago 1,
Dance and Vaudeville. Write Professor
Ellinois,
Wright, Casey, Ill.

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-185, Chicago 32, Ill.

Wanted To Buy

LIFE SIZE FIGURES OF A WESTERN TOWN Marshal, standing; Blacksmith with a beard and hammer in hand; Bar Tender for Saloon, standing; Outlaw in sitting position for in jail; Two cowboys, standing. Must be weather proof for outdoor use. Write Frank T. Simp-son, Rt. 1A, Brunswick, Me.

RINGLING PAPER ON GARGANTUA, PREfer one sheets. Also photographs; collector. N. Woif, 521 W. Seaside, Long Beach, Calif.

WANTED TO BUY-TRAINED DOGS, THE younger the better. Send full details. Box A-199, Billboard, 1520 N. Gower, Hollywood 28, Calif.

WANTED - 1 REMINGTON AUTOMATIC gallery rifle. #S.A. 241. William F Roberts, Box 995, Sinclairville, N. Y.

WANTS-ANYTHING OLD, BOOKS, MAGAzines, catalogs, programs, autographs, films, projectors, toys, etc. Free lists. Acme, Copley St., Auburn, N. Y.

3 OR 4 ROLLS 65 NOTE ELECTRIC PIANO music for old Seeburg. A. B. Cooper, Atlantic Beach, N. C.

Talent At Liberty

Bands and Orchestras

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Jump Jackson 5727 La Salle, Chicago, Ill. Normal 7-4151.

7 TO 10 PIECE COLLEGE ORCHESTRA looking for summer resort engagement. Commercial, jazz, and rock & roll. Write Dalvin Boone, 4508 48th St., Lubbock, Tex.

Miscellaneous

ANNOUNCER-D.J. WANTS SUMMER RE-placement work with small station. Ex-perienced. Steve Finner, Box 637, Colby College, Waterville, Maine. ap14

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va.

MASSEUR, EX. TROUPER, 20 YRS.' EXPErience. Reference, excellent background. Masseur, 1118 N. 34th St., Omaha, Nebr.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under w	hich you want your ad place
Acts, Songs, Parodies Agents and Distributors Animals, Birds, Pets Business Opportunities Coin Machines Coin Machine Equipment (used) Coin Machine Opportunities Coin Machine Routes for Sale Coin Machines Wanted to Buy Costumes, Uniforms, Wardrobes Food and Drink Concession Supplies Formulas Formulas Formulas	☐ Printing ☐ Salesmen Wanted ☐ Scenery, Banners ☐ Tattooing Supplies ☐ Wanted to Buy
Talent At Lib	erty Headings
☐ Agents and Managers	☐ M. P. Operators
☐ Bands and Orchestras	☐ Musicians
Circum and Combinels	C Professoral False

Circus and Carnivals

☐ Miscellaneous

☐ Dramatic Artists

Parks and Fairs ☐ Vaudeville Artists ☐ Vocalists

3. Indicate below the type of ad you wish:

☐ REGULAR CLASSIFIED AD-20c a word. Minimum \$4 ☐ DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to Inch)

AT LIBERTY AD-5c a word, Minimum \$1

Classified and At Liberty ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

ADDRESS remittance of

RELIABLE CANDY FLOSS MAN WANTS job as operator. Can give reference. Ray Garrison, 716 E. 9th St., rear, Owensboro, Kentucky.

Musicians

ALL-GIRL QUARTET MAY 5TH - ALL types music, Good wardrobe, good dance music, fine entertainment. Leader, 7226 Stanton, Lincoln, Nebr.

AT LIBERTY - HAMMOND ORGANIST. Sweet style music, Hotels & Lounges. Prefer Solo, go anywhere, prefer agent. Alice Carney, McAllister Hotel, Miami, Fla. my12

BASS MAN, DOUBLING TRUMPET, TROMbone, Comedy M.C., Vocals. Union, good appearance, name experience, will travel, Martin Hale, City Motel, Dickinson, N. D.

CIRCUS DOUBLE DRUMMER. PLENTY OF experience. Union. Adv. Banner Painter. Ed Burridge, 155 S. Main St., Washington,

COUNTRY & WESTERN SINGER AND Gultarist would like audition for radio, 'V or recording companies. Write: Oda Mills, 56 Henry St., Dayton 3, Ohio.

EXPERIENCED DRUMMER—JOIN IMMEdiately; location, or travel, dance or show, new equipment, plenty rhythm, reliable voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ap14

GIRL DEEJAY-POP AND JAZZ SHOWS Can double on women's and kids' shows. Excellent references. Donna Draper, 1316 Michigan Ave., St. Joseph, Mich.

PIANIST - MALE, SINGLE, GENTILE; trained musician, wide professional experience. Classic, popular, accompanist, soloist; alone, orchestra, teach. Box C-309, c/o The Biliboard, Cincinnati 22, Ohio.

RHYTHM DRUMMER-20 YEARS' THOR-ough experience all styles. Plenty rhythm, solid, steady beat, strictly sober. Location only. Musician, New Hilda Hotel, Louisville, Kentucky.

TENOR, BARITONE, ALTO SAX: CLARI-net, Bass Clarinet, Flute; available immediately, name experience; read, transpose, lead Tenor, etc. Single: Location or will travel. Alex Horky Jr., 3495 West 98th St., Apt. 5, Cleveland 2, O. Phone: OLympic

TOP FLIGHT RINK ORGANIST AVAIL able at once. 15 years' experience. Best references. Locate anywhere, write Box C-312, c/o The Billboard, Cincinnati 22, Ohio.

TRUMPET — ALL STYLES. SEMI-JAZZ group preferred. All offers considered. Buck Buckles, 418 W. 3rd, Garnett, Kan.

TRUMPET-VOCALS, DOUBLE TROMBONE. Lead, Show, Name, Society, Combo experience. Fake, Transpose, Arrange. Prefer location. Consider anything. Sober, reliable musician. 1407 W. Garden St., Pensacola,

VIOLINIST, BEST EXPERIENCES. WORKED with name bands, wants job in night club, society bands, combo or summer resort. Specialized: Gypsy, hot violin, classical or orchestral. Charlie Elkan, 2628 North Racine Ave., Chicago, Ill.

ZITHERIST-UNUSUAL, APPEALING, THE first & only modern styled zither player. Suitable for records, TV, Radio & commerclals, supermarkets & drawing crowds. Write to J. Coleman, 605 Birney St., Marietta, Ga. Ph 8-3063

Parks and Fairs

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer 1041 S. Dennison, Indian-

CLARA'S NOVELTY DOG, CLOWN ACT available. Indoor, outdoor affairs, reasonable. Transportation extra. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa.

HIGH DIVING EXTRAORDINARY, FEA-tured by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Capt. Mac Productions, 456 Lamphier, Warren, Ohio

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE - SIX PONIES, Dogs, Monkeys, Bozo Clown with Tini-Dogs, Monkeys, Bozo Clown mite the Mule. Magnolia, Ohio, Route No. 1. je2

THREE COMEDY ACTS - ONE OR ALL. Juggling-Balancing, Breakaway Bicycle, Ventriloquist Act. Gabby, Post Office Box 74, Fort Wayne, Ind. ap28

Vaudeville Artists

WHITE, COMIC. UP IN ACTS AND BITS, M.C. wife small parts, have stage, truck and scats, all propositions answered. Harris Webster, General Delivery, Natchez, La.

Topsfield, Mass., Plans Third Annual Sportsmen's Show

Essex Agriculture Society.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St.

Cincinnati 22, O.

Parcel Post

Vivian Dorchester pkg. 30¢ due De Wald, Frieda

Ackley. James rson, Bud

(Bud Anderson Circus)

rson, Norman

Del Grosso, Daniel
Del Mar, Lisa
Dearduff, Roy H.
Dee's, John Anderson, Bud Anderson, Norman Dellamore, Anthony Anderson, Sig Ansher, Joe Anthony, Milo Archer, H. L. & Betty J. Devine, Alice P. Diggs, Edgar L. Dittenheimer, Gerald Dondinaux, Jerry Dorner, Mrs. Louise Duggan, Dub Armann Jr., Roy Arnold, Floyd (Rube) Duggan Jr., William Franklin Art Sales Dunninger, Dr. Ellis, Jeanette Evans, Ray Fagan, Margarette Feranzi, James Finstinetino, Tony

Asher, Charles Bailey, Mrs. Kitty Baker, Lois Ann Banks, Alfred Barnes, Don Barnes, Tomie C. Barrett, Henry L. Barnetti, Joe Barton, George Gamble, Russel.
Gamble, Ray
Geer, Frank H.
Gilchrist, Allen &
Mrs. Beals, Mrs. Marian Beitel, Jos. V. Benson, H. E. Blackburn, Hedgle & Mrs. Gilmore, Louise

Blake, David & Mrs. Glass, W. T. Blanden, Harold Rlease, Cole Goldis, Melvin Lefty Blease, Cole Bonsol, Eddie Boring, George Boynton, Cornellus Boyd, Frank

Bradley, Richard Brady, or Brody, Pete (Hollywood Thrill Show)

Groffo, George Hackett, Edward J. Hall, V. L. Hamilton, George V. Show) Hamilton, George W. Hamilton, Mel Hami Shows) Hardman, Johnnie Breneman, Tracy Bresk, Frank

Broeffle, H. J. Broome. Yvonne Brown, Charles Chuck Brown, Geo. M. Bruckner or Brueckner, Charles Hickok, John W.

Burk, Jerry Burns, William Burridge, F. H. Burton, J. C. Bust, Carroll H. (License Plate, 15c

Butts, Robert L. Calk, Tommy Carawan, L. C. Carriola, Tom Carroll, Larna Carter, Ann

Carter, Slick Carter, William

Clarcy, Carl D.
Clark, Lou
Cody, H. L. (Jim)
Colcleaser, Clarence
Conway, Mike
Cooke, Paul Delbert

Cooper Jr., Thom. J. Craw, John Peter Crawford, Dorothy Elizabeth Crawford, Jimmle V. Crenshaw, Doc W C. Lee, T. Tons Curran, Red Leib, Roderick (Telephone) Leto, Jimmy

Curtis, Hal Cutler, Richard Davis, Harry Davis, Julia Davis, Mrs. Ruby DeBell, Reginald

DeLock, W. K. DeMoss, Luana provided by Gus Tramer of

Georgetown. Philip Minichiello of Saugus will promote nightly boxing and wrestling matches. The Joytown Kiddieland will be in operation during the show. The event which will have a

large number of hoats on the fair grounds drew a reported 15,000 petrons last year.

Pipes for Pitchmen

 Continued from page 62 weather months. As was the case

in former years, the bulk of pitchmen's activity last winter was con-TOPSFIELD, Mass. -- Final fined to demonstrations in stores plans are now in shape for the and at sports shows and other in- ripe plums for the pitchman. On new features this year. Among bumper crop of fairs, celebrations the past winter and about your those are some wild animal acts and other special events, always plans for the new season.

McDaniels, E. J. McDonald, Guy McGill, Rosa McHugh, Jerry & Mrs

McLain, O. C.
McLane, Francis J.
McSpadden, John R.
McSpadden, Myrtle
Mack, LeRoy E
Manstein, William W.
Marchette, Robert Marks, Joey Marshall, Charles

Mart, Mrs. Cleo Mason, Tex Matthews, Henry Maurer, John S. Meigs, Wade Warren Merlino, Tony Metzger, Phil Michel, Anthony Miller, Clifford, M Merlino, Tony
Metzger, Phil
Michel, Anthony
Miller, Clifford M.
(Red)
Miller, Eddie

Spain, P. E.
Spoonmaker, Bert
Spuriock, Charles
Star, Hedy Jo
Stein, Jack
Stevens H G.
(Luc)

Miller, Eddie Stevens. H G. (Lucky)
Moore, Mrs. JoAnn c/o Don E. Moore Stewart, Mrs. Helen Moran, Joseph (Joe) Morris, Eddie & Stewart, James H.
Stout. Slim
Struble, Orange F.
Sturms, Edward F.
Sunday, Mrs. Libby
Teters, Mervin
Thrasher Jr., Roy
Till, John G. Morris, Jack Murphy, Charles Nelson, Joe W.

Nelson, Niki Nicolini, Juan S.
Nolan, Scotty
O'Dare, Jack
O'Malley, Michael
Patrick
O'Matta Mike Ornealas, Johnny
Osborne, W. E. (Bill)
Owens, Theodore L.
Palmatier, G.

Pannebaker, David Vinson, Jack E. Vivona, Morris & Peacock Jr., Deane

Grignon, N. Connie Peavy, Bearnest Perkins, Alonzo Harris Permenter, Henry Phillipson, G. Phipps, Mrs. Lila Pisarsky, Edward Poole, Kenneth Popeye Puckett, George Purdin, De Wife Purvis, Cecil & Mrs. (Fire Eater)

Harrison, Rex Hassler, D. E. Hayden, Charlie Reynolds, Harrington
Rhodes, D. E.
Ricordo, Rickie
Rhodes, Dusty
Rice, A. C.

Wilson, Mrs. Dian
Wilson, Speed
Wingate, Jake
Winters, Laster Louis Heck, Bill Vean Hess, M. C.

Robert

Fraker, Russell

Goodman, William

Gordon, George H.

Green, John

Harper, Paul

Groffo, George

A. Hillborn, Dick & Norma Rice, A. C. Wooldridge, John W. (Sword Swallower) Yarber, Clara Terry Hinkle, Milt D. Hoal, Hattle May Rierdon, Jerry Robertson, Paul T. Rollo (The Clown) Yeager, Eddie Zamichowski, John Zumwalt, Geo. M. Holmes, Thomas Homers, McKinnely

. 15c Hormfield, Jack due) Howard, James M. Hoyte, Don E. Hunger, Jimmy Carawan, L. C.
Carriola, Tom
Carroll, Larna
Carter. Ann
Carter Jr., James & Johnson. Millie

Mrs. Johnson. Millie

Mrs. Joseph. Frank & Joseph, Pete James Joslin, Claude Kay Kaye. Paul V., Esq. (Harold Bros.' Cassidy, Mrs. Kay
Charon, George
Chevy, Leo
Church Jr. Charles
Clayton

Kaye. Paul V., Esq. (Harold Bros.)
Circus
King, Raymond & Mrs.

Clayton Clayton D. Kline, G. B. Kline, Bobby Kobacker, Robert (Br Koyama, Frank Krieger, Al La Breche, Mrs.

Lane, Joe Gilbert Lane, Tommy & Mrs. Laughlin John Joseph Lewis, W. T. Lilly, George W. Loveless, Kenneth

Lucus, Nick Lyons, Mrs. Earl Myron McAtamney, Mrs. E. (c/o Clyde Phillips) McCoy, Bill

Blake, Bill
Blease, Cole
Carter, June
Hines, Robert
Holiday, Mrs. Pearl
Kelley, Frank (Red)
Kern, Arthur L.
Le Valley, Marge
Meyer, Helen
Patterson, Donna
Peavy, Lester W.
Valentine, Ray
Williams, Henry
Robert MAIL ON HAND AT

MAIL ON HAND AT

CHICAGO OFFICE

188 W. Randloph St.

Chicago 1, III.

ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo. Hutton. Betty Boots
Jones, Wille E.
Kelley, C. O.
Kerner, Dorothy
Kilng, L.

Albert, Elmer J.
Allegretti, Frank F.
Allen, Wilbur H.
Allen, H. S.
Baer, John (Dutch)
Blankenship, Bob
Blease, Cole
Bonta, W. H.
Burton, Jack C.
Bydairk, Albert
Carl, Mrs. Kathy
Carpenter, K. L.
Carpenter, Walter E.
Castle, Rebecca
Cherry, John Cherry, John Clark, William K. Conlon, Pat Creighton, Mrs. Dion, Ted
Dobson, Mrs. Jean
Emswiler, Mr. &
Mrs. Albert
Fields, Jack
Flansgan, W. M.
Followell, Leonard Gable, Earl
Gaskin, Bert
Gorton, John Robert
Gray, C. H.
Green, Robert L.
Gvenet, Leslie
Hampton, Dudley
Hand Sr., James
Alfred

McFadden, Ben F. McGinley, Horace Metzger, Burton Milner Bros. Milner Bros.
Moreno, Tito M.
Payton, William
Pearson, Carl T.
Rader, Kenneth J.
Radford, Lela Mae
Rnakin, Mrs. Anna
Renea, Rita Rollins. Vic Sandusky, A. D. Scruggs, Troy Shadel, Dick Sam Sheridan, John T. Shipley, Leonard L. Smith, Hendry Norman Spencer. Donald Staggs, James H. Staggs, January Star, Hedy Jo Stanton, Mr. & Mrs. Richard Starnes, Lucky Sterner, Constance Hand Sr., James
Alfred
Harris, Frank
Hemmestad, Arlene
M.
Higtower, Don
Holston, Mr. & Mrs.
John F.
Hoot, Scott

Sterner, Constance
Summers, Ben
Teller, Edward
Vince, Frank
Vince, Frank
Vince, Frank
Ward, Carl & Mickey
Wells, Mrs. Marie
Wood, James Leslie
Wright, Josephine

Lauther, Mr. & Mrs. William

third annual Sportsmen's Show to door events. Report from the trade top of that, the government has be presented at the Topsfield Fair last winter were infrequent, a sure committed itself to giving the econgrounds April 17-20. By March indication that the general eco- omy a hypo. This plus the fact 15 all space had been sold. Spon- nomic slump that gripped the na- that the spring and summer seasors of the show are the Danvers tion took its toll from the pitch sons are always times for a general Fish & Game Society and the fraternity which, in the past when loosening of the public's purse conditions were good, was noted strings seem to assure a season for In charge of the show is Paul for the frequency and optimism of pitchmen that will be evaluated as Corson, general manager of the its reports. However, better things good, at least, at the wind-up. But Topsfield Fair; Walter Lainik, seem to be in store for the knights how about your own plans? If you show chairman for the Fish & of the tripes and keister. With the haven't pipes in of late, how about Game Club, and Joseph Houle, start of the carnival and circus sea- doing so right away. Let the folks Corson said there will be several sons comes the season's usual know what you have done during



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Canadian Showmen's Association, Montreal and Toronto

P. A. MARCO, Pres. ALEX ZAIEN, 1st V.-P. O. DROUIN, 2d V.-P.

HOWARD JONES, 3d V.-P. R. CENEST, Treas.

Greater Tampa Showmen's Association, Tampa

C. C. GROSCURTH, Pres. EARL MADDOX, 1st V.-P. RICHARD GILSDORF, 2d V.-P.

PAUL D. SPRAGUE, 3d V.-P. VERNON F. KORHN, Secv. HARRY B. JULIUS, Treas.

Heart of America Showmen's Club, Kansas City

GEORGE T. CORDON, Pres. TED CORY, 1st V.-P. JESS WRIGLEY, 2d V.-P.

SAM LYON, 3d V.-P. AL C. WILSON, Secy.-Treas.

Hot Springs Showmen's Association, Hot Springs

E. M. (PAT) FORD, Pres. BILL DYER, 1st V.-P. NORMAN SCHLOSSBERG, 2d V.-P.

L. C. REYNOLDS, 3d V.-P. CLINT W. SHUFORD, Secy. A. CLAYTON HOLT, Treas.

Miami Showmen's Association, Miami

BEN WEISS, Pres. JOHN VIVONA, 1st V.-P. HARRY (BUSTER) WEST-BROOK, 2d V.-P.

MEL G. DODSON, 3d V.-P. A. R. WHITESIDE, Secy. ALTON PIERSON, Treas.

Michigan Showmen's Association, Detroit

CAMERON D. MURRAY, Sr., CALVIN L. LOVEJOY, 1st V.-P. EDOR BURGE, 2d V.-P. WILLIAM SILBER, 3d V.-P.

IRVING RUBIN, Exec. Secy. PAUL CREELEY, Recording Secv. MAX KAHN, Treas.

Midwest Showmen's Association, Minneapolis

WM. T. COLLINS, Pres. FRANK R. WINKLEY, 1st. V.-P. CHARLES CARROLL, 2d V.-P.

BERNARD THOMAS, 3d V.-P. M. P. JAKE BOZONY, Secy. STAN MUCKLE, Treas.

National Showmen's Association, New York

J. JEFF HARRIS. Pres. ALFRED G. McKEE, 1st V.-P. JOSEPH PRELL, 2d V.-P. MAX TUBIS, 3d V.-P. MORRIS VIVONA, Secy.

ETHEL WEINBERG, Exec. Secv. HARRY ROSEN, Treas. HARRY EDDELS, Asst. Treas.

New England Showmen's Association, Boston

JACK ABLEMAN, Pres. MARK WAYNE, 1st V.-P. SEYMOUR LEVIN, 2d V.-P. MILTON EMERSON, 3d V.-P.

JOSEPH FREEDMAN, Secv. GEORGE PANAGOPOULAS, Treas.

Pacific Coast Showmen's Association, Los Angeles

MATTHEW (JIMMY) LANTZ, ARTHUR E. ANDERSEN. 1st. V.-P. JOSEPH (RED) DAUER,

2d V.-P.

MATHEW A. HERMAN, 3d V.-P. HARRY (BOB) MATTHEWS, Secv. AL WEBER, Treas.

Regular Associated Troupers, Los Angeles

MRS. RUTH DAVIS, Pres. RAY MARRION, 1st V.-P. MRS. JUNE SUTTON, 2d V.-P. ED KENNEDY, 3d V.-P.

MRS. ANNABELLE PATCHETT, 4th V.-P. ED BUTLER, Secy. MRS. HELEN B. SMITH, Treas

Show Folks of America, San Francisco

ALEX FREEDMAN, Pres. HARRY MYERS, 1st V.-P. SAM DOLMAN, 2d V.-P. EARL LEONARD, 3d V.-P. JOE CLEMONS, Financial Secy. LOLA COX, Corr. Secv. BONNIE TOWNSEND, Rec. Secv. CHARLOTTE PORTER, Treas.

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MARGUERITE HORAN, Corr. Secy. THOMAS COULTHARD, Fin. Secy. OLIVER ENGLUND, Treas.

Showmen's League of America, Chicago

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EDWARD SOPENAR, 3d V.-P. H. N. (HANK) SHELBY, Secv. BERNIE MENDELSON, Treas.

Texas Showman's Club, Dallas

C. S. (BUSTER) THOMPSON. Pres. LOYD RUPE, 1st V.-P. MRS. EVELLEN HARRELL, 2d V.-P.

JOHN FRANCES, 3d V.-P. MABEL McWHORTER, 4th V.-P. JACKIE HUFFHINES, Secy. JESSIE GODDARD, Treas.

Show Units For Europe

COPENHAGEN—The Russians are again very active in sending out circus groups to the Western countries of Europe. At least two large groups of circus and variety performers are set to tour Sweden this summer and one unit of the Moscow Circus is at the Palais des Sports, in Paris, where it opened on March 20. Featured acts are Margarita Nazarova, with her tigers; Kock Sisters, aerial novelty; the Alibek-Kantemirov troupe of Cossack riders, and Carandache, clown. This is a one-ring circus and uses only half of the Palais des Sports. This unit, with added acts, will open in Brussels on June 15, at the Cirque Royal.

According to a dispatch from Moscow, a large group of performers and animals from the Moscow Circus will arrive in Stockholm to give 17 performances, starting April 24. They will also give 17 performances in Gothenburg, and 11, each, in Halsingborg and Boras, Sweden.

At the end of May a large variety unit will come to Sweden to tour the circuit of Folk Parks. Among the acts will be: Gosikova, Djomin & Wyborinov, acro dance trio; Schapachai, "Hindoo" dance; Nikolai Kalmikov, juggler; Nina Horeva, Chinese specialties; Tutiania Leman & Serge Rosanov, acro melange; Voronin Brothers, equil-May 31-June 29.

On the other hand, the Swedish circus owner, Trolle Rhodin, has announced that he is taking his Zoo Circus to Moscow, for a stand, starting August 1. He has horses, animal groups, water spec, ice ballet and a group of Swedish folk dancers. The Zoo Circus has played in the Soviet zone of Germany.

Enid, Okla., **Spot Expands** Ride Line-up

ENID. Okla. — The Kiwanis Club of Enid, which operates rides in Meadow Lake City Park here, has taken delivery of a new C-16 three-coach Miniature Train from Allan Herschell Company, Inc.

The 36-passenger unit is painted in Santa Fe colors and the halfmile track winds thru a tunnel to emerge at the loading station. By using a single track with loops and switches at each end, the 2,500 feet of track gives a one-mile ride and takes approximately five min-

An Allan Herschell 36-foot Merry-Go-Round has been operated by the Kiwanians for several years.

Roller Rumblings

· Continued from page 58

operators, representing four rinks, were recently accepted as members by the United Rink Operators, it was announced by Mrs. Perry B. Giles, secretary, at association headquarters here.

The new members and the rinks they represent are William A. Paulson, Rollaire Roller Rink, Manitowoc, Wis.; Dick Clark, Rollarena, Tuesday (8). Menasha, Wis.; Don Victor, High-Good Roller Rink, Pontiac, Mich. dren playing with matches.

N. Y. Coney

· Continued from page 58

be offered in conjunction with the active displays.

On Sunday, June 22, the "blessing of the fleet" will be held under auspices of the Inter-Yacht Club Council, with the Croyden Yacht Club as host club. Several hundred boats will pass by the point of review off Steeplechase Pier and be commended to safety by clergy of the various faiths.

Pyro Shows Continue

Also on the schedule are the traditional fireworks on Tuesday nights, presented by the Chamber of Commerce, with co-sponsorship of the F. & M. Schraeder Brewing Company. They will start the last Tuesday night in June and continue weekly thru the end of August, with a special display on the Fourth of July.

Murray Handwerker, president of the chamber, will be installed for a second term of office Tuesday (15) in Brooklyn's St. George Hotel Ballroom. Also being honored at the annual banquet and ceremonies will be three former presidents, George F. Kister, C. J. Hilbert and I. H. Klein. The offshore presentations have been developed by Milton H. Berger. handling public relations and special events. Another success has been the establishment of an early-season opening concept tied in with Easter, thru photo displays and testing and other Coney happenings.

Pool, Casino

· Continued from page 58

ibrists, and Alexander Tichonov, ing and refreshments and constructbalalaika player. Tour is set for ing a swimming pool for our patrons," said Colonel MacNicol.

In addition, the S.S. John A. Meseck, acquired last year, will run to Playland at Rye Beach, N. Y., and Bridegport, Conn. The M. V. Hudson Belle will run charters to Rye Beach and up the Hudson River, and from June 11 to August 9 will run daily to Atlantic Highlands with an all-expense trip to Monmouth Race Track.

In Boston, the M. V. Sea Belle will start on Memorial Day to run to Nantasket Beach and Larry Stone's Paragon Park. The M. V. Boston Belle will run daily to Provincetown on Cape Cod.

Colonel McNicol added that in addition to other activities the firm has organized the Wilson Marine Repair Terminal at the Wilmington plant to do ship repair work.

Pontchartrain

Continued from page 58

comber-type restaurant in the U.S. actually on a beach.

No Recession Fear

If the opening day's record crowd and spending are any indication of what the 1958 season holds, Batt said, "park and beach operators need have no fear of the much publicized recession.

Rides, games and other amusements enjoyed heavy patronage long before the scheduled fashion parade and judging at 3 p.m.

Pontchartrain Beach will open Sundays during April until the regular season opening, set for the April 26-27 weekend. At that time the bathhouse and new swimming pool areas will also open.

Kids Start \$35,000 Fire At Illinois State Plant

SPRINGFIELD, Ill. -- A fire, reportedly set by children, caused an estimated \$35,000 damage at the Illinois State Fairgrounds here

The blaze which damaged an way Arena, Colonial Heights, Va., empty horse barn, is reported to and Mr. and Mrs. Elmer Good, have been started by four chil-

Communications to 188 W. Randolph St., Chicago 1, III.

Ops Gird for Copyright Fight **April 23-25**

12 Witnesses To Appear for MOA Defense

WASHINGTON -- With no foreseeable delay expected for hearings on the Senate anti-juke box copyright bill (S.1870) slated for April 23-25, both ASCAP and Music Operators of America are completing last-minute preparations for presentment of their arguments.

MOA president George A. Miller is expected to leave Chicago for Washington this week (19). He will meet in the Capital with directors Clinton Pierce and Al Denver, and association counsel Nicholas Allen, of Armour, Herrick, Kneipple and Allen.

Miller stated a total of 12 witnesses would be called representing the operators' case-including two songwriters and publishers.

MOA had sought a delay, pleading the dates conflicted with the group's forthcoming convention, May 6-8. However, with four previous postponements on record, Senator O'Mahoney, chairman of the Senate sub-committee hearing the measure, over-ruled the request.

New Calif. Assn. Meets; Discuss Play Promotion

LOS ANGELES -- Plans for helping operators promote play and means of increasing association membership were outlined by Earl Elliott at the regular semi-monthly meeting of the newly formed Los Angeles Music and Game Operators' Association, held here Tuesday night (1).

Elliott, recently resigned manager of the California Music Merchants' Association, spoke to the group, outlining plans to put advertising records on phonographs, organizing bowling tournaments, staging a "Record Fest" on May 3 and means to build membership in fering nine for 50 cents, instead of ter, there is little that can be said the group.

The meeting, held at 5560 Santa Monica Boulevard, was conducted by Phil Shatz, president, and Frank Lopez, secretary.

Juke Advertising

Elliott said that he had studied the matter of phonograph adver- all operators report juke box col-

stop to the recent wave of "loca-

tion buying" which has been

late March, the Colorado Music

Merchants' Association board of di-

for "co-operation among all oper-

ators" against unethical solicitation

of one operator's location by an-

Altho seemingly not as extreme

plaguing the city.

Adopt 'Stop Loans'

JUKE PLAYS 'ALL ABOARD' FOR AIRLINE

CHICAGO -- There's a juke box in Chicago's Midway Airport-it plays almost continuously. But not a sound of music comes out of the speaker, and not a single coin drops into the coin chute.

It's used by United Air Lines. When the machine plays, three chimes ring out, followed by an announcement, something like this:

"Flight 234, United Red-Carpet, non-stop to New York, now boarding at gate 9."

The idea was conceived by Frank J. Todd, superintendent of United's aircraft radio communications at Denver, as a means of making flight announcements with a minimum of trouble.

When the passenger agents want to make an announcement, they push the proper number and letter on a conveniently located wall box, playing the desired recording. All the records have been prerecorded with announcements for all possible flight combinations. A total of 80 separate announcements are used.

Miami Spots **Get Contract** Explanation

MIAMI—Miami operators have moved to curb a familiar problem caused by a location being sold, and the new owner not being informed of his obligation to the operator servicing the spot.

Miami Music Operators' Association | added to the program. Two addimet with James R. Nobbs, presi- tional speakers are expected to dent of the Retail Beer and Wine appear-both from overseas. They Dealers'Association of Florida, Inc., are: Gordon Marks, Phonograph to ask the latter to instruct their Equipment Company, Limited,

Rock-Ola, United Prep New Jukes for MOA Debut

possibly two juke box manufacturers will be introducing new equipment at the forthcoming Music Operators of America convention, May 6-8, at Chicago's Morrison Hotel.

pany has definitely confirmed they closely guarded secret. A pilot of have a model ready for the MOA will show "a new innovation in the the model was unwrapped for the exhibits. He confirmed rumors that coin-operated phonograph line," first time at the recent Frankfurt a new cabinet had been designed altho the nature of the new product Fair in Germany. Company of for the phonograph by industrial

The second, United Music Corat the MOA exhibits. However, it sory equipment."

CHICAGO — At least one and was not definitely known whether early May deadline.

European Debut

Rock-Ola's product, known to far as details go. be a new-type juke box, has been in the mill for close to six months, head, told The Billboard the firm Rock-Ola Manufacturing Com- tho all details have been kept a was going ahead full speed to has been a closely guarded secret. ficials declined comment on the designer Raymone Loewy. Hownew machine.

poration, confirmed reports last Besides a new phonograph, week that the firm was preparing a Rock-Ola is expected to bring out new phonograph line to be debuted several items described as "acces-

Sign 58 Exhibitors For MOA Conclave

Pass Last Year's Total of 54 Firms; Add Two Overseas Speakers to Program

CHICAGO -- Music Operators | and distributor; and Lian Chin, week, with a total of 58 exhibitors laya, a large operator.

They will be joined by G. Norconvention to be held here at the Morrison Hotel, May 6-8. The figure is already four more than last year's total of 54 exhibitors.

Larry Marvin, chairman of exhibit space, now advises that only six booths remain-with prospects certain for a sellout by convention

Plans for the business sessions are also nearing completion, with Willie Blatt, president of the a strong international flavor being (Continued on page 68) London, England, a large operator

of America went over the top last Hup Hup Limited, Singapore, Ma-

man Ditchburn, London phonograph manufacturer, who spoke at last year's conclave. According to MOA President George Miller, a number of other speakers are also expected from Germany, Italy and rrance.

Public Relations

From the public relations end, James B. Nolan, executive director of the Police Athletic League in New York, is slated for appearance. He will speak on the proposed charity drive, which MOA appreved at their board of directors meeting last fall in Miami. The project was advanced by Willie Blatt, Miami operator, and is already under way thruout the Miami area. By it, operators affix a sticker to their machines, saying that a certain portion of receipts is being donated to PAL.

MOA has now set up permanent convention headquarters here at the Morrison Hotel, Suite 1228. The suite will be manned full time by MOA personnel, the President Miller will leave Chicago this week (19) for Washington to attend the Senate copyright hearings (see separate story).

Title Strip Kit For Wurlitzer Conversions

CHICAGO -- A new title strip conversion kit for Wurlitzer models 2000 and 2100 is being shipped by Coven Music Corporation, local Wurlitzer distributor and manufacturer of the unit.

Use of the kit eliminates the In Boston, some operators report | book-type folder arrangement for showing strips on the two models, and has all strips visible on a mounted panel. Title strip panel is almost identical to the new mount- day (7) at the Fort Wayne Hotel ing on the model 2250.

numbers, an assortment of 15 pres-

minutes-on location, according to of competition all were topics of manufacturer-distributor, Ben Co- discussion. In New Orleans, operators point ven, who says he's already sold to the worst winter the city has over 1,000 of the units. The item is available to other Wurlitzer dis- was authorizing funds for publilocations for the privilege of in- as the reason for revenue dips, not tributors and operators. Price is cation of a booklet against a wave (Continued on page 77) approximately \$30, f.o.b. Chicago.

United's new phonograph, tho the firm would be able to meet the something less of a mystery than the Rock-Ola product, is nevertheless a closely guarded secret as

Jack Mitnick, United Music ever, neither Mitnick nor his assistant, Roy Kraehmer, would answer any other questions about the model.

It is speculated that chief change will be in cabinet structure, with the juke box mechanism remaining essentially unchanged excepting refinements.

When asked if the firm would introduce a wall box, Mitnick stated, "We have several new ideas we're working on, but I'm not yet at liberty to say." Mitnick did confirm that United would stay with the 100-selection model, denying any plans for a 200-selection phonograph. Selection mechanism, based on twin-dials, was likewise expected to remain unchanged.

TICKETS GO

Signs 10 Disk Stars to Date For MOA Fete

CHICAGO --- Plans for Music Operators of America's banquet and floorshow, which traditionally signals the end of their annual convention, are rapidly nearing completion.

The fete, to be held Thursday evening, May 8, is already half sold out, with approximately 600 reservations received to date, according to MOA President George

Program plans are likewise nearing completion, Miller stated. Ten record stars have confirmed their appearance for the show, with additional names to be added.

Stars Signed Those signed to date: Jimmy Rodgers, Roulette; Barbara Mc-Nair, Coral; Mahalia Jackson, Columbia; Connie Francis, M-G-M; Tom and Jerry, Big; Margie Meinert, Fraternity; Marti Barris, Keen; Charles Aaron, (no label); the (Continued on page 68)

UMO Meets To Counter Juke Slump

DETROIT—Facing one of the most serious depression conditions locally in years, the United Music Operators of Michigan met Monto consider and take action on Kit consists of five title strip current business problems. Deholders in pink plastic, black decal creased patronage in locationsestimated as high as 50 per cent in sure sensitized program classifica- typical taverns, the general pretion strip mountings, and appropri- valence of nickel play, the spiral ate mounting brackets and screws. of costs for machines, supplies and Conversion can be made in 15 service, and the intensified pace

> Cut-Throat Bids One action taken by the group (Continued on page 68)

Juke Plays Mirror **Business Recession**

Revenues of 1st Quarter Reflect Workingman's Take-Home Prosperity

Continued from page 1

seven. Bargains like this help.

A few are using extended play album cover displays to excite interest, seem to feel they are help-

Aside from the fact that nearly (Continued on page 68) lections are off for the first quar-

that would include accurately operators in a given area, let alone combine two or more areas with a common set of characteristics.

Estimates on how much collections are off range from 1 per cent (New Orleans) to 50 per cent (Detroit).

And even in one of the worst hit cities-Detroit-there are several operators reporting collections on a par or even slightly ahead of the

that locations serving liquor show the biggest drop, roughly 25 per cent in most cases, with restaurants showing a 15 per cent dip and teen-age spots holding their own. But one operator said his tavern spots were holding up fine, and his restaurant locations were the

Springfield and Holyoke, Mass.

Resolution in Denver DENVER - Denver operators a measure as some observers exare banking on an association pected, board spokesmen pointed 'gentlemen's agreement" to put a out that it would be virtually impossible to "police the local industry." An agreement between all members of the association against At a luncheon meeting held in unwarranted solicitation would be much more effective in cutting location "jumping" to a minimum,

rectors drafted a resolution calling the board felt. Problem Drastic So called "location buying," more aptly called outright gifts to had in "perhaps half a century" (Continued on page 69)

same period last year.

One Boston report said that even in some areas in Masschusetts hardest hit by the recession, revenues had never been better-in-

MUSIC MACHINES

New California Assn. Meets

Continued from page 67

potential clients. His investigation also included the availability of timers, which have been perfected and reduced in price. Two advertising messages would be played an hour, the recorded jingle hitchhiking on that purchased by a customer. Elliott added that the jingles would be original. A suggested price to advertisers of \$5 per machine per week was made.

Elliott went from the brief discussion regarding advertising into other phases of promotion which would be profitable to operators. His mention of bowling tournaments brought an open discussion led by Shatz, who has conducted such events. This and other promotonal gimmicks are to be of which he is the business agent. studied and complete reports on how-to-do them presented at future meetings.

Elliott has been proposed as association manager on a part-time basis. In the course of the meeting, he was named along with label charges. Shatz, Lopez and Leonard Rubin, of Len's Music, to serve on the committee for the group's first social. Plan is to have prospective members attend as guests. A num-

GO *MODERN* BUY WURLITZER

tising and discussed it with several ber of recording personalities will be presented. The place for the event has not yet been decided.

"I do not believe that a successful association can beformed until you men realize that it is an association and not a group," Elliott declared. "It is up to you to support it, sell it and finance it-getting the message of your accomplishments over to every operator in Los Angeles County. If you believe in a union, sign a bargaining agreement and support it."

Vince Passaro, who was introduced by Shatz as a special guest, gave a brief talk on the activities of Local 2, National Union of Automatic Equipment & Coin Machine Operators Service and Repairmen,

Operators, Passaro explained, are eligible for membership in the union and receive its benefits but have no vote. In the future, the union, one of 13 locals, will have only the \$5 per month dues and no

Shatz advised that Bob MacFarlane and himself were planning a service organization to be functioning soon. When the project is rolling, he added, free service calls will be made at night for operators who want to attend meetings. "Several members as well as prospective ones, have passed up being here because of service calls." Shatz explained. "We will take care of that so that they can be on hand."

UMO Vs. Slump

· Continued from page 67

of cut-throat bidding on commissions and rentals among several on the practice, said the pamphlet operators.

while declining to go into detail involved in such incidents.

Wurlitzer Names H. Scheidegger

NORTH TONAWANDA, N. Y. -A new manager of sales and service has been named by the Wurlitzer Company for Europe. He is Hans Scheidegger, a graduate electronics engineer and European sales and service representative for Wurltizer since October, 1955.

Scheidegger, fluent in German, French, Italian and English, will be responsible for the full Wurlitzer line of juke boxes, organs, pianos and electronic pianos for the European theater.

He will operate out of the firm's Switzerland office in Zurich. Assisting Scheidegger will be Otto Bader, who joined Wurlitzer in 1957.

Arthur C. Rutzen, export sales manager for Wurlitzer, in announcing Scheidegger's appointment, said it was in recognition of the needs of the firm's constantly expanding foreign sales organization entering new markets.

Tickets Go

· Continued from page 67

Champs, Challenge; and the Fontane Sisters, Capitol.

One change for this year's show: each record company will be allowed to present one artist, each to sing two numbers with one encore. Plans call for the show to end by midnight, allowing couples an hour or two of dancing.

Tickets for the banquet are \$20 each, with reservations being handled by Howard Ellis, MOA director and Omaha operator. Reservations may also be made with Miller, who has set up permanent convention headquarters in Chicago's Morrison Hotel, Suite 1228.

will specifically identify the loca-UMO conciliator, Roy Small, tions, operators and distributors

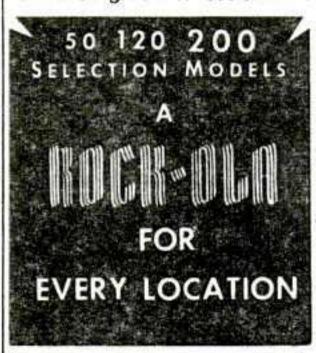
Miami Spots

· Continued from page 67

members of the full extent of a new owner's obligations.

RBWDA promptly sent out a notice to the membership, instructing them that a new location owner was bound by any location agreement signed between the operator and their former owner for the location. Titled "A Word of Caution," the message went on to say, "In many cases the cigarette machine or the music box in bars is covered by a lease made by the owner of the business with the coin machine company owning the equipment. Often the coin machine company pays a substantial sum, as an advance against earnings, for obtaining this lease. This lease not only binds the owner or operator who enters into it, but is also binding upon a new owner if the business is sold.

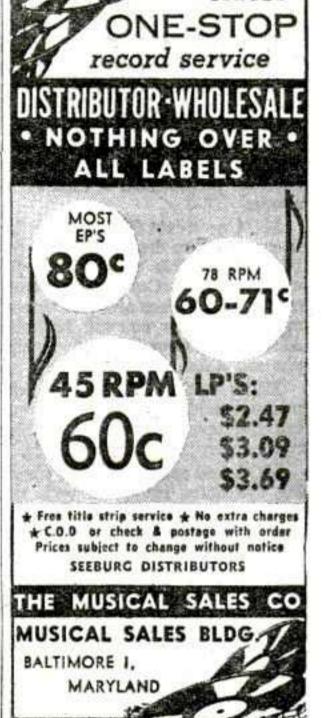
If the machines in your place of business are there under a location agreement and you sell your business without advising the purchaser of his obligation to observe the



when answering ads SAY YOU SAW IT IN THE BILLBOARD!

terms of this lease, you may find yourself engaged in litigation by reason of your "oversight," ranging from a possible action for damages up to possible charges of fraud by concealment.

Please bear in mind, that if you sell you must advise the new purchaser of any location agreement covering the coin machines in your place and, if you have received substantial payment for this lease, the amount paid you is a proper item for proration at the closing.'





'Gold Dust Twins' Host Anniversary Dinner-Dance

BIRMINGHAM, Ala. -- Birmingham Vending Company, one of the veteran coin machine distributors in the country, recently local restaurant.

More than a score operators Hurvich hosted the event.

Outstanding accommodations

for meetings, luncheons,

parties and conventions

Write, phone, or teletype for full details on meeting facilities

Albert Pick Hotels

turned out to toast the "Gold Dust Twins," the nickname the owners, Harry and Max Hurvich have come to be known by in the trade.

Among operators in attendance were Mr. and Mrs. William V Thomas, and son, Billy; Mr. and Frank Harris and son; Mr. and Mrs. Willie Sher and son, Terry; Mr. and Mrs. Lewis Leamon, Mr. and Mrs. Al Toranto, Mr. and Mrs. celebrated their 27th anniversary Billie Rich, Molly Bass, Jo Anne with a show in the city auditorium Howard, and Mr. and Mrs. Ivan and dinner-dance afterwards in a Lieberman. Mr. and Mrs. Max Hurvich and Mr. and Mrs. Harry

Cleveland, O Pick-Carter

Detroit, Mich Pick-Fort Shelby

Evanston, III Pick-Georgian

Finit, Mich. Pick-Durant Indianapolis, Ind Pick-Antlers

Minneapolis, Minn Pick-Nicoffet Pittsburgh, Pa Pick-Roosevell St Louis, Mo Pick-Mark Twain

Washington, D.C. Pick-Lee House

Chattanooga, Tenn Hohday Inn Hotel

Colorado Springs, Colo ... Holiday Inn Hotel

Miami Beach, Fla Albert Pick Hotella

Natchez, Miss Holiday Inn Hotel

Fortsmouth, Va Holiday Inn Hotel

Terre Haute, Ind Holiday Inn Hotel

are apecated by Athert Park Hetels under liveness

The above Holiday Inn Heiele.

from Heading Ince of America, Inc.

Rockford, III Edge-O'-Town Motel

Youngstown, OPick-Ohio

South Beng, Inc.

Albert Pick Motels

Cincinnati, O Pick-Fountein Square

Pirk. Melbourne

. Pick-Oliver

Adopt Stop Loans • Continued from page 67

stalling a juke box, were becoming a drastic problem in recent months in the Rocky Mountain city.

Operators were reportedly paying as high as \$1,000 to obtain a single location, usually displacing an existing operator servicing the spot.

In one documented instance an operator paid a total of \$3,000 for three separate spots (\$1,000 each), in each case displacing the operator who already serviced the location. His only comment was, "You have to start some place."

Name Committee

CMMA moved against the problem in mid-March, appointing a special committee to study the problem (The Billboard, April 7). Included were the following association directors: Sam Salardino, Sally Music Company, Pueblo; Pete Geritz, Mountain Distributors, Denver; Ralph McMichaels, Denver Amusement Company; Orin Yeager, Denver operator; Jack Wyscaver, Greeley Music Com-pany, Greeley, and Elton Deines, Deines Music Company, Boulder.

/ "Natuarlly, where there is a disagreement between a location owner and an existing operator, and the location owner invites an-

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance -carefully designed to give you the finest,

MI Incorporated

1500 Union Ave., S. E. . Grand Rapids, Mich.

indicated. "There will be, however, no out-and-out cash offers for a location which stem from the desire to buy a spot out from under the operator already holding forth."

A troublesome new factor noted tavern or restaurant owners of chines.

other operator to take over, the | "shopping" the coin machine busiassociation will take no stand in ness, asking for competitive bidthe matter," Pete Geritz, spokes-man for the board of directors, spot. In at least one known instance, a Denver bar owner solicited no less than 15 operators before accepting a cash payment for one year of \$575. It required nearly five weeks of dealings before the location was occupied by here was the practice by new a phonograph and amusement ma-

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

"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.

The Information Booth, handled by The Billboard, will take the message or

Leave This Coupon at Office 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.

GIVE TO DAMON RUNYON CANCER FUND

Coin Machine **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 RE-SULTS 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 Dick Wilson Jack Sloan 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

OPERATORS! ATTEND YOUR MOA CONVENTION



GEORGE A. MILLER General Chairman

CO-CHAIRMEN CLINTON S. PIERCE ALBERT S. DENVER J. HARRY SNODGRASS LARRY MARVIN MARTIN BRITZ LES MONTOOTH WILLIAM HULLINGER JIMMY TOLISANO HOWARD N. ELLIS JOHN A. WALLACE

128 East 14th Street

MORRISON HOTEL

CHICAGO

MAY 6, 7, 8

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 HIS-TORYIII

OPERATORS

Please make your room reservation TODAYI 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

MUSIC OPERATORS OF AMERICA

INCORPORATED

All Phones: TWIN OAKS 8-3634

Oakland 6, California

New Developments To Key NVA Confab

Chain Stores, Multiple Installations, 5 to 25-Cent Vending to Highlight Speeches

can best take advantage of new levels, based upon personal expedevelopments in the bulk vending rience in his test locations and mother of Milt Raynor died Friday industry will play a major role information garnered from close (4). Burial services came the folin this year's National Vendors work with operators in his area. lowing Monday. Sympathy and Association convention, to be held May 1-4 at the Deauville Hotel will not be the central topic of by all in his bereavement.... in Miami Beach, Fla.

and supermarket vending, of where appropriate to their subject coming along well following surmultiple installations, and of vending at levels greater than a cent will be explored as profit earners.

"Chain Stores Are Ready, Are You?" is the title of the main speech, to be made by Irving M. garten, Inc., a 29 - store supermarket chain headquartered speech entitled "Selling By in Houston, Tex. As the former merchandising manager of the chain, Axelrod has had more than 15 years of experience with bulk operations in supermarkets in al' its phases. His speech promises to be particularly informative in that all the bulk machines in Weingarten stores are owned, operated and maintained by independent operators.

Vending Potentials The potentialities of vending at the 5, 10 and 25-cent level is to be the substance of a speech by Everett Graff, distributor in Dallas, Tex. Graff will explain in his speech the techniques best employ-

Western Firm Leasing Bulk **Units Monthly**

HOLLYWOOD--Leasing service of bulk vending machines to months ago is being extended to 29. Orange and San Diego counties, S. L. Sherman, head of the firm, sounded the keynote of the meet- dise. said.

the minimum contract. Longer payment. contracts are graduated 45 cents (Continued on page 71)

CHICAGO-How an operator ed when vending at the higher

Altho the multiple installations any individual speech, they will George Templin, op in Long Beach The potentialities of chain store be dealt with by several speakers, and Compton, Calif., is reported

> Extra Profit Opportunities Are care of the route. Knocking," will be based upon techniques he has learned as one of the largest operators in the U. S. Rolfe Lobell, a vice-president of point-of-sale merchandising and good public relations with the location as profit earners.

Welcoming Address The welcoming address will be delivered by Leonard Quinn, president of NVA. Milton T. Raynor, NVA counsel, will present the first speech of the convention, "Progress Thru Unity," in which he will detail the progress of NVA during the past year and state what NVA intends to do in the future. "NVA Group Insurance Benefits and Savings" is the title of the speech by Ira Lipschutz, in which he will explain new and broader insurance can offer its benefits NVA members. (See The Billboard, March 24.)

On Saturday, the second and (Continued on page 72)

CAVA Meets, Talks Credit

cons of relaxing credit to vending men should service peanuts and Study Indicates More Use machine operators were discussed ball gum whenever possible. Of by a panel at the California Autooperators started by Southern matic Vendors' Association dinner practicable when the route is large California Leasing Company in this meeting in the Venetian Room of enough to justify hiring two routeimmediate area more than three the Ambassador Hotel here March men to begin with. But once hired,

ing when he proposed that manu-Sherman, who has been in vend- facturers and suppliers: 1) extend ing for five years, including two credit from 15 and 30 days to 60, as an operator and the remaining charging 2 per cent for the extenas an operator and the remaining charging 2 per cent for the extentime with Operators Vending Massion; 2) encourage manufacturers Peanut Units chine Supply Company, is offering to promote vending to consumers, exclusively Acorn venders for 50 and 3) manufacturers make equipcents per month for the first year, ment available without a down

per month for the second year, 40 is more credit," Grenier said. "Now ruled that a new law which recents for the third, 35 cents for is the time to expand and be duced the license fee for peanut (Continued on page 73)

CUTS SERVICING COSTS TO MAINTAIN PROFITS

NEW ORLEANS -- Sharp cut- | saving of 40 per cent in gasoline ting of servicing costs along with and oil along with parking-lot careful expansion of his route have charges. enabled Sidney Cacotte to keep abreast of inflation, which he says high with fewer servicing calls, first began having a marked effect Calcotte began making a special such confections were not "peanut on profits in 1956.

his operating costs by 27 per cent, operation he did this by carrying were not subject to the lower fee. claims Calcotte. The measures a reconditioning kit around with taken were essentially simple. He him, immediately touching up a fections which were composed princut his servicing calls in half vender or making any other rewherever possible, calling on only pairs necessary. his best spots with the same regularity that he did in the past.

venders and estimates that re- removing his peanut machines, ing area of Alabama in hopes that tel, Miami Beach. Altho exhibits Charles L. O'Reilly, chairman of stricting himself to only the most They sold quite well, but he found it would encourage the consump- will concentrate upon cigarette ma- ABC, estimates \$20,000,000 innecessary calls has resulted in a

In order to keep sales volume uct." point of maintaining his machines products" and as such the vending During 1957 he was able to cut in tip-top condition. In his daily machines which dispensed them

As a way of keeping on-location nut products." servicing requirements to a mini-Calcotte has a route of 600 bulk mum, Calcotte gradually began legislators from the peanut-grow-

BULK **BANTER**

By FRANK SHIRAS

Send Bulk Banter items to the Bulk Banter editor, The Billboard, 188 West Randolph Street, Chi-

Less than a month after the untimely death of his brother, the warmest feeling is extended to Milt gery in a local hospital. While he A speech by Roger Folz, entitled is recuperating, his wife is taking

Operators in Chicago compare Bill Falk to the itinerant newsman of the last century who spread the news faster traveling from place to place than any other medium. At least he had a lot of news to give Telling." His talk will center upon the Windy City ops. . . . Not everyone from Chicago is either flying or taking the train down to the Na-

(Continued on page 72)

Uses Special Routemen for **Bulk Venders**

KANSAS CITY, Mo. -- Complete specialization in the types of machines serviced by routemen should be practiced to realize maximum profits, according to Bernard K. Bitterman, distributor here.

On hs large route in Army installations, Bitterman has found by experience that only by having separate men operating the major and bulk equipment can he maintain maximum profits.

He further maintains that even LOS ANGELES - Pros and on a strictly bulk route different course, he points out, this is only he maintains, each should special-B. J. Grenier, CAVA president, ize in one type of bulk merchan-

Bitterman bases his opinions on (Continued on page 73)

Taxed Lowest

MONTGOMERY, Ala.-Attor-"What the small operator needs ney General John Patterson has vending machines from \$12.50 to \$3 did not affect the fee on machines which dispensed other products containing peantus as an ingredient.

> Patterson's advisory ruling came on a request from State Revenue Commissioner LaRue Horn, who inquired if candy bars, cakes and other confections which included peanuts constituted a "peanut prod-

The attorney-general held that

cipally of peanuts and peanut derivatives could be considered "pea-

The bill was passed in 1957 by (Continued on page 73) tion of that product.

PROFILE OF THE WEEK

Always on the Move

Back in 1916, Rolfe Lobell was on a camping trip on the granite cliffs of the Palisades along the Hudson River, directly opposite of Yonkers. The trip differed from others he made to the Palisades in one very important respect-he met his future wife, the former Dorothy Tashman, who had gone to the camping site to visit relatives of hers.

His camping days are over, but these past several years the wanderlust has taken a different form. He has been to

ROLFE LOBELL



. . . liked Hong Kong best

Europe twice, made a trip to South America and Mexico, and has gone around the world, all done between stints of his usual traveling in the U. S. Stops he remembers best while going around the world are Egypt, India, Indonesia, Hong Kong, Japan, the Philippines and Hawaii. Hong Kong he found the most exciting, remarking that "no 10 minutes are ever the same.

Lobell has been in sales or advertising all his working life, and was employed with a number of firms before joining Leaf Brands, Inc., in 1936. During the years, he has supplied many new ideas to the candy business. When with D. R. Auerbach & Sons in the '20's, he introduced the "7-11" candy bar.

While he was sales promotion manager of Rockwood & Company in Brooklyn, he was responsible for bringing out the first mint-flavored chocolate. He was once honored with a Gold Medal Award of the Packaging Institute for his invention of the stack packaging of candy bars.

During most of his years of association with the candy industry, he has also worked closely with the bulk vending industry. In 1929, while with the Flatbush Gum Company, he felt that bulk vending as a whole was being hurt by feuding among the operators in New York City. He managed to get key operators together to form the New York Vending Machine Operators' Association.

Things worked out so well that a year later he helped

(Continued on page 71)

News in Brief

Of Venders by Workers . . .

Vending machines promise to become increasingly important as means of eliminating time lost from the job because of coffee breaks, according to recent study of Industrial Relations News. Study indicated that 70 per cent of workers take on-the-job coffee breaks, representing loss of \$1 billion annually. Realizing importance of coffee break to morale, management sees the vender as best compromise to make in attempt to reduce loss of time.

Vendo's Net Sales Dropped \$5 Million During '57 . . .

During 1957, first year of Vendo Company's combined operation with Vendorlator Manufacturing Company, consolidated net sales dropped over \$5 million from 1956, while net income, after taxes, was almost \$600,000 less than previous year's. One of main reasons, according to Vendo's annual report, was \$2 million loss due to drop in defense contracts and discontinuation of air-conditioning equipment production. Sharp drop in sales during fourth quarter was attributed by firm to "general economic conditions." However, number of stockholders, working capital and net assets per common share went up during 1957.

Vending to Play Bigger Role at NATD Confab . . .

Six round-table discussions on vending slated to be held at National Association of Tobacco Distributors' annual convention to be 1958. Coliseum is site of National held April 16-21 at Americana Hochines, Rowe and Continental have crease in sales during 1958.

indicated they will show full lines. Reason for vending interest attributed to increasing diversification among cigarette operators.

NCWA Confab to Be Held In August at NY . . .

"Enlarge Your Orbit" will theme annual convention of National Candy Wholesalers' Association to be held August 3-7 at Commodore Hotel in New York. Ralph A. Schewe, NCWA president, said convention is aimed at attempting to synchronize candy industry with advances being made in science and industry. Orbit motif of convention is tied to enlarging industry friends and broadening of ideas and objectives, according to Schewe. There will be 136 exhibit booths at convention.

Miscellaneous News From Around the Country . . .

Chicago attorney Sidney S. Kallick appointed assistant legislative counsel for National Automatic Merchandising Association. According to NAMA, Kallick handled jury and trial work for largest civil and criminal prosecutor's office in U. S. during past four years as an assistant state's attorney for Cook County, Illinois. . . . Appointment of J. D. McIntyre and A. T. Smessaert as sales representatives for Bishop's Candies in Northern California and Northwest, respectively, was announced in Los Angeles by J. T. Burton, firm's sales manager. . . . Contract of ABC Vending Corporation with Los Angeles Coliseum extended three years from April 1, League Dodgers' home games.

FINEST RECONDITIONED 'V,' B.G. 8.50

M.W. '49,' 1c or 5c...... 12.50 Capsule Machine..... 9.95 Atlas Capsulo Machine..... 9.95 Acorn, 5c Machine...... 10.00 N.W. 10-col. Tab Gum..... 22.50 Mills 6-col. Tab Gum...... 14.50 DuGrenier 6-col. Tab Gum. . 14.50 Victor Toppers 10.00 Atlas, 1c & 5c Machines.... 10.00 Atlas 5c Machines 7.50 Stamp Machines, 2 col...... 12.50 Shipman, 3-col. Stamp Mach. .. 22.50 Victor's Jumbo B.G. Mach. . . . 8.50 Hot Nut 3-col. Mach. 19.50 "Popcorn Sez" Mach. 65.00 ABT Challenger 22.50 Card Machine, 5c 10.00

Mutoscope 'Old Mill' B.G. & C., 20.00

1/3 Deposit, Bal. C.O.D. RAKE'S CHIMMEN SEND FOR 1958 AUTOMATIC MERCHANDISER

CATALOG, FREE! "Rake's Automatic

Merchandiser" A Guide to Efficient and Economical Operation of Coin-Operated Machines.

Rake Coin Machine Exchange 609-A Spring Garden St., Philadelphia 23. Pa. LOmbard 3-2676

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb. 12.00 N.W. #39 1¢ Porc. 7.95 N.W. Model #33 1¢ Porc. Con-verted for 100 ct. B.G. 6.50 Silver King 1¢ B.G. or Mdse. 8.00

MERCHANDISE & SUPPLIES

	-
Almonds, 5-lb. pack	.85
Pistachio Nuts, Jumbo Queen	.67
Pistachio Nuts, Large Tulip	.64
	.55
Pistachio Nuts, Vendor's Mix	
Pistachio Nuts, Sheik	.41
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mined Mode	.57
Mixed Nuts	
Tabby-Lets, 520 ct	.30
Rainbow Peanuts	.32
Boston Baked Beans	32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct	40
M & M FFA -4	.50
M & M, 550 ct	
Hershey-ets	.47
Rain-Blo Gum, 60 ct	28
Rein-Bio Colli, Se Cl	
Rain Blo Ball Gum, 140 ct., 170 ct.,	
210 ct	.30
Rain Blo Ball Gum, 100 ct	.32
200 lb. minimum, prepaid on all	

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.

THERE ARE BIG PROFITS IN

YOUR SHARE WITH

<u>Northwester</u>

VENDOR

Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage.

Also available

in Hot Nut.



STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

SALES AND SERVICE CO MOE MANDELL 446 W 36th Sti, New York 18, N Y

Lobell, Always on the Move

• Continued from page 70

form a local bulk-operator group | Candy Company, the Dietz Gum same kind of situation.

In 1950-'51 Lobell, as representative of Leaf Brands, was one of the key parties instrumental in the formation of the bulk industry's first national organization-the National Association of Gum Vendors (since changed to National Vendors' Association). One of the main reasons responsible for the formation of the association was to ward off sanitation and taxation complications that were threatening the industry, said Lobell. Since formation of NVA, Lobell has been convention chairman three times and this year is a co-chairman.

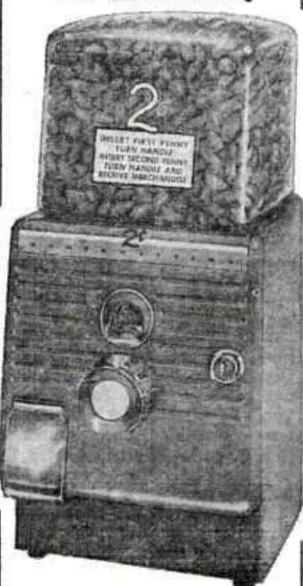
When he joined Leaf in 1936 he was made general sales manager for all the firm's subdivisions, a few of them being the Overland

Cleveland Coin Machine Exchange, Inc. Northwestern Corp. Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715

> THE KEY TO BIG PROFIT IS

Write for prices.

Northwestern



Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those 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

THE NORTHWESTERN CORPORATION

wire, write or phone for complete details.

2482 E. Armstrong St., Morris, Illinois

in Philadelphia to deal with the Company, and the Chicago Biscuit Gum Company. In 1952 he was made a vice-president of Leaf, in charge of sales. Associations within the industry he has been active in include the National Confectioners' Association, National Confectioners Wholesalers' Association, and the Chicago Candy Club, of which he was president in the

> Lobell has made a number of friends in the bulk-vending industry during his years working with it. Just before his trip around the world a delegation of Chicago bulk operators presented him with a gold-engraved watch.

A slight, wiry man, just under 5' 8", Lobell was a very athletic person during much of his life. Favorite sports were long-distance running, swimming and tennis. He doesn't participate in them anymore. Strenuous sports are no longer appropriate for a man of his age. Rolfe Lobell's age is a subject he keeps a secret for reasons best known to himself. When asked how old he is, he usually answers archly, "A year younger than Jack Benny." Then with a grin quickly adds: "That makes me just 39." (Jack Benny, who in real life is 64, just recently turned 40 in comic life.)

For his patriotic efforts during the second war to help sell war bonds, Lobell received citations from both the U.S. Navy and the U. S. Treasury Department.

Reading is the first thing he thinks of when asked what his hobbies are. Aside from business literature, his favorite books are Westerns, especially those of Max Brand. He enjoys motion picture photography, taking colored stills. He paints when he can, and is known by his friends to play the piano well by ear.

Lobell lives with his wife in Highland Park, a suburb of Chicago. They have one daughter, Virginia, and 'two grandchildren, Laurie, 5, and Lee, 2.

Western Firm

· Continued from page 70

the fourth, 30 cents for the fifth, and 25 cents thereafter. Lease payments are at the end of the month.

The service includes maintenance, repairs - replacing glass globes excepted - and repainting annually. There is no charge for changeovers. The lessor pays all personal property taxes, insurance, including products liability and personal property damage.

Operators, however, pay \$1.25 for the bracket and approximately \$2 for the nut fill. Lessee also agrees to buy future supplies from the company. Machines are also sold outright by the firm.

SCLC is a member of both the National Vendors' Association and Western Vending Machine Operators' Association.



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-on-g chain! Low prices, too. Order today. Low prices, too. Order today.

of approx. \$3.00 per M

Send 35¢ for Sample Kit of Charms.

World's Largest Selection of Miniature Charms NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

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.

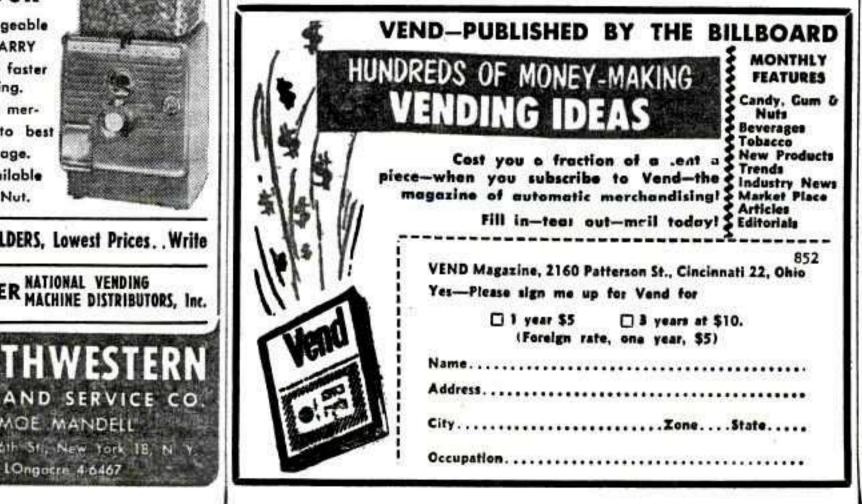
188 W. Randolph St. CE 6-9818 Dick Wilson Jack Sloan Dick Ford

HOLLYWOOD 28, CALIF. 1520 North Gower HOllywood 9-5831 George Kelley

i NEW YORK 36, N. Y. 1536 Broadway PLaza 7-2800 Murray Dorf

> ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling

GIVE TO DAMON RUNYON CANCER FUND



VENDING MACHINES

2-Tone \$9.50 Plastic

Vacuum \$1 7.75 Plated

at your distributor or . .

uggenheim

33 UNION SQUARE . Y. C. 3, N. Y. • AL. 5-8393



VICTOR'S 25c CAPSULE CHARM VENDOR

Tried & Proven Profit Maker

Holds 200 of 11/2"x11/2" capsules

Write for Lowest Prices on our complete line of CHARMS
 BALL GUM CAPSULES
 MACHINES

Order Now From Victor's Southeastern Distributor.

H. B. HUTCHINSON, JR. 1784 N. Decatur Road N.E.

Atlanta 7, Ga. Phone: DRake 7-4300

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Will You??

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COINMEN YOU KNOW

Little Rock

By ELTON WHISENHUNT

Little Rock operators have been co-operating with police and public in recent weeks in policing socalled "private clubs" in which teen-agers drink and some underage teen-agers play amusement games in violation of the law. Those operators making checks of their locations in the drive include Harold Dunaway, Twin City Amusement Company; Cecil Hill, Hill Amusement Company, and Robert Kirspel, Kirspel-Hollenberg Music Company.

Earl McDaniel and his father, Jackson, Tenn., were seen at the races at Oaklawn. Earl owns McDaniel Amusement Company. Also seen at the races were: Harold Young,



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Direct LOW Factory Prices

Bubble Ball Gum, 140-170 &

150 Lb. Lots F.O.B. Factory AMERICAN CHEWING PRODUCTS
34 YEARS OF MANUFACTURING
EXPERIENCE

4th & Mt. Pleasant . Newark 4, N. J.

WHERE?

Broadway Amusement Company, Carruthersville, Mo.; Charles Thomas, Thomas Amusement Company, Little Rock; G. G. Jennings, Jennings Coin Machine Company, Hot Springs, and J. Earl Gill, Gill Amusement Company,

Hot Springs.

R. G. Jennings, Jennings Coin Machine Company, has learned to fly a plane and has a small plane for business trips. . . . Duane Faull, Faull Amusement Company, flew his plane to Wichita, Kan., recently. . . . W. E. Lewis, Lewis Novelty Company, says the racing season was one of the best in years. . . . J. Earl Gill, Gill Amusement Company, said business is good, with tourists flocking in from all over.

H. L. Hopkins, Hopkins Amusement Company, Fordyce, is busy installing new machinery in his Pepsi-Cola plant, a sideline. . . . Edward Wilcox, Wilcox Amusement Company, Pine Bluffs, said business is good, credits good equipment and late records on his route.

Billy Foster, Foster Music Company, reports good times, is spending \$10,000 remodeling his home. . . E. K. Eby, Pine Bluff Music Company, has been ill with flu recently. Guy Jones, his manager, handled the route for him. . . Vernon Ward, 19 Music Company, has his son, Jimmy, taking over the route. . . . Manuel Caras, M & H Music Company, says his new French Renault gets 30 miles to gallon, saves him 70 per cent on gas bill.

Music operators in Pine Bluff hailed the scheduled completion of the huge \$65 million International Paper Company plant in May as a big source of added income which will off-set several months of dipping collections. Pine Bluff operators had been hard hit during winter months with bad weather, crop failure in the territory and limited construction workers in the city at work on the plant because of bad weather. The plant will go into operation producing paper in May and will employ 1,200 eventually.

ADMEN of every kind ENDORSE THE BILLBOARD as a top

selling force

Bulk Banter

Continued from page 70

tional Vendors Association convention in Miami Beach. Hy Fisher and Leo Feingold will be driving down to the city of gold, sand and white hotels... Bob Kantor, another Chicago op, reports that business is generally off this year compared to the same time last

A fast pick-up of business starting in May is expected by Lewis SaPlata, Missouri op. Like many ops, he is meeting inflation by cutops, he is meeting inflation by cuteye on net profit... Gordon March, Illinois op, reports that he has doubled sales each year over the past two years....Wife of Michael Goldberg, New York op, had a birthday last Tuesday (8). The Goldbergs have been married for 26 years. . . . Tony Patrick, of Detroit, thinks that overhead costs and not machine and supply costs are primarily responsible for any difficulty in maintaining a profit.

Joseph Weisberg, Boston op, began in bulk vending with a parttime route while in high school. Afterward, the route helped put him thru the New England College of Pharmacy. He is now a registered pharmacist and operates a bulk route at the same time. One way of making extra money with a minimum of effort that he has discovered is by servicing eigarette venders that are close to stops on his route. Usually he does this for

a large outfit. The Harry Hurvichs are leaving Birmingham on April 16 for New York. From there they will depart on April 21 for a trip to Israel, Rome, Paris, London and Brussels, where they will attend the World's Fair. They plan to be gone about six weeks and hope to take in many sights while they are away. The Birmingham Vending Company, incidentally, celebrated its 27th anniversary with a party for its employees at the Ice Show, which played in Birmingham re-

NVA Confab

• Continued from page 70

final day of business sessions, Quinn will open with a speech entitled "Live With Your Competitor." In his talk he will explain how competition among operators in a given locality can benefit the individual operator by making the industry grow as a whole.

A feature of the business sessions is a one-act skit entitled "Demon Operator." The lead will be played by Ed Flanagan, Northwestern Sales & Service. Supporting him will be Moe Mandell, Northwestern Sales, Bob Guggenheim, Karl Guggenheim, Inc., and Jane Mason, Leaf Brands, Inc.

PRICE OF MACHINE

PRICE OF COMBS

10c Operation-

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.

Vacuum Plated-Free Labels.

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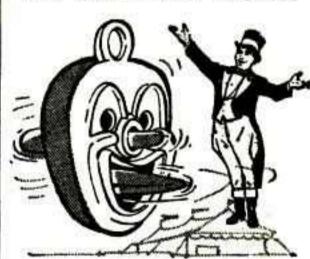
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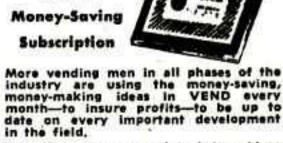
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Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

fine white synthetic enamel finish, silk screened in blue letter-ing; height 3314", width 4%", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than

key of cabinet, capacity approxi-mately 200 combs; size of comb. 4¼" long, 1½" wide 7/64" thick. 1 to 24 gross\$3.50 25 to 49 gross 3.25 50 to 100 gross 3.00

Deposit required with order-balance C.O.D.

Immediate Delivery on Machine and Combs. Order Today! Write for information on other types of vending machines & merchandise

Sturdy all steel construction,

Prices quoted are net, F.O.B. Brooklyn.

J. SCHOENBACH

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Stoner National U-Select-It Candy Man and Candy Vending Machines

T. O. THOMAS CO.

1572 JEFFERSON PADUCAH, KENTUCKY Vending Machines Since 1937

PENCIL TOP DOODLE GAMES



colorful puzzles, loaded wit fun and action. Include games, sports, animals, clowns, all in color, Try to get the balls in the eyes of the clown, score a base his with the baseball game, get hole-in-one with the gol Pat. Pend. 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:





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PRICED

to increase your profits! "STARBRITE"

> Is made for YOU 210-170-140 BALL GUM

ALSO CRAMER'S

Ask your distributor to stock Cramer's "Star-Brite" for you!

150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn.

KIDS SEE THEM ON TV EVERY DAY! * *

BUTTONS

NOW SEE THEM IN YOUR MACHINES THE SAME WAY!

Cheyenne Brave Eagle Jingles Jim Bowie Gene Autry Rin Tin Tin

Wild Bill Hickok Annie Oakley Lone Ranger Sugarfoot Champion Buffalo Bill Jr. Range Rider Colt '45

AND THE MACHINES THEY WILL PLAY AND PLAY!

1,000 Buttons . . . \$12.00 5,000 or more . . . 10.00

Contact your distributor or

1520 W. Montana, Chicago, III.

Servicing Costs

Continued from page 70

beans sold about as well without not have the capital. requiring as much time for servicing.

Calcotte, who has been in bulk vending the past 14 years, has also | Barvend; Al Weymouth, Weymouth stops to his route since 1956. He reports that the building boom in New Orleans has been kind to bulk vending, in that many ideal J. (Bob) Grenier, DeLuxe Vending, outdoor locations have opened up. In placing machines in these spots, Calcotte reports that he always uses a new machine, since he feels that this is the best way of getting and keeping good will.

Glass globes are preferred to the plastic variety by Calcotte. Altho the former, of course, give rise to the breakage problem, Calcotte claims that the relative ease with which they can be thoroly cleaned and the greater number of sales which they appear to attract compensate for the greater break-

Calcotte's machines vend a variety of products, including ball gum, charms, chiclets, jelly beans and chocolates. He expects inflation to continue, but is confident that at least during 1958 his methods will continue to turn in a profit.

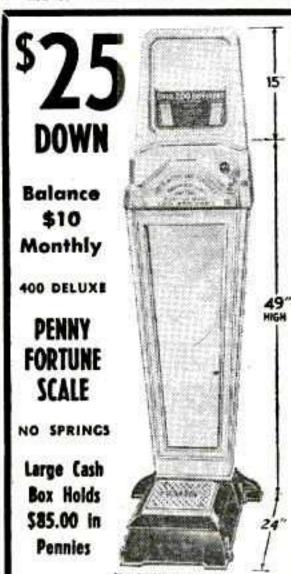
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With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES. None finer

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WEIGHT, 165 LBS.

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SAVE MORE MONEY-MAKE MORE MONEY

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CAVA Meeting

Continued from page 70

that rising costs in general had progressive." He emphasized that simply made them unprofitable. In he was not seeking these terms the locations where peanuts were for himself but for the small removed, he generally found that operator who is really faced with sugar-coated peanuts and jelly the problem of expanding and does

Ivan Wheaton Jr., of W. & W. Vendors, in Long Beach, was the moderator along with Tom Young, carefully added around 90 new Distributors; and Charles Brinkman, Rowe Corporation, spoke for manufacturers and suppliers. The operators were represented by B. and CAVA president Jim Esposto, Esposto Vending, and Herb Hyman.

The matter of financing was defended by Young, who urged

Routemen

Continued from page 70

innumerable talks with operators, upon experiences with a bulk route that numbered 2,500 machines before he went into distribution and upon his own route in Army installations. Altho he finds no inherent reason for it, he says that servicemen handling major vending equip-ment invariably tend to slight bulk machines.

Servicing candy-bar machines at the nickel and dime level is a clean operation and a routeman will not give the same attention to bulk machines, particularly if they vend peanuts.

Routemen working on commissions somehow don't feel that they are making as much on penny bulk machines when serviced along with major equipment, which is another reason why they tend to neglect the smaller machines. However, said Bitterman, they in fact make just as much money, as he dscovered by comparing weekly wages of routemen servicing different specialized types of venders.

Bitterman also maintains that a routeman should spend as little time in the shop as possible, for the simple reason that someone can be hired at considerably smaller wages to do the shop work. Routemen are paid from \$2 to \$3 per hour by Bitterman.

WESTERN T.V. MIX

1,000 Wild Western

Picture Buttons 1,000 Indian Arrow Heads 1,000 Six Shooter Guns 1,000 One Piece Bullets 1,000 Gun & Holsters

5,000 Assorted

F.O.B. Jamaica, N. Y.

Cash in on the T.V. Western Trend. Fill Your Machine With This

EPPY

91-15 144th Place, Jamaica 35, N. Y.

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, III.

of keeping the finance companies advised of their plans to delay payments. Brinkman suggested that several operators pool their resources to service large installations that they could not tackle alone. He added that this system of operation had been used successfully in other sections and that it was his impression this was one of the reasons for forming the association.

Grenier explained to Brinkman that one of the services that CAVA had offered was co-operative buying of supplies. "The average operator," Grenier added, "does not want to buy co-operatively. He seems afraid that someone will

that operators attend to the matter know how much or how little he

Weymouth questioned the need of extended credit to an industry which does business on a strictly cash basis. Operators were also urged to keep better tab on their financial activities.

VENDING MACHINES - Parts, Supplies; Ball Gum, all sizes; le Tab Gum, 5e Package Gum, Spanish Nuts, Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 320 or 620 ct.; Candy-Coated Gum Leaflets, Coln Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders, Write for prices. and used Venders Write for prices and order blank. KING & CO., North-western Distributors, 2700 West Lake St., Chicago 12, III.

Greatest Name in Bulk Vending Now Offers You the SENSATIONAL

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 25¢ per play . . . in VICTOR'S new "V-1"

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 S 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.

World's Largest Manufacturer of Bulk and Capsule Venders

Victor Vending Corp. 5701-13 W. Grand Ave.





Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 hall gum, features a separately locked cash box to permit

location owner to refill cards and ball gum in your absence, and the same fool-proof coin nechanism proved best on the famous Acorn Vendors.



oak's "400" capsule vendor

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with I¢ coin carrier and insert to changeover to vending jawbreakers of large 1" gum. "400" Conversion Head fits your present standard Acom Vendor! contact you

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Chi Coin Bows

Rocket Shuffle

CHICAGO --- A two-player mod-

el of the Rocket Shuffle puck

game with several new play fea-

tures was shipped to distributors

last week by Chicago Coin Ma-

playing a game, then the other,

and can compare their final scores

Main new play attraction is a "launch all balls" feature which

can be put into play in the third,

The change here is that the player can "bounce" all of the balls

rather than simply one line of balls

for better score opportunities in

4 Corner Scores

is a four-corners-score feature. This

provides high scores for landing

balls in all four corners of score

area, as well as making in-line

has a ringing bell which sounds

when scores are racked up by the

put into play in the frames men-

tioned above, when player shoots a

puck to trip either one of the end

roll-overs. Arrows light up to point

out the roll-overs, and a sign lights

up in front of score area calling

The game has a newly designed

cabinet. Other design and play

features are the same as the regu-

lar model Rocket Shuffle.

attention to the "launch" feature.

player by pressing a button.

The new two-player model also

The "launch all balls" feature is

Another new scoring attraction

fifth, seventh or ninth frames.

Two players can compete, one

Two-Player

on the backglass.

these frames.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Ask U. S. High Court to Review Ohio City's Ban on Pinballs

Possible Decision in Case Could Affect Operations Thruout Nation

By DELORES NEWCOMB

WASHINGTON-The nation's highest court has been asked to review the Ohio Supreme Court decision upholding a ban against pinabll machines in Columbus.

In a brief filed with the U.S. Supreme Court April 1, and made available to the press last week (10), attorneys for operators claim that the Ohio high court's decision is "directly opposite" the decisions of many other State courts.

The petitioners, Ray M. Benjamin and G. D. Ferguson, claim that their pin games are operated purely for amusement purposes and may be "regulated" but "not prohibited" by a municipality. Ohio courts have repeatedly held that these games are not gambling devices per se, they claim. The mere possibility that the games may be used as a means for gambling "does not justify their prohibition," they said.

Attorneys Waymon McLeskey and Owen Sherwood, acting for the operators, asked the high court to look into the following:

1. Whether in enacting a city ordinance prohibiting possession of pinballs in Columbus, the Council of Columbus took property without due process of law.

2. Whether in enacting the section which prohibits exhibition of any game which tends to encourage gambling, the Council denied

Ralph Sheffield Resigns Genco **Exec Post**

CHICAGO - Ralph Sheffield, general manager of Genco Manufacturing, resigned last week Monday (7).

He was in his sixth year in management and sales at the game manufacturing firm.

Sheffield, at press time, said he had made no definite decision as yet about another position, but said he was considering "several opportunities."

Sheffield said he definitely intends to remain in the coin machine field.

Charge 2 Pin Ops With Failure to Buy \$250 Stamp

INDIANAPOLIS—Two pinball operators indicted for allegedly failing to buy \$250 federal tax stamps for their machines, were taken into custody.

Two others are under indictment, but have not been arrested. The operators are charged with failure to file a special tax return

and pay the \$250 tax in full for the fiscal year 1956.

They face maximum penalties of a year in prison and a \$1,000 fine. The indictments are based on a raid made in 1956 by U.S. Attorney Don A. Tabbert as a prelude to

what was termed "a crackdown against a multi-million dollar pinball business in Indiana." Further Hotel, Oak Park. Louis Zahn, Oak of the game to date, this feature raids were held back, however, Park, is president of the West alone would mark a new departure Polk County challenged orders attorney general's staff told him pending court actions.

cording to the brief, Columbus an- | er." nounced intention of enforcing the ignored all other games within the evidence offered in the trial provision of the ordinance.)

ordinances is so "vague, indefinite tialities," amounted to a denial of and uncertain as to constitute a due process. denial of due process of law."

4. Whether enactment impaired obligation of contracts with mer- lawing pinballs was originally

"unreasonable, arbitrary and capri- Appeals Court for the 10th Discious" as to constitute an "un-l

equal protection under law. (Ac-| reasonable exercise of police pow-

ordinance against pinballs and Ohio Supreme Court to consider court, tending to show games 3. Whether the phrasing in the operated do not have "evil poten-

See-Saw Case

The Columbus ordinance outruled invalid by Common Pleas 5. Whether ordinances are so Judge Dana Reynolds, but the (Continued on page 75)

6. Whether the refusal of the

Memphis Ops Lean Heavily on Shuffles

Cover 85% of Bowling Game Locations; Newer Models Slow to Take in Area

This is the fifth in a series of articles on bowling game operations thruout the country.

MEMPHIS-The shuffle bowler is still the old standby of bowling games in this area. A survey of operators and distributors here showed that about 85 per cent of the bowlers on location were shuf-

Next in popularity are the Skee Ball types on which a bowling ball is scooted, hits a ramp and lands in a target area. This type fills about 10 per cent of bowling game

The newer long ball bowlers rate just over 5 per cent of bowling game stops, and the new type, compact gun bowlers, on which a ball is catapulted at the pins, are still relatively scarce here.

Reasons for the relatively cold

the new games are high and prohibitive to some operators, and there exist unfavorable economic conditions here - an agricultural community hit by large crop fail-Restrictions Hurt Still another sales handicap here

is the restrictive game code of Memphis. Law prevents anyone under 21 from playing any amusement game in spots where beer is (Continued on page 81)

reception accorded the newer bowling games are two-fold: Cost of

(Continued on page 79)

ALL THIS, AND BASEBALL, TOO

LOS ANGELES -- Two box seats for any Los Angeles Dodgers contest are being given the first 100 operators buying Williams' Shortstop coin baseball game at C. A. Robinson & Company.

And, if the Dodgers, who recently moved here, win the pennant, the buyers will be eligible to receive two free box seats at the World's Series.

The promotion is being handled by Hank Tronick of the firm. "We are welcoming both the Dodgers and 'Shortstop' to Los Angeles," Tronick declared. "As for ourselves, we're betting on both.'

Mayor Widens Monopoly To Six Firms

DUQUESNE, Pa. - Mayor Frank Kopriver Jr., who created a big stir here last January when he handed the right to operate games in the city to a single operator from out of town, last week extended the monopoly to six firms.

Now the Republican majority in the city council is happy, but the Democrats are left far from satisfied.

"Your recommendation doesn't solve the problem of monopoly, Democratic Councilman Walter V. Babic told the mayor.

In January, Kopriver ruled that only Forbes Vending Company, owned by Pete Marago, Pittsburgh, could operate machines in the city. Last year, however, the city licensed 12 different firms under

> Baseball On Deck

> > At Chi Coin CHICAGO — A new baseball game is expected to roll off the

Chicago Coin Machine production lines this week. The game is reportedly of an unusual type, "altogether different from any baseball ever made,"

according to reports from the firm. Rumour is that the game will feature electronic rather than

mechanical play action. Shipment is expected to start next week.

Baseball Bids Strong For Spring Spotlight

attractions as top grossers.

crop appears stronger than ever.

Williams Manufacturing Company is already on the market with an unusual competitive model, and Bally Manufacturing Company and Chicago Coin Machine are slated to hit the market soon with other new baseballs.

In contrast to other years, when most new models resembled one another in a marked degree and little in new play features was apparent, the 1958 crop gives promise of being both varied and unusual.

Real Competition

For instance, the Williams game, Shortstop, is a two-player that has one player pitching, the other batting. The pitcher can actually try to out-guess the batter by pitching change-ups. Depending on the button pressed and the aim of the pitch, balls come in fast, slow, inside or outside, and batter can be struck out as well as "hitting out."

expected to be introduced next Plans for the new hospital will week, is reportedly based on be unveiled at a planning dinner electronic rather than mechanical April 14 at the Oak Park Arms action. While little else is known

CHICAGO—This is the season! Last year just one new regular that coin-operated baseball games baseball game was bowed, Wilclimb out of the bush leagues and liams' 1957 Baseball. Exhibit compete with other top location Supply, however, introduced one of the throw-the-ball type at the This season the new baseball Park Show here last winter. The Exhibit game did not go into regular production.

> Three baseball models were shipped in 1956, all generally similar in play features.

Oregon Counties Start Move Against Pinballs

the recent ruling by State Attorney General Robert Y. Thornton declaring free-play pinball games illegal, district attorneys in various counties of the State began enforcement action.

Washington County operators were ordered to remove all of their pinballs or face prosecution, and Coos and Curry County operators were similarly told that the machines must go on the strength of the Thornton epinion. A crackdown on free-play pins was ordered in Yamhill County, and an order to remove free-play pins was made in Jackson County.

against pins in the Polk County

EUGENE, Ore. -- Following | Circuit Court. Marshall McKee, Woodburn, sought to halt District Attorney Walter W. Foster and Thornton from moving out machines in his county. A hearing was set for April 22 on a possible permanent restraining order. A temporary order now halts enforcement in that county.

Demands Court Test

Further resistance came from District Attorney Courtney Johns, Linn County, who said he will await a court test before moving against pins in his jurisdiction.

Johns said that about two or three years ago "we had all pinballs cleared out of Linn County." One owner of a machine in Then, he said, a member of the

(Continued on page 81)

David Gottlieb Sets Hospital **Fund Drive**

CHICAGO -- David Gottlieb, president of D. Gottlieb & Company and general chairman of the West Towns Hospital Association \$1,200,000 building fund drive, last week announced formation of the campaign organization.

The campaign is being conducted to raise

money for construction of a new 180 - bed general hospital in Leyden township. Total cost of the project has been estimated at \$4,-600,00. The fund-

from the Gott-

raising drive has been sparked by Dave Gottlieb a \$500,000 gift

lieb Foundation. The Gottlieb Foundation, in less than eight years, has contributed about \$1, 250,000 to charity.

Towns Hospital Association.

The new Chicago Coin game, in coin-operated baseball.

COINMEN YOU KNOW

Boston

By CAMERON DEWAR Just to prove that he isn't intimidated by the recession, James A. Geracos, National Music Company, Dorchester, Mass., has opened a store in the heart of the shopping district in Quincy. He has a

large record display for sale, with some point-of-sale material for juke box promotion, and is pushing background

The music business has been saddened by the news of the death of John A. McIlhenny, who was well known around Boston and Philadelphia and who thru his career had represented Seeburg. Wurlitzer and Rock-Ola. . . . Trimount Automatic Sales Corporation has completed a series of operator schools conducted by Bob Bourque, service manager. Unique feature was that no more than five or six operators attended at one time so as to give an individual touch to the classes.

Dave Gropman, Beacon Hill Music Company, says he has checked in his books and finds that the alleged recession has happened in a regular pattern every year about this time. Worst offender in slowing business, Dave feels, is television. He has tried to tell tavern owners that they are losing money by running TV instead of letting the patrons play the juke box.

Edward Ravreby, Associated Amusements, Inc., was back at the office this week after his bout with pneumonia. Feels much better, but is taking things easy for a bit. . . Bert Howell, Howell & Company, Westwood, has been shuttling between his three homes lately and finding the weather about the same in all of them. Bert has places in Westwood, Maine and Florida. . Marshall Caras, of Trimount, busy with seedlings, getting ready for a big gardening project if the weather ever settles down.

Bob Jones, sales manager of Redd Distributors, just back from the Connecticut territory, says the area seems to be skipping most of the slump with business picking up nicely. Linda Hawkins, little daughter of salesman John Hawkins, dashing around despite a leg brace after her hospital sojourn.

Despite some pretty nasty weather, a number of operators from far-off places don't seem to

PRICES REDUCED SEEBURG **PHONOGRAPHS**

VL (like new)....\$795.00 V-200 (VIL Conversion) ... 675.00 VL-200

R. C. Special . . . 775.00 HF 100R 675.00 HF 100G 575.00 100W 550.00 Model C 495.00

M100A 175.00 Equipment Is checked by factory mechanics

Model B 400.00

M100A (45 RPM).. 275.00

W. B. DISTRIBUTORS, INC. 1012 Market St., St. Louis 1, Mo.

mind and pop into town for music and equipment. Romereo Rivard. Lewiston, Me., and Pliney Burrows, Brattleboro, Vt., were around last week. Also seen shopping around were Al Dolins, Hyannis; Steve Pielock, Worcester; Jimmy Woodward, Quincy; Ray Barker, Ayer; Bernard Michaud, Waterville, Me., and George Briggs, North Adams.

Detroit

By HAL REVES

Bill Miller, president of Miller-Newmark Distributing Company, Grand Rapids, Mich., reports that business is good with no signs of a dip. Orders are brisk on all types of coin-operated equipment, says Miller. He says that added business is being done thru the firm's recently organized in-plant feeding engineering department.

Harvey Dickens, who has operated the Avon Music Company for several years, is busily clearing up operating details in order to enjoy a planned vacation in Canada. . . . Variety Music in the northwest part of the city has been formed by Ruth Watts, who formerly registered the firm of Ruth's Music several seasons ago but did not go ahead with plans for active operation at that time.

Harry Paull, who has operated a games route here for about a dozen years, is forming a new partnership with Albert Wolgin, electrologist, as the Hap Amusement Company, and will specialize in operation of bowlers, pool tables, Skeeballs and similar games in the city of Detroit only. Paull will be active manager of the firm. His two former partners have withdrawn from the business. Max Baskin went into the building business, and Harry Kruman went into the shower door business. Paul's brother, Benjamin Paull, is a veteran juke box operator, under the name of Paull's Music.

Milwaukee

By BENN OLLMAN

Making his regular weekly equipment and disk shopping visit to the Beer City, Chuck Hartman, Watertown, notes receipts holding up fairly well in his territory. . . Resting up from his appearance on the panel discussion group at the Chicago NAMA regional meeting, Herb Geiger, Geiger Automatic Sales, is preparing for a similar appearance at the Pittsburgh meeting next week. He follows that with another visit to talk to operators at the Boston confab in late April.

Juke box "Play-Booster" developed by Joe Beck, Mitchell Novelty Company, is slated to be unveiled to the operator trade at the forthcoming MOA Show, he says. . . . Avenue Arcade takes slipped during the week prior to Easter due to inclement weather, according to Ken Kulow.

Local operator foursome making plans to attend the MOA convention in Chicago next month includes Joe Beck, Ken Kulow and their wives. . . . Harry Jacobs Sr., United, Inc., is on the sick list with an ailing back. . . . List of coinmen searching the counters at the Music Mart this week for new disks included Nick Di Cristo, Eastern Novelty Company, and Harry Gromacki, H. G. Amusements,

both of Milwaukee; John Jesinski, Sheboygan, and Andy Wateramn, Wisconsin Dells.

"A noticeable rush this week on pool tables," reported Woody Johnson, United, Inc. According to Johnson, indications are that things are beginning to open up in the northern territory where operators are adding equipment to handle the summer vacation volume. . . . Local operators reported sharpening their eyes on the golf courses include Eddie Tarman, Ken Kulow, Harry Jacobs Jr. and Herb Wag-

Washington

By DELORES NEWCOMB

Tourists flooding the nation's capitol to see the cherry blossoms are adding considerable weight to the collections of coin operators. Michael Bushdid, operator of the Came Room at National Airport, says that many school classes touring the capitol have the airport on their "must see" list. As a result, collections in the Game Room are jumping. . . . Bushdid is currently negotiating with Capital Airlines to install background-music in its planes. He now has such installations in American Airlines planes, and the reaction of the airline and passengers has been very favorable.

Hirsh Machines is also benefiting from the tourist trade. Roger Squitero says that business is picking up "considerably." Hirsh de La Viez, the company's president, is flying to London next week to attend the Variety Club convention. He will then visit most of the European countries this side of the Iron Curtain. Hirsh will be gone about five or six weeks, and will return by ship.

Roger says there isn't any truth

Seek Review

Continued from page 74

trict reversed the ruling, and was upheld by the Ohio high court last January. (The Billboard, January 13, 20.)

Columbus City Attorney Russell Leach has stated that enforcement of the ban on pinballs would be held up until April 16, to await the appeal to the U. S. Supreme Court. Now that the appeal has been made, the ban will most likely not go into effect until the high court has had time to consider the petition and decide whether or not to review the case.

The City of Columbus has 30 days to file an answer to the operators' brief. It will then take the court about two weeks to consider the possibility of reviewing.

in the rumor that the Washington Music Guild is folding. He believes operators cannot be isolationists. He feels, however, that reorganizing the Guild to make it a "more advantageous set-up for the industry" is a good idea. Basic principles of the Guild will be the same, he says, but the group will be "more representative" of the area operators. Group is meeting this week to do some more planning and reorganizing.

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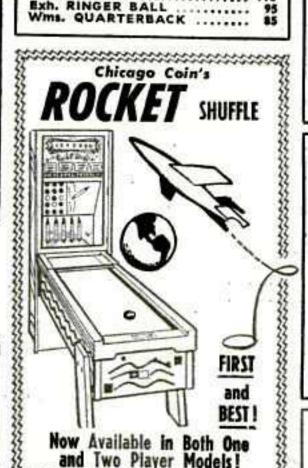
POOL ALLEY 110



BOWLING GAMES

United 14' BOWLING ALLEY \$475 Bally 14' BOWLING LANE .. 475 C.C. 14' BOWLING LEAGUE. 495 C.C. 6-Player SKI BOWL 175 C.C. 16' CLASSIC BOWLER. Write

Ex. POP GUN CIRCUS Write Genco MOTORAMA \$395 Genco CIRCUS GUN 375 Genco STATE FAIR 250 Genco DAVY CROCKETT 250 C.C. TWIN HOCKEY Genco BASKETBALL 175 Genco RIFLE GALLERY 165 Evans SUPER BOMBER 145 Wms. CRANE Un. CARNIVAL GUN United JUNGLE GUN 135 Cap. MIDGET MOVIES 125 C.C. BASKETBALL CHAMP 125 Exh. JET GUN



SCOREBOARD, 4 Pl. 225 DERBY DAY 165
EASY ACES 185
GYPSY QUEEN 170
WISHING WELL 165
SLUGGING CHAMP 165
SLUGGING CHAMP 165
GUEEN OF HEARTS 95
GUYS AND DOLLS 88
CROSS ROADS 75 CROSS ROADS CHINATOWN 75

COLORS 135
SPITFIRE 115
GUN CLUB BALLY

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

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.

(For 10-week period ending with issue of April 7, 1958)

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" on "distressed" equipment.

(For	10-week	period	endir
MUSIC MACHIN	IES	150	
AMI	Low	Me A	28 72.
Model C-40\$ 95.00	\$ 95.00	\$ 95	.00
Model D-80 (51) 40 sel., 78 RPM	95.00	250	.00
Model E-40 (53) 40 sel., 78 RPM	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		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		525	.00
ROCK-OLA 120 Comet\$435.00	\$435.00	\$435	.00
1432 (50-51) 50 sel., 78 RPM 149.00	95.00	95	.00
1432 Rocket 95.00 1434 (50-51) 50 sel.,	- 95.00	95	.00
78 RPM 149.00 1434 Fireball 139.00	139.00		
1434 Rocket 149.00 1436 A (53) 120 sel.,	139.00		3.5 (2.55)
45 RPM 229.00 1438 (54) 120 sel.,	199.00	229	.00
45 RPM		350	.00
45 RPM 395.00 1466 Hi-Fi 120 sel.	395.00	395	00
45 RPM	189.00		T 500 00 Y 10
SEEBURG	189.00	107	.00
HM-100-Hideaway (9/49)\$189.00	\$145.00	\$145	.00
M-100-A (9/49) 100 sel., 78 RPM 275.00		135	.00
M-100-B (10/50) 100 sel., 45 RPM		395	.00
M-100-C (5/52) 100 sel., 45 RPM 525.00		475	.00
HF-100-G (9/53) 100 sel., 45 RPM 595.00	595.00		The second second
HF-100-R	495.00	575	.00
M-100-G 595.00 WURLITZER	525.00	595	.00
1015 (46) 24 sel., 78 RPM\$ 35.00	\$ 35.00	\$ 35	.00
1017 (46) 24 sel., 78 RPM	35.00		.00
1100 (47) 24 sel., 78 RPM 59.00	49.00	49	.00
1217 Hideaway (50) sel., 45 or 78 RPM 89.00	89.00	89	.00
1250 (50) 48 sel., 45 or 78 RPM 100.00	65.00	99	.00
1400 (51) 48 sel., 45 or 78 RPM 195.00	145.00	149	.00
1450 (51) 48 sel., 45 or 78 RPM 175.00	150.00	150	.00
1500 (52) 104 sel., 45-78 RPM Mix 295.00	100.00	139	.00
1550 (52) 104 sel., 45-78 RPM Mix 150.00	110.00	139	.00
1550-A (53) 104 sel., 45-78 RPM Mix 295.00		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	A 0495AB	.00
1650-A (54) 48 sel., 45 RPM			
45 RPM 545.00 1800 (2/55) (W) 650.00 PINBALL GAMI		575	.00
BALLY	\$ 45.00	\$ 45	00
Atlantic City (5/52) \$ 45.00 Beach Beauty (1/55) 175.00 Beach Club (2/53) 65.00	95.00	145	.00
Beauty (11/52) 165.00	40.00	60	.00
Big Time (1/55) 135.00 Bright Lights (5/51) 45.00	45.00	45	.00
Bright Spot (11/51) 145.00 Broadway (12/55) 225.00	145.00 150.00		.00
Coney Island (9/52) 45.00	45.00	45	.00
Dude Ranch (9/51) 55.00	35.00	45	.00
Polic (10/52) 45.00 Cayety (3/55) 85.00			.00
Caytime (6/55) 125.00	75.00	110	00.0
Hi-Fi (6/54) 65.00	50.00 50.00		00.0
Miami Beach (9/55) 210.00	90.00	125	.00
Nite Club (3/56) 245.00	175.00	200	0.00

			2000
Palm Beach (7/52) \$ Palm Springs (11/52) Spot Lite (1/52) Surf Club (3/54) Variety (9/54) Yacht Club (6/53) CHICAGO COIN	High 85.00 65.00 65.00 65.00 85.00 50.00	\$ 30.00 45.00 45.00 50.00 65.00 30.00	Mean Avg. \$ 40.00 55.00 45.00 55.00 75.00 35.00
Basketball Champ (10/49)\$ Home Run Tahiti (10/49)	195.00 95.00 75.00	\$ 95.00 95.00 75.00	\$195.00 95.00 75.00
Saddle & Turf Club Model (10/53)\$	85.00	\$ 85.00	\$ 85.00
GENCO Golden Nugget (2/53)\$ Invader (3/54)	35.00 70.00	\$ 35.00 70.00	\$ 35.00 70.00
Basketball (10/49) Bowlette (2/50)	105.00 175.00 175.00 175.00 125.00	\$100.00 175.00 245.00 75.00 175.00	\$100.00 175.00 245.00 25.00 215.00 135.00 135.00 150.00 165.00 120.00 150.00 150.00 150.00 150.00 150.00 150.00 175.00 110.00 175.00 110.00 115.00
Sluggin' Champ DeLuxe (4/55)	175.00 175.00 30.00	115.00 135.00 30.00	165.00 150.00 30.00
Stage Coach (11/54) Sweet Add-A-Line (7/55) Toreador (6/56) Tournament (8/55) Twin Bill (1/55) Wild West (8/51)	160.00 175.00 255.00 225.00 145.00 250.00 175.00	125.00 125.00 200.00 175.00 135.00 250.00 150.00	160.00 175.00 235.00 195.00 145.00 250.00 165.00
Circus (8/52) Havana (2/54) Hawaii (6/54) Manhattan (4/55) Mexico (3/54) Nevada (8/54) Pixie (9/55) Rio (11/53) Singapore (10/54) Stardust (4/55)	45.00 145.00 395.00 45.00 95.00 75.00 125.00 65.00 150.00 125.00 35.00	\$ 45.00 95.00 115.00 45.00 45.00 50.00 45.00 35.00 55.00 100.00 85.00 35.00	\$ 45.00 125.00 340.00 45.00 45.00 45.00 45.00 50.00 55.00 145.00 115.00 35.00

	High	Low	Avg.
Triple Play (8/55)\$ Tropicana (1/55) Tropics (7/55)	65.00	\$ 55.00 65.00 35.00	\$ 85.00 65.00 35.00
WILLIAMS			
Army & Navy (10/55)\$	35.00	\$ 35.00	\$ 35.00
Big Ben (9/54) C. O. D. (9/53)	115.00 80.00	115.00 80.00	.115.00 80.00
Colors (11/54) Dealer '21' (2/54)	135.00 55.00	75.00 55.00	135.00
Deluxe Baseball	125.00	45.00	55.00 85.00
Disk Jockey (11/52) Eight Ball (1/52)	40.00 35.00	40.00 35.00	40.00 35.00
Four Corners (11/52)	40.00	40.00	40.00
Fairway (6/53)	60.00	50.00 35.00	59.00 60.00
Gun Club (11/53) Hayburner (6/51)	90.00	40.00	90.00
Hong Kong (10/52)	50.00 55.00	50.00 55.00	50.00 55.00
Jalopy (8/51) King of Swat	40.00 225.00	40.00 225.00	40.00 225.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54) Nifty (12/50)	125.00	75.00 20.00	75.00 20.00
Peter Pan (4/55)	145.00 85.00	135.00 85.00	145.00 85.00
Race the Clock (1/55)	190.00	85.00	155.00
Rag-Mop 5 Ball (11/50) . Rainbow 5 Ball (11/48) .	49.00 245.00	49.00 125.00	49.00 245.00
Regatta (10/55)	150.00	110.00	125.00
Screamo (4/54) Sea lockeys (11/51)	75.00 225.00	75.00 225.00	75.00 225.00
Silver Skates (2/53) Singapore (10/54)	50.00 75.00	50.00 55.00	50.00 55.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51) Spitfire (2/55)	30.00	30.00 75.00	30.00 110.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggie (12/53) Slugfest (3/52)	55.00 45.00	55.00 45.00	55.00 45.00
Twenty Grand (12/52) Times Square (4/53)	50.00	50.00 55.00	50.00 55.00
Thunderbird (5/54)	115.00	110.00	110.00
Three Deuces (8/55) Super World Series (4/51)	165.00 60.00	150.00 60.00	165.00 60.00
Wonderland (5/55)	135.00	135.00	135.00
SHUFFLE	GAME	S	
Ace Bowler (CC) (9/50)	295.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	135.00	135.00	135.00
American Bank (American Shuffleboard (5/52)	250.00	225.00	225.00
Arrow (CC) (5/52)	215.00	215.00	215.00
Banner (U) (8/54) Bikini (K) (6/54)	155.00 195.00	155.00	155.00 150.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	195.00	195.00	195.00
Bowlette (G) (7/50) Broadway Alley (U)	245.00 225.00	245.00 225.00	245.00 225.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/55) Carnival (K) (5/53)	125.00	195.00 .45.00	225.00 85.00
Cascade (U) (2/53) Century (K) (6/54)	50.00 145.00	50.00 145.00	50.00 145.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53) Classic (U) (6/53)	115.00	115.00 50.00	115.00
Clipper (U) (5/55)	385.00	215.00	295.00
Clipper Deluxe (U) (5/55) Clover Shuffle (U) (1/52)	210.00 125.00	195.00 39.50	195.00 75.00
Club (K) (4/53) Comet Targette	75.00	50.00	65.00
(U) (11/54)	125.00	125.00	125.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	100.00	75.00	75.00
Criss-Cross Targette Deluxe (CC) (1/55)	110.00	110.00	110.00
Criss-Cross Targette Regular (CC) (1/55)	100.00	or Arbotan Serie	100.00
Crown (CC) (4/53)	50.00	50.00	50.00
Diamond (K) (5/53) Domino (K) (5/53)	235.00	100.00 50.00	175.00 50.00
Double Score (CC)	5: 75%	8.	156
(3/53) Feature (CC) (7/54)	95.00 275.00	49.50 125.00	75.00 185.00
Century (K) (6/54)	145.00	145.00 125.00	145.00 195.00
Chief (U) (11/53)	115.00	115.00	115.00
Classic (U) (6/53) Clipper (U) (5/55)	140.00 385.00	50.00 215.00	80.50 295.00
Clipper Deluxe (U)	THE STATE OF THE S	195.00	ASSESSED FOR

Subset Col. 1974	High	Low	Avg.	High	Low	Avg.	Bigh	Low	Avg.
Cube 101 (14/31) 75.00 50.00 65.00 50.	Clover Shuffle (11) (1/52) \$125.00	£ 20.50	Mean \$ 75.00	Starlite (CC) (5/54)\$125.00	\$125.00	Mean \$125.00	1000 GARATA	0.7847.000	
Corest Dukos III 150.00 15			1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Super Bonus Deluxe (U) 425.00	345.00	275.00	(CC) (3/54)\$ 95.00	\$ 95.00	\$ 95.00
Corest Division U	Comet Targette (U)	125.00			95.00	95.00	Jack Rabbit	2000 1200 H200	985 (0000000000000 905-450000000000
Confection Terminal (1975) 100.00 112	Comet Deluxe (U)	125.00	125.00	(CC) (10/52) 75.00					
Tourist Property 150 110.00 110							Jumping Jack (G) (11/52) 85.00	35.00	
Debes CCC 11/25 10.00		75.00	75.00					The second secon	
Figure (CC) (17/59) 00.00 100.00	Deluxe (CC) (1/55) 110.00	110.00	110.00		95.00	95.00	Lite League (W) (2/54) 125.00		
Common (KI (1753) 5500 5000 5		100.00	100.00		49.50	50.00	Lord's Prayer (M) (6/56) 390.00	and the second s	
Demmer Kit (1973) 50.00	Crown (CC) (4/53) 50.00	50.00	50.00	Tenth Frame (K) 75.00	1992/12/1992/1992	60.00	Mauser Pistol (Ex) 89.50		
Double Store (CCI 17/44 27.50 15.00			0.0000000000000000000000000000000000000		The second secon		Mercury Counter Gripper 25.00	the second secon	
Fig. 25.00 (17.744) 95.00 (19.50) 10.00 (19.		50.00	ESTOCKATION	Triple Score Bowler			Midget Racer (B) (11/56) 250.00		
Firth Inning Delione UJ Firth Inning U (1975) 350,00 225,00 275,00 395,00		FILE CO. A. C. S.	1.00 miles 200 m	(CC) (6/53) 65.00 Triple Strike Bowler (CC) 175.00	The Professional Control of the Profession C		Midget Skeeball (CC) 125.00	125.00	125.00
Person Browner 177-150 1500 1		125.00	185.00	Venus Deluxe (U) (3/55) 350.00	225.00	275.00	Panoram (Mills) 395.00		
Fineball (CG) 11/54) 175.00 175	6/55) 110.00					and the second s	Pennant Baseball (W) 100.00	100.00	100.00
Flesh (CC) (9754) 175.00 1				V Superprise unanionani	area En	130.00	Photomatic (M) (1/50)		March Street, Street, Street, Street, St.
Cold Cop CCC	Flash (CC) (9/54) 175.00	175.00	175.00			Fr. France	Protomatic Deluxe	330.00	550.00
Control Cont		50.00	50.00	Ex-Exhibit; G-Genco; Gb-Gottlie	b; K-Keen	ey; M—Int'l			
Color March Color Colo	(7/53) 155.00						Pistol (CC) (1/49) 75.00 Pistol Pete (CC) 99.50		
CCC (8/73) CCC		175.00	175.00	THE PROPERTY.	FA 36 27502761	Mean	Pistol Target Skill 15.00	15.00	15.00
March Bowler (LD) 25.00		60.00	60.00	The transfer of the control of the c					
Hallyward (CCI 15/55)		215.00	315.00	AA Gun (K) ('48) 99.50			Pop Up 20.00	and the Control of th	
Imperial (U) 9/53)		the state of the state of the state of		All Star Baseball (W) 100.00	100.00	100.00			
Lagage Bowler (UU 1.7541 Lagage Bowler (UU 1.7541 Lagage Bowler (UI) 1.7551 1.7550 1.75	Imperial (U) (9/53) 85.00			Auto Photo (AP) 2295.00		The second secon			The State of the S
Lague Bowler (U) 250.00		125.00	165.00	Anti Aircraft 99.50	99.50	99.50	Rifle Gallery (G) (6/54) 175.00	100.00	Charles and the Charles and th
Legining (U) (1/5/4) 195.00 105.00 145.0	League Bowler (U)	X2225114089						345.00	345.00
(Lightning Deluse U) (2/55) 145.00 14	(1/54) 250.00	95.00	165.00	Air Football 225.00			Royal Mustang Horse 375.00		7 <u>0</u> 0.0007466550000
Baschall Clot Clo	(U) (4/54) 195.00	100.00	100000000000000000000000000000000000000		205.00	205.00		195.00	195.00
Magic (B) 112/54) 1550 0 145.0		145.00	145.00	Baseball (Sc) 79.50				250.00	250.00
Magic (B) (12/54) 155.00 145.00		275.00	275.00	Baseball, 2 Player (G) 175.00		T. M. T. S. T. S.	Shoe Brush Up 95.00		
Mars U 1.55 1.45 0.0 145 0.0	Magic (B) (12/54) 155.00	145.00	. 145.00					125.00	125.00
Mars Delivor 145.00 145.		85.00	85.00	Basketball Champ (CC) 125.00	125.00	125.00		95.00	150.00
E(Y) (B/48) 95.00 95.0	Mars (U) (1/55) 145.00	145.00	TT 020 100 122 112 122 122 12		95.00	95.00		0= 00	CONTRACTOR OF THE PARTY OF THE
Match Pool (CE) 12/54 60.00 6		185.00	245.00	(EV) (8/48) 95.00					1 5 0 0 10 TO 1 10 TO 1 TO 1
Recurp U 12/54	(CC) (8/52) 70.00		100 W 100 O D D T 100 O				Silver Gloves (M) 175.00	145.00	175.00
Mystic Bowler (B) (12/54) 355.00 355.00 355.00 355.00 355.00 355.00 355.00 355.00 365.00		210 (2012) (102) (201		Big Inning (B) (47) 125.00				Total - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	ALMEDOURD STEEL
Big League Baseball 145.00	Mystic Bowler	33/50/500-506300 21/50/500-506300			125.00	125.00	Skee Ball (W) (8/36) 245.00	245.00	245.00
11th Frame (U)		325.00	355.00	Big League Baseball		125.00			
Official (U) (5/52) 85.00 60.00 75.00 80 95.00 9	11th Frame (U) 295.00	5 10 TO SOUTH SELECTION		(W) (2/54) 145.00 Big Top (C) (6/54) 295.00	145.00		Sky Gunner (CC) 125.00	125.00	125.00
Olympic (U) (8/54) 135.00 70.00 75.00 Sound Service	이 회사들은 사람들은 사람들이 가장 하는 그가 있다면 하는 것이 되었다면 하는 것이 없는 것이 없었다.			Bingo Roll 95.00	95.00				
Pagemaker (K) (9/53) 149.50 50.00 85.00 85.00 85.00 75.00 55	Olympic (U) (8/54) 135.00	70.00	75.00				Space Cun (Ex) 125.00	85.00	95.00
Palisade (K) 55.00					193.00	215.00		* * 20 LINE 20 LAND 1 AND 1	STATE OF THE PROPERTY OF
CC 10/54 295.00 175.00 275.0		37 x 57 x 6 D 0 1 x 6 L	The second secon	(Ex) (10/47) 375.00			Speed Boat (B) (7/53) 325.00	makes of a chart of the control of	
Rainbow Shuffle Alley (U) (8/54)		175.00	275.00			The state of the s			
Rocket (B) (8/54) 95.00 95.00 95.00 95.00 95.00	Rainbow Shuffle Alley	2754675688555 275467676787878							Application of the property of the property of the party
Royal (U) (8/54) 190.00 75.00 110.00 Con Gun (S) 145.00 135.00 135.00 Score-A-Line (CC) (9/55) 245.00 225.00 225.00 225.00 Dale Gun (Ex) 85.00 25.00 65.00 Strek-A-Line (CC) (9/55) 245.00 225.00 225.00 Dale Gun (Ex) 85.00 25.00 65.00 Strek-A-Line (B) (1/40) 150.00 125.00 1	(U) (8/54) 125.00							85.00	85.00
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Defender (B) ('40) 150.00 125.00	Score-A-Line		225.00				Steeple Chase 395.00		
6 Player (U) (10/54) 85.00 30.00 60.00 Derby, 4 Player Shuffle Alley Suger Home Run (CC) (3/52) 125.00 Suger Home Run (CC) (3/53) 175.00 125.00 125.00 125.00 Suger Home Run (CC) (3/53) 175.00 125.00 125.00 125.00 125.00 Suger Home Run (CC) (4/53) 175.00 125.00		225.00	225.00			100 Page 1 100 Page 1	Submarine (K) (1/42) 125.00		CALLED ALBOY Law Co. Co. Law Co.
6 Player (K)	6 Player (U) (10/54) 85.00	30.00	60.00	Derby, 4 Player		595.5	Super Home Run		
Shuffle Alley 10 Player (K) 95.00 50.00 60.90 Jungle Gun (U) (7/54) 325.00 325.00 325.00 Super Jet (CC) (8/53) 295.00 295.00 295.00 Shuffle Alley 11th Frame 335.00 150.00 195.00 Shuffle Pool (Ge) (11/53) 75.00 50.00 50.00 Six Player (CC) 50.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 185.00 185.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedly (U) (17/52) 185.00 135.00 135.00 Star, 5 Player (U) (7/52) 95.00 34.50 45.00 Star, 10th Frame (U) 7/52) 95.00 34.50 45.00 Star, 10th Frame (U) 7/520 95.00 34.50 Six Player (U) (17/52) 95.00 34.50 Six Player (U) (17/52) 95.00 50.00 135.00 Six Player (U) (17/52) 95.00 34.50 Six Player (U) (17/52) 95.00 135.00 Six Player (U) (17/52)		45.00	55.00	. 네마트			Super let (CC) (4/53)		
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Six Player (CC)***	11th Frame (U) 325.00			500-Shooting Gallery			Telequiz (1/49) (T) 95.00	50.00	95.00
Six Player Deluxe (K) 65.00 40.00 45.00 (9/46) 99.50 75.00 99.50 Three-of-A-Kind 20.00 18.00 18.00 Six Player Deluxe (U) 65.00 40.00 45.00 Flying Saucer (M) (6/50) 150.00 49.00 95.00 Three-of-A-Kind 20.00 18.00 25.00	Shuffle Pool (Ge) (11/53) 75.00		(C)		100.00	110.00		and the second second second second	
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Star, 5 Player Harvard Metal Typer 125.00 125.00 Wild West (G) (2/55) 250.00 250.00 250.00 (U) (7/52) 95.00 34.50 45.00 Heavy Hitter (B) 65.00 65.00 65.00 Wizzard Whiz 25.00 18.00 20.00 Star, 10th Frame Hi-Ball (Ex) (2/38) 75.00 75.00 75.00 World Series (W) (4/51) 50.00 50.00 50.00	Speedlane Bowler (K) 185.00	185.00	The second section is a second		The same of the sa		Undersea Raider (2/46) 125.00		
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		29.50	60.00		The state of the s		 Indianal Control of the Control of the		
orange nickers don't work neither	A A A A A A A A A A A A A A A A A A A	CONSTRUCTION OF THE PROPERTY O	X		and the second				

Juke Plays Mirror Slump

Continued from page 67

the recession. Drops reported ranged from 1 to 5 per cent.

Detroit Off 15-20% Reports of declining revenue from Detroit puts the range there at between 15 and 50 per cent.

Machines in Detroit are on both nickel and dime play. Interestingly, one operator said that "dime play spots are holding up just as well as the nickel locations or a little better."

Another Detroit operator, who reported collections down 20 to 25 per cent, said that reports from bar owners put their drop at about a 50 per cent average.

tors in some areas is that when a getting such pay. In California, collections were off as much as 25 location's business falls, the loca- bad weather, elimination of over- per cent) are checked. A crop tion owner wants a bigger commis- time, lay-offs-and even the loss of failure-which had its full effect in sion. The operator, already faced ar "orange picker crop"-has had January-is over. Used machine confronted with a request-or de- to see why locations looking for- ing an increase. further.

current business, even in cities where most operators were reporting juke box collections down and new equipment purchases cut, reported sales were up.

This apparent contradiction can be explained by the fact that distributors were selling more new gross) for our new record purequipment in surrounding towns, chases and then we jumped to 20 rather than in their headquarters city, reflecting the different effects felt by the recession in different Calif., operator size towns in the same area.

New York, California

time pay alone is felt in locations worst is over. Plant lay-offs, which An additional problem to opera- dependent upon people no longer reached a peak in January (when with dwindling revenue, is then their affects on locations. It is easy distributor sales have been showmand-that it be reduced still ward to business from the orange | A bad winter hurt Miami operapicker crop do suffer. When the tors, but now that, too, is over and

orange pickers don't work, neither do the orange packers, the truck drivers, the boxcar loaders.

Significantly, Southern Califor-Distributors questioned about nia operators are not taking the revenue losses lying down. Some are spending more for new records -and machines-and are looking forward to a good summer.

"In January and February, we spent about 16 per cent (of our per cent," said one Riverside,

In Memphis, altho collections still are behind last year about 15 In New York, the loss of over- per cent, operators believe the

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 15 - Western Massachusetts Music Guild, semimonthly meeting, Ivy House, West Springfield.

April 16-Automatic Equipment & Owners' Association of Indiana, mothly meeting, Gary, Ind.

April 16-New York State Operators' Guild, monthly meeting, Gov. Clinton Hotel, Kingston, N. Y. April 17-Massachusetts Music Operators' Association,

monthly meeting, Beaconsfield Hotel, Brookline. April 21-Westchester Operators' Guild, Inc., monthly meet-

ing, American Legion Hall, White Plains, N. Y. April 28-Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

April 29-Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

operators look forward to summer | tion on the specific-the recession once again.

trade that will shove up revenues is as bad for the operator as the business is down in the specific Juke box collections focus atten- locations he has.



78

b New! All New!

HIGH . . . HIGHER

WMS. SHORTSTOP BASEBALL BALLY MISS AMERICA GOTT. 2-PL. BRITE STAR BALLY TROPHY BOWLING

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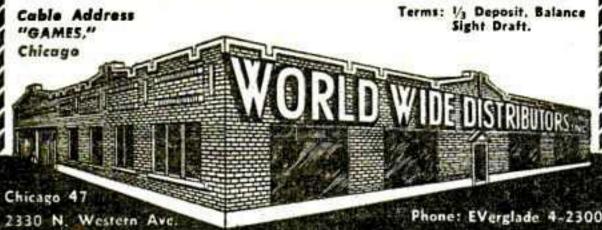
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2-PI. CONTINENTAL CAFE 315	
2-PI. FLAGSHIP 295	AUTO RACE 195
2-PI. SEABELLES 245	
4-PI. SCOREBOARD 175	

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ALES RESULTSthe advertising columns of

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FOLK TALENT AND TUNES

Continued from page 48

stop off for lunch at the Dallas bus terminal en route to Fort Hood, but nothing happened. "About a thousand kids waited and waited for him," writes Dolan. "If he's banging around while on weekend leave, I just wonder if he might visit our show. I doubt it."

With the Jockeys

Carl Shook, of WGRC, Louisville, occupied the featured slot on 'Mr. Deejay U. S. A." over WSM, Nashville recently, when he had as his No. 1 guest Walter D. (Dee) Kilpatrick, managing director of WSM's "Grand Ole Opry." "It was an extremely interesting chat," writes Carl, "with the meat of the thing being that real c.&w. music will always be the prime product of 'Grand Ole Opry.' Trends like rockabilly will be tolerated but genuine country material and artists have been, and will continue to be, the lifeblood of the 'Opry.' This was the kind of a positive statement I was pleased to hear, especially from the boss man of the 'Opry'." Other guests on the show during Shook's appearance were Del Wood, Hank Snow, Porter Wagoner, Doyle Wilburn and Benny Martin.

Dave White, of KMCO, Conroe, Tex., reports that the station will celebrate its seventh birthday April 19 with a gala open house and numerous contests, with prizes for the winners. Topping it off will be a beauty contest, with the winner coming away with an extensive wardrobe, numerous gifts from local merchants and a weekend, allexpense trip. White says the station would like to receive birthday greetings from c.&w. artists, either on tape or disk, to be played on the air that

C.&w. deejay Linda Lou Stone has shifted from WHGB, Harrisburg, Pa., to WKBO in the same city. . . . Chuck Warren, on the all-night patrol at WJOB, Hammond, Ind., says he's in need of material to spin. . . . Dudley Bernard has been promoted to station manager at KLFT, Golden Meadow, La. Dud will continue with his deejay chores, which has him spinning five hours of country music a day. "I would like to hear from you guvs and gals in the business and to receive your wax," typewrites Bernard. He recently visited his old friend, Yankie Ba-

it was rumored that Presley would | harnovich, in Biloxi, Miss., and was the recipient recently of one of those novelty cowboy-boot lamps made by Gabe Tucker, of Houston.

> "April I was a madhouse at KTAN, all-country station at Sherman, Tex.," writes Don Hopson. "On my shows I introduced each record with the wrong artist, wrong song and wrong label. The songs I introduced corresponded as far as the artist, song and label were concerned, but not with the songs I actually played. This was done in all seriousness and no apology or explanation was given all day. It was surprising how many people called in, even tho it was obvious it was an April Fool's joke. Jesse Pate went into his show with a closing format instead of an opener, but otherwise conducted his show as usual, playing all Hank Williams

Wurlifzer Model 1700 . . . \$525.00 Wurlitzer Model 1800... 645.00 Wurlitzer Model 1900... 755.00 Add \$40.00 to this price for Formica type finish. Seeburg M100A..... 89.50

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Bush Distributing Co.

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numbers, as he always does on the first day of each month." . . . Deejays may obtain copies of Bill Carlisle's new record, "Who's Gonna Stop Me," by writing to Warden Music Company, Inc., Box 8061, Nashville 7.

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ON ALL OR ANY PART All machines are clean, have all glass plastics and parts and are in

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(15) Model 1438

(10) Model 1446 (12) Model 1448

Model 1454 (200 selection) (3) Model 1455

WURLITZER (2) Model 1500 A

(2) Model 1900

(5) Model 1400

(3) Model 1250

Model 1100

(4) Model 1015 SEEBURG

(8) Model 100A Model 100C

Model 100R AMI

(1) Model D 40 Model D 80

(2) Model E 80 (1) Model E 120

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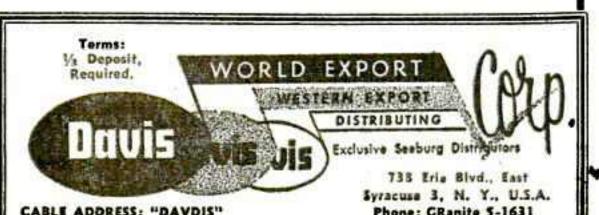
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AMI Service School Facts

GRAND RAPIDS, Mich. --Operators can get all the facts on the regular AMI, Inc., service schools, held weekly, at no cost to the students-via a six-page, twocolor folder the firm is circulating to the trade.

Folder includes a tear-out card

Included are pictures of the AMI facilities in Grand Rapidsthe factory, school house, class rooms, a schedule of the classes and a photo of the actual certifi-

Some of the facts given: "Classes are held at AMI's 'Little Red Schoolhouse' in Grand Rapids -any operator and his serviceman

cept for transportation to and from Grand Rapids. Operators will stay in a first-class downtown hotel. Noon meals in the plant cafeteria, other meals either in the hotel or a downtown restaurant-and two coffee breaks are 'promised'.

"New classes are usually held one week each month, thruout the year, running from Monday to Friday. Arrangements can be made

assembly of record changer.

justments of pulse generator.
"Thursday - Electrical circuits and operating cycle of pulse converter; Disassembly, reassembly

"Friday-Credit unit operating cycle; Adjustments; Plant tour; Remote speaker hook-up, and review. Friday evening-graduation banquet."

Mayor Widens

apply.

Now the mayor is hunting for a way to legally refund Maragos'

A visitor at the council meeting,

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Folder Tells

operators may fill out and send to their local distributors for enrollment in the classes.

cate the graduates receive.

are invited.

No Cost

"Cost to the operator-free ex-

thru any AMI distributor.

A typical class schedule: "Monday-Get acquainted session; Review of record changer components; Comparison with earlier mechanism; Review of record changer operating cycle; Dis-

"Tuesday-Reassembly and adjustment of record changer; Electrical circuits; Record changer operating cycle; Practical trouble shooting. Wednesday-Study of selection system; theory of pulse generation, pulse coding and decoding; operating cycle and ad-

and adjustment of pulse converter; Practical trouble shooting.

• Continued from page 74

a system that allowed anyone to

payment of \$5,600 for 112 licenses.

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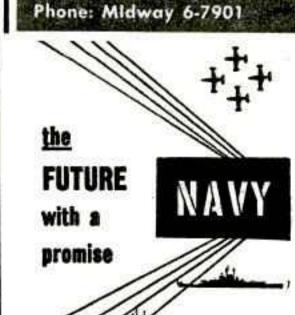
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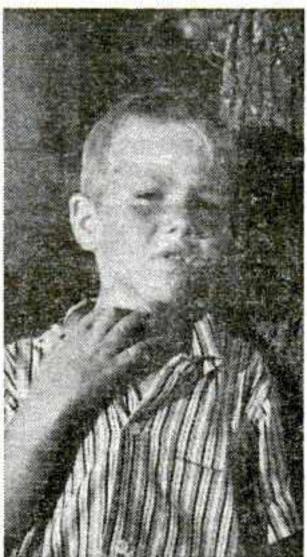
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Mallegg to Handle Bergmann Game

CHICAGO — O. O. Mallegg here will handle distribution of the Th. Bergmann & Company (Hamburg-Altona, Germany) Non-Stop soccer football game in the U. S. Bergmann also produces the Symphonie juke box line, and several other coin games, including fiveball pin games and hockey units.

United Reps Tour South, S.W. Areas

CHICAGO-United Manufacturing Company's sales representatives are traveling the South and Southwest this week.

John Casola is in Atlanta, enroute to Columbia, S. C., Macon, Ga., and Baltimore.

Al Thoelke, in Louisville, is heading toward Memphis, Dallas, Oklahoma City and Wichita, Kan.

Both roadmen will return to Chicago in time for the MOA Show here May 6, 7, and 8.

WHILE THEY LAST

Wurlitzer 1700 \$550.00 Wurlitzer 1800 . . . 650.00 Wurlitzer 1900 . . . 750.00

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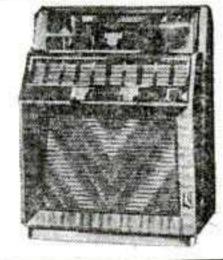
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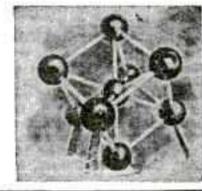
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Ore. Counties

Continued from page 74

later that free plays were legal, so the ban was lifted and the pins brought back. "I'm not going thru all this commotion another time until I am sure whether free-play machines are legal in Oregon, said Johns.

Stiffest resistance came from



PHONOGRAPHS

Wurlitzer 1800 \$595.00

Rock-Ola Fireball (45 R.P.M.) 150.00

Seeburg M100B 325.00 Seeburg M100BL .. 350.00

Seeburg M100C 450.00

Seeburg M100W ... 525.00

Seeburg M200 525.00

Edward Fadeley, Democratic candidate for the office of Lane County district attorney. He said that free-play pins in his opinion "in and of themselves are not illegal." Fadeley said that the State licenses pinballs and collects a license fee on them. This offers some proof, he said, that the machines have been considered legal.

A riff has developed between Fadeley, and Lane County District Attorney Eugene Venn. Venn sparked the anti-pinball move when he demanded that Attorney General other on pinballs. Venn charged that Fadeley had "come to the defense of gambling interests by announcing publicly that free-play game pins were legal. Fadeley the statement.

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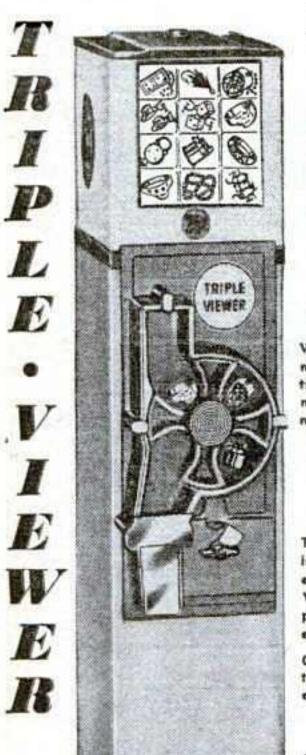
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Memphis Ops

Continued from page 74

served, and players in other spots must be 18 or over to play.

Said Parker Henderson, general manager of Southern Amusement Company: "The long bowlers add new life to the bowling game play, but for some operators the cost of the game is prohibitive."

Robert Goad, president of Game Thornton rule one way or the Sales, Inc., game distributor: "Operators like the long bowlers where they have enough space at the location and when it makes enough money to pay to put it in . . . and demanded proof, or a retraction of operator buys a bowling game with the idea of using it at several different locations before trading it. But if it is too big, that limits its use. . . . Trade conditions are not good, but considering the crop failures in the area, turnover in games is favorable.

> "The small bowlers with the steel ball or manikin figures won't go over well in Memphis because of the age restrictions on players. But these games are going well in the Mid-South territory where we also sell. There are no such restrictions in Arkansas and Mississippi."

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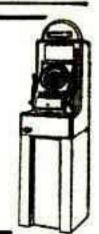
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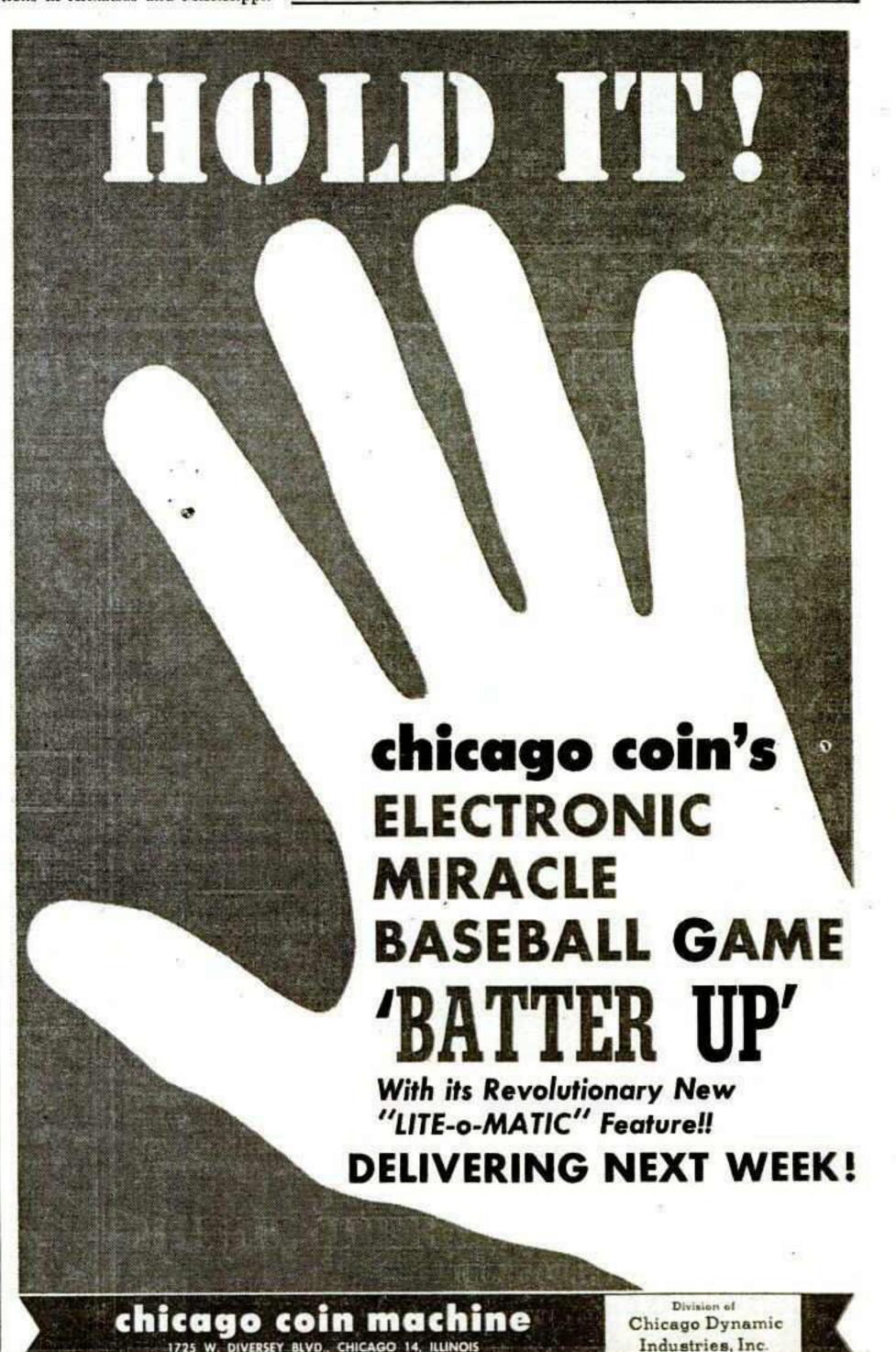
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City Cuts Short Charges of NE Anti-Pin Group

CAMBRIDGE, Mass. -- The New England Citizens Crime Commission (formerly the Watch & Ward Society) got short shrift from this university city when it charged that more than three-quarters of the 300 pinball machines were making illegal payoffs.

Dwight S. Strong, the group's executive secretary, made the charge and said that the licensing authority-which includes the chief of police-did not reply to his written requests for a house-cleaning. Police Chief Richard J. Linehan retorted that "if Strong has written to the board, I've never heard about it. This is the first time I've ever heard of anything like

Advised that Strong said he stood ready to submit names and addresses of violators. Linehan replied: "Good. Let him put up or

2-Player \$275.00 Gottlieb Fair Lady,

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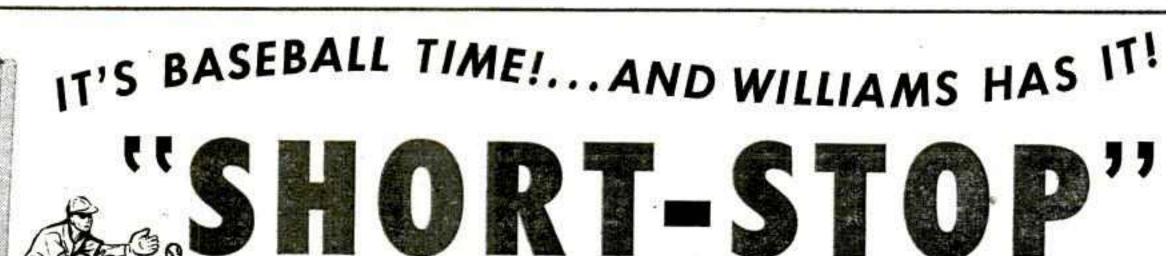
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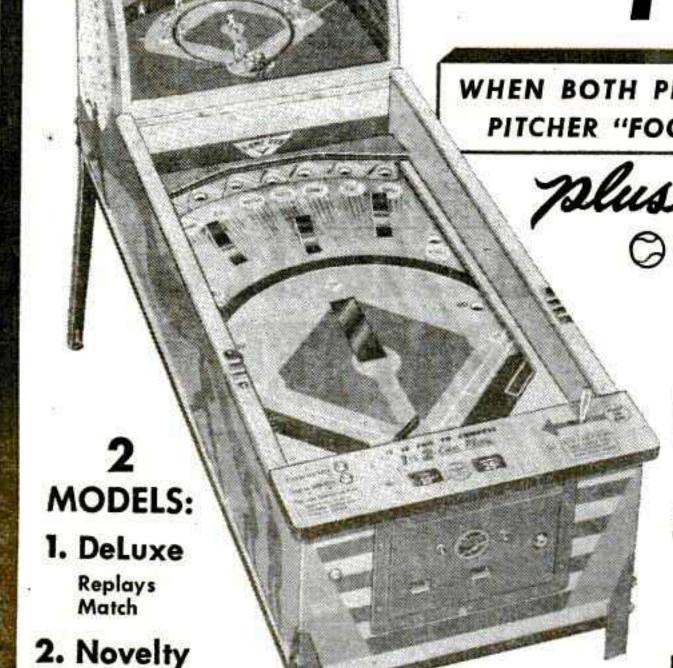
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CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

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WURLITZER Model 2000\$595.00

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Seeburg 3W1					\$49.50
Wurlitzer 5205					29.50
Wurlitzer 5207					45.00
AMI (120 Sel)					49.50

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849 North High Street Columbus 8, Ohio

Coinmen You Know

Los Angeles

By SAM ABBOTT

Heavy rains in the area slowed the traveling of operators from out of town to Coin Row this week. Among those who came to the city was Gene DeVilbiss, of Big Bear, To return home, however, he had to route himself thru the Lucerne Valley, making the trip about 75 miles more. S. L. Griffin, of Valley Coin Machine Company, in Pomona, made a trip to Coin Row be-tween rains. Ed A. Ropple, of A&E Music, in Inglewood, had no trouble getting to West Pico. Inglewood is a suburb of Los Angeles.

Oscar Tetzloff, of Banning, in town...Long Beach was represented on the Row by Charlie Cahoone, Charles Koski, Sheridan Thompson, and Johnny Ketchersid. . . . Lou Bennett came up from Seal Beach....Harvey Kirby made one of his regular buying trips from his headquarters in La Puente....Gary Sinclair, Wurlitzer Western sales representative, in town and making his headquarters at Associated Distributors, Inc., where he met with Lee Walker and Al Silberman.

ping out office partitions and mak- ing Key West. . . . The Harry Sising more display space for its kinds, of New York, stayed at the games and AMI lines. Incidentally, Sterling for two weeks and then Jack Leonard, head of the parts moved into the Eden Roc. . . . department, will spend his vacation Raoul Shapiro and his wife had a in Chicago this summer. His wife rough boat trip to Havana. They Dorothy, and children, Terri, Ricky, met Al Albertelli at the San Souci, and Jeffrey, will leave several who reported that business was weeks ahead of father to enjoy a fair in spite of the political situalonger visit with relatives in the tion. Windy City. . . . Al Martinez, of Santa Maria, made one of his infrequent buying trips here.... Lawrence Reya on the Row from Colton.

The Nick Beavers, of the Cactus Amusement Company in Lancaster, stopped off in Los Angeles after spending four days in Long Beach where they had gone with their daughter for a gathering of the Rainbow Girls....A number of operators coming into the city took advantage of the trip to visit the Sportsmen's Show in the Pan Pacific Auditorium, where boats, trailers and vacation items were featured.

Miami

By PAUL DANIEL

Herman Paster and family came in from Minneapolis for the Easter

Badger Sales Company is rip- holiday, seeing the sights, includ-

Lucky Skulnick and his wife were in the company of all the VIP's of Miami Beach at the annual dinner of the Stillwater Drive Home Owners' Association. . . . The Harry Goldens of Cleveland bought a home here and plan to do some entertaining during the convention.

AMOA held its annual elections and, in spite of protest from Willie Blatt, he and his officers were retained for 1958. The Optimist Club did the same to Willie, retaining him as chairman. To top all the requests for his services, the Miami Police Department, Police Athletic League voted him Chairman of the Fund raising committee of PAL.

Grace Ziegler, Ferndale, one of the area's few feminine juke box operators, is getting (Continued on page 84) Things Are Booming at National Get Behind the BOOM Don't Be Hit by It Contact

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Continued from page 83

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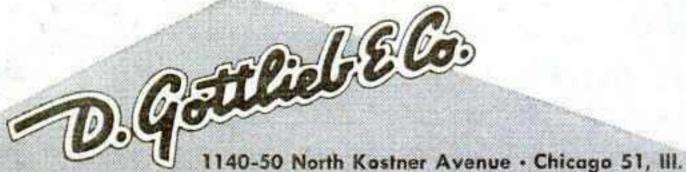
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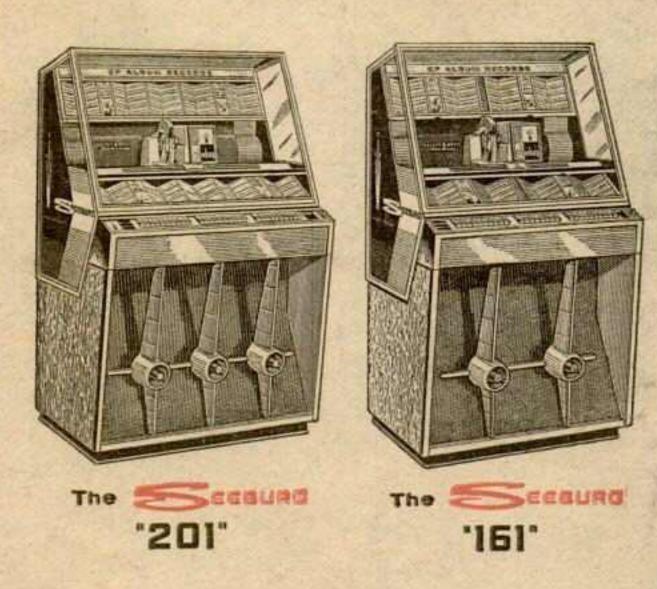
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