Outdoor Upswing on Food & Drink Take

Fun-Seekers' Hunger and Thirst Tabbed at $200 Million for New Season's Kill

By CHARLES BYRNES

CHICAGO—Fun-seekers at outdoor carnivals, festivals, parks, fairs, circuses, kiddiefests and exhibitions—will continue to spend $200,000,000 worth of food and drinks this summer and fall.

Long awaited and profitable, too, the refreshment field is growing constantly due to shorter work weeks, more leisure time, improved transportation and increased population.

Experienced hands in the connection gave the nationwide average for food and drink sales at outdoor-type events of over 40 cents per capita. Top eaters and drinkers are large fair fans, who due to the heat, length of program and waiting periods, normally consume more in this field and food on a whopping per-capita basis.

Appetites and thirsts are affected by many factors. The foremost, however, is the event itself. For instance, the average fare-goer is on the grounds from six to eight hours and experienced operators figure he'll spend about 90 cents on refreshments during his stay.

Remarkable Growth

There has been remarkable growth in the field since World War II and this year should be no exception. People have become accustomed to eating out more often and this is a big factor in the growth of outdoor food and drink sales. And, due to increased prosperity. the result is keen consumerism who have expanded their menus and are merchandising their products. Improved equipment with increased flash also plays a big part in attracting the patron's eye.

Not too many ago the patrons were satisfied with a cold drink, a hot dog and possibly a bag of popcorn on snacks. Now they're faced with offerings that include chicken and steak dinners, glorified hamburgers, slushing rolls, turkey sandwiches and dozens of other delicious specialties.

The staples, soft drinks and hot dogs are still there, but the line is more plentiful and despite the increase made by the newcomers. According to surveys displayed above, each person at an outdoor amusement consumes an average of 1.57 drinks of pop. Two hot dogs are served to every three persons, and in 1957 the outdoor business took a big share in the 670 million pounds of winners produced in the United States.

Hamburgers are big sellers, too, dollar well below the hot dog. Ice cream annually accounts for sales of over $10 million, with other important items including high-profit refreshments such as snow cones, crushed ice with flavored syrup and traditional cotton candy.

Glucone Treatment

The latter two are being glorified this year for bigger sales. Several new flavors, including root beer, are expected to increase snow-cone sales. Two-bottle cotton candy will be strong enough for the machine each running a different color, is expected to increase sales of $5.50.

Saturdays, long traditional at the circuses, are still holding their own, particularly at shows carrying elephant. Wines, coated with butterscotch and toasted, continue to maintain their popularity.

One of the fields where food and drink sales has expanded the most is the drive-in theaters. Some years ago each movie fan spent in the neighborhood of a quarter each. They don't do nearly as many now. Indeed a radiant merchandising that same movie-goer is spending over 40 cents and in many cases that much higher.

NEWS OF THE WEEK

KID DISPLAYS BONANZA FOR CHAIN STORES

MINNEAPOLIS—Supermarkets, discount stores, drugstores and dime stores here have made a steady switch in the past few years to kid-angled displays and merchandising of all kinds. Following survey results by Progressive Grocer Magazine who's shown that couples with children average $2.65 more in purchases than the nearest competing group. The Chains have also the dominating factor in shopping, the clear trend toward family executions, according to one of the Super Value Stores chain here, so precipitated a national revolution.

Hard disk, products, all, verted on juvenile TV shows and toys and gardens have been gilt with the new advertisements, noted items and are now displayed with all eyes stoppings them even further. Friday, long considered to be the big day for sales shoppers, sees all buying sales volume for family merchandizing plus the damming ofNEWS OF THE WEEK

NEW DJ Radio Book Causes Concern to Personality Jocks

Some Big-Time Spinners Iced by Local Programming Upheaval

BY JUNE BUNDI

NEW YORK—The recent run- don of several big-time disk jock- eys from their respective stations across the country again points up the general music programming up- heaval which has been going on in local radio for the past few years.

Increased friction, between per- sonalities and stations man- agement, with the main "Top 40" on- let, was officially spotlighted at the disk jockey convention in Kansas City, Mo., last March, and in recent weeks has proceeded to an accelerated pace. Experiments with the program, amid the added sales, by key "Top 40" outlets, continual efforts by stations to cut costs, all these things have moved the music "money-personality" spin- ners for those they feared there was no sense in planning for a high- pressure personality, when (in his opinion) the audience is not ready yet for the formula programming. (See story in this issue, page 9.)

Bell, the only jock at KIOA who permitted to program his own pro- gram (the others feature "Top 40" subtype shows), signed a new station KIOA from KRNT, Des Moines, a year ago, to "Top 40." But to the fact that he backed the move with plenty of personal promotion, including the use of $2,000 letters to his old KRNT listeners, he told his new listeners to ask them to listen.

Bell, in fact, has provided his personal employment as a part of a "nation- wide" call to get support for the personal promotion.

"Deep-Root Days Numbered?"

Most recent top jock to leave station was Don Bell, top-rated dis- jockey in Des Moines for the past several years. Bell's contract (more than $30,000 a year) with KIOA wasn't renewed by management last month. KIOA manager J. C. Dowell told The Billboard that he believed there was no sense in planning for a high-pressure personality, when (in his opinion) the audience is not ready yet for the formula programming. (See story in this issue, page 9.)

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Hurok to Book Turner "Maestro"

NEW YORK — E. W. Hurok has announced that the first of a string of concert appearances will take place in North America. Turner is the first of the 50 musicians and groups being booked for a series of concerts around the United States starting next fall. New York will be followed by performances in Canada and the United States before World War II.

According to the Hurok office, Turner is a "Brand new, young, energetic artist" who is expected to do very well on the concert circuit. Turner's concerts will make his Carnegie Hall appearance the undercard at the concert. According to the announcement, Turner's concerts will be held in New York on October 20.

Miller Partners in Wind: Two Distrib Execs

CHICAGO — Howard Miller, Wind, Wind Chrysler, and Mercedes-Benz, will team with two Chicago distributors to form Miller Partners in Wind: Two Distrib Execs. The move is expected to increase sales in Wind's four market areas.

As far as can be ascertained, the two firms will issue 20 or more records in both classical and pop music. They have already recorded several records when it unveils its new albums to distributors in June. The Decca release will have about a dozen classical and pop albums.

... Miller's note.

The new line of stereo LP's on the market between June and August. No date has been set for the firm's release, which will demonstrate on their new machines of these distributors.

Miller Partners in Wind: Two Distrib Execs

... Miller's note.

Dot Pacs Bud Hellawell

NEW YORK — Walter (Bud) Hellawell, a former RCA Victor Records disjockey promotion man, has joined the Hellawell records.

Hellawell's first job was as an assistant to the director of records, where he did daily promotion.

illegal record sales, which have been a major problem for the music industry, were formerly more common during the early days of Signature Records.

The affair was not without its lighter moments. Herman Lubin, of Decca Records, handed a bottle of champagne to Turner in celebration of the occasion. The champagne bottle was filled with water and ice, which Turner eagerly drank.

October 20, 1958

Probers Hear R&R Defended

WASHINGTON — The strong demand for rock 'n' roll and country music comes from people who are not interested in music at all. The reason is that the people paying attention to it.

The defense of Bob Dylan, music director for WBBM, will get under way today in this case.

Washington recently ordered the trials of the Standards Bill to divest music companies of their radio stations.

... Miller's note.

7 Promoted By Columbia

NEW YORK — Columbia Records announced an increase in the number of its employees in the sales department by 25 percent.

... Miller's note.

The new line of stereo sold on the market between June and August. No date has been set for the firm's release, which will demonstrate on their new machines of these distributors.

Miller Partners in Wind: Two Distrib Execs

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WINS Surprised At Freed Walk

NEW YORK — Developments flew thick and fast at press conference Friday (9) in the case celebrity with war of war with the program and its surely the case called. The Alan Freed story was broken in Brooklyn criminal court.

As a result of the reported story, which was broken with the trial newspaper coverage, the following developments have taken place. Freed resigned from WINS here because of his close friend, and he has stated that he does not wish to return to WINS. Freed has been replaced by Jock Pastore, a DJ who works at WINS.

Jock Pastore, a DJ who works at WINS, said: "The Alan Freed resignation last night was a great surprise to WINS. He did it in cases of this kind, the public usually assumes that a person is trouble-free, but this was definitely not the case. Freed was very popular and the station's position has been that of a third party, and a separate entity, because the incidents involved the controversial activities of Mr. Freed."

(Continued on page 45)

HOUSE REPORT ON ASCAP CAN BE HAD GRATIS

WASHINGTON — Copies of the House Small Business Subcommittee's report on America's Independent Recording Industry were available for free at the hearing room at the Radio and TV publication in Washington, D.C.

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Victor Coup Sign Cliburn

NEW YORK— RCA Victor has come up with one of the musicals of the music industry. Victor recorded Cliburn, the pianist who achieved international fame with his Russian folk song. The recording was released on one of the RCA Victor labels.

Victor will enter the pianist immediately upon his return to New York, and he will release his first album some time in June. These recordings will mark the pianist debut on a label.

Col Pix Disney Planning Full Line

By LEE ZITO

HOLLYWOOD— Pictures and Taps is currently available for sale, and the record company will be held for the purpose. The debut is set for September, and plans are for the firm to produce a sound film of the television film and a full-length release of the television film. The film will be released on a label.

Currently on tap for Taps is a film which will be released on a label.

JOCK CITES OUR CHARTS, SURVEYS

CHICAGO——Sta, Dale, Chairman of the Music at the RCA Victor meet in 1958, was questioned by a reporter as to why he wanted to amplify his remarks as follows: "My comments were concerned with what politics, deejays, the two that I enjoy, the one that music to the public, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that gets high, the one that get...
Not Much Loot But Artists Will Save Day at Brussels

BY BEN GREVATT

NEW YORK — Current indications are that Brussels will not be a gold mine, standing, that the United States is not going to take a financial interest in the competition at the Brussels World's Fair. It will be strong enough for near-record receipts, however, in all the coming weeks, when all the cultural and property interest in the Hall of Nations is realized.

The favorable turn of events comes from the fact that the Exposition of the United States is being sponsored by the Westinghouse Broadcasting Corporation, which is sponsoring the appearance of Benny Goodman and his band with Jimmy Rushing and Ethel Ennis for a full two-day turn late this month. Westinghouse is picking up the tab for everything on this junket. Miss Dalyrme says that income received from the $1-$2-$3 admissions for the 1,100-seat auditorium will be turned back to Westinghouse.

NEW SOUND IS OLD, BUT

They Love That Boy-Girl Sound:
More & More Duos Jam Rosters

WASHINGTON — Herman Finkelstein, consul for the Americana for Radio and Record Publishers, has written the OTR News, through the ASCAP Council Subcommittee that Perry Alexander's charges against ASCAP during the recent hearings were a case of the pot calling the kettle black.

Finkelstein said disattend ASCAP publisher-member Alexander had charged the ex exchanges and that ASCAP had been a case of the pot calling the kettle black. At the same time, Alexander was giving the songwriting Churchill Kohlman only 10 per cent of a total take of $140,000 in various months, an amount sung to by his attorney in 1972, said Finkelstein.

The ASCAP counsel told the OTR News that the fact that Kohlman had used publisher Alexander in an attempt to recover the writer's fair share, the customary 50 per cent, which should have been given Kohlman $130,000 for "On a Clear Day She Cried.

Finkelstein also said Alexander's claim during hearings of having "marked down" an Existing BMG firm, Mellow Music, because of trouble over performance fees with ASCAP, was impossible and that the firm had been marked down because of a "marked down" an Existing BMG firm, Mellow Music, in 1951. No. 296546, said Finkelstein.

Finkelstein also informed Alexander of song-sharking, a practice of charging writers for song publication and song reproduction which had never even begun. Alexander had assured Sen. Kickers (R., Ill.), dur-
**DIAMOND STYLIE DROP TO $4.99 LOW IN N. Y.**

NEW YORK—The bottom has dropped out of the price line on diamond needles here. Diamond stylies, the type that were bringing anywhere from $15 to $25 are now going for as little as $4.99. Stylie prices are believed to have dropped as a result of the mildrain area.

 Jewelers, at least in the same pattern as that observed in the past years in the L.A. disk market. There is something established by the discount, general down trend in needle need of volume. In addition, prices should not have to depend on records and related equipment for their bread and butter. Notable starters of the price downtown are the steel made by the east coast chain. Elmo, and Kovevite. Motion agrees that the figures are the same as that noted at the last record shop in L.A. The claim by the firm's new Brooklyn outlet occasioned a similar slash in price of the line's new 45s and 20s.

Inside the needle field, a store such as Kovelite can establish the low price. Next come the department stores, then the music chains, with the Wiz stored by lines like Good's, Hudson Radio, etc.

Another current factor here is the use of needles as a leader by Liberty Records, which features the Duotone line.

Aside from feeling the need to follow the price pattern set by general discount and department stores, the steady record outlets lower the price lines for diamonds as a traffic builder at a time when, as one storekeeper put it, "we really can use same type, many of these outlets are cut price structure, cost's will still make a slight profit. The run of the album prices from $4.99 to $3.99 for single and $3.99 to $2.99 for full.

Mechanization of mounting the diamond tips has greatly reduced production costs. Ono, Elector, Electro-mak, and various needles, is operating a plant in Porto Rico which employs 100 people, with labor costs less than half of what they would be in States. The up-dated production methods have brought the price of needles to dealers as low as $1.50, according to one authority.

Out of town, the prices were slight. In the San Francisco area similar sales are reported. However, San Francisco store operator, Mary Ann, has reported sales of $65.96 and may be purchased individually or as a group. Single or as a complete series, the album jacket are excelled by name tags. All of the albums feature music by Michael Herman's folk dance orchestra. Notes include a dedication to Mary Ann Herman.

**Fox Label Goes Global**

NEW YORK — 20th Century Fox record's foreign division has added the increasing group of record labels distributing on a worldwide basis with uniform label identification.

Distribution deals have been signed, according to disquise Henry Oznatta, who will see the firm, that Wally Welcome this summer with the "20th Century-Vox Records" tag in the principal countries and Western Europe, Far East (excluding Canada and Australia) and Latin America.

Twenty-Fox is exploring the idea of overseas label printing and pressing, using local facilities and labels, as possible, with existing 20-Fox overseas facilities, Oznatta said.

**Newport Turns To R&R Talent**

NEWPORT, R. I.—This year, for the first time, a smattering of rock and roll talent will invade the normally understated Newport Jazz Festival. A special blues night will take place sometime in July, 5 featuring five of the most swinging performers in the U.S.

Such names as Joe Turner, Ray Charles, Chuck Berry, Big Joe Williams and Pete Johnson will provide their individual blues stylings. Also featured in the blues program will be Jack Teagarden, Buck Clayton, Joe Jones and Ray Bryant. At midnight, following the show, the audience will turn to a pool in the basement, with spirituals by Malachi Isaacs.

**Carlton Nets Two Masters**

NEW YORK — Carlton Records snagged two masters this week, John Coltrane's "Black History" LP, recorded at Chicago's Roy Eldete. Side included is "The Very Best of John Coltrane." For the master was a 10 per cent royalty agreement with no advance lost.

The other master Carlton purchased was made by Larry Ullal, head of Monument Music. Side features include "Dark End of the Rainbow" and "Sing Your Song to "Mr. Roger." "Mr. Goodbye" has been kicking up noise in Washington and Carlton paid a substantial advance.

**Decca Package On Gold Label Lists Classics**

NEW YORK — Four of the Decca Gold Label's top classical hits are now available on a single record of the modern masters are features of the label's May release.

Highlighting the release is a program of the sonatas, which feature Wolfgang Schottcher, violinist, and Carl Seemann, pianist. Works performed are Bartok's "Sonata No. 2" and Chopin's "Sonata in C" and Stravinsky's "Dans Comcertant.

Other packages include Mozart's Symphonies No. 29 and 40, performed by the Vienna Symphony Orchestra under Egon Jochum; Stravinsky's Petrubosh Suite No. 4 in D Major and Segovia's Tablature and Finger on Theme by Morini; by the Berlin Philharmonic under Karl Bostrum; Gesine's Symphony No. 5 in E Flat and Bizet's "Feux d'Bagar", by Igor Marabue and the La- monstron Orchestra of Paris. All details in the release were cut by Deutsche Grammophon in Paris.

**TOTAL UNIT RECORD SALES**

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<th>Label</th>
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**THE BILLBOARD WEEKLY RECORD SALES IN RETAIL STORES**

As Measured Against Average Weekly Sales.

Based on The Billboard-YTRE Retailing

Continuing National Study of Retail Record Sales.

**Jazz Sets Due On Stephy**

CHICAGO — Stephen B. Bem is scheduled to record next month for the Golden West Records label, headed by Norm Fogel, will issue "Stevy Bem's Next LP" an LP's edition a jazz album with the Starner sisters of station WGN here; Danny Alou's Dixieland group, the Boll- Davis jazz combo; Jack Fass- ner's "Blues For Black Babies"., and "Bolts For New Years". All of these LP's will also be available on stereo tape. The disk alley also expects to release some stereo discs in the near future.
A RECORD STAMPER
moves 1½ inches and exerts a pressure of over 100 tons per square inch. The phonograph records it produces will travel to thousands of homes, bringing entertainment, relaxation and culture to those who listen.

THE SOUND TRACK
in the average microgroove record is a full mile long. Even with the lightest tone arm, the small needle tip exerts a pressure higher than 10 tons per square inch.
measuring distances and pressures

EDITORIAL EXCELLENCE—1958 STYLE
The Billboard invests more money to provide the ever-changing Music Industry with more record buying services and news coverage than all other music-record business magazines combined.

WE CAN'T measure the pressure that exists each week in providing you with the news you read in this, or any issue of The Billboard. Nor can we accurately measure the distance covered, by foot, by phone, by plane-train-car or by wire or teletype, as this news travels from reporter to reader. The only measure we employ: Will the story help the industry? If it does, it gets in print. If not, it's as dead as last year's hit.
**NETWORK TV**

"Platter" Amazing R. & L Lampoon

**MOTION PICTURE**

Fine Track on 'Night Ambush'

**LOCAL TV**

'Jazz Party' Has Effective Debut

**REVIEWED IN BRIEF**

Barcarol

Casel Wood has produced and directed this Paramount release in the local story that features several jazz musicians. The film opens with Wood's version of "Star Gone," an exciting jazz number performed by the famous King Oliver. The music is excellent, and the overall production is impressive. Wood, who has been involved in several previous jazz projects, has once again created a film that captures the essence of the music community.

**Shirley Temple**

The Dinh Shore stars in "Little Miss Marker" with an outstanding performance. Her charm and innocence make her a delight to watch. The film, directed by Walter Lang, is a heartwarming story that will appeal to both children and adults.

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FERRER DIAGNOSIS:
'Sound Tracks N.G. Out of Context'

By CHARLES SINCLAIR

NEW YORK—Television, movies, and music—tracks began last week on the road to being reunited this year. The broadcast network—networks—will be meeting again later this year to try to find a way to use the old recording sales network that some months ago had a chance to entice them together again.

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'Sound Tracks N.G. Out of Context'

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**Balanced Programming**

**Boing Back on CBS With Chico's Jazz**

NEW YORK — "The Boing-Boing Show," the CBS package produced by United Producers of America that was a critical hit and a financial flop a couple of seasons back, is being revived this month as a musically styled early-evening package.

It will bow in a CBS-TV Friday, July 25, and will run daily through the Labor Day weekend, featuring the affable, versatile Gerald McBoing-Boing and Chico Hambug-Boing. One of its prime features will be what UPA terms "song-pictures," concert, music and music.

In Hollywood, UPA is going ahead on another major musical project, Stephen Bosustow, UPA president, has signed Ned Washington and George Duning to produce songs to be included in the score of "Magoo's Arabian Night." UPA's first full-length feature goes into production this week before the animation cameras.

**Olds & Patti Set 7-A-Week**

NEW YORK—Oldsmobile apparently feels that sportspage Patti Page, who has been giving a sport to lagging auto sales in several markets, is a good investment. The auto firm has signed Miss Page for a new CBS Radio series of spot broadcasts, effective in mid-June, in a deal to involve $50,000 in billings.

The contract is variable for Olds in a Tuesday-Thursday-Fiery Sunday spot at 8.25 p.m., an hour earlier, as well as an additional Olds spot on Sunday show at 8.55 p.m. The deal follows closely on a pacting of Miss Page for a.

**Excitement Factor**

**Cues Intellect Appeal**

By CHARLES SINCLAIR

A surprised New York listeners telephoned indie outlet WBAI last Saturday, certain there was a mistake in the program listings.

"Do you mean to say," said the listener, "that you're broadcasting a single recording that's three hours long? Three whole hours!"

There was no mistake, as most of the 300,000 radio listeners who regularly tune the thinning FM outlet have long since realized to their delight. WBAI was indeed airing an LP version of "Alice in Wonderland," starring Cyril Ritchard, and it did run for three hours. It was just the latest in a long series of off-beat music and personality programming ventures that have helped the station pull off an estimated 10 per cent of all FM homes in the New York area.

"We do not consider ourselves a 'music-and-news' outlet, even 'good music-and-news,'" says Bert Cowan, the one-time actor-announcer recently appointed general manager of the station. "We are not playing Music for Daydreaming, as an answer to Top 40 rock and roll records. We try for an 'Excitement Factor' that will appeal to an audience that's intellectually acquisitive.

Music, however, plays a very real and very important role in the station. Bert Cowan, a former nightly host of the Collins of New York radio-TV in a search for a.

For one thing, the station avoids routine single records like the plague, and plans 100 per cent of its musical shows around albums, live music, or special musical features that range from the 'Opera for You' overthetop. The Collins of New York radio-TV in a search for a.

By aiming squarely for the sophisticated taste and doing, as Cowan describes them, the kind of things that networks can't afford to touch, WBAI has a solution to the problem of "balanced programming."

"There are many outlets, phone calls and personal contact with we've learned that over 80 per cent of our listeners are in the professional class in New York City," says Manager Cowan. "Their income is way above average, and it is usually in the $10,000-

"The I.Q. works, and sophisticated, intuitive and tired of being treated like normals by other stations. They are a challenge to us, and to advertisers, but they are a wonderful market."

In his relentless push for new program ideas, Cowan and his staff are tapping many new sources. One of his latest moves is a series of program exchanges with the governments of France and England, a unilateral deal which paid off recently when the station scored a U. S. premier (thanks to the BCI) in airing Shostakovich's new "Eleventh Symphony."

**M-G-M Films Offer Long List of Hits**

NEW YORK — As a musical program aid for "stations looking for a promotional plus in their feature programming," Metro-Goldwyn-Mayer (M-G-M), through its "Screen Radio" department, has added "It's a Promotional Bulletin" as its Promotion Bulletin this month a list of the best-known songs from M-G-M's long and listful bulletin of cinemusicals.

Reaching back to films like "Broadway Melody of 1936," in which such tunes as "You Are My Lucky Star" and 'T've Got a Feelin' You're Fashionin' Me" were showcased, the Metro compilation lists a total of 45 pictures and three times that number of songs.

**Enter the Second Annual National Golf Tournament Now!!**

Sponsored by the Disc Industry Scholarship Committee (DISC)

**Who Is Eligible?**

If you are connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you are a retailer of phonograph records, disk jockey, ad man, distributor, recording artist (or student), publicist, disc jockey, session musicians, etc., you are eligible.

**Tournament Details:**

Prizes: All expenses, including transportation via railroad, will be provided for the 16 semi-finalists. An impressive list of prizes will be printed in upcoming issues of "The Billboard," Cash Prize and Variety for the semi-finalists and finalists. The prize money will be awarded at work finalizing details.

**How to Enter:**

Fill in the application blank below and send for Dis Industry Scholarship Committee, Room 1406, 1007 W. 125th Street, New York, N. Y. It must be mailed before Sept. 15. Connie Lewis, Treasurer, D. I. T. C. Each entrant will be notified as to the location of the tournament, where and the time within which he must play, both in the qualifying and match play rounds. Entries fee is $10 which incidentally also makes you a member of D. I. T. C., which will be used to establish scholarship fund.

**Tournament Location:**

For those who want to join and to encourages others who are looking for a place to be part in the tournament. Each of the area winners (A-B-C-D categories) will participate in regional playoffs, will eventually produce four regional winners (North-East-South-West) with a winner in each of the four handicap categories from each of these regions.

The sixteen elite winners (four regional, four state, four sectional) will compete at a two-day tournament to be held at the beautiful Shawnee-on-Devil's Lake Club, Shawnee, Pennsylvania. The finalized 1958 program announcements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all play.

**Entry Blank**

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DISTRIBUTOR NEWS

BY HOWARD COWARD

Temen Levy of Midwest Distributing Company in St. Louis reports strong action on "You Need Hands" by Evie Corne on ABC-Paramount. "Bewildered" by Mickey and Sylvia on Vik is showing well. "I Know Where I'm Going" by George Hamilton IV on ABC-Paramount is pecking. Strongest item is "You" by the Agonistes on Fargo. Hottest LP's are "Frankie Avalon on Chantelle, "Evie Corne Vamps with the Raving Twenties" on ABC-Paramount, "One Dozen Berries" by Chuck Berry on Chess, and "In a Dream" by Gale Bobbins on Vik. Levy reports that the Grand Award and Audio Fidelity lines are especially strong.

Ed Lyons of Melody Distributing Company in Buffalo, New York, lists "Ding Dong" by the McGuire Sisters as his hottest new release. "Zoombi" by the Chordettes is also strong. "Over the Weekend" by the Playboys on Mercury is getting strong action. Bill Hamilton's "Crazy Feelin'" b-w "In a Dream" on Epic is one of Melody's big sellers. "Have On" by Holly on Columbia is stepping out. Biggest LP's are "Lester Lanis Colle and in Epic and Chuck Berry's "One Dozen Berries".

At Capitol Records Distributing Corporation in Jacksonville, Fl., Jerry Goldfield, branch operations manager, names "Willy and the Hand Jive" by Johnny Otis as the firm's number one disk. "Scarlett Ribbons" by the Kingston Trio is a close second. The initial launch on Luton's newer platter, "Jackson" b-w "I Got a Ruse" are close to 2,000.

Goldfield reports that advance orders on Capitol's May album release are tremendous. "Neator the Cute" by Enie Fox seems to be the most requested. "In the Night" by Dakota Staton and George Shearing promises to be a big seller. "Four Freshmen, Persons" and "Last Vegas Prima Style" by Louis Prima and Keely Smith also look like winners.

The staff of Deutsche Distributing Corporation in Pittsburgh calls "Wham!" b-w "Three a Clock Thrill" by the Kallen Twins terrific. "Skinny Minnie" by Bill Haley & His Comets is still close behind. "You've Got a Beautiful Voice" by Toni Arden is her strongest yet for the label. "Jacqueline" by Bobby Helms appears chart-bound. Hit-test shows that "You'll Come Back" by Elvis Presley is leading the pack. The "Jazz Time" album release is going well. Strongest item in this month's Epic series is "The Midnight Earl" by Earl Grant. "Dreams Time" by Wayne King is a strong LP.

NEW YORK SCENE: Ben Blaine of ConAM Distributing Company states that "Jerry" by Jack Scott on Capitol is a strong item. "Nadine" b-w "Chains" by Googie Bean is another strong new platter. "Do You Want to Dance?" by Bobby Freeman on Josie has sold 10,000 in the New York area according to Ed Blake. "Hang Up My Rock and Roll Shoes" b-w "What Am I Living For" by the late Chuck Wills on Atlantic is a smash! "Dream" by Betty Johnson on Atlantic appears quite well. "Moonlight Bay" by the Drifters on Atlantic is collecting rain. "Jimmie Lee" by Jan & Arnie on Arvon is "Saloons. "Kathleen" by the Del Philips is building. "I Want to Know" by the Laddiers on Holland looks promising. Strongest brand new LP's are "A Date With Debbie Reese at Mr. Kelly's in Chicago" on Jubilee and The Modern Jazz Quartet Plays the Music From "One Never Knows" on Atlantic. The latter album is the original score from the French film, "Toilet." John Lewis, pianist for the MJQ, composed the background music.

DISTRIBUTOR DOINGS: Bernie Block of Mamel Distributing Company of Maryland owns three new disks, "In a Dream" by Ray Hamilton, "A Couple of Crazy Kids" b-w "Seven Steps of Love" by Sal Mineo, and "This Too Shall Pass Away" by Jimmy Breslow. Other pressing disks at Mamel are "I Wonder Why" by Dion & the Belmonts on Laurie, "Straight Skirt" by Gene Simmons on Jan and "Apache" by the Chieftains on Greenwich. Jimmy Kimbros has been added to the firm's sales staff.

Vernon Sherek, Sherco Distributors, Milwaukee, has initiated a 40 cent per disk discount for his retailer customers when they purchase six tapes on one line or 12 assorted tapes. Sherek reports that his Sherco tape line has passed his monaural LP volume. Auto Records has been organized by Herb Cohen in Pittsburgh... Bill Caldwell, co-partner in Oklahoma Records, Oklahoma City, Okla., is a recent proud father of a son, as is Stan Jaffe of Westmont Distributing, Seattle.

Bendley Distributing Company has been formed by Les Hum- borg in Pittsburgh. Hummborg is also the Victor distributor in that city... Bob Hassenfeld of Roberts Distributors in St. Louis has opened a second office at 1906 Washington Street. The firm name is Gay Distributing... Ben Edna and Gene Gallman, Record Distributors in Chicago, have become national sales agents for the Golden Discs for the first release on Heart- beat Records. Owners of Heartbeat are Jerry Allean, promotion man for Record Distributors, and Seymour Schwartz, local jazz record store owner in Chicago. First release for the new label is "PEG o' My Heart," featuring Seymour on trumpet.

Major Moving to Stereo Disks

CONFUSED FROM PAGE 2

LP's this summer. Estimated time to July. It is known the Ted Heath Orch and John Hammond have been extensive recording for London's first stereo release. Mercury will issue 12 1/2's in stereo.

In off the record conversations excess stressed the fact that the stereo LP is not expected to offer strong competition to monaural disks at the start, except with upgraded equipment. The costs of monaural equipment would preclude it, they estimate, from being aimed at the mass market at first. They expect it to expand its market gradually. Other LP's like theBehaviorwith stereo platters, or preparing more titles for the market.

John Scott, deejay, WSYO, Boston: "Certainly, we play a Top 40 record format, but it isn't just the wax you see at the top of the national charts. We conduct our own surveys in the Greater Boston Area, because there's a difference in local tastes as compared with the national average. Also, we program various extra records—new talent on the way up, records that are breaking big locally. We constantly try for an adult shot, with the result that at least 33 per cent of the listeners are adults, and our advertising is slated at them. Incidentally, adults do like Top 40, too."

Sid Knight, program director, WASK, Lafayette, Ind.: "With experience in many markets, I've never understood the actions of the Top 40 operators. They'll go to great lengths to hire top-rated deejays, publicize them, then hand them a format and say, 'Play these records, and say these things.' The qualities of ingenuity, taste and professional approach to program- ming that gave these new superior ratings is lost in automation. Certainly, the listeners are short-changed, and this belief that Top 40 is preferred by the majority. Anybody checked the rating rise of 'better music' stations lately?"

Paul Flanagan, deejay-program director, WPTF, Albany, N. Y.: "I program Top 40, but I don't consider it a formula. These records are the currently popular music, of all kinds, and I have successfully played popular music of the day for many years, before it was called Top 40 or anything else. From experience I think I know popular taste, and I'm sure many people like to hear something live, up to date and modern. Radio is a form of companionship and when people switch it on they want to hear the current hits, Our huge audiences and our record of sales for sponsors seems to indicate that we are right."

Paul Berlin, deejay, KNX, Houston: "I believe the Top 40 formula, as such, leaves a lot to be desired. Advertisers are interested in numbers, but they are also interested in composition of audience. The deejay of today, with sharp production, pleasing personality and intelligent semi-formula of music selection will obtain top ratings and establish a buying audiences. Thus, the personality takes equal billing with the music, and becomes a proven air salesman for his sponsors."

www.americanradiohistory.com
New Radio Programming Pitch Can Hit Personality Jocks

Among the first personality jock
to part with their stations be-
cause of disagreements on "Top
40" programming policies were
dee Jay Ed Childress, from WNEW;
Art Ford, from of New York City;
and Richard "Duke" Zabor Jr., from
WOR-TV in New York City.

Commenting on the current sit-
uation, Ford said, "As a whole, the
program director is the key to
the personality jock's success.
He must be able to create a per-
sonality-jock format that will be
recognized as being both fresh
and exciting to the public.

The radio industry must realize
that there is a demand for a per-
nance that is unique and excit-
ing to the listener. The person-
ality jock must be a creative
thinker and a good performer.

In conclusion, the radio indus-
try must work together to create
a better listening experience for
our customers.

Sources:

Mills on top with . . .

### New Orleans

**MILLS MUSIC, INC.**

12 Music Square
New Orleans, LA 70116

Mills Music, Inc. is proud to announce the following new releases:

**BILLY BALDWIN - "Dreams of Passion"**

**WHO'S SORRY NOW - "Sorrows of the Heart"**

**I'M GETTING SENTIMENTAL OVER YOU - "If You Love Me"**

**ONE MORNING IN MAY - "Love Me More"**

**OVER AND OVER - "Can't Help Myself"**

**GIRL OF MY DREAMS - "Just a Memory"**

**HOW COME YOU DO ME - "Broken Dreams"**

**ADVANCE SIGNED COPIES AVAILABLE**

The House of Mills, Mills Music, Inc.

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**OUTLINES**

**INITIAL ORDERS**

**SHEB WOOLEY**

**PURPLE PEOPLE EATER**

**MGM Records**

**K12651**

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The Billboard: May 12, 1958

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Mills Music, Inc.

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Copyrighted material
FUBBERS SUB CLUB CEDAR

Gimmix: Derajs at WINS, New York’s most popular vocalist, will preside over the march "Colonel Bogey" when recorded in combination with "The March From the River Kwai." Licenses already issued

will remain in effect.

The reason for stopping the double license is, according to the Boney and Hawker legal dept., "too much confusion." They will be in effect for two weeks. At the end of that time, Alford’s "Colonel Bogey" itself, which, by the way, is a tune that has been played for bands by many bands, and the Columbia Pirates, led by their Captain, has recently featured the songs in the future and to award statutory damages.

BOYCE TO MARCH ALONE

Booney and Hawkes, Inc., announced last week that they are opposing the license to use "The March From the River Kwai." Their position is that the license is not for the march "Colonel Bogey" when recorded in combination with "The March From the River Kwai." Licenses already issued should not be referred to as "The March From the River Kwai." MELLIN-FAIRBANKS PUB TEAM

Bobby Mellin and Douglas Fairbanks Jr. have set up two more radio stations, as Douglas Fairbanks Sr. did last year. Fairbanks-Mellin is the name of the enterprise. Fairbanks has cut two sides for ABC-Paramount Records which will be released shortly. The two stations will be known as "Teentones," and will feature the music in Fairbanks' forthcoming radio series and movies which will be produced by the new Fairbanks-Mellin firms.

New York

Derajug William Williams of station WEXT in Cascocton, O., has been signed to an exclusive recording pact with Hajo Records. Berbert Derajug "The March From the River Kwai," a hit disk in the trade, has signed to start in the world market. Also announced on the table has started in Boston, under the helm of Ruth Clefton, called "Jamland." Multi-sponsored by the Grayburn, Marques and Luculli Mollons. First record on Look will be issued in the near future by Miss Mollons "Maybe You’ll Be Missing" and "Cool, Cool Baby." Della Reese is in the United States these days, not England, and she will open at the Latin Casino in Phila-

Thrush Beverly Kenney has been signed by the William Morris office. She will appear on the Steve Allen TV show on May 18. . Smoke and Warren Promotions is now handling the book-

of sales...be an added plus in the case of bids of the Virginia Playboys. Harper’s latest skating is on Wagon Records.... Unicorn Records is releasing an album of "Russian Art Songs" next week, featuring tenor Maxim Kaniok.... Gene Krupa and trio open at the Clover Club in Peoria, Ill., on May 15 and play two weeks at the Blue Note in Chicago starting on 21.... Bobby Scott is now playing at the Blue Angel in New York.... George Eberose is now at the El Morocco in Montreal.... Dick Rockn has signed with M-G-M Records.

Barry Golder of Casino Records in Philadelphia, is providing and bearing startling artists such as Lee Andrews, Genevieve, and Val ballots. Golder has just opened an office in New York with deejay Jocke Henderson for Wriers publishing firm, G. H. S. Music.... Thus Scott has signed with GAC.... Cab Calloway headquarters for the Olympic Music Hall in Paris for three weeks starting May 21.... Guy Mitchell plays theaters in England and Scotland starting May 18.... Vaughn Meiners will be at Birdland in Boston on May 26 from June 1, Urania Records has signed Kammie Ansonettes, advertising-public relations manager of Decca Records, for "chaos," and has signed a new record with the "And The Band's Played Out." A new label, Fiddlin Records has been formed by the late president, George C.W. Records, calls attention to a video "The Way with Music," and the annual National Golf Turna-

When the record is announced, with the Industry "To" Industry Social Committee (DSC). "Nothing would delight me more," wrote DSC, "if everyone who has the "Moomin" could make one of our "people" take the path of the "Moomin." For the record, the Moomin, did not include enough people, such as the "Moomin" who are not eligible if you are associated in any way with the music business. For the rest, see page 10 in this issue.

Wee King appears in Midweek Friday (10) for the

FOLK TUNES & TONES

BILL SACHS

Around the Horn

The City of New York News Bureau erred last week in announcing the dates for the annual Country Music

Dick Yankees' Association Festival to be held in that city. The bureau's release gave the dates as May 26-27. A bulletin from Crack-

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FOLK TUNES & TONES

BILL SACHS

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In a recent week there has been talk that a number of artists, already signed for the Fair, had backed out. According to Miss Dalrymple, Louis Armstrong the only one to withdraw. It's understood that this was forced by binding commitments in the States, including a Lewisham Stadium appearance July 4.

Armstrong, according to his manager, Joe Glaser, is still likely to tour Europe in September, and Fair officials hope that he may be worked in the Harry Belafonte also rumored to have canceled out, will definitely appear for his scheduled three days in September, according to execs of Music Corporation of America, his booking agent.

Other organizations on the Fair docket include the Philadelphia Orchestra (July 2, 3 and 4); the Juilliard Orchestra (July 23-27); The American Ballet Theater (July 2, 3 and 4); the Jerome Robbins Ballet (July 15-26); the American Ballet Theater (August 5-10); the Metropolitan Opera (July 11-13); the Antibes Dance Festival (July 13-23); the New York Philharmonic (July 24-28); and the Yale University Festival (September 9-14). The Yale Glee Club and the Wiltshire-pools, the Smith College Glee Club, the New College (Connecticut) Glee Club have also been scheduled.

Concert Singles

For single recital appearances during the summer, the U. S. Pavilion will have the New York Woodwind Quartet, the Juilliard String Quartet, Yehudi Menuhin, the Unione, the George London, Blanche Thebaur, Brynjan Jantik Ross, Nadine Turek, Ralph Kirkpatrick, Leon Fleisher, William Warfield, Eleanor Steber, John Browning, Sylvia Marshall and Ben Sidran.

An earlier proposal dealt, which would have brought a troupe of RCA Victor artists to the Fair, of both pop and classical categories, apparently fell thru because, according to Miss Dalrymple, it was felt that none of the artists would want to appear as part of a troop. Miss Dalrymple is now negotiating on two projected legitimate theater ventures, for which, she says, "I've kept convenient holes open in the schedule." These would be Rock Hudson, Gene Kelly and Franchot Tone in "The Time of Your Life," and Joanne Woodward and Paul Newman in "Dark of the Moon." Ford Contribution

Another industrial firm involved in the U. S. doing at the Fair is the Ford Motor Company, which will underwrite the cost of presenting the Walt Disney "Circarama," circular screen film presentation. On the idea of industry co-operation, a suggestion that perhaps the disk industry might be persuaded to provide an all-star popular record star package, as a joint venture, was greeted by the comment from Miss Dalrymple that such an idea hadn't been proposed to the companies with any success.

Miss Dalrymple described the difficulties involved in operating with a limited budget, "It takes $1,000 or cash for transportation for any artist who goes over. So we have to try as much as possible to get artists who will be in Europe anyway. Then it's the problem of setting the dates. After that, I have to submit all performers to the main committee in Brussels. If they approve, one of them gets thru to Europe. In Washington and gets a final okay... it's a trying thing to go thru as this and still get the hard press we've gotten for our efforts. If we had more money, we would have no problems at all."
Ewer your listeners and yourself in the exciting Dinah Shore “Secret Of Happiness” letter contest. There are fabulous prizes for listeners who write the best letters... and for the deejays who submit the winning listener letters.

FIRST PRIZE: TWO LUXURY CHEVROLET IMPALA CONVERTIBLES! 1 for the winning listener entry—1 for deejay who submits winning listener entry.

SECOND PRIZE: TWO RCA LIVING COLOR TV SETS! 1 for deejay — 1 for listener.

THIRD PRIZE: FOUR RCA VICTOR HI-FI SETS! 2 for deejays — 2 for listeners.

FOURTH PRIZE: FOUR POLAROID LAND CAMERAS! 2 for deejays — 2 for listeners.

c/’w “IT’S THE SECOND TIME YOU MEET THAT MATTERS”
From the B’way hit—“Say, Darling”

“SECRET OF HAPPINESS”
With Harry Zimmerman’s Orchestra and Chorus 47/20-7211

CONTEST RULES
1. Ask your listeners to write, in a letter of 50 words or less, their own “Secret Of Happiness.” Listeners must send entries to the deejay whom they heard announce contest, not to RCA Victor.
2. Listener contest ends midnight, May 31, and all entries must be postmarked before that time.
3. You select the one best entry received from your listeners and forward it to Jack Dunn, RCA Victor Records, 150 E. 34th St., New York 10, N.Y. This is your contest entry. It must be postmarked not later than midnight, June 6.
4. Winners will be announced in “Deejay Digest” sometime in June, and also on NBC-TV’s “Dinah Shore Show,” June 15.
5. Decision of the judges will be final and all entries become the property of RCA Victor Records. In case of ties, duplicate prizes will be awarded.

START YOUR LOCAL CONTEST TODAY!
NEW RCA BRANCH: The Atlanta trading area will be served by a new distributor, the RCA-Victor Distributing Corporation, effective immediately. The branch will be headed by Gordon B. Hald, formerly v.p. of the firm's Wichita, Kan., branch.

EAR CHECK: A new record tape, "How's Your Hearing" has been produced by Mono-Bow Publications, Savannah Park, Md. The tape features 30 minutes of music by Leary Herrman to provide a screening test for hearing level and tone and word pairs to test speech and music discrimination. The tape, priced at $8.65, is dual track 7½ ips and is packaged with a complete instruction booklet.

NEW HEADQUARTERS: Symphonie Electronic Corporation, has leased 2,000 feet of office space in the Coliseum Tower, 10 Columbus Circle, New York City. Film will bring its executive, sales and accounting departments to the new quarters, on or about June 1st. Manufacturing facilities are in Lackawanna, N. J.

GOING UP: Audio Devices is looking for a sales increase of $50,000 per quarter through 1955. In fact, the firm is telling its stockholders about it. The company's 10-page tape and disk sales hit $47,750,000, a 20 per cent increase over the year before.

SALES HEAD: The new Newark branch of the Sylvania Sales Corporation has Don Col- lin as Sales Manager. Collins joined Sylvania House Electronics as a rep last October. The branch will distribute Sylvania television, radios and high fidelity instruments in Northern New Jersey.

FANCY EYES: A new group of Acoustic grille cloth band prints are announced by Newcastel Fab- rics (Brooklyn, N. Y.) The designs are keyed to current interest in space and astronomy. "stabist," "Milly Way" and "Constellation" are the names of the new designs.

AD MAN: Pilot Radio Corporation, (Long Island City, N. Y.) has appointed Ian Joseph to the post of advertising manager. Joseph was formerly with Fisher Radio, RCA-Victor, London and Decca Records and brings a lot of experience to his new job.

STEREO KNOW-HOW: The Fairchild Recording Manufacturing Company, Long Island City, N. Y., has turned out an informative booklet on stereo disc reproduction. It's a 16-page, self- contained called "Stereo-The Easy Way," and tells what is stereo and what it can do for the consumer. It describes recording principles, sketches in the background of the stereo development and gives the user to most frequently asked questions. In short, it's a good booklet to get into the hands of customers.

Warren Albright is the new production manager of Acoustic Research and George Bryant is the new man- ager of marketing of RCA Victor's television division. Albright will also be responsible for purchasing and quality control activities.

HEARD OVER THE COUNTER

Melvin Gee, Coddington Mus- ic, Toronto, will complain about the lady who wanted to buy "Grand Canyon Suite" with the Beatles record because she had a three-speed hi-fi but she wanted to make sure the record was "one of those RCA Ortho- pedic sound discs."

A customer, who had been browsing in the kiddie depart- ment, asked: "I guess you don't have any songs by Walter Winchell. I was told to get some.

Walter Winchell? 

No. But wait a minute. The only record I called "Gon Edwards' Revue" That may have what you are looking for.

Sure, let's have a look at it.

"Here it is! See, songs like School Days, Jimmy Valentine; you know, the kind I used to sing and dance with.

I don't winchell, and I winchell and I winchell with my dummy, Jerry Ma- house.

Oh, you mean Paul Winchell."

"Isn't that what I asked for when I came in?"

"I want to get something new in the future."

"Did you want a single record or an album?"

"I wasn't sure."

"How many of those expensive albums. He practices so hard we want to surprise him with a gift.

Sure that nice . . . what does he play?

"A tender saxophone!"

An Astor Music Shop em- ployee recalls the days when he made as many mistakes as the customers. One par- ticular error has remained vividly. It concerns a lady who asked him for "Pearl- fisher," to which her reply was "Pearl Fisher? What does that mean?"

Similarly, Terminal Music Corporation's George Leavy recalls the same thing.

"Do you have an instrumental of "Two Different Worlds?"

"No, I'm sorry, we're out of it right now!"

"Oh, I know it's at the end of the world."

"I don't think we have that one either."

A customer who had pur- chased "Tchaikovsky's 1812 Over-ture," came back the following day with a smile of satisfaction written on his face. "You were right," he said to the owner. "It was great even for the music. But much so I've come back to buy the rest of it!"

Some incidents are hard to be- lieve, but Randy Wood, of Rob- son's, swears that when a young lady asked him for a unique named "Crima-Riva," he started looking for it in the acous- tick Russian Favorites album. The manager's face changed the course of his direction.

Our sweet old lady with flowers for her favorite record shop during one of these wanderings. She was quite wet and pre- occupied as she asked for "Sail Along Silly Silly Goose."

Mrs. Buch Brown, Forbes Meagher Music Company, Mid- dle, Ws., says there were a lot of checkouts in their record de- (Continued on page 43)

SIDELINE MUST

The Accessories Push
Cues Extra Sales

- Slogan: "get most from disk" is pay-off
- Also: 'diamonds are hi-fi's best friend!

By BOB LATIMER

BOULDER, Colo. — Aggres- sively pushing the theme, "We want you to get the most out of your records," is the platform on which Aber's of Boulder, operat- ing two stores here, sells one of the State's biggest volumes of ac- cessories.

Lyle Aber, owner, is convinced that many record retailers are overlooking a lot of extra sales possibilities thull leaving accessory sales suggestions "til later." The time to sell accessories is always now at Aber's two stores, and putting strenuous efforts into this operation, the Colorado firm has set some startling records.

For one thing, Aber sells a diamond needle at $12.95 to $22.50 with 75 per cent of the high-fidelity record players which are bought in his stores. For some one year Aber's has averaged the sale of at least four diamond needles per day, two in each store. More than half of all rec- ord-player customers buy at least two accessory items, and many of them add as many as five to their purchases. When it is considered that Aber sold 417 record players from September 1, 1957, to March of this year, it can be seen that a you can get a "wish list" to the business at the Boulder store.

This kind of typical sales leads to a successful accessory merchan- dising program as practiced at Aber's. For one thing, Aber builds

(Continued on page 43)
JILL COREY
SWEET SUGAR LIPS
b/w LOVEABLE
Glenn Osser and his orchestra
4-41164

"Sweet Sugar Lips" is a two-beat, Dixie-flavored opus with a crisp, refreshing sound. The use of dual voice tracks of Jill's soulful style, the Dixie two-beat, stop time and banjo all spell out B-I-G. The flip is a cute staccato tempoed novelty with the mellow-toned vocal group which produces a fine backdrop for Jill's appealing voice.

TONY BENNETT
YOUNG AND WARM AND WONDERFUL
b/w NOW I LAY ME DOWN TO SLEEP
Frank De Vol and his orchestra
4-41172

"Young and Warm" is one of those rare songs that comes along with enough stuff to become a hit and remain a "standard" among records. The flip is the latest from the hit-writing team that produced the chart-killer "Witchcraft." These two will rocket!

JENNIE SMITH
WALKIN' NEATH THE MOONLIGHT
b/w MY FIRST MISTAKE
Ray Ellis and his orchestra
4-41171

Jennie Smith is the exciting newcomer to Columbia Records! Not yet twenty, she's got the poise and polish of a seasoned performer plus kittenish warmth, viracious excitement and silken good looks. Her first song is a lilting-tempoed ballad with an infectious guitar lead. The flip, a strong beat stroller which will really get her under way...full speed ahead.

RONNIE SELF
DATE BAIT
b/w BIG BLOW' BABY
4-41166

Here are two rock 'n' rollers! The first, a pounding, earthy screamer which gets all-out support from a big sounding tenor sax and a double helping from the driving vocal group. The flip's another wailing rocker. Both swinging releases are sure bets to keep Ronnie's popularity winging forward.
**Sonic Debs Stereo Phono Under $100**

Using a special trade-in gimmick, Sonic Industries is able to offer a complete stereo phonograph, including a special demonstration record, for well under $100. The Lynbrook, N.Y. firm began booking promotional displays for its entire stereo line of seven models with a series of distributor and dealer meetings at New York’s Park-Sheraton hotel last week. Next stop for the Sonic sales team is Chicago’s Sheraton-Blackstone Hotel. They will demonstrate their units during the Electronic Products Fair May 19 to 21.

The master units in the stereo line—comprising stereo cartridges and amplifiers and one speaker—range in price from $95.95 to $235.95. The stereo external speakers which complete the system range from $4.95 to $49.95. Thus, the deal with trade-in allowance breaks down as follows:

- **Model 760**: $95.95
- **Stereo Model**: 760 $95.95
- **Stereo Model SP-1**: 14.95
- **Stereo Speaker**: 12 1/2 1.95

The total price of $109.95 plus the trade-in for the record player results in a net $24.95, bringing the total cost to the consumer to $84.90.

The master units of seven models are priced as follows:

- Model 1000 199.95
- Model 3000 console 299.95
- Model 700 portable 199.95
- Model 700B portable 199.95
- Model 760 portable 89.95

The external stereo speakers needed to complete the system are available in three different models priced as follows:

- **SP-1** (4-inch) 14.95
- **SP-2** (8-inch) 29.95
- **SP-3** (3-inch) 9.95

The beautiful fully enclosed speakers are available from $37.95 (at the purchase of Model 760) to $90.00 (in the purchase of Model 760). When the price of the line comes down to the consumer, the stereo system is priced at $74.95 in each case.

Sonic has created a two-color brochure which pictures and describes each model in the line. The slogan adopted by the firm is: "Start selling stereo today with seven new Sonic stereo phonographs."

**New Midget Speaker**

Telematic Industries, Brooklyn, makers of the "Debonaire," announce a new miniature speaker system called the "Ministrel." The system is available in four decorative woods—Mahogany, walnut, blonde or cherry.

The firm says the "Ministrel" represents a new approach to realism in a small enclosure. The entire air chamber, thin dynamic air space, and a new matching transformer with optimum results from both high and low ends, says Telematic.

The "Ministrel" measures nine inches by 18 inches. The size permits placing in any medium-sized room as a bookshelf speaker.

**New Non-Slip Disk Gimnicks**

Kirsch Music Company, New York City manufacturer of record accessories is introducing a new item for the record collector. The item is known as the "Tip-Grip Tips." It is used on automatic phonographs. The mat is a cork and rubber disk. The friction collar is placed on the record between the mat and the needle. A small hole in the center of the mat allows the diameter to be led through the inner guide of the supporting arm. This allows the mat to be glued to a package and six paintings to be assembled on it. The disks are priced at $1 for the package of five.

**Westinghouse Mulls Stereo**

Westinghouse is getting ready to do music business with the stereo-minded consumer. While the direction the firm will take with their new models is not completely set, they are exploring several avenues of sales.

First, they will produce a conversion unit so that present owners of Westinghouse high fidelity instruments will be able to convert easily to stereo if they wish. A prototype of the conversion kit will be shown to the public in the Shelbyville marketing area May 15 and 16.

It consists of the standard 10-watt amplifier used in the firm’s current line, plus a two-speaker system in enclosure. A switch and stereo cartridge complete the package. Westinghouse has not yet set a price for the kit, but a complete and kit-ready May 15 will be before the Music Trade Show in July.

Next, Westinghouse plans to produce "stereo pairs," a complete cartridge pack and stereo phone. The firm also is mulling the advisability of continuing production of a monophonic system. They believe there will still be many customers who don’t want to buy stereo and shouldn’t be penalized by the extra cost of dual amplification in a mono unit. The monophonic system could always be converted to stereo with one of their kits.

The new speaker-amplifier cabinet, styled to harmonize with the existing high fidelity line, will be constructed of Mahogany, lined oak and fruitwood.
THE LABEL TO WATCH

First Release!

The Kids from Texas

I'm So Long Legged Lonely Linda

Hanover Records

Hanover Records, Inc.
1819 Broadway
New York 19, N.Y.

ORDER FROM YOUR NEAREST DISTRIBUTOR

Malnet of Maryland, Inc.
6 East Mount Royal Ave.
Baltimore 2, Maryland

Music Supplies, Inc.
263 Huntington Ave.
Boston, Mass.

Scan Distributing
10-14 Allen St.
Buffalo, N.Y.

Carniss Dist. Co.
Chicago, Ill.

Whirling Disc
1189 Gibeau Ave.
Cincinnati, Ohio

Sterling Music Dist., Inc.
2928 Prospect Ave.
Cleveland, Ohio

Daily Bros. Dist.
2200 Irving Blvd.
Dallas, Tex.

Jay-Kay Dist. Co.
1725 Woodward Ave.
Detroit 1, Michigan

Eastern Record Dist., Inc.
26 Clark St.
East Hartford, Conn.

H. W. Daily Dist.
114 E. 11th St.
Houston, Texas

Whirling Disc
1911 North Capitol
Indianapolis, Indiana

Record Sales Co.
2815 W. Pico Blvd.
Los Angeles 6, Calif.

Major Dist. Co.
462 E. Ogden Ave.
Milwaukee 2, Wisconsin

Coda Dist., Inc.
72 Glenwood Ave.
Minneapolis, Minn.

R & D Distributors
622 Barron
New Orleans, La.

Malvare Dist., Inc.
425 W., 44th St.
New York City

Chatten Dist. Co.
2517 Jan Pahn Ave.
Oakland 12, Calif.

Malnet Dist. Co., Inc.
1622 Farmount Ave.
Philadelphia 30, Pa.

Standard Dist. Co.
1705 Fifth Ave.
Pittsburgh, Pa.

Geo Record Dist.
1906 Washington Ave.
St. Louis, Mo.

Stanley Dist.
235 W. Lake North
Seattle, Wash.

Some Territories Still Open

PHONE—WIRE—WRITE

WWW.AMERICALRADIOHISTORY.COM
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

The following new packages, released 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 Album**

**SWINGIN' DOWN BROADWAY** (1-1/2) - Erskine Cadley, Columbia CL 1124

The truth has never sounded better. With superb backing by Swingin' Paul Weston, the big band, not unlike early T. Roosevelt ensembles, Miss Cadley shows how wonderful taste, ease and flexibility to best advantage on such smart material as "The Gentleman Is A Dog," "Gentrification," "Mynor's Entered My Mind." Mrs. Weston are a gas here. Prime merchandising.

**Popular EP Album**

**JIMMIE RODGERS SINGS** (1-EP) - Roulette 3-1012

"Honeymoon," and "Oh-Oh, I'm Falling in Love Again," two of the artist's hits formerly released as singles, are included in the set. His previous EP was a success, and this should follow suit. Other tunes are: "The Prayer" and "Butter Loved You Never Be." Strong ten bant.

---

**Classical Album**

**BRAHMS: SYMPHONY NO. 2** (1-LP) - Minneapolis Symphony Orch. (Dorati). Mercury 9-5071

This is one of the most recorded of all the Brahms repertory, yet this brilliant exposition of the work will undoubtedly account for its share of the credit to the reputation established by Dorati with the Minneapolis Orch. for its top-selling rendering of Tchaikovsky's "1812 Overture." Chicago recording process again captures the big, rich sound. A beautiful cover shot of huge redwood trees is worth displaying.

---

**Special Merit Classical Album**

**CLAFLIN: TEN SCENES, KAY BASS' DANCE & POLKA FOR STRINGS** (1-LP) - Orch. of the American Nationalists. Decca 3021A

Claflin made an impressive showing with his "Lament for April 15th" which was recorded on this label last year. His "Ten Scenes" is an interesting suite that musically describes certain teen-age moods and situations. They are charming and programmatic. McBride's "Pom-Pom Keets" is a light orchestral work that incorporates a theme and various ideas within a single fugal framework. "Waltz for a Small Orchestra" utilizes jazz idiom. The Kay works are based on folkish themes. Sales may be limited, but devotees of works by contemporary American composers can be prospects.

---

**Jazz Album**

**TRAV'LIN' LIGHT** (1-LP) - The Jimmy Giuffre 3. Atlantic DL-9000

The new Jimmy Giuffre features a new concept playing in bandon and Jim Hall on guitar with an ensemble lead by Giuffre himself. Playing the "interior jazz" style that Giuffre has helped pioneer, a lightly swinging jazz chamber music with depth and quality, the trio performs it with taste and skill. Tunes include standards like the title tune, "Four-Sax."

---

**Album Cover of the Week --**

**DON SHIRLEY WITH TWO BASSES.** Cadence EP 9 for an attractive and simplicity cover ideal. The album comes with a colorful insert insert and letter too be seen.

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**Most Played by Jockeys**

**FOR SURVEY WEEK ENDING MAY 3**

Albuns are ranked in order of the greatest number of times they were played on jazz radio stations during the survey week ending on the date shown. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. **COME FLY WITH ME**
   - Frank Sinatra
   - Capitol W 920

2. **LESTER LANN IN THE TAIFFANY BALL**
   - Lester Lannin
   - Epic JN 1003

3. **MUSIC MAN**
   - Original Cast
   - Capitol WAO 900

4. **SWINGING ON BROADWAY**
   - Frank Sinatra
   - Capitol T 903

5. **WARM**
   - Johnny Mathis
   - Columbia CL 1768

---

**Best Selling Pop EP's**

**FOR SURVEY WEEK ENDING MAY 3**

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's record retail outlets during the week ending on the date shown. Total sales, total sales, total sales, and all data used in this continuing study of retail record sales are under the direct and continuing supervision and control of The School of Retailing of the Ohio State University.

1. **JAILHOUSE ROCK**
   - Elvis Presley
   - RCA Victor EPA 4114

2. **BILLY**
   - Frank Sinatra
   - Capitol EPA 1830

3. **COME FLY WITH ME**
   - El Ever Presley
   - RCA Victor EPA 4963

4. **BONY-TONK PIANO**
   - Kenwood O'Connell
   - Grand Award EP 3001

5. **LETS SPIN**
   - Elvis Presley
   - RCA Victor EPA 1533

6. **GLEN MILLER**
   - RCA Victor EPA 1248

7. **SPIRITUALS**
   - Eania Ford
   - Capitol EPA 1518

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Copyrighted material
available now!

STEREO RECORDS

a great new label presents true stereophonic sound on disk!

By arrangement with Contemporary Records, Good Time Jazz, and SFM Records (Society for Forgotten Music), Stereo Records offer best-selling albums in the fabulous new sound!

NOTE: these records are truly stereophonic and therefore non-compatible; they are designed for stereo playback cartridges.

"STEREO RECORDS" 2-channel, long-playing 12" albums, each 5.95

*TRADE MARK REGISTRATION APPLIED FOR

STEREO RECORDS are distributed in the U.S.A. by Contemporary Records distributors

STEREO RECORDS, a division of Good Time Jazz Record Co., Inc. 8481 Melrose place, Los Angeles 16, California

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STEREO RECORDS, a division of Good Time Jazz Record Co., Inc. 8481 Melrose place, Los Angeles 16, California
**Review Spotlight on Albums**

- **Special Merit Jazz Album**
  WORD FROM BIRD (1-12) — Teddy Charles. Atlantic 1274
  The title selection is an interesting adventure into a jazz series. The actual conception of the work is more along a classical outline, however, the solos are top jazz artists, and the overall concept of the work is patented Charles in each spot. He is a talented composer and vibraphone. Those who desire an outing in jazz within a serious frame-work will take to this. It’s certainly worth exposure. Other selections include “Laura,” “Just One of Those Things,” and more Charles originals.

**Low-Price Children’s Album**
A wonderful, warm, musical version of the famous Hans Christian Anderson story narrated and sung delightfully by Bing Crosby. The music adds an ideal touch to the story, thus pointing a moral for the kids. Second side contains a musical of the same name.

**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)

- **SPORTSPAPER**—Sure-Fire Merchandising — Top Demand
- ****—Very Strong Sales Potential — Essential Inventory
- **POPULAR**
- SAY, DARLING
  Jimmy Stamps (1-12) RCA Victor LOC 1948
  This original cast album has something aside full force backing to give the numbers a show-stopping quality. Stamps is a fine actor and singer.
- **STEVE ALLEN SAYS,**
  Steve Allen (1-12) London 3149
  Allen’s plans with his arrange- ment of tunes for one travel or another associated with the “Steve Allen Show” are in our world. It’s a new plan introduce- d by the program on the NBC network material, played with a great beat to Alice and “Men.”
- **WEDDING MUSIC**
  Joan Crawford at the Pipe Organ (1) RCA Victor 1810
  A fine program of music for any kind of wedding. For the organist, the “March of the Federal” is just like a wedding march.

**DANCE AND STAY YOUNG**
David Carroll (1-12) Mercury MG 3421
The dancing staff for the over-60 crowd becomes a necessity. Carroll’s gentle style is an ideal partner for the over-60 crowd. A number of his selections are numbers for the over-60 crowd.

**MUSIC FOR HAND JINGLING**
George London (1-12) RCA Victor LOC 1948
This is a perfect album. The arrangements are perfect and the recordings are perfect. The numbers are all perfect. For the over-60 crowd.

**PORTRAITS**
Frank & the Oke (1-12) Columbia CL 1106
A series of ten instrumental recordings arranged by arranger-conductor Frank De Fara. A fine album to add to Columbia Records repertoire. Sells over a million copies.

**TODAY’S MUSIC**
De Los Ross (1-12) Columbia WE 128
An arrangement of the last style, with some novelty Milton origin.

- **STEEL GUITAR FAVORITES**
  Roy Acuff’s (1-12) Mercury MG 3358
  A long a big name in the country and western field of steel guitar strings. Acuff shows his talents to advantage in a band parked list of hits. His renditions are cheerful, and the sound is delightful in the listener, often trans- formed on an album as “Sweet Rhy” and “Georgia Steel Guitar” on the great hits Best of “Columbia.”

- **PEERLESS ALBUM CO.**
  Since 1919
  The leading manufacturer of

**RECORD JACkETS**
Refined services include:
- PLATING MACHINES
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CRAZY LOVE  b/w  LET THE BELLS KEEP RINGING

Paul Anka  - ORCH. AND CHORUS CONDUCTED BY DON COSTA

9907

I KNOW WHERE I'M GOIN'  b/w  WHO'S TAKING YOU TO THE PROM

George Hamilton IV  - ORCH. AND CHORUS CONDUCTED BY DON COSTA

9924

I LOST MY LOVE LAST NIGHT  b/w  PLEASE DON'T GO

Johnny Nash  - ORCH. CONDUCTED BY DON COSTA

9927
HAS THE HOT ONES!

Single After Another!

YOU NEED HANDS

b/w

DORMI - DORMI - DORMI

9925

Eydie Gorme—ORCH. AND CHORUS CONDUCTED BY DON COSTA

BIG NAME

b/w

SHAM

NAME

b/w

SHAM

BUTTON

The Royal Teens

YOU'RE JUST MY KIND b/w Cross My Heart
THE RIGHT GIRL b/w Goin' Wild
YOU'RE REAL KEEN, JELLY BEAN
DON'T YOU HEAR ME CALLING, BABY
RED LIPS

9922 Jay B. Lloyd
9921 Carol King
9919 Nick Anthony
9912 Ronnie Haig
9923 The Rock-A-Fellas

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**Reviews and Ratings of New Classical Albums**

**CLASSICAL 三****

**Mendelssohn: national Fireworks - Music Water Music Suite (3/12) - London Symphony Chorus, Vienna.**

Two musical spectacles are given a touch-up throughout this new release through the genius of Karl Weigl. Here is a true masterpiece of the Vienna Philharmonic Sound. Each individual instrument is perfectly recorded. The result is a true masterpiece of the Vienna Philharmonic Sound. Each individual instrument is perfectly recorded. The result is a true masterpiece of the Vienna Philharmonic Sound.

**Beethoven: Choral Fantasy for 3 Pianos & Orchestra (1/12) - Deutsche Grammophon.**

These two performances of the Brahms and Beethoven Choral Fantasies are recorded with precision and beauty. They are played with a depth and perception here the plastic that convey the moving music of the works. Although each of these works has been the subject of the performance of the "Sommer No. 3" to the rich, this recording is of such a high level that it will appeal to many others.

**Rapsodie: Sonatine Nr. 1 & 2 for Piano - Schubert & Chopin - Hans-Joachim Klose, Vienna.**

Two excellent performances of the Brahms Sonatine No. 1 for Piano and Chopin No. 1 & 2. The performances are thoroughly recorded. The result is a true masterpiece of the Vienna Philharmonic Sound. Each individual instrument is perfectly recorded. The result is a true masterpiece of the Vienna Philharmonic Sound.

**Debussy: Symphonic No. 4 - Smetana: Suite no. 1 - Malmö Opera, (Hedelstein).**

An inspiring collection of a pair of the best of Debussy and Smetana. Both are recorded in admirable sound quality and present much of the color and character that are so characteristic of these colorful orchestral scores. The result is a true masterpiece of the Vienna Philharmonic Sound. Each individual instrument is perfectly recorded. The result is a true masterpiece of the Vienna Philharmonic Sound.

**Rapsodie: The Sonatas for Violin and Piano - Bach & Paganini - V. Berlin.**

Ralph Moeller, Piano. V. Berlin. A fine debut in this field.

**Shostakovich: A / B, and C.**

A fine debut in this field.

**Rapsodie: Symphony No. 3, Variations on a Theme by Haydn - M. V. Russian.**

A fine debut in this field.

**Max Boach Plus Four on the Chicago Scene (1/12) - Mercury.**

Ralph Moeller, Piano. A fine debut in this field.

**Cleveland Style:**

James Cleveland (10/5). Mercury M 3142.

James Cleveland, one of the most recording stars in the business. Here is a chance to show off his driving style on this album of traditional Gospel music. Gene Nelson, Wynn Kelly, Charles Presley, Lenell, Tony Satterfield are among the artists. A fine debut in this field.

**Jazz Napolitana:**

Great Grammy (10/12) Decca, Sarn. 637. A fine debut in this field.

**Mozart: Clarinet Concerto (1/12) - Deutsche Grammophon.**

This recording is the best we have heard of this work. The results are very pleasing.

---

**CLASSICAL 三****

**Telemann: 3 Concertos & A Sonata - Deutsche Grammophon.**

The orchestra is excellent and the recordings are very well done. The Adrian Associates, inc. 55 West 42nd Street, New York 36, N. Y. phone PC 6-09367

---

**Hendel: Water Music Teleman: Tafelmusik-Thirde Suite (1/12) - Allied Artists.**

A splendid newly recorded work. The Adrian Associates, inc. 55 West 42nd Street, New York 36, N. Y. phone PC 6-09367

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**Telemann: 3 Concertos & A Sonata - Deutsche Grammophon.**

The orchestra is excellent and the recordings are very well done.

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"Society Dance Music by Wilkowski"+Excellent Polka Line Distributors: Territories Still Open. Write for details. Cinderella Castles of Sound.**

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**Album of the Week**

**JOSE MELIS "TONIGHT" CELP #411**

---

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PAT O’DAY SINGS

ANOTHER TIME

ANOTHER PLACE

(c/w ALL LOVE BROKE LOOSE)

WITH HENRI RENE'S ORCHESTRA AND CHORUS

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### Honor Roll of Hits

**The Nation's Top Tunes**

**For survey week ending May 3**

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>This Week</th>
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<tr>
<td>1.</td>
<td>Witch Doctor</td>
<td>1 4</td>
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<td>All I Have to Do Is Dream</td>
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<td>3.</td>
<td>Twilight Time</td>
<td>3 5</td>
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<td>4.</td>
<td>He's Got the Whole World in His Hands</td>
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<td>5.</td>
<td>Wear My Ring Around Your Neck</td>
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<td>11.</td>
<td>Oh, Lonesome Me</td>
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<td>12.</td>
<td>Lollipops</td>
<td>9 9</td>
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<td>13.</td>
<td>Who's Sorry Now?</td>
<td>10 11</td>
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<td>14.</td>
<td>Sugartime</td>
<td>13 18</td>
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<td>15.</td>
<td>Looking Back</td>
<td>20 3</td>
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<tr>
<td>21.</td>
<td>Johnny B. Goode</td>
<td>27 2</td>
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<tr>
<td>22.</td>
<td>Are You Sincere?</td>
<td>18 12</td>
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<td>23.</td>
<td>For Your Love</td>
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<td>24.</td>
<td>Arrivederci Roma</td>
<td>2</td>
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<td>25.</td>
<td>Believe What You Say</td>
<td>23 5</td>
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<td>Return to Me</td>
<td>6 7</td>
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<td>27.</td>
<td>Chanson D'Amour</td>
<td>8 3</td>
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<td>28.</td>
<td>Kewpie Doll</td>
<td>12 3</td>
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<td>29.</td>
<td>Tequila</td>
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<td>Book of Love</td>
<td>11 6</td>
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**Second Ten**

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<td>Catch a Falling Star</td>
<td>14 16</td>
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<td>17.</td>
<td>Billy</td>
<td>16 6</td>
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<td>18.</td>
<td>Sugar Moon</td>
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<td>Big Man</td>
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<td>20.</td>
<td>A Wonderful Time Up There</td>
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**Third Ten**

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<td>There's Only One of You</td>
<td>24 4</td>
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<td>Don't You Just Know It</td>
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<td>Lazy Mary</td>
<td>26 7</td>
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<td>Skinny Minnie</td>
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<td>You</td>
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<td>30.</td>
<td>Crazy Love</td>
<td>27 2</td>
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</table>

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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
PEE WEE HUNT
MISS OTIS REGRETS
From the Capitol Album "Cole Porter Ala Dixie"
I LOVE PARIS
From the Capitol Album "Cole Porter Ala Dixie"
RECORD NO. 3971

PLAS JOHNSON
LITTLE ROCKIN' DEACON DINAH
RECORD NO. 3977

DEL REEVES
COOL DROOL
THE TROT
RECORD NO. 3979

KEELY SMITH
NELSON RIDDLE AND HIS ORCHESTRA
THE WHIPPORWILL
SOMETIMES
RECORD NO. 3975

THE LOUVIN BROTHERS
MY BABY CAME BACK
SHE DIDN'T EVEN KNOW I WAS GONE
RECORD NO. 3974

JACK MARSHALL
HIS ORCHESTRA AND CHORUS
THUNDER ROAD CHASE
FINGER POPPIN'
RECORD NO. 3978

AND EXCITING NEW ARTISTS

THE BANJOLEERS
SORRY, SORRY, SORRY WHOOPS-A-DAISY
RECORD NO. 3976

BOB LUMAN
TRY ME I KNOW MY BABY CARES
RECORD NO. 3972
### Best Selling Pop Singles in Stores

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<tr>
<th>Week on Chart</th>
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<th>Title</th>
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<td>JUNIOR GATES</td>
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<td>SUGARTIME</td>
<td>JERRY BUTLER</td>
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<td>1958-05-03</td>
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<td>1958-05-03</td>
</tr>
<tr>
<td>47</td>
<td>HOLD ON</td>
<td>COME IN FROM THE RAIN</td>
<td>BILL HALEY &amp; THE COMETS</td>
<td>15</td>
<td>1958-05-03</td>
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<tr>
<td>48</td>
<td>COME IN FROM THE RAIN</td>
<td>TUMBLING TUMBLEWEEDS</td>
<td>THE BEARS</td>
<td>15</td>
<td>1958-05-03</td>
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<tr>
<td>49</td>
<td>TUMBLING TUMBLEWEEDS</td>
<td>THE LIPS</td>
<td>BILL HALEY &amp; THE COMETS</td>
<td>15</td>
<td>1958-05-03</td>
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<tr>
<td>50</td>
<td>THE LIPS</td>
<td>MOON RAY</td>
<td>BILL HALEY &amp; THE COMETS</td>
<td>15</td>
<td>1958-05-03</td>
</tr>
</tbody>
</table>

### Recent Pop Releases Coming Up Strong

- **The High Sign**
  - The Diamonds (BMI) Mercury 71291
- **A Very Precious Love**
  - The Ames Brothers (ASCAP) RCA Victor 7167
WISHING FOR YOUR LOVE
by the VOXPOLLERS

1st SMASH ON

PONY TAIL
by the VOXPOLLERS

MERCURY 71315

2nd SMASH ON

Gino & Gina
PRETTY BABY
MERCURY 71283

"Sure Shot"
CASH BOX

Storz & Vasel
LITTLE TRAIN
MERCURY 71284

On The Charts

The Diamonds
HIGH SIGN
MERCURY 71291

Best Buy Coming Up
BILLBOARD

Sil Austin
HEY EULA
MERCURY 71305

Big Instrumental Smash!
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Kay in a dazzling new hit!</td>
<td>Kay Starr</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>2.</td>
<td>The Lonesome Cowboy</td>
<td>Jones Brothers</td>
<td>Dot Records</td>
</tr>
<tr>
<td>3.</td>
<td>How Can I Forget Him?</td>
<td>Frankie Carle</td>
<td>Gold-Disc</td>
</tr>
<tr>
<td>4.</td>
<td>I Can't Help Myself</td>
<td>PyErr Wye</td>
<td>ABC Paramount</td>
</tr>
<tr>
<td>5.</td>
<td>Return to Billy (ASCAP)</td>
<td>Laura *</td>
<td></td>
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<tr>
<td>6.</td>
<td>Lullaby of the Leaves</td>
<td>The Shadows</td>
<td>RCA Victor</td>
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<tr>
<td>7.</td>
<td>Lollipop (BMI)</td>
<td>Claudette</td>
<td></td>
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<tr>
<td>8.</td>
<td>No More Tears</td>
<td>The Big Bopper</td>
<td>Monotones</td>
</tr>
<tr>
<td>9.</td>
<td>If I Knew You're Dancing</td>
<td>The Platters</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>10.</td>
<td>There's No You</td>
<td>The Clovers</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>11.</td>
<td>(I'll Be) Your Sweetheart</td>
<td>The Mills &amp; Rose</td>
<td>Columbia</td>
</tr>
<tr>
<td>12.</td>
<td>Let Me Be There</td>
<td>Ozzie Nelson</td>
<td>Pro &amp; Dot</td>
</tr>
<tr>
<td>13.</td>
<td>Big Max (BMI)</td>
<td>Pat Boone</td>
<td>Capitol</td>
</tr>
<tr>
<td>14.</td>
<td>Tennessee Waltz</td>
<td>Tennessee Waltz</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>15.</td>
<td>Give a Man Enough Rope</td>
<td>The Three Sounds</td>
<td>Mercury</td>
</tr>
<tr>
<td>16.</td>
<td>Ring O' Roses</td>
<td>Johnny Horton</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>17.</td>
<td>A Wonderful Time In There</td>
<td>Hook Wilson</td>
<td>Capitol</td>
</tr>
<tr>
<td>18.</td>
<td>There's Only One Of You (ASCAP)</td>
<td>Peggy Lee</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Tough Guy</td>
<td>The Four Lads</td>
<td>Monotones</td>
</tr>
<tr>
<td>20.</td>
<td>There's No You</td>
<td>The Clovers</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>21.</td>
<td>Too Late For Tears</td>
<td>The Ames Brothers</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>22.</td>
<td>The Very Thought Of You</td>
<td>The Clovers</td>
<td>RCA Victor</td>
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<tr>
<td>23.</td>
<td>The Four Up</td>
<td>The Four Lads</td>
<td>Monotones</td>
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<tr>
<td>24.</td>
<td>You Love Me</td>
<td>The Clovers</td>
<td>RCA Victor</td>
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<tr>
<td>25.</td>
<td>Cryin' For You</td>
<td>The Platters</td>
<td>RCA Victor</td>
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<tr>
<td>26.</td>
<td>One And Only You</td>
<td>The Ames Brothers</td>
<td>RCA Victor</td>
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<tr>
<td>27.</td>
<td>The Break Of Dawn (BMI)</td>
<td>The Ames Brothers</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>28.</td>
<td>I'm Sorry</td>
<td>The Orchids</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>29.</td>
<td>Bells of Love</td>
<td>The Platters</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>30.</td>
<td>It's Too Late</td>
<td>The Four Lads</td>
<td>Monotones</td>
</tr>
<tr>
<td>32.</td>
<td>When The Roses Bloom</td>
<td>The Clovers</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>33.</td>
<td>The Bells Of Love</td>
<td>The Platters</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>34.</td>
<td>It's Too Late</td>
<td>The Four Lads</td>
<td>Monotones</td>
</tr>
<tr>
<td>35.</td>
<td>One And Only You</td>
<td>The Ames Brothers</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>36.</td>
<td>I'm Sorry</td>
<td>The Orchids</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>37.</td>
<td>Bells of Love</td>
<td>The Platters</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>38.</td>
<td>It's Too Late</td>
<td>The Four Lads</td>
<td>Monotones</td>
</tr>
<tr>
<td>40.</td>
<td>When The Roses Bloom</td>
<td>The Clovers</td>
<td>RCA Victor</td>
</tr>
</tbody>
</table>
Musical Knockout!

THE CHAMPS

EL RANCHO ROCK

Challenge 59007

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E. B. MARKS MUSIC CORP.
136 West 52 St.
New York City

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**ART MOONEY** and his orchestra and chorus

**SOMETHING'S ALWAYS HAPPENING ON THE RIVER**

(From the Broadway Musical "Say Darling"

K12649

**MORTY CRAFT** and his orchestra and chorus

**LONG LEGGED LADIES OF LABRADOR**

K12648

**CHUCK ALAIMO** Quartet

**ROCKIN' IN G**

K12636

**LEROY HOLMES** and his orchestra

**BASIN STREET BLUES**

K12650

**MARV and PATTY**

**BECAUSE I'M A DREAMER**

K12625

---

**Territorial Best Sellers**

*For survey week ending May 3*

The information given in this chart is based on actual sales in stores in a scientific sample of the nu-

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**State**

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
MAY 12, 1958
THE BILLBOARD MUSIC 35

DREAM

BETTY JOHNSON'S SMASH HIT
FOLLOW-UP TO "THE LITTLE BLUE MAN"

B/w HOW MUCH
ATLANTIC 1186

Picked Billboard "Spotlight"

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THE MONEY
Record of the year!

Donny — Morey — Chick

"DON'T GO HOME"
Roulette R-4072

The Hottest Selling #1 Ballad in America!

Valerie Carr

WHEN THE BOYS TALK ABOUT THE GIRLS
b/w Padre R-4066

a sound bit... buy

ROULETTE

Top 100 Sides
FOR SURVEY WEEK ENDING MAY 2

This is a tabulation of dealer individual record sales listed according to the specific date 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.

Pin. Song, Artist, Label Last Week
1. WITCH DOCTOR, David Seville, Liberty 3
2. I'LL BE CRYING, Billie Holiday, Vocalion 1
3. DON'T TOUCH ME, I'M A LADY, Duke Ellington, Columbia 4
4. I'LL BE CRYING, Billie Holiday, Vocalion 1
5. TWILIGHT TIME, Glenn Miller, Decca 3
6. YOU DON'T KNOW WHAT YOU HAVE, Bing Crosby, Vocalion 3
7. I'LL BE CRYING, Billie Holiday, Vocalion 1
8. THE LAST TIME, The Rolling Stones, Rolling Stones 1
9. I'LL BE CRYING, Billie Holiday, Vocalion 1
10. THE DANCER FROM SHANGHAI, David Niven, Decca 3

This chart is based on the Billboard's Music Popularity Charts. The charts are published weekly and list the top recorded songs and albums. The charts are used to determine the popularity of songs and albums at the time of publication.
NRCO'S ALL-NEW OPERATION BIG 3
AND IN NUMBER ONE POSITION

MAKE ME SMILE AGAIN
b/w

CONGRATULATIONS TO ME

by

DARRELL* GLENN

NRCO #004

It's a "Can't-Miss" Repeat of his
Million Seller "CRYIN' IN THE CHAPEL"

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from

NATIONAL RECORDING CORP.

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"Hey! Dealers—Darrell will make us a barrel!"
FOR SURVEY WEEK ENDING MAY 3, 1958

**POPULAR**

- **Just Married**
  - Marty Robbins
  - Stairway of Love
  - Columbia 41143

- **Twilight Time**
  - The Platters
  - Out of My Mind
  - Mercury 71389

- **Tequila**
  - The Champs
  - Train to Matanzas
  - Challenge 1016

- **Catch a Falling Star**
  - Perry Como
  - Magic Moments
  - RCA Victor 7128

- **Book of Love**
  - Monotones
  - You Never Loved Me
  - Argo 5799

- **Don't You Just Know It**
  - Rudy Smith
  - High Blood Pressure
  - Argo 343

- **Oh, Lonesome Me**
  - Don Gibson
  - I Can't Stop Loving You
  - RCA Victor 7193

- **Sugar Moon**
  - Pat Boone
  - Chin, I Love You
  - Del 15730

- **You**
  - Aragonites
  - She's the One for Me
  - Forga 1001

- **Sunny Penguins**
  - Big Happy and His Comets
  - Swat With Me
  - Decca 30392

- **He's Got the Whole World in His Hands**
  - Lawrence London
  - Married Tomorrow
  - Capitol 3891

- **Who's Sorry Now**
  - Connie Francis
  - You Were Only Fooling
  - M-G-M 12588

- **Chanson d'Amour**
  - Perico Toody
  - Dance Only with Me
  - RCA Victor 7202

- **For Your Love**
  - Ed Townsend
  - Over and Over Again
  - Capitol 3936

- **Looking Back**
  - Hat King Cole
  - Do I Like It
  - Capitol 3999

- **Big Man**
  - Bobby Parks
  - Stop Baby
  - Capitol 3960

- **Are You Shy?**
  - Andy Williams
  - Be Mine Tonight
  - Cadence 1340

- **Let the Bells Keep Ringing**
  - Paul Anka
  - Crazy Love
  - ABC Paramount 1900

- **Johnny B. Goode**
  - Chuck Berry
  - Around and Around
  - Chess 1401

- **Lazy Mary**
  - Lou Monte
  - Angel
  - RCA Victor 7160

- **Sick and Tired**
  - Fats Domino
  - No, No
  - Imperial 5315

- **Billy**
  - Kathy Linden
  - If I Could Hold You in My Arms
  - Preslind 8410

**COUNTRY & WESTERN**

- **Send Me the Pillow You Dream On**
  - Hank Locklin
  - Why Don't You Call Me
  - And Love Me
  - Vic 7127

- **Curtain in the Window**
  - Ray Price
  - It's All Your Fault
  - Columbia 41105

- **What Makes a Man Wander?**
  - Jimmie Skinner
  - We've Got Things in Common
  - Mercury 71336

- **Lollop**
  - Chordettes
  - Baby, Come Back a-Long
  - Cadence 1345

- **Weary My Ring Around Your Neck**
  - Elvis Presley
  - Someone Thinks It's True
  - RCA Victor 7240

- **All I Have to Do Is Dream**
  - Everly Brothers
  - Claudette
  - Cadence 1348

- **Return to Me**
  - Dean Martin
  - Forgetting You
  - Capitol 3984

- **My Buckets Got a Hole in It**
  - Ricky Nelson
  - Believe What You Say
  - Imperial 5503

- **Witch Doctor**
  - David Seville
  - Don't Whistle at Me, Baby
  - Capitol 3985

- **Rumble**
  - Link Wray
  - The Swag
  - Cadence 1347

- **We Belong Together**
  - Ray Price
  - In the Rain
  - RCA Victor 7246

**OPenders**

- **Best Buys**
  - The Ames Brothers
  - RCA Victor 7393

- **The Four Preps**
  - Big Man
  - Capitol 3999

- **Renato Carosone**
  - Torero
  - Chela La
  - Capitol 7308

**RHYTHM & BLUES**

- **Rhythm & Blues**
  - Records eliminated if duplicated in Pop List.

- **The Chantels**
  - I Love You So
  - How Could You Call It Off
  - Red 1038

- **Danny & the Juniors**
  - Dawn
  - In the Mountains
  - ABC Paramount 9238

- **Johnny & Jack**
  - Yeah
  - I've Seen This Movie Before
  - RCA Victor 7394

- **Sherry Woolley**
  - The Purple People Eater
  - I Can't Believe You're Mine
  - M-G-M 12557

**OPERATORS**

- **Best New Releases**
  - In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to become future juke box hits.

- **The McGuire Sisters**
  - Don't Do It
  - RCA 7308

- **Danny & the Juniors**
  - Dawn
  - In the Mountains
  - ABC Paramount 9238

- **The Trimetees**
  - Don't Stop
  - RCA 7309

- **Johnny & Jack**
  - Yeah
  - I've Seen This Movie Before
  - RCA Victor 7394

- **Shee Woolley**
  - The Purple People Eater
  - I Can't Believe You're Mine
  - M-G-M 12557
LONDON RECORDS welcomes its distribution association with
DALE RECORDS

First 2 DALE releases

Randy Starr
COUN TO ME
B/W
PINK LEMONADE

Date 104

Gar Bacon
CHAINS OF LOVE
B/W
MARY JANE

Date 105

These records are now available from the following distributors:
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.

- Review Spotlight on...

POP RECORDS

THE MCGUERE SISTERS...Coral 61991... DING DONG (Sequence, ASCAP)

SINCE YOU WENT AWAY TO SCHOOL... (Nor-Va-Jak, BMI)

"Ding Dong" is a bright, happy novelty that is believed to good effect by the trio. "School" is a cute, teen-scaled ballad that is also given a listenable side. The two sides are good follow-ups to "Sugartime," and either could go all the way.

THE CHANTELS...End 1020... I LOVE YOU SO (Patricia, BMI)

HOW CAN YOU CALL IT OFF?... (B. B., BMI)

The wailing chicks have strong sides with either of these two sides to keep their hit string going. "I Love You So" is a ballad-wish that is presented in fervent style by the lead feem with good support. "How Could You Take" is at a slower clip, but the gals register equally well.

DANNY AND THE JUNIORS...ABC-Paramount 9926... DOTTIE (Singular, BMI)

IN THE MEANTIME... (Singular, BMI)

"Dottie" is a happy rocko tribute to a girl friend that is solidly rendered by the crew. "Meantime" is a rockaballad that is also churned in winning style. Both tunes are changes of pace from their previous clips, but the new sound can catch on.

THE THREEEENS...Rev 3516... DEAR 53316761 (Trinity, BMI)

DOO WADDIE... (Desert Palms-Trinity, BMI)

The young trio has a real cute sound on these two attractive sides. Top Tune is a tribute to Freesly via his Army serial number. Flip, "Doo Waddie," is a novelty item that also appears to have click potential.

POP NOVELTY

SHEP WOOLEY...M-G-M 12051... THE PURPLE PEOPLE EATER (Cordial, BMI)

This is one of the funniest novelty songs in some time. It tells about a "one-eyed, one-orn, flyin' purple people eater" to strong effect. Wooly handles the nonsensical lyrics with a money sound, Flip, "I Can't Believe," is a pretty, countryish ballad (Roberson, ASCAP).

- Reviews of New Pop Records

JOHN ZACHARIE Lomo with Moster Carro... CAMEO 176-Swing "Dixie With Dixie." Chance should play on this flip as in the little lady and Maybell both get into it. Sleek-sounding and acceptable. R. B. does seem likely. (Mitchell, BMI)

VICKI VICKY CHANCE... IMPERIAL 9506-Another wrenching vocal by the punchy young chick with neat Orleans beat and great piano backing. A dual ready entry. (Romero, BMI)

VIC & VICKY ASCAP)

NEVER LET YOUR GIRL... Seventy 976-Another "I Can't Remember" by our gal. This flip scores over the other. (Romero, BMI)

GOOGIE RENE BAND...Harvey Morris... CLASS 227-Appreging rechorded style of the newcomers by Rene and his band. It's a danceable side with penthouse appeal to its pop and dance market. (Jordan, BMI)

EDDIE PLATT ORK... Class 1020... GOSPEL JAZZ 1020... E作 on the Instrumental in the "Tun" genre. Flip may appeal better. (Romero, BMI)

TONY PERKINS No. 1... RCA VICTOR 7224-Striking reading by the 16-year-old on an attractive bailad. A present composer. (Sedgwick, BMI)

THE PEELING GIRL... Class 917... A fitting twist with an amusing ten-phrase for the lady's neck. Also has an interesting "lost world" chart with both sides. (World, ASCAP)

CABOT PASTELS... Let's Go to the Beach & Roll Ball... ARGCO 5727-Barker gets a total production for danceable, listenable material. Coke gets another. Watch it. (Ked, BMI)

Don't Love Me Anymore... BLUE BELVEDERE 3001... Blue- and rockaballad is nicely done by the group. Flip shows up as well side. (Bellamy, BMI)

BOY&YOU... No One Ever Lost... SINGULAR 10040-Comely-flavored beat and strong job by thrashing the "ballad" of a lady. Almost a "Wakie, Wakey Tell the Truth." Can get spots. (Brothers, BMI)

Have You Ever Been Lonely... (Mills, BMI)

You can get a sincere and rattling readin' from chic, in the style of several current ballad hits. Good coupling. (Staples-Bermudes, ASCAP)

DANNY WILKES... You're the One... Class 508-Your choice on the MGM subsidiary under the new Cib (formerly Cibby) Timbaland a good vocal for the new channel, who has a touch of the same Costa style. Could grab some spots. (Stid & Heape, BMI)

I Only Give My Love... (North Coast, BMI)

FLIP... I'm Not the One... (North Coast, BMI)

NICK ANTHONY You're Real Kind... Class 1020... CAMEO-PARAMOUNT 1020 - Barker gets a pairing performance from lead and group for good results. Danceable and likely. (Romero, BMI)

The Teddy Bear... (North Coast, BMI)

More Than Ever... (Maz, BMI)

Like a Rockaballad, covered nicely in nice side. But this flip is a good one. (Romero, BMI)

THE TEMPLE... WADDLE WADDLE COMPANY... DAVE 1008-This flip is not what is, but a clinic version of "Cat's Meow." Flip is very nicely done and the group is likely on it. (North Coast, BMI)

I Want to Do a Thing... Class 1020... (Romero, BMI)

Let's Go to the Beach... (Staples-Bermudes, BMI)

THE RECEIVER... Let's Get Married... (Mills, BMI)

THE CLEAR Dwellers... That Way You Can Swing Today... SINGULAR 10215-The Clear Dwellers are back in style, and they're only showing off. Side one is a cutie with a new sound. Side two is a good old "ringer." Wins over the group. Side one may get some heat. (Romero, BMI)

The Bediah Woman... Class 1020... (Mills, BMI)

Interesting instrumental with some neat effects and a mix of rock and roll in the backing is performed in other fashion by the group. (Romero, BMI)

TEN HEATH ORK... I've Got the World on a String... LONDON 1906-This side is from the same album that says "All Time Top Twenty." It's a danceable instrumental that should sound good on the dance play. (Nino, BMI)

Little Rocker... (Mills, BMI)

Happy little effect with a garage beat and a good sound to this one. Danceable sound. Nice side. Watch it. (Romero, BMI)

JOE VALINO Little Lace... UNITED ARTISTS 139-A tune from some name is, delivered against blandness. Support. It has a present frame. If pushed, this song can get a lot of attention. (Mills, BMI)

I'm Happy With What I've Got... LONDON 1800-Nothing special or original is this side. It's a tune that should be played. (Romero, BMI)

The Four Palms... Good Looking... (Mills, BMI)

MALCOLM TONE... You Can't Afford to Lose... (Mills, BMI)

THE DEB-TONES... Miss Lonely Heart... CBC 21105-Cuba getting in nicely with a danceable and rhythmic side. (Romero, BMI)

Beverly Perk... Potential. The group is without the music, with hippest current talent. (Romero, BMI)

(Continued on page 43)
A COUPLE OF

JIMMIE SNOW—YOU FOOL YOU
C/W RULES OF LOVE 47/20-7234

HANK SNOW—BIG WHEELS C/W
I'M HURTING ALL OVER 47/20-7233

SNOW STORMS!

PILING UP BIG SALES ON RCA VICTOR
NEW!
EXCITING!
DIFFERENT!
DESTINED FOR A HIT
"FOR YOUR PRECIOUS LOVE"
JERRY BUTLER
and THE IMPRESSIONS

Falcon 1013

VEE JAY-FALCON
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Chicago 16, Ill.
All Phones: Callumet 5-6141

Breaking in the South and East!
TILL THE END OF THE DANCE
b/w MY PRETTY BABY
by THE PLAIDS
NASCO 6011
NASHBORO RECORD CO., INC.
NASHVILLE, TENNESSEE
Chappell 2-2213

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TOP RECORDS AND RECORD ACCESSORIES—TRIPLE-A RATING

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**Best Selling Sheet Music in U. S.**

<table>
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<tr>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I'VE GOT THE WHOLE WORLD IN HIS HANDS (Chappell)</td>
<td>1</td>
</tr>
<tr>
<td>2. TWILIGHT TIME (Fugue)</td>
<td>2</td>
</tr>
<tr>
<td>3. ALL I HAVE TO DO IS DREAM (Acuff-Rose)</td>
<td>3</td>
</tr>
<tr>
<td>4. WHO'S SORRY NOW (Mills)</td>
<td>4</td>
</tr>
<tr>
<td>5. CATCH A FALLING STAR (Fisher)</td>
<td>5</td>
</tr>
<tr>
<td>6. CHANSON D'AMOUR (Mendowial)</td>
<td>6</td>
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<tr>
<td>7. KEMPFF DOLL (Leeds)</td>
<td>7</td>
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<tr>
<td>8. SUGARTIME (Nee-Va-Jah)</td>
<td>8</td>
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<tr>
<td>9. RETURN TO ME (Southern)</td>
<td>9</td>
</tr>
<tr>
<td>10. ARRIVERDIERI ROMA (Hill and Range)</td>
<td>10</td>
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<tr>
<td>11. LOLLIPOP (Mohan)</td>
<td>11</td>
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<tr>
<td>12. WHO'S SORRY NOW (Mills)</td>
<td>12</td>
</tr>
<tr>
<td>13. SUGAR MOON (Galliani)</td>
<td>13</td>
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<tr>
<td>14. SAIL ALONG SILVERY MOON (Sp)</td>
<td>14</td>
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<tr>
<td>15. ARE YOU SINCERE? (Cedarmood)</td>
<td>15</td>
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**Best Selling Sheet Music in Britain**

(For week ending May 3)

A cable field report from the Music Publishers' Association, Ltd., London. This list is based upon their weekly survey of England's leading music dealers. American publishers are guaranteed.

Magic Moments—Fame-Chappell (Famous)
May Never Pass This Way Again—H.L. Stuart (Famous)
Passing Shypleel—Fame-Chappell (Famous)
April Love—Robinson (Famous)
To Be Loved—Dorothy (Famous)
Whole Long Woman (Straw) (Strawberry)
Little Angel—Lisken (Famous)
All I Ever Wanted—Cox (Famous)
Oh-Oh! I'm Falling in Love Again—(Planetary)

**Best Selling Pop Records in Britain**

(For week ending May 3)

This Week
1. WHOLE LOTTAB WOMAN—Maxie Bina (Acuff-Rose)
2. SONGWEMI SHEPHERD BLUES—Ted Heath (accent)
3. RHYTHM SURRY NOW—Cams (Fame-Chappell)
4. MAGIC MOMENTS—Perry Como (RCA)
5. A WONDERFUL TIME UP THERE—Pai, Rourke (Keepee)
6. TEQUILA—The Champs (London)
7. LOLLIPOP—Acapella (London)
8. DOTY—Don Pye (RCA)
9. BREATHE-—Jerry Lee Lewis (London).
10. IP'S TOO SOON TO KNOW—Pai, Rourke (Keepee)
11. LOLLIPOP—Modernists (London)
12. MY EYES HAVE SEEN—Pai, Rourke (Keepee)
13. SCARFACE CHÁNOY—Hark (RCA)
14. COME FROM AWAY—Charley Pride (RCA)
15. TO BE LOVED—Marilyne Vaughan (HMV)
16. SHE-RANG—Tommy Steele (Decca)
17. LA DÉE DADA—Jackie Downs (Decca)
18. I MAY NEVER PASS THIS WAY AGAIN—Robert Stell (RCA)
19. WEAR MY RING AROUND YOUR NECK—Don Pye (RCA)
20. HOLY-GOLLY—I'M FALLING IN LOVE AGAIN—Leeds

**Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audience on network music programs in New York, Chicago and Los Angeles. The ratings are based on John G. Pinnock's copyrighted Audience Coverage Notes.

**Radio**

1. A Very Precious Love (R)-F-(Acuff-Rose) - ASCAP
2. All I Have To Do Is Dream (R)-C-(Acuff-Rose) - ASCAP
3. Do You Want To Dance (R)-C-(Acuff-Rose) - ASCAP
4. Fickle Rickie (R)-M-(Marks) - ASCAP
5. Have You Ever Loved A Woman (R)-S-(Acuff-Rose) - ASCAP
6. Have You Ever Told A Lie (R)-S-(Acuff-Rose) - ASCAP
7. I Love A Violin (R)-Thompson (R)-F-(Acuff-Rose) - ASCAP
8. It's Always Be In Love With You (R)-S-(Acuff-Rose) - ASCAP
9. Just A Baby (R)-M-(Marks) - ASCAP
10. Made A Miracle (R)-S-(Acuff-Rose) - ASCAP
11. Return To Me (R)-S-(Acuff-Rose) - ASCAP
12. Seventy Thieves (R)-M-(Frank) - ASCAP
13. There's Only One Of You (R)-S-(Acuff-Rose) - ASCAP
14. Toreo (K)-L-(Acuff-Rose) - ASCAP
15. Topaz Time (R)-P-(Acuff-Rose) - ASCAP
16. When The Boy Talks About The Girls (K)-V-(Fame-Chappell) - ASCAP
17. Who's Sorry Now (M)-M-(Acuff-Rose) - ASCAP
18. Your Hands (R)-M-(Acuff-Rose) - ASCAP

**Television**

1. BLUE DREAM—Pete Drake—ASCAP
2. COUNTRY DANCE—Buddy Miller—ASCAP
3. FOR YOUR EYES—Terry Lee—Acuff-Rose—ASCAP
4. HE LOVES ME—Don Ho—RCA—ASCAP
5. I'M A MAN—Terry Lee—Acuff-Rose—ASCAP
6. I'M A MAN—Terry Lee—Acuff-Rose—ASCAP
7. LAST OF THE BEST—Pete Drake—ASCAP
8. LOVE (!(R)-S-S-(Acuff-Rose) - ASCAP
9. Make A Miracle (R)-S-(Acuff-Rose) - ASCAP
10. Promise Me—Buddy Miller—ASCAP
11. RETURN TO ME (R)-S-(Acuff-Rose) - ASCAP
12. WHO'S SORRY NOW (M)-M-(Acuff-Rose) - ASCAP
13. YOUR WIFE AND I—Buddy Miller—ASCAP

**Newspaper**

1. LABOR-S-S—Pete Drake—ASCAP
2. NEWSPAPER—Buddy Miller—ASCAP
3. SONGWEMI SHEPHERD BLUES—Ted Heath (accent)
4. WHO'S SORRY NOW (M)-M-(Acuff-Rose) - ASCAP
5. YOUR WIFE AND I—Buddy Miller—ASCAP

**Phonograph**

1. LABOR-S-S—Pete Drake—ASCAP
2. NEWSPAPER—Buddy Miller—ASCAP
3. SONGWEMI SHEPHERD BLUES—Ted Heath (accent)
4. WHO'S SORRY NOW (M)-M-(Acuff-Rose) - ASCAP
5. YOUR WIFE AND I—Buddy Miller—ASCAP
Push Cues the Extra Sales

**Reviews and Ratings of New Classical Albums**

- **Continued from page 29**

- **Reviews of New Pop Records**

- **Continued from page 40**

- **Records Wholesale**

- **1-Stop Service!**
- For Operators, Dealers and Rock Jockeys
- ALL LABELS
- 1-Day Service • Free Title Slips
- 45s...

- **Records Only**
- LP's...
- 91c 3.47 - 3.09 3.69

- **Redisco**
- 1221 West North Avenue
- Baltimore 17, Maryland
- Madison 3-1518

- **WMC's**
- HERB OSCAR ANDERSON
- wishes the best success to
- FRANKIE RECORDS
- and a new star
- JOHNNY JACKSON

- **The Music Box**
- 1281 W 79th St,
- Chicago 36, Ill.
- All Phones: Aber 4-3400

- **ONLY THE BILLBOARD**
- among overall entertainment weekly—a member of
- the AUDIT BOARD OF CIRCULATING.

- **GROWING BIGGER**

- **I WON'T GO ON**

- **MUDDY WATERS**

- **Chess 1692**

- **WAKE UP, BABY**

- **SONNY BOY WILLIAMSON**

- **Cheek 891**

- **YOU DON'T LOVE ME ANYMORE**

- **THE PASTELS**

- **Argo 2527**

- **“ANYTHING TO SAY YOU'RE MINE”**

- **LULU REED with Sonny Thompson**

- **Argo 2598**

- **CHESST PRODUCING CORP.**

- **2120 S. MICHIGAN**

- ALL PHONES: Calmet 5-2770

- **CHICAGO, ILL.**
America's Newest
Selling the most complete line of
SINGLE, LP
EXTENDED PLAY
at Distributor-Wholesale Prices
No Mark-up—
No Extra Charges
Free Title-Strip Service
EP's, most labels 80c
LP's 45's—60c
P.S. $2.47, $3.95, $3.69
C.O.D. or check and post-age
without order. Prices subject
to change without notice.

C. C. RECORD CO.
Subsidary of Shaffer Music Co.
Distributors
489 North High, Columbus 8, O.
1889 Central Parkway, Cincinnati, O.

“VOX JOC”

YOU'RE LIKE A BUTTERFLY
With a wish and the wind/For a moment you bet Lyrical/BLUE MOON KEEP ON SMILING/CHUCK ROYAL & SHARPESS/Now on BLUE MOON RECORDS
BLUE MOON RECORDS
301 North Main Street, Dallas, Texas

GREATY MUSIC PUBLICATIONS
1100 North Main Street, Dallas, Texas

AUDITION
A new selling force...for dealers
...for manufacturers
...in FULL COLOR EVERY MONTH in the

BILLBOARD PICKS
FATS DOMINO SICK AND TIRED NO. 531

JIMMY CASH
BILLY THE KID NO. 532

COOK'S COOKIN' WITH...“ALL OF MY LIFE”

KEEN RECORDS
1737 W. 7th St., Los Angeles 4, Calif.

WANTED! For used records.
HOLLYWOOD RECORDS
Territorial Record Dist. for Hawaiian Islands.

TENNESSEE RECORD No. 16, T.N.

The Billboard's Music Popularity Charts... POP RECORDS
MAY 12, 1958

Selling the most complete line of
SINGLE, LP
EXTENDED PLAY
at Distributor-Wholesale Prices
No Mark-up—
No Extra Charges
Free Title-Strip Service
EP's, most labels 80c
LP's 45's—60c
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WITNESSES HIT SMATTERS BILL

continue from page 3

American's Fastest Selling Records!

MAY 12, 1958

The Billboard's Music Popularity Charts ... POP RECORDS

LOW COST MAIL ORDER MAILING LIST

45

BILLY JUSTIN

Billboard's list of the biggest songs

are singularly quiet about their plans in this regard. Ampex, recently announced plans to adapt its Series "A" stereo reproducers to play four-track, 1-inch per second tapes. They also hinted at a tape magazine handling.

Other tape recorder manufacturers are expected to show prototypes of new tape handling at the upcoming trade show in Chicago next Monday (10). Commercial models will not appear in any great numbers until the National Association of Trade Shows in Chicago next July.

would be hard to believe an actual recording was done by any kind of music itself.

More than two dozen witnesses, including publishers, composers, engineers, producers, and recording engineers, were present at the "shoot," none of whom, Warner said, were on "compromise" to promote one type of recording over another.

The general feeling was that the tape recorder industry has the answers to all of the questions being asked, especially in the area of fidelity. The industry, one witness said, has rapidly become a "laboratory" for experimenting with new materials and techniques.

Continued...
This Week's C&W Best Buys

**No Selections This Week**

- **Review Spotlight on...**

**C&W Territorial Best Sellers**

City-by-city listings are based on local reports received from top country and western retailers and other key operators in each of the markets listed.

- **Birmingham**
  1. **All I Have to Do Is Dream**
  2. **Love Me Do**
  3. **If I Needed You**
  4. **Send Me the Pillow You Dream On**

- **Dallas-Fort Worth**
  1. **Send Me the Pillow You Dream On**
  2. **All I Have to Do Is Dream**
  3. **All I Have to Do Is Dream**
  4. **Stop the World (And Let Me Off)**

- **Houstoun**
  1. **All I Have to Do Is Dream**
  2. **Love Me Do**
  3. **I'm So Lonesome I Could Cry**
  4. **Teenage Queen**

- **Memphis**
  1. **All I Have to Do Is Dream**
  2. **Love Me Do**
  3. **I'm So Lonesome I Could Cry**
  4. **Teenage Queen**

- **St. Louis**
  1. **All I Have to Do Is Dream**
  2. **Love Me Do**
  3. **I'm So Lonesome I Could Cry**
  4. **Teenage Queen**

**Most Played C&W by Jockeys**

For survey week ending May 3, 1958.

**Records**

- **Kiss Me Again**
- **Love Me Do**
- **Stop the World (And Let Me Off)**
- **Teenage Queen**

**Sides**

- **Love Me Do**
- **Teenage Queen**
- **I'm So Lonesome I Could Cry**
- **I Can't Help Myself**

**Sales**

- **Love Me Do**
- **Teenage Queen**
- **I'm So Lonesome I Could Cry**
- **I Can't Help Myself**

**Singles**

- **Love Me Do**
- **Teenage Queen**
- **I'm So Lonesome I Could Cry**
- **I Can't Help Myself**

**Performed**

- **Love Me Do**
- **Teenage Queen**
- **I'm So Lonesome I Could Cry**
- **I Can't Help Myself**

**Promoted**

- **Love Me Do**
- **Teenage Queen**
- **I'm So Lonesome I Could Cry**
- **I Can't Help Myself**
NEW YORK—Details of the water-stage production set for Flashing Amphitheatrer this summer were revealed last week at a meeting with George H. Amédée, who heads the Kage Theatre, and Chief Constable, executive officer; John Michel, executive assistant, and William Underwood, manager of concessions.

The new set went over the plates and programmed, and Constable

**Mouse Scores at Montreuil’s Belmont Park**

MONTREAL—A Wild Mouse for its first operation at Belmont Park is racking up tremendous grosses.

J. W. (Patty) Cooklin, who with his own and operated the ride stations at the park, reported that on two of the hit spot’s preview days more than one out of every three paid customer rode the ride.

**Chi ’33 Fair Group To Honor L. Lohr at Annual Meeting**

CHICAGO—The Century of Progress Association, a group of people who were active in the Chicago 1933 fair, will honor Maj. Lenox R. Lohr at their annual dinner and program here May 27. Lohr was general manager of the exposition and will be presented with an illuminated saber by his former associates.

The dinner will mark the 25th anniversary of the opening of the ’33 fair and will recall landmarks, including the Avenue of the Americas, the Science, midway, Streets of Paris, the foreign villages and the Travel and the pavilions of the future of the world dome and other scenes.

The association membership includes trustees, exhibitors, concession contractors, employees and others who contributed to the exposition’s success.

**Endy’s Virginia Park Buys Commercial Music Center**

ARLINGTON, Va. — A novel departure in the public address field is being undertaken at Fun Fair Park here, which may be the first outdoor amusement enterprise to subscribe to a commercial music service. The spot gets full-time taped music 24 hours a day and month and park operator Dave Endy says he needs noh headphones in music.

The service, Michael’s Music, is giving Endy a chance to improve his service and selling. Endy can be heard throughout the park from his office at any time. Michael sends out lively music from 6 to 8 p.m. and then plays old-time box songs from 9 to 11 and then faster music.

The source is Boston Open Fun Fair is in its fourth year on a seven-year issue. Opening this season was set for around mid-May, but installation of rides after the fair of Gold Star did not yet touring during the winter, brought steady customers out in strong enough numbers to encourage an improvement.

Promotions are stressed again this season, including repeats of radio and television, local and national. Parent-Teacher Association club members will be free at Fun Fair Park.

Units at Fun Fair include a Merry-Go-Round, Scooter, Ferris Wheel, kiddie rides, 12-inch Scientists, Coaster, Seven Kiddles, Biggie and Mimi’s half-doll dozen concessions. The Midway is expected to open at a cost of $17,000, according to Mr. Endy.

**Irish Horan, Vet Showman, Dies at 57**

INDIANAPOLIS—Funeral services for Mr. Horan, 57, veteran circus operator, were held here Sunday (11) for Fourth of July displays, and his death was reported Friday (2) following a heart attack.

Horan was in outdoor show boat a thrill show unit in the East in 1939, where two Unitied World War II when thrill shows and auto races became popular. He was 57.

With USO Shows

During the war years, Horan turned to the military, and this work took him all over the United States. In the days of many a young entertainer, he was brought to the world famous movie and Bob Marcus will do the advertising.

Following the war, he joined Joe Chιawl’s thrill show for his shows from around the world. He was 57.

**Irish Horan**

The conference last week adjourned in the rain to the show, having battle Frank, and Mac and The city’s plans to repaint, redecorate, refurbish the revolving stage, and otherwise prepare for the show.

**McCallum Praises Brussels’ Buildings**

CNE General Mgr. Louis French Exhibition; Midway Circuit, Epergoean Light Takes

CHICAGO—Early business at the Parkway, New Orleans, has been excellent, Harry B. St., who has opened for business, said.

Here, along with his designer and chief and chief of the National Board of Trade circular, St. John said that a recent Saturday, when the park offered a special attraction such as firework, he reported the best business for any Saturday without a special feature in the park’s long history.

In this case, the title show, which has been added, is termed to ‘New Business’ in Goodbye. Keep It Up: You Alone Did It.

In line with this, he said, a record day of 700,000 was scheduled for the conclusion of this show Tuesday (7-9) and that the run of this show might be extended.

Cincy Coney Flooded, Loses Preview Weekend

CINCINNATI — Proctor Gasoline sponsored the annual White Sunday (10-11), was canceled at Coney Island here because of flooding. The fair opened at first in the park’s 74-year history that the spot has not operated as scheduled, said President and General Manager, J. H. McCallum. The annual weekend was the last of three scheduled preview stagions.

Henry was in the house and river caused the Ohio to rise steadily all last week, hitting the foot flood stage Wednesday (7), and the river was expected to continue to rise steadily, according to the Ohio Foresters predicted 55-foot crest.

The water caused the water to enter the pool filtration plant, locked, over the pool. At the front gate went under water at 12 feet. A 36-foot stage would be used to accommodate the flood water, according to the Johnina Gardens dance pavilion. The dance floor was replaced two years ago after

night because of its lighting. Comparison of the exhibits within the building, McCallum said “the U. S. may have gone far too fast in its development.”

He termed the Russian pavilion as being “indefiniteness,” and added, “the Russians have done a good job with their exhibits.”

As a fair manager, McCallum observed, it is always important to find some way to advertise, that carries a selling message. In this respect, he reported, the Russians are being extremely effective.

Stress “Lustre”

They give out fairers leaving their building literature in a number of cities, he said, “and what comes out, do not,” he pointed out.

He was very impressed by

(Continued on page 59)

**You Can’t Miss**

Find many Bargains in the Classified Section, this issue.

**Crazy Coney Flooded, Loses Preview Weekend**

CINCINNATI — Proctor Gasoline sponsored the annual White Sunday (10), was canceled at Coney Island here because of flooding. The fair opened at first in the park’s 74-year history that the spot has not operated as scheduled, said President and General Manager, J. H. McCallum. The annual weekend was the last of three scheduled preview stagions.

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(Continued on page 59)
Glen Echo Bally
Floods D. C. Area

WASHINGTON—All available advertising media are being blanketed by Glen Echo Park this season, and results so far, Open since March 29, the spot has drawn many weather on many days and nights, and turnouts have been encouraging when decent weather has been present.

The new Arcade extension of

Frontier Town
Opens May 30
In Okla. City

OKLAHOMA CITY — Frontier City, an amusement spot themed as a town of the old West, will open here May 30 by four local businessmen headed by James T. Jr. Wilkins who is manager of the spring exposition at the Oklahoma State Fairgrounds here in the spring of 1957.

The plot will be located on a half-mile-long strip of land and will be built up around the traditional main street, complete with a boardroom, an early-type hotel, saloons, store, and a movie theater with silent movies and a railroad station complete with pull-out bell.

Customary will be able to ride in a stagecoach, where they will be held up by masked bandits. Also, they will be able to pan for gold.

Quick-Draw
Gimmick for
Cindy Coney

CINCINNATI — Dee Wollem, who has been called "the fastest gun alive," was here last week to set up gun-play shows in connection with a quick draw promotion, the brainchild of Charles Stanley, promotion manager of Cindy Island here.

Such a unique competition is to be staged at industrial picnics in the park during the season, with "world championships" to be held late in the season, one for adults and one for youngsters. Adults will fire "dry" and youngsters will use cap pistoles. Wollem will return to Cincinnati August 26 and make personal appearances at the park thru Labor Day.

Wollem, a former guitar player, arrived in town Tuesday (9). During the past five years he has worked at Knoth's Berry Farm, a tourist attraction at Buena Vista, Calif., as gunman and "robber" of the farm's narrow gauge railroad.

During two-week stay in town Wollem made a local sporting goods store his headquarters, giving daily exhibitions. He also appeared on several TV shows, including the Paul Dixon shows over WLW-T. On two successive days he was the subject of Dick Roberts' "With Rod and Gun" columns in the Cincinnati Enquirer.

Pleasure Pier
To Dismantle
Roller Coaster

PORT ARTHUR, Tex. — The 16-year-old Roller Coaster on Pleasure Pier here is to be dismantled because it is unsafe.

Directors of Pleasure Pier, Inc., non-profit organization which has been operating the pier for several years, voted to tear down the coaster after F. H. Hoover, of Philadelphia, Pa., who built the structure, refused to allow it to remain.

Hoover said that it would cost $4,000 to repair the Roller Coaster.

ROUND-UP
WORLD'S MOST UNIQUE RIDE
FRANK HURSTBEY & CO.
1889 S. 25th St.
Sales, Ore.
Phone EM 2-747

BIGGER PROFITS
with SMITH & SMITH
RIDES
ADULT FERRIS WHEEL ADULT CHAIRPLANE KID'S SPACE PLANE TRAILER- MOUNTED AUTO RIDE ATOMIC JET FIGHTER SPEED ROAT RIDE KID'S CHAIRPLANE WRITE FOR CATALOG

SMITH AND SMITH, INC.
SPRINGVILLE, THE CO. NEW YORK

MERRY-GO-ROUNDS
1956 Jennings Carrousel 1 standard size — horses, 30 Ital., 300 Keel, miniature, 30 roller, 30 jr. romper, 18 others. 30 jr. 30 larger sizes on standard wheels, Dinette, Fixed Wheel, Air Place Ride. Water Ride. Wide Seat Ride.

Call us for details.

(213) 385-4725

Showman's Supplies and Accessories

SNO-KONES—CANDY FLOSS—APPLES—POPCORN
TICKETS
Cash With Order Price
STOCK TICKETS

CARDS
10¢ per card 25¢ per order
IN CONCERT, RACES, etc.
10¢ per card 25¢ per order
The Toledo Ticket Co.
2361 West Second
CINCINNATI 23, OHIO

BUDGET TICKETS
STREET-UP


eae

GOLD MEDAL PRODUCTS COMPANY
344, THIRD STREET CINCINNATI 2, OHIO

FOR SALE

KID'S CAROUSEL

1946 Jennings Carrousel 1 standard size — horses, 30 Ital., 300 Keel, miniature, 30 roller, 30 jr. romper, 18 others. 30 jr. 30 larger sizes on standard wheels, Dinette, Fixed Wheel, Air Place Ride. Water Ride. Wide Seat Ride.

Call us for details.

(213) 385-4725

Showman's Supplies and Accessories

MAY 12, 1958
Bridge Comes to Arenas; New Buildings Planned

By TOM PARKINSON

Bridge Has Become an important branch of the business for the Lansing, Mich., Civic Center. Large bridge parties are not unusual, but one doesn’t think of these as a civic center industry. The Lansing manager, Charles Ziegler, recently had a bridge party that required 450 tables on the main floor plus 15 more tables in a side room. An overflow was directed to an exhibit hall. That adds up to nearly 2,000 bridge players.

This is only one of the largest of six important bridge functions on the Lansing books. Most of these are sponsored by church groups as annual benefits. The arena stage is at least some of the cases is used to display merchandise that will be given to prize winners. Tickets are sold by members of the organizations involved as a money-raising project as well as social events.

In Lansing, for that matter, some of these parties have taken on social significance, and guests come wearing fine gowns and suits, Ziegler reports.

From the building’s standpoint, Lancing shapers up as great bridge territory. So the building equipped itself with 350 bridge tables. But that isn’t enough now. For the larger parties, Ziegler has had to rent additional equipment, and he now has a kit of add another 250 to the building’s own supply whenever that is feasible.

And why an arena? Why do bridge parties want to come to the Lansing Civic Center? Perhaps part of the answer lies in the fact that the added space means more of the patrons may play.

Last year one of the big parties was held elsewhere and 1,800 attended. But of that number, only about 100 were actually at the tables. The others could only sit and watch from other seats. Now the party is on a clinic.

CHARLESTON, S. C., has been authorized by the state legislature to form a Greater Charleston Auditorium District to plan, build and operate an auditorium. It also clears the way for a $2,500,000 bond referendum... At Augusta, Ga., bell Auditorium has been wound up by public reaction to an air-conditioning project. Merchants have endorsed the idea. . . . Nash city officials have voted to buy a site for a municipal auditorium. They are ready to go ahead now with buying the land and planning a building. . . . Charles A. McIlvaine, secretary of IAMMA, is back at his desk and after taking off 40 pounds.

Ocean View Rebuilt, Opens at Full Power

NORFOLK, Va.—Ocean View Park here is in action for the new season with new features and new construction to replace widespread fire damage last season. This year’s season starts Friday night.

This year’s season is sponsored by Isadore Twister, Prested and 60 personalities — all normal — or Go-Round. those are expected to be opened for business by Thursday (5).

Fishing Pier, now in 1958, is open. The beachouse, lost in the fire, has been replaced. The bath house and lifeguard service opened May 3. A contract has been let for an addition to the building for about 100 cars. Another contract for a half-mile drive by 100 and a terrazzo floor and snack bar restrooms.

Fireworks are being used frequently. A show was fixed for the July celebration week celebration in April. Another was May 3.

An Easter parade was raised out and postponed until later. Mother’s Day contest was to be held Sunday (11).

This year’s group is a group is a group and June 8. Albert Miller is park manager.

Willow Grove Opens, Adding 3 Major Rides

PHILADELPHIA — Willow Grove Park began its 85th season with weekend opening April 26 and will switch to full operation on May 11.

Three new major rides are in action and getting top attention is Huffman’s&Wile Mouse, the Satellite and the Michigan River Boats.

Joseph A. Helprin, general manager, declared preparations for this season’s operation and he laid down extensive program in the park’s 65th years. Among the new rides are the Huffman’s&Wile Mouse, the Satellite and the Michigan River Boats. With more than 10,000 persons may be accommodated at one time. Free acts will be given.

D. H. (Whitey) Badenhausen, whose show experience dates back to Carl Hagenbeck Shows, Two resemble the Ben Beck Bros., is home on North Dakota farm. Beck Bros. is st home on North Dakota farm.

At home on North Dakota farm. Beck Bros. is st home on North Dakota farm. Beck Bros. is st home on North Dakota farm.

Adding to the complex of Hazel Court. Retirement was with Sand Ward on Pollock Bros. Circus.
NEW GEAR

Eat, Drink Equipment Displayed at Chi Show

Chicago—Mixed opinions as to the outdoor season on food and drink marked the annual trade show of the National Restaurant Association here at Navy Pier, Monday thru Friday (5-9).

Some manufacturers and distributors of equipment reported business was better than a year ago, others called it about even, while still others reported sales off.

Many new and many old pieces of equipment were on display in the two wings of the fair and hundreds of buyers or would-be buyers of such appliances were on hand to see the offerings.

Catering quite a lot of attention was the Servaround, a small concession stand that could be adaptable to parks or other permanent amusement spots for the sale of refreshments. Exhibited by the Servaround Corporation, Lebanon, Ill., the stand, in a compact area, included a steam table, bun warmer, double sink, sandwich board, counter with richel dishes, low temperature refrigerator, washer, beverage dispenser, coffee dispenser and hot dog dispensing, all in an area eight feet in diameter.

Ball-A-Grill Corporation of America, New York, featured its line of automatic frank grills in three models. Steel Producers, Cedar Rapids, Iowa, showed its line of automatic coffee makers in various shapes.

Barth-Que-Matic Company, Brooklyn, N.Y.

(Continued on page 95)

U. S. Sending Rodeo Unit To Brussels

New York—Personnel for the Wild West show and rodeo to be performed in Brussels, Belgium, by planes from here later this month, was released here. The show is scheduled to be held during the belgian Wold's Fair this year.

The show will reportedly use several tours including one with another 100 animals of competitive stock, plus 1000 cows in a purse (a unit performing in Paris and Charge). In France two years ago paid $520 (points was not released at time of Galveston, Tex., in the Brussels show last Calmar May 1 for Boston, where it will be placed on a boat.

Harry Knight made the deal for the stock, which is part of the Gene Austin holding in Crescer rodeo Company.

The show will include daily rodeo events, mock stage fights, cavalry charge, fight with Indians, and a grand finale. East of 140 is projected.

Canaan, N. H., Plans '59 Fair

Canaan, N. H.—While the Canaan Fair this year, efforts will be made to return in 1959, according to Lynn S. Webster, president of the Connecticut Valley Fair Association.

The fair has been held almost every season since it was started 8 years ago, bringing in about 10,000 patrons in 1957.

Most of the present directors have resigned, Webster indicated, and new appointees will not have time to make plans for a fair this August.

Stephenson-Houze Now Franchising

VANDALIA, O.—Stephenson & Houze, long-time concessionaires of hot waffles at outdoor amusement points, are now franchising other operators and have received good response, according to Victor M. Houze, president of the firm.

Some states are now no longer available, she said.

Route for the traveling units this year will be substantially the same as last year, all for a few new dates have been booked and negotiations being conducted for a few special events.

Wilson, N. C., Spot Builds Up Zoo

WILSON, N. C.—Adventure Land Park has added a number of new animals this year, according to Harvey L. Bowers, manager.

Recent arrivals here include a timber wolf, bison, four rams, monkeys, kinkajou, chinchillas, turkeys, roosters, hawks and several American alligators.

Spot recently added a scenic pictorial front showing the various animals. Special 3 p.m. Sunday shows are proving popular.

Cannon Act Hyposes Shopping Mart Sale

HARTFORD, Conn.—Hughes Zebner's Atomic Cannon and Space Man appeared in the park areas of the popular Manchester Shopping Parkades, April 30-May 5, with two performances daily of the Human Space man Plaza's promotional effort. All shows advertised as "Atomic Values."

Hot Food Confection

For fifty years a pop tart, hot or available to others for the first time. With our methods, equipment and materials, You can duplicate our success. 

SPENSHFORD & HOUZE VANDALIA, OHIO

Snow Ball

Ice Shaver

A Style and Size for Every Need
Write for full particulars

Food Concessionaires... Sell PRONTO PUPS Big Profits—Big Volume

If any PUPCO PUP CO.

Room 206
1954 N. E. Sandy, Portland, Oreg.

Big money making opportunities for large or small operation.

Newly graduated, or has no experience?

Write for free investment

WANT TO MAKE A DAV

On Candy Floss

Our new perfection makes every

promotion a success.

ELECTRIC CANDY FLOSS MACHINE CO.

P. R. 2110, 1120 North Ave., El Paso, Texas.
The THE FINAL CURTAIN

BUCKLEY—Jack, 63, straight man in the comedy team of Cuddy, Bruma and Buckley, died at his home in Chicago.

CASTELLO—Edward, 58, member of the Castello family, who died of a heart attack while riding in an automobile with his wife, Helen, near Henderson, N. C., where he was a representative of the Castello Oil Co., was a member of the family since the family arrived in the city. His father, Mrs. Edward Castello, is a member of the family. The Castello family arrived 25 years ago after moving to California. Survivors include his wife, Katherine, and two sons, Robert and Charles Castello.

COLE—Brother, 29, of the Pittsburgh Pirates, died April 13 in a hospital in the city. He was a member of the Pirates' team.

COLE—Brother, 29, of the Pittsburgh Pirates, died April 13 in a hospital in the city. He was a member of the Pirates' team.

CORNER—Freddie, 59, of the Harry Barns company, died in a hospital in the city.

DAN JUDGIE WINS RULING IN LAWSUIT

Tampa — Federal Judge Carl F. Balsano ruled that Edward J. Judge, president of the Tampa Ringling Estate in a suit aimed at preventing the sale. The court granted a summary judgment in favor of Judge and ordered the ef- fect of thwarting the case out of court before the ground. The suit against Judge was filed by Mrs. Hester Ringling Sanford and her son, Stuart, who is the only son of Harry Ringling, to whom Judge has been married for 19 years. Judge asked that Judge be re- moved as president of the company.

The court ruled there was not enough substance to the charge to warrant the court action.

Still looking in state a suit is filed by Mrs. Sanford and the Lancaster against John Ringling North, Harry Ringling North, Arthur M. Concello and others.

FOR SALE HOUSE AND LOT

A lavish and graciously furnished house and lot for people who can afford $300,000. The property is offered to the public by the Mammoth Real Estate Company of Union City, N. Y.

The house at 173 Tuscany Dr., in Union City, N. Y., is situated on a beautiful lot of land and is equipped with all the latest modern conveniences. It has seven bedrooms, five bathrooms, a large living room, a fully equipped kitchen, a dining room, a library, a music room, and a study. The house is tastefully furnished with period pieces and it is very comfortable.

The lot has a fine view of the mountains and the house is in a quiet and desirable neighborhood.

William J. Grandberg, Agt. Brokers

48 11 Harmont Ave., Union City, N. Y.

Baltimore, Md.

A HOTEL AND CABIN BUSINESS

A hotel and cabin business is now available for sale. The hotel is located in a beautiful location in the mountains and has a capacity of 40 guests. The business also includes a restaurant.

The price for the hotel and cabin business is $250,000.

Charles A. Lenz

1191 S. Main St., Ely, Minn.

Its personalized service and attention to detail make it a favorite among business travelers and tourists alike.

The property includes a fully equipped restaurant, a comfortable lounge area, and spacious rooms with modern amenities.

The hotel and cabin business is in a highly sought-after location and is a prime opportunity for someone looking to start a successful business.

For more information or to schedule a viewing, please contact Charles A. Lenz at 1191 S. Main St., Ely, Minn.

The hotel and cabin business is in a highly sought-after location and is a prime opportunity for someone looking to start a successful business.

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NEW ILL. SPOT REVEALS PLANS

Storybook Land to Open May 30; Rides Named; Building Started

CHICAGO—An all-new Storybook Land is to be built here by Chicago and suburban Elgin at Medinah on Highway 20. It will be equipped with rides, animated attractions, and fairy tale buildings covering a 30-acre site. Building is being done by Richard Barie & Barie Enterprises, Chicago. He operates other spots including a golf club and a picnic park catering to 60,000 industrial offices. The new spot also will book picnics.

First local announcements about Storybook Land are to be released shortly. Equipment is purchased but work at the site has been started only recently. It is planned to open the park on Decoration Day, 1958.

This fairplay will be in the same general Elgin area in which will be Santa Claus Land, an entirely separate enterprise opening this summer.

Buy Arrow Rides

Storybook Land will have a Lionel Trains by Arrow development. They also have bought an Arrow 30-foot Merry-Go-Round. Arrow is supplying the gasoline-powered auto rides. Units include six of the 1938 Maxwell auto and six replicas of a 1910 Ford. Since Storybook Land offers these cars, duplicates have been ordered by Disneyland and Knott’s Berry Farm, according to Barie Enterprises.

Other rides here will include Kiddie HANDCAR, a Trolley ride, and Cinderella’s Stage Coach.

Prefabricated Fiberglas ride units from Messmos and Danco include Woman in the Shoe, Pumpkin, Carriage, Castle, Tealod, and others. There are to be 25 buildings depicting nursery rhymes and fairy tales.

One of the principal features is to be an animated volcano, using 100 tons of lava that has been stocked in from South Dakota.

The layout will include human performers. People will take rides of Mother Goose, Ro-Pong, Red Riding Hood, Cinderella and clown who will be with a LOOP department store for years, will work summer at Storybook Land.

Pavilion will allow for 1,000 cars. Motor will be built later. There will be a gate charge on the park and inside will be food and drink facilities. Sam Solomon has been granted the insurance coverage for the amusement and this will be done by Sylvain Art, of Chicago.

Spokane Park Doubles ’57 Business Rate

SPokane—Weekend business at Spokane’s park has been running twice as good as last year. The Easter opening drew a record attendance of over 3,000 people in the rain with Lloyd Vogel.

He credits good weather and a new bargain in price schedule for the improvement. Children 12 years or under can buy 12 rides for $1. Single rides are 10 cents each. Teenagers can ride for 16 cents or eight for $1; adults for 20 cents or six for $1.50. The regular season, with the park open on a daily basis, is scheduled to run May 17 with Spokane’s annual Lilac Festival. A new 1958 park has been constructed and other improvements made. Vincent Scott is back as manager after a year’s absence.

Coney Slates Sky Displays, WAF Concerts

NEW YORK—Acquisition of a new sky-scraper was reported to highlight the Armed Forces Day program has been building hospital wing west and east and a Navy “Blue Angel” jet fighter and an aerial, Coast Guard jets stationed take-off from water and Army helicopter rescue display.

The program included Saturday (10). The concert series is jointly sponsored by the USO, Red Cross, Navy and New York, and Coney Island Chamber of Commerce. The women’s hand first appeared at Coney Island (10) and will also perform on May 31.

DARK RIDES

At the Police Amusement Park

are made THRILLING with STROBES!

GLOWING COLORS and BLACKLIGHT

Write for Information

STROBE CO. 35 W. 25th S. New York 1, N. Y.

CONCESSIONS WANTED

One owner with 8 to 4 Concession. Good location, only 4,000 people wish, real 250 square meters. D. A. R. COOPER

450 Canterbury, New York, N. Y.

TO LEASE

For sale by the barkeeper, who is able to sell beer and wine, also offered by the ground floor, basement, and garage.

109 BROADWAY, NEW YORK CITY, N. Y.

Dad COFFEE

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

Osher Announces Plan For Maine Animal Fair

OLED ORCHARD BEACH, Me.—Bernard Osher, owner of Palace Fairs, here, has announced purchase of a 30-acre site and plans for the building of an animal enterprise to be called the Animal Farm.

Estimates of cost range up to $250,000, he said. The land for the proposed pet zoo, golf club and course. The club will be complete with first-class gift shop, rest rooms and other facilities. A good display building is to be built for the area. Natural wooded area and streams will be closed.

To be included are Monkey Island, Swan Pool, Prairie Dogs and Seal Pool. Many other types of animals will be in the park to include an elephant, camels, buffalo, deer and bears.

RIDER RUMBLING

Price Hill Nudging Record Gross of ’57

CINCINNATI—With a June 1 summer closing in sight, C. V. (“Fireball”) Groome of the Cincinnati Gardens and Charles Myers’ Price Hill Board, these two men are running grosses for the nine-month period that will be well below the 1 cent per record total for the corresponding period of the year before.

For the 1958 period, according to Sefferino, “very satisfactory in view of the high general economic conditions.”

Report for much of this year’s success, the management feels, was its concentration of attention on being the more maneuverable to the risk, along with continued exploitation of the risk. Men’s Club promotion. The latter, Sefferino said, was a big factor in building enthusiasm.

Also of benefit to the risk was its spacious court with three courts, May 23. Crownings of the queen will take place on closing night. An annual promotion at the end of a number of years, the queen contest has been handled as a per capita producer since inception, votes for the queen being tied to attendance at the rink via a number of gimmicks.

This year, as in previous years, the contest has served to maintain interest in skating during March, April and May. The reward of the contest, said Sefferino, has been involved in the rink being kept, was apt to wane in those months.

Have been mapped for a complete resurfacing of the rink during the summer. It will be possible in a new oil, the stone and the new scheme and decorations are to be added, including a silver mirror box, rink liner, formed by surfacing and additional skates added. The risk will reopen in early September.

Raymond VanZile Sets Records for Troy, N.Y.

TROY, N.Y.—Nineteen members of the Alpaca Community Association took a chance on May 17 to lease ground at the park to Raymond VanZile, Sandusky, who will open 12 weeks. Details of the lease are to be worked out by a committee of the owners. Mr. VanZile has pledged to erect a building 64 by 72 feet, probably of wooden block. He expects to operate the risk the year round. Exact location of the risk has not been decided, but it will be one of the community parks, according to George Meleski, president.

Policy of the association is to make use of the park for public activity. The pool, due to open Decoration Day, is visualized as yearly used by civic organizations and development members, says.

Minolta to Host New York State RSOA Competition

MINOLEA, N. Y.—The New York State championships of the Park’s Fairing. The fairing of the State of America will be held in Earl Van Zandrill, Minolta Roll-Rink May 28-29. Winners of the State Championship will compete in the eastern regional meet at Canons’ Skating Rink, Haverhill, Mass., and winners in the latter events will go on to compete in the national championships to be held in the Cleveland Rolando this summer.

RINK-COTE

The surfacer with traction to preserve new roller shoes and floors and add to life of old floors.

Immediate delivery from CURVECREST, INC.

3497 Michigan Ave. (Home office)
Write for free technical literature in your area

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Allens, N.Y.

MAKE REAL MONEY WITH
PORTO-BILT

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GIVE TO DAMON RUNYON CANCER FUND

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Weather Cuts Into Early Buck Stands

CARNIVALS

Noted for the sumptuous fare served the guests of St. Catharines, Ontario, was the opening of the St. Catharines Winter Carnival. The festival was held at the St. Catharines Winter Carnival Park and featured a variety of attractions and activities, including horse races, live music, and a grand parade. The weather was sunny and mild, providing the ideal setting for this annual event.
FIVE SHOWS AT LIBERTY

AYE MAI

Gene Miller will open the new Liberty Motor Show at 6:30 p.m. on May 3-4. The show will feature an unusual new presentation of the show, featuring four major attractions. The show will include the famous "Honeymoon Ride" demonstration, the "Glorious Ride" exhibition, and the "Honeymoon Ride" demonstration. The show will also feature the "Honeymoon Ride" demonstration, the "Glorious Ride" exhibition, and the "Honeymoon Ride" demonstration. The show will also feature the "Honeymoon Ride" demonstration, the "Glorious Ride" exhibition, and the "Honeymoon Ride" demonstration. The show will also feature the "Honeymoon Ride" demonstration, the "Glorious Ride" exhibition, and the "Honeymoon Ride" demonstration. The show will also feature the "Honeymoon Ride" demonstration, the "Glorious Ride" exhibition, and the "Honeymoon Ride" demonstration. The show will also feature the "Honeymoon Ride" demonstration, the "Glorious Ride" exhibition, and the "Honeymoon Ride" demonstration.

ALLAN HERSHEY C o m p a n y, I N C.

"World's largest manufacturer of amusement rides"

104 OLIVER STREET
NORTH TONAWANDA, NEW YORK

KIDDE BUNNY RIDE

Pony Express to High Profits

WANTED—WILL BUY FOR CASH—Wanted—WILL BUY FOR CASH—WANTED—WILL BUY FOR CASH

HOLIDAY AMUSEMENT COMPANY

LEGAL ADJUSTER AT LIBERTY

WANTED—WANTED

FIELDING GRAHAM

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MARVEL SHOWS

CONCESSIONS WANTED

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CARNIVALS
CARNIVAL, BINGO AND General Merchandise BEARS, BEARS, BEARS!!
28-inch, well stuffed, $23.00 f.o.b. (Regularly $27.00. Your savings will pay the freight.
LOWEST PRICES ON WATCHES & JEWELRY SETS.
PLENTY OF CLOSE-OUTS ON SUM
25% required on all C.O.D. orders.

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446 VETERANS AVENUE, BERKELEY, W. VA. Owner Operated by NATE BROWN.

CRAGS 20 BIG SHOWS
FREE SHOWS AND CONCESSIONS FOR ORANGE COUNTY FAIR
Santa Ana, Calif., May 23-June 1 inclusive

CRAGS 20 BIG SHOWS, INC.
7305 BELL AIR AVENUE, NORTH HOLLYWOOD, CALIF.
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FOLLOW THE WOLFE ARROW
THE SHOW THAT GETS UP ON SUNDAY.

Downtown Charlottsville, Va., 6th week and east. Different lot. Sponsored by
66 Boy Scout Troop of Mecklenburg County.
Harvey Parks of all Rich. Popcorn, Apples open, first line in gate. Also Fools, Long or Dumb Range, Milt Conklin.
Going to the Eastern Show, come get some of the potato money with us.
WINE. BES WOLFE OR ENRI SUSTQUIST, CHATTLETO, N. C.

ECORSE, MICHIGAN
MAY 23 THRU JUNE 1
Great Lakes Steel Lot-V.J.W. Building Fund
Two Children's Days—Memorial Day—Gigantic Parades and Concessions

WANT
Legitimate Concessions of all kinds. Motion Pictures, Narcon, Flick, Pull, Pat Girl, Flip Top, Glass Bowls, Riding, Radio-Phone. Rides. Amusement, Concessions, Rides and Wandering Shows. Direct us ourselves. Want Joint Rides. Have in stock: 2 Steel Bear Suits, 1 Lion Suit, 2 Wolf, 2 Bear, 2 Lion, 2 Elephant Suits.
C. M. DURYEA, Manager
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DETROIT, MICHIGAN
P.O. Box Michigan Street and Wheeler Avenue.

EP GLOSSER WANTS AGENTS
FOR THE HETH SHOWS
Hand Park and Popcorn, Cis Popcorn, and Pisa Popcorn. Come. Head of Show for Swincer and Ios Park. Can place Pop and Drown Man who can drive. Want Young Man, Keep Show, and Popcorn. Must be over 18 years old. Pay 35% after 6 days. At June 5, SHEFFIELD, A.H. SHOW HAS 3 STILL DATES AND 15 BOXA FINE FAIR.
Address: 135 Whirlinger Avenue, Sheffield, A.H. (Phone: National 3-0794—June 5 until June 1.

MERCURY SHOWS
WANT RIDES HELP FOR KID RIDES. TILT AND DOODGE

STEVE LEE WANT FOREMAN AND SECOND MAN ON RISTRY-GOOD-ROUND.
BOB ALBORN
PHONE: CLEARWATER 7-0333 PASCAGO, NO. COLLLECT CALLS

DIXIE AMUSEMENTS
WANT FOR BURLINGTON, N.C. CENTENNIAL, MAY 16-JULY, NOWAY, O.L.
CONCESSIONS: West Biscuit, Salt Caramel, String Fries, Glass Pitch, Peanut, Toppin, Maples, Target, Nuts for Two Cents. SHOWS: March 15 to 1st of May. 10% of gross. Full Help. CAN also Glide Show Help who can drive and site after. CONTACT: CLIFFORD DAVID MILLER, PER. ROUTE.

GOLD BOND SHOWS
OPEN MAY 16 THRU MAY 25, CRESWOOD, N.C.
CONCESSIONS: Peanut Biscuits, Salt Caramel, String Fries, Glass Pitch, Peanut, Toppin, Toppine, Nuts for Two Cents, Dr. Keep Sour, Smart Aleck, 20 Cents, 25 Cents. SHOWS: May 12 to May 25. 10% of gross. Full Help. CAN also Glide Show Help who can drive and site after. CONTACT: CLIFFORD DAVID MILLER, PER. ROUTE.

SUNSET AMUSEMENT COMPANY
CONCESSIONS: Peanut Biscuits, String Fries, Glass Pitch, Popcorn, Peanut Toppin, 20 and 25 Cents. SHOWS: May 15 to May 25. 10% of gross. Full Help. CAN also Glide Show Help who can drive and site after. CONTACT: CLIFFORD DAVID MILLER, PER. ROUTE.

ADDRESS: Fort Dade, Iowa, This Week; Marshalltown, Iowa, Next Week.

AGENTS
WANTED
For The W. B. WADDE SHOWS.
Lands End, Burlington, Rockville, Rochelle, Plainville, New Hartford, Pinks, Tipton,
BECKY, DOWNEY, L.L. BURKE, ROGER YOUNG
Post Trench, Boston, Martha, Creek, Next, After May 17.

OPENING OF
W. B. J. SHOWS
Oak Harbor, Ohio, June 4-5-7
Auctioneer Chamber of Commerce, Memorial Building, Biscuit, Glass Popcorn, String Fries.
Bill is at 2751 South Main, South Bend, Ind. Phone: USA 6-7050.
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AGENTS
Need 6 Six Cakes. Rackets and other AIA Agents. Also can see good Handy Park Agents. Also see good Handy Park Agents. Also see good Handy Park Agents.

CHAS. KREKLER

Girls—Wanted—Girls
Limited Editions.

AGENTS WANTED
For Six Cylinder Motor Showers and Handy Park Agents.

DEBBY Shorthorn Amusements

ALAMO EXPOSITION SHOWS
SHOWS: Want clean family-type Crid Shows with own equipment. Also Athletic Expositions. Will operate as place Girls and Merchandise. We have a good show. For a few more Hams, make us an offer. We are in Merchandise Shows. Especially want Dams Your Age, Photo, Short Range and Costume. Good route for Perry Addams Kids. Will book Four Figure, Baby Drum, Drummer. WILL HAVE ON THE BETTER FAIRS AND LANDES. W. D. JUG 7 CELEBRATION. All rides.

JACK RUBACK, Mgr.
Hartford, Conn., this week: North, M. Ave., May 19-20; Toleda, Ohio, May 20-21.

NOLAN AMUSEMENT COMPANY
CONCESSIONS: Biscuit, Grub, Diggers, Foo Pool, Blackstone, Age, Scale. Photo, Lead Gallery, Fish Ford, Arcade and Handy Parks.
SHOWS—Short Centers. Cover. Popcorn, Peanut, Bread, Biscuit, 5 Cents.
Peach City, W. Va., this week; Erle, Pa., next week.
FRED NOLAN
St. 2, Phone: GI 2-0371, South Sanzelle, Ohio.

ROHR'S MODERN MIDWAY
Rantoul, Illinois, May 12 thru 17 (across from Air Base)
CONCESSIONS: Nuts for Two Cents. Booking Agents. New Concession Show. Fanfare, Box, Weekend Shows. All other Shows.
SHOWS: 25 cents. HORSE RIDES. 25 and 50. Important for your show in Rantoul.
Baker's CONCESSIONS.

BAKER UNIFIED SHOWS
CONCESSIONS: Can show our complete Catalog, Jewelry, etc., upon request. Also have in stock: New 2 Shows, 25 Cents each; New 1 Show, 25 Cents each; New 1 Show, 50 Cents each. Also have in stock: New 1 Show, 25 Cents each; New 1 Show, 50 Cents each.
D. R. ROHR, QUINN WIES, Concession Manager.
RANTOUL, ILL. THIS WEEK. THEN PER ROUTE.

SUNSET AMUSEMENT COMPANY
CONCESSIONS: Peanut Biscuits, String Fries, Glass Pitch, Peanut, Toppin, Toppine, 20 and 25 Cents. SHOWS: May 15 to May 25. 10% of gross. Full Help. CAN also Glide Show Help who can drive and site after. CONTACT: CLIFFORD DAVID MILLER, PER. ROUTE.

E. R. BRIGGS
ORLANDO, FLA. THIS WEEK. THEN PER ROUTE.

KENTON'S AMUSEMENTS
LADY CANTON, LADY ROBERTA, BOBBY BROWN, Bozo the Clown, Little Jack the Clown and Misc.
CONCESSIONS: Confection, Peanut Pool, Big-Hitter, B, more Handy Parks and some Special Shows. Want good Agents. Also see good Handy Park Agents. Also see good Handy Park Agents. Also see good Handy Park Agents.
Corduroy are used in were

Misty Haywood or BEL ROSENFELD, 601. N. Amos, 6 Indianapolis, Indiana.
A. of A. Seeks First Winner

Continued from page 25
necessary to clear the hot air promenades. In use were the Scrambler, two Ferris Wheels, Roller Coaster and Dark Ride, Rock-O-Planes, Plantation Flight, Top Spin, Spitfire, Hot Rods, Merry-Go-Round, and Whip.

CLUB ACTIVITIES

National Showmen's Association

NEW YORK — Member Sam Rothstein will be honored May 12 at the Veterans Administration Hospital in the Bronx for his work over the years. At usual, there will be a large wreath placed in front of the monument at the club's plot in Ferncliff Cemetery, Hartsdale, N.Y., on Decoration Day. News has been received of the deaths of Harry Joffe, May 4, in New York; James E. Shelby, Trenton, April 12, and the brother of Al Howard, 60, was killed in a family plot.

On the sick list are Herman Marx, who was rated at the Royal Zoo, the Bronx; Harry Horner at Veterans Administration Hospital, the Bronx; Jack Rosen at Veterans Hospital, Coral Gables, Fla., and Dave Sobell at Jewish Convalescent Home, Miami Beach.

Recent visitors to the clubhouse were Morris Ratsky, Michael Wynn, Vincent Anderson, Hyman Silverman, Max Selznick, Simon Halit, Al Japoll, Angelo Propper, Neal Klibar, Franz DeSantis, Al Steiner, Dale Wolfe, Philip Masters, Larry Wilson, Jack Choprella, Angelo Longo, Tom Gargiulo, Jack Tishman, Joe Agule, Charlie Saffer, Andrew Stringer, Dick Dunbar, Arthur Soled and Leo Nacht.

PAN-AMERICAN SHOWS

WANT

Continued from page 53

A $200,000 project involved the building of a new highway approach to the city and decorated with palms, was launched by Mayor D. E. OTA, Sr., to accommodate the large number of tourists who visitor the city each year. The tower was erected in the heart of the main business district.

The parking area can handle 5,000 cars. The lake has been drained for cleaning and repairs. A new restroom has been added to the station. The buildings were completed in one day by the men who will be contracted by the city on May 24.

Peanut plants are growing well. Mazey said, and management's optimism reflects anticipation of another good season. Last year was the best in the park's 36-year history.

New Service

Continued from page 53

vice-president; T. Mahler, secretary, and P. J. Miller, vice-presi- dent, to go into operation next week.

The ship will be under the command of Captain Philip Hopkins.

Schedule calls for one-round trip daily, sailing from Toledo on the 2½-hour cruise. Pick-up will be made at the corner of Center Street and North Avenue by a 13-foot motor boat.

Bob-Lo is operated by the Brown Line, with George Browning as president. No change in operating policy at the park is expected. The Bo-Lo and the Buckeye City will enable the corporation to continue development of the amusement park which has been excluded from the park in recent years.

Lions Club Old Home Week, Brown's Field, Oliphant, Pa., May 19-24, followed by another big one, Legion Annual Memorial Week, Schuylkill Haven, Pa., May 26-31.

FREE GATE TERRIFIC ADVANCE SALE PARADE AND PRIZES

CONCESSIONS

All emergency personnel are shown by Wynn, Ltd., Dancing Girls, Pilfer, Carneval, with John Wynn in charge.

HELP

Paul B. Fulgondin of Toledo, with James L. Auger, Jr., in charge.

All replies to MORRIS HANNUM, Casey Hotel, Scranton, Pa., Until May 24.

WANT

For Dayton and balance of season, Harry Panks, Long Range, Scailes, Bear Pitch, Glass Pitch, Jewelry, etc. All replies to Dr. H. P. Blythe, Scailes, Bear Pitch, Dayton, O., until May 17.

No time for letter writing—come on and talk. Phone: 4513.

DICKSON UNITED SHOWS

SOL ROSENFELD WANTS

AGENTS/AGENTS

WANT

All showmen of talent and ability are invited to write personally or call Frank W. Peppers at the Peppers Office, Scranton, Pa., to arrange for coming to the city.

Frank W. Peppers, Peppers Office, Scranton, Pa., Join on wire.

Parade Shows

Want for all shows. Will write to anyone who will pay expenses. Phone, Scranton, Pa.

WANT WISE FIRST WINNER

WANT

PIONEER PLANE FOR SUMMER 1958

WANT

Bleach Board, White, Cry, Paint, Pool, Location of Stock, etc. Phone, Scranton, Pa.

WANT

WANTED boating for all kinds of shows.

WANT

AGENTS

WANTED TO MANAGE FOR SUMMER 1958

WANT

WANTED showmen of all ages and ability to try their hands at all shows.

WANT

KANSAS CITY FRANCHISE, 3rd and Central, Phone, Scranton, Pa.

WANT

ALL SHOWS WANTED

WANT

PHONE


All replies to JOHN PORTEMONT JR., Box 105, Gantt, Ala. Phone 23. No collect calls.

THOMAS JOYLAND SHOWS


All wires to L. I. THOMAS, Bluefield, W. Va.

UNITED STATES SHOWS

Want Short Range Shooting Gallery and Hanky Panke of all kinds.

Marion, N. C., this week; Lenor, N. C., follows, then Abingdon, Va.

P. S. Paison Martini, get in touch with Braddy.

PEPPERS ALL STATES SHOWS

May 12 thru Sept. 2

WANT FOR THE BIGGEST AIR BASE IN THE WORLD, EIGHT-MILLION DOLLAR RIDES.


All wires to L. I. THOMAS, Bluefield, W. Va.

CAN PLACE

Legally licensed Game and Carnival to celebrate, Elderly, Ohio, June 4-7.

MERCHANDISE EXHIBITIONS

May 21-23, National Concessionaires Convention, North Canton, Ohio. Phone Hyattland 9-7892.

TWO TAIL-A-WHIRL FOR SALE

1943 THIRTEEN-Foot Tail-A-Whirl with 13-ft. Giant Flying Platform Engine power unit and 13-ft. Giant Flying Platform Engine power plant. All operable, machine and power unit complete. Can be towed by tractor. Must be delivered to Concessionaire at a convenient location and delivered with at least a week or 2 weeks' notice. A Good deal for a Good Buyer. Phone: 2782.

FRANK A. NOVOTNY

1140 W. 50th Street, Chicago, III.
Kelly-Miller Battles Weather

**Famous Cole Finds Business Varies With Texas Weather**

**CIRCUSES**

**THE BILLBOARD**

Communications to 188 W. Randolph St., Chicago, Ill.

MAY 12, 1958

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**Kelly-Miller Battles Weather**

**Losses 2 Days, 2 Big, Crowds**

Performers, Staff, Band, Advance Personality Listed in Show’s Roster

**COLEMAN, Texas —** A gale which chopped up the scene on a baseball Saturday (3) and Coleman Sunday (4) dangerously knocked up some business.

Before that the show battled seven days of rain, mud and cold.

The circus lost two days—McKinney (25), back to the 1st and 2nd, and because of the mud, Weatherford (30), mud but no rain, three two-hour shows; two days—Brownwood (28) and Stephenville (1) no rain, three quarter-hours; and Coleman, (4), capacity shows.

**Personnel**

Show’s personnel includes Robert Meather and general manager, Kelly Miller and D. R. Miller, co-owners; Frank Ellis, legal advisor; W. L. Lutz, executive secretary; Ida Miller, so- corporator; S. C. Miller, secretary-treasurer; Pat Bell, assistant- general ad.; Col. Calvin Miller, executive director; Mx. Kelly Miller, superintendent; J. T. Butler, treasurer; L. E. Lott, executor; H. B. Lott, executor; Mrs. J. B. Smith, general superintendent; Jone (Jone) (5), court stenographer; John Long; John Steward; John (Capt. John) Jeter, road manager; Jone (Jone) (5) S. (5), service manager; Mrs. Henry Smallley, wardrobe director.

**More Assignments**

Jack Ensign, new assistant manager, is with the circus, bringing up the capacity shows.

**Circus Scene**

Kelli Miller, the white elephant, lead by the elephant and summoned to the ground. At Bluefield Sanitarium he and the elephant were frequently turned into a circus by the loss of money due to shock.

Kelli Miller, the white elephant, who has been playing Bluefield to good houses. The afternoon was three-quarter filled.

**GOOD BUSINESS**

Rudy’s Performance Clicks in Phoenix

By SAM ABBOTT

PHOENIX, Ariz.—After a heavy downpour which cancelled the first night’s performance of the internal two-day engagement of Rudy’s Circus, the Shireys were well pleased with the performance. Extra precautions were taken to be sure of ample engagement.

The show went all right for the date, too. Twenty-four sheets along with three and six from Chicago Posters were used within a 40-mile radius.

One sheet, halfs and window displays were bought from Majestic Poster Press. Parley Base co-operated.

H-M Signs ’59 Dates: Current Tour Good

NEW YORK—Much of the 1959 season is already under contract for the Hamill-Morton Circus. Manager Harry Hamill notes last week, with a high spot being the three-year renewal of the Pennsylvania Recreation Benefit Association of Kansas City.

During the 1958 H-M tour all agents were on a level of business to that done in 1957, and with some showing increases ranging to 10 per cent. Next season will be limited again to 14 weeks, during which the show will be kept from start to finish, Hamill said.

**Police Annual Sets New High**

At St. Louis

**ST. LOUIS—** St. Louis Police Circus, produced this year by Al Rucker, has broken all previous records for an 11-day run. The show drew 37,000 more paid admissions this year than last, it was reported.

The overall attendance this week was 230,000, of which 148,000 was paid. This compared to 194,000 here (25) that drew the show in 1957. (4). Police said the business this year was the best of any time the show has run 11 days. Once it ran 21 days and another time it had 14 days, but all other years have been 11-day stands.

High-pale performer Bruen escaped serious injury when he struck a guy wire during his act this week only to have a wire fall away on the high pole, and in a moment the circus was in a tin can.

The wire broke and therefore Bruen’s injuries were held to a minimum.

**Clyde Beatty**

Road Season Gets Underway

**ALLENTOWN, Pa. — Clyde Beatty Circus got off to a good start this season on its road Monday (Continued on page 1)}, here Tuesday (6) under Civil Defense auspices.

Weather was cold and rainy last week was muddy, with trucks bogging down as the show set up. Local sources said that both shows would have been packed if weather were better. As it was, both the show and the auspices were reported in great condition by the turnout of a three-quarter house in the afternoon and another three-quarter at night.

Frank McClosky is general manager and Earl Kellerman is assistant general manager of the show, which has just completed a month’s stand at Dallas and a four-day run at the Hudson River from New York.

**Griffith Says New Adams Show Finds Early Stands Very Good**

MARION, Ind.—Bill Griffith of Adams Bros. Circus said here that business has been a whole lot better than average.

**Hunt Bros. Opens Okay**

DOVER, Del.—Hunt Bros. Circus opened its season with a stand at Dover, Del., which has been extended, and good business expected.

**DULUTH, Minn.—** Orin Davis company’s circus played to capacity and filled all the street cars as they arrived at Duluth, Minn., for performances here at Duluth Curling Club arena April 22-27. Shrine Circus, with 2,000, had a two-night stand in break and filled all the hotels here.

With 3,000 seats in the arena, the show had an average house of 98 per cent at $1.30 admission, 3,500, 2,000, and 1,500, respectively.

**HUNTS, Presents Show OK**

**Griffith Says New Adams Show Finds Early Stands Very Good**

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**MILLS ORDERS NEW BIG TOP**

DEARBORN, Mich.—Bill Miller, manager, ordered a new big top. The canvas will be 120 by 150 and be 130-foot top.

**Circus Information**

CIRCUSES (Continued on page 5 of this issue)
**Rudy's Performance Checks**

*Continued from page 69*

The girl highlights with a skating turn on the wire. George J. Keller with his wild animals, the featured act, with his usual first half of the show in good fashion.

Following the intermission, the Flying Ward's work smoothly, taking advantage of good lighting and sound, and their antics with brooms and other things was good. Any act of the get plenty of light on the motorcycle turn giving the turn a top rate. Rudy's work again takes over very well for the ring, and the act smooth but could have been sold better. Overall, the acts looks better from the wheel than the wheeler.

Erie's one-finger stand was in immediate price. In the presale, give the act plenty of flash. Dunky Berg and her seal, Buddy, follow and fall off the circus ground work.

Finally in the Allens in a musical that features the girl at the end of the tour that is billed as a novelty. The motorcycle vertically in a circular motion.

Clown turns performed by Harry Ross with Mark Anthony, Frank Egan and George Denzil, with real planning. Anthony's act requires the clown to sell as it is a real silk and spinout. As well as several other pretty good acts for kids.

Music is directed by Don Rey at the act, a top trumpet man. Tunes are pops a part of the circus给人的. Vivian Jacobs is assistant to the producer, and the Juneau, general representatives. Date reports are sold personally by Jacoby. Costumes are customized by Anna Florabell.

**UNDER THE MARQUEE**

Dully Jacobs is with the Todd Elephant Circus. Glenn Henry Family is playing in the vicinity of Anchorage, Calif. . . . Charles Egan and William Casals write that they were in Rochester, Minn., for several days during their Easter vacation from the University from the University. They were playing with their four acts. They will play at March Atanas in March Atanas at Conlen Lake Park in Pennsylvania. They will be playing at the Circus.

Sunny Jim Snell chomped the Ooshka and the Fantastad Show.

Max Ranzhofer this season is celebrating his 20th year in show business. He has a successful circus in Los Angeles, Calif.; there 11 years, worked with Polack Bros. for five years and is now back for his eighth spring tour. Max Ranzhofer was with Charles Egan at Coney Island in 1924, as well as many other shows.

Donald Mears writes that the Weber Bros. Circus was playing in Columbus, Ohio, and that boy Bible was breaking new horses for his Sello Bros. Circus.

Ery Kansy will be doing his big horse, Clyde, in the new Jack Joye-Jack Kochman act.

Side show acts at Ringling's New York stand included Great Kordal; DeWine Bros.; Barns, and Kordal's Musical Winter Bird Show, and that boy Bible was breaking new horses for his Sello Bros. Circus.

**THE BILLBOARD**

**WANTED**

Heard Elephant Man to handle 3-night. Excellent job if you can qualify. Have help get along with, as well as is service satisfactory, under ill health. (Gary White, contact)

**DON FRANKLIN SHOWS**

Byron, Tex., this week.

**PHONEMEN**

3213, paid daily; 6 months' work. Phone Mfr. to enter into limited legal agreement. Union. Phone 6-4611. No collect. **HIGH WANTED**


**FREDIE**

Newport News, Va., 4112. No collect.

**Balladunes Circus**

6006b Eastr Coxie Street, Oakland California. Phone 435 in. No collect.

**WANT PHONEMEN**

Contracting Agent in act to tour under contract. Pullman, May 13; Kansas City, May 18; Martinville, Texas, May 20; all Virginia. No collect.

**Contracting Agent**


**Polgar Enterprises**

215 S. Market St., San Antonio, Texas. Phone 2-1369. Phone 710-730. Phone 305-506. Phone 74-730. Phone 47-703.

**Prime**

**CIRCULES**

519. Springfield, Mo. Phone 2-328. Phone 2-706.

**CAR Sale**

High trim, spa and reliable Banner sales for passenger cars. Phone 305-605.

**HUNT BROS. CIRCUS**

As per usual.

**THE BILLBOARD**

**WANTED**

Wanted for the following dates: 200th anniversary of the birth of President Andrew Jackson. Phone 305-605.

**WANTED**

Three miners to join small for 30 days. Good job. Good pay. All can handle trains. 7214.

**WANTED**

Jack Vieira, Circus agent. Call me: Phone: Central 2-3823 South Bend, Indiana.

**JOHN C. GOLDEN**

Ventura, California. Phone: Central 2-3823.

**THE BILLBOARD**

**6—WANTED**

Tickets and Benches, busted deal. Phone 710-102.

**JACK SCHNEIDER, Fizz Hotel, Canden, N.J. Phone Windom 4-4368 or Leno 5-6400 after 6 a.m.**

**THE BILLBOARD**

**4—WANTED**

A very fine deal ready to go. Pay full or nil. Best price is given to those who know me get in touch. Eddie Sarles, Agent.

**THE BILLBOARD**

**5—PHONES**

The fine sinata deal ready to go. Me. Phone 2-2424. Me. Phone 305-0825. Me. Phone 2-2424. Me. Phone 3-8222. Me.

**THE BILLBOARD**

**6—WANTED**

Tickets and Benches, busted deal. Phone 710-102.

**JACK SCHNEIDER, Fizz Hotel, Canden, N.J. Phone Windom 4-4368 or Leno 5-6400 after 6 a.m.**

**GAL GRY TABS**

Large Crowds At Yankton

YANKTON, S. D.—Gill Gray Circus for the second week of May has reached its capacity at the 4,500-seat Nesh Savo at Yankton College June Mon. and Tuesday (5-6). Shrine was the order.

Both Monday shows drew an estimated 3,000 it was reported. On Tuesday, the program of the afternoon show even drew nearer. The show and another number, it was estimated another 3,000, it was estimated.

**Wirith Signs 3 for 1959**

**3 for 1959**

NEW YORK — Three circus dates have been reconstructed by the Frank Ward office for the 1959 indoor season. The new Lee Mott Garden Arena in Hempstead will present a world Easter Circus, King of the world, and the show in Hartford Conn. Hartford's program pulled together this time, it was learned.

Red Unit Ends Stockton Run

STOCKHOLM—The Moser Circus, which terminated an 11-day stand here on Sunday (4), is interesting but not sensational. It is playing at the Kongliga Holgsta, which is small and not adapted to circus.

Ments go to Valentine Sos, korea, trapped. Milhava, unsup- ported ladders, Nikolai Ludovis, antipodist, and Zinanda Tarasa, lens illusionist. There were also clown, dog's body. The circus goes to Gothenburg and other cities of Sweden.

**2—PHONEMON**


**ED HAVENSTICK**

B. R. and Ed, Newark, Kentucky. Phone 1-3049, No collect.

**TELEPHONE SALESMA**

Terrific opportunity for National T.V. Show, 'To work in New York, Must face outside experience. High com- missions. Call Mf. 5-9351 between 10 a.m. and 8 p.m. New York, N. Y.

**4—PHONES**

Need for good good pay. The CIRCUS-C. McGee, run. Phone 3-8945.

**CRESTHAN BROS. CIRCUS**

Collections always sure to conform with the law. Phoned in. No collect. Agents. Phone 3-8945. Phone 3-8945.

**DEAR DAHLS**

Phone: 2-967, Vicksburg, Miss.

**GIVAN TO DAMON RUNTON CANCER FUND**

**CRESTHAN BROS. CIRCUS**

daily. Phone 3-8945.

**PHONES**

**AD MEN**

**2**

Phone: 710-102.

**CROW**

Phone: 6-4611. No collect.

**CALL MANAGER**

Phone: 2-967, Vicksburg, Miss.

**PRESIDENT KABRIS**

On One Two Tony Ad. V. C. A. C. Phone: 2-967, Vicksburg, Miss.

**DEAR DAHLS**

Phone: 2-967, Vicksburg, Miss.

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Phone: 710-102.

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daily. Phone 3-8945.
Harvester Set To Show at 5 Major Events

CHICAGO—International Harvester will participate in exhibits at five major fairs this year at the factory level while dealers will hand out information sheets at 10 major events, officials announced here.

The factory will participate in farm machinery shows at the Illinois State Fair, Springfield, Ill.; the Oregon State Fair, Portland; the Montana State Fair, Great Falls; the New Mexico State Fair, Santa Fe; and the Minnesota State Fair, St. Paul.

Dealer showings will be held at the Kent & Savaree County Fair, Harrisonville, Del.; the Missouri State Fair, Sedalia; the Ohio State Fair, Columbus; the Maryland State Fair, Timonium; the New York State Fair, Syracuse; the Kansas State Fair, Hutchinson; the Virginia State Fair, Richmond, and the Eastern States Exposition, Springfield, Mass.

Older Farmer’s Alearnings Notices at Flemington

FLEMINGTON, N. J.—One of the most successful promotions the Flemington Fair has run in recent years has been a twist on the "pretty farmerette" theme. Last year there were two, and this year there will be a third.

The event was confined to New Jersey, aloft the fair is not far from Pennsylvania, and in a six-week period there were 80 entries in, and the winner was a 103-year-old (retired farmers were eligible), several others older than 80 were entered, and this group was invited to the fair for honors.

Prior to the fair's opening they were invited to visit the Farm Bureau in Trenton, where they met the governor. A dinner was held on the farm.

During the fair they were paraded around the track in old horseless carriages.

Coverage was won on wire services and over radio and TV as well as in newspapers. One of the hot spots for publicity was a 6-9 year-old who attended the fair with some of his 18 children, four of his great grandchildren and five great-great grandchildren.

Crown Point Inks Cisco, Ellington

CROWN POINT, Ind.—Attractions for the 1947 county fair in this city will include the Cisco Kid and Duke Ellington and his orchestra.

Cisco will be featured with the Dude Brothers, Allen Brothers and the Jolly Farmers, while Ellington will wind up an act program on two days. The show will be held on two days.

Dukes Booked At Ill. State

SPRINGFIELD, Ill. — The Dukes of Dixieland have been booked as one of the attractions at this year’s Illinois State Fair. The band, booked in by the William C. Peters Co., will play here on Saturday, August 19.

Renamed Ransom At Riverton

RIVERTON, Conn. — Perry R. Raxton has been re-elected president of the Union Agricultural Society, sponsors of the Riverton Fair. The 1948 fair is slated for Saturday and Sunday, October 11-12.

Palmyra, N. Y., Sets Varied Sand Sked

PALMYRA, N. Y.—One of the most popular attraction line-ups is scheduled for the 1947 Sand Sked Fair this fall, president Vernon C. Smedley announced.

The fair has signed hypnotist W. A. Dujardin, a former Los Angeles-area police officer, as one of its top-name entertainers.

The fair, which was held in 1946, will be held this year on September 1-5, with Thursday, September 3, set aside for a picnic and sale.

The fair will be held on the fairgrounds on the outskirts of the city, and will be open to the public.

Sequin, Tex., Adds 2 Halls

SEQUIN, Tex.—When the 1948 Guadalupe County Fair opens September 5, two new halls will be completed and other improvements made, according to D. J. Wales, fair vice-president.

Some years ago the fair association constructed a large steel frame building, and recently, building was added to the City of Seguin, which owns the land which the fairgrounds are located, and the association, in turn, has started construction on new commercial exhibit and exhibits buildings. Dates for the 1948 fair are September 5-12.

Dozers Clear Kingston, R. I.

KINGSTON, R. I.—The former Kingston Fairgrounds was leveled by bulldozers last week, with the objective of developing a 23 acres of land to the Torrent, a new industrial park. A display of phototypes illuminated the sky for miles around.

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The fair has signed hypnotist W. A. Dujardin, a former Los Angeles-area police officer, as one of its top-name entertainers.

The fair, which was held in 1946, will be held this year on September 1-5, with Thursday, September 3, set aside for a picnic and sale.

The fair will be held on the fairgrounds on the outskirts of the city, and will be open to the public.

Sequin, Tex., Adds 2 Halls

SEQUIN, Tex.—When the 1948 Guadalupe County Fair opens September 5, two new halls will be completed and other improvements made, according to D. J. Wales, fair vice-president.

Some years ago the fair association constructed a large steel frame building, and recently, building was added to the City of Seguin, which owns the land which the fairgrounds are located, and the association, in turn, has started construction on new commercial exhibit and exhibits buildings. Dates for the 1948 fair are September 5-12.

D county Clear Kingston, R. I.

KINGSTON, R. I.—The former Kingston Fairgrounds was leveled by bulldozers last week, with the objective of developing a 23 acres of land to the Torrent, a new industrial park. A display of phototypes illuminated the sky for miles around.
PREHISTORIC MONSTER
SCORES IN FIELD

By IRWIN KIRBY

At several times over the years it may have appeared that there was something of the way in the peanut farm, and that all the manufacturers had to do was keep abreast of the times. This philosophy has been a born scene sucker, as put-together units have followed the public's growing awareness of jet planes, racing cars, atomic submarines, guns and other objects.

Some members have jumped on the wagon among K-takers, such as the World War II aircraft, antique model cars and sailing vessels. But for real old age, it's virtually impossible to match the Tyrannosaur Rex. There is one appearing on the market and it consists of 46 pieces of white plastic parts plus instructions on how to assemble a genuine Carnotaurus!

This is a natural for children, and the kit, neatly boxed, has received the approval of educational writers. Under the kit public notice, to a colorful display case standing 22 inches wide, 14 high and eight deep. The dinosaur, looking down on a 28-inch front of a curved prehistoric background scene taken from Life magazine, "The World We Live In" series.

Kit weights 17 ounces and the finished piece stands 16 inches high and is nine inches long. A $1.98 retail, it goes to dealers at a discount of 50% for two discount. Idea for the dinodent, definitely a departure in the assembly kit field, was presented by a salesman at a breakaway street. Samples showed around were well received.

In the New York area TV advertising has just begun and a first-day retail of 50 units being sold at Bloomingdale's and 800 at L.B.'s in Philadelphia. Time promotion to be bought on kidel TV shows for two months.

More coming.

Success has plunged the manufacturers into a series proportion, with dies already in the works for a stagorex and a basilosaurus. That would be a $3.98 kit not only at resort stores, but on prime shelves of operators of bingo and other game games. Distinctly a part of the item started a month ago and there is no production problem yet.

In February, this column was kicked off with a piece about personalized items such as name-in-wing and name buttons. Now Big Name Buttons has been put out by ABC-Paramount Records, featuring the Royal Teens vocal group. While the lyrics and rhythm will scarcely go down to any younger, they are sufficiently irritating and repetitiveness to merit playing by retailers selling the buttons. Constant drumming of the phrase, "big name button," will help draw attention to the new item.

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The following pitchmen were seen last week in the re-sale district: Chuck (Scootman) Fester, Max (Madman) Sheperd, Buddy FaRe, (Bashful) Rubin, Harry Berman, (Frankie) Klein, and Andy (Bet a Million) Day.

PIPES FOR PITCHMEN

By BILL BAKER

"THINGS..."

This is a neck of the woods and I haven't seen many of the fancy [...] W. Fields from New Castle, Pa. I recently heard that Jack Murphy of coin note headed the Pennsylvania farm sales and that he has a spot lined up at Atlantic City for the summer."

WRITING

From New York, Ben (Hojo) Bom- son reports that pitchmen are having a tough time working the streets of the big town. He said that the hobo convention in Bets. 1st, was not a very eventful drawing not more than a half dozen locals turned out at the height of the road. However, it drew 20,000 visitors and concessionaires made a very good showing not selling the Hobo News.

NEWS NOTES

From Joe Sobel, writing from New York: Bill (Herseith) Weiss and his car sponsor, Hattie Hymen, have formed a corporation known as East Coast Traders. ... Mike L. C. has been asked by Mr. Bean to book M. for his show. ... Famous boatman has booked Navy dates in the East. ... The Garden concession department did well during the circus with Zora a huge success and the pinata made. ... Phil Braunwasser will be up to Key West, Fla., to take over the Garden concession diary from Herman (Tomato Face Dutch) Buck, who was in a recent arrest into jail at the Midland Hotel, Miami, and would like to hear from friends. ... Sam Circa has been announced as the manager of the La Crosse, Wis., location. ... Pat Raff, Chopham king, has bought a double of Pontiac. ... "Red (Recession) Los " has lowered the price of haggis and pretzels to a nickel. ... Joe (High Check) Conway was in Charlotte, N.C., recently because he was careful with his money. ... "Heavy (Recession) Joe" lost 1500 (500) dollars.

NEW PENNANT PRICES

DAY-GLO PENNANTS

For $15.00, you can buy the Big Top Dancers Day-Glo pennant prints. Big Flag, "Hill-cast cloth, Felt, and most common on the market. A $3.97 value, are available in 2"x4", 250-200, $2.95 on 15-12"x18" pennants, and 22 for $1.00. All prices are subject to change. These pennants are made of lightweight, durable material and are designed to last for years. They are available in a variety of colors, including yellow, green, and red. They are also available in both standard and premium-quality materials. They make a great addition to any collection and are perfect for use at parties, events, or as a statement of support for your favorite team. Contact us for more information and to place your order today.
REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular
3 pt. upper and lower case. RATE: 10c a word, minimum $4.
CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count
your name and address. When using a Box Number,
c/o The Billboard, allow six words for address
and 1 3 words to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru
the use of larger type and white space.
No type up to 16 pt. permitted. No illustrations, reverses, or other decorative
matter. One page, rule border on ads of 2 inches or more.
RATE: $1 per column inch, 14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI, OHIO

THE BILLBOARD
MAY 12, 1958

THE MARKET PLACE FOR BUYERS AND SELLERS

Acts, Songs, Parodies

DORIS DAY: WRITE FOR INFORMATION ON A HEATHER BADGER by ourselves.
The Sam Shores-Ed Traynham-Johnny Cash-Aaron Schroeder and others.
Sends to: The Sun Records, 402 Third Ave., New York 16, N.Y.

Agents and Distributors

ATTENTION: AGENTS WANTED TO SELL THE 1958 DANCE MUSIC TO THE MEDICAL
PROFESSION. A sales force of 250 or more will be employed.

BARGAINS FROM JAPAN MANUFACTURERS

Blows a box, 8x15, $15; 15x20, $15; 20x30, $20; 20x40, $40; 30x50, $100.

BELFORD'S - PEACE DECALCOMANIA

Kiwi, Monkey, and many other designs. Each 25 cents.

CARNIVAL GOODS - SLUM, PLUSH, Rubber, Carvers Park, Los Angeles.

BARNES-MACKEREL AND CIGARS

Send for free catalog of original novelty cigars. American Cigarette Door, 110 W. 42nd St., New York 18, N.Y.

BARGAINS IN MUSICAL INSTRUMENTS

Lupuline, a unique instrument, Washington, D.C.

DEALCODOMA TRANSFERS NOW OFFER A PROGRAM FOR THE SALE OF
PRIVATE PLATES IN THE UNITED STATES.

ESQUIRE BARGAINS

Send 10c for reveal card. You will receive 1000 points for 10c.

EVERY SCARCE STONE, SIGNED REPRODUCTION, 10c.

FOR SALE—COLORFUL SUGAR LOAF COLLECTOR, 3 POUNDS, 10c.

FOR SALE—1000 N. Y. PRINTS, 10c.

FOR SALE—1000 NEW YORK POSTCARDS, 10c.

FOR SALE—1000 ST. LOUIS POSTCARDS, 10c.

FOR SALE—1000 NEW YORK POSTCARDS, 10c.

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FOR SALE—1000 NEW YORK POSTCARDS, 10c.

FOR SALE—1000 ST. LOUIS POSTCARDS, 10c.

FOR SALE—1000 NEW YORK POSTCARDS, 10c.
HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed.

   □ Acts, Songs, Tunes
   □ Agents and Distribution
   □ Advertising
   □ Business Opportunities
   □ Con Machine
   □ Con Machine Equipment Used
   □ Con Machine Routes for Sale
   □ Costumes, Uniforms, Wardrobe
   □ Concession Supplies
   □ Concession
   □ For Sale—Secondhand Goods
   □ Talent at Liberty Headings
   □ Agents and Managers
   □ Bands and Orchestras
   □ Circus and Carnival
   □ Dramatic Artists
   □ Vocalists

3. Indicate below the type of each wish.

   □ REGULAR CLASSIFIED AD—$2 a word. Minimum $4.
   □ DISPLAY CLASSIFIED AD—$1 per square inch. One inch $14.
   □ AT LIBERTY AD—5c a word. Minimum $5.

   Classified and Ad must be paid for in advance.

The Billboard, 2510 Pennsylvania Ave., Cincinnati 22, Ohio
Please insert the above ad in...issue...

NAME
ADDRESS
CITY
STATE

OVER 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

MAY 12, 1958

CLASSIFIED SECTION

Printing
A1 TIVER SHORT RANGE TARGETS
In four colors. One color service. Free samples:
Bob Auten, 2428 North 10th Street, Des Moines, Iowa.

NEW SHORT RANGE TARGETS.
In four colors. Free samples:
Bob Auten, 2428 North 10th Street, Des Moines, Iowa.

WANTED ADVERTISERS:
CALL ALAN SAYS.
1-3 1/2" x 11" Specifications. $1.50 per ad. 1250 words max.

SALESMAN WANTED:
FOR PROMOTIONAL DISPLAYS—Cloth, etc., in Minnesota
Contact 811-111. 1051 Tremont St. Boston, Mass.

WANTED TO BUY:
SILVER MEDALLIONS:

THE BILLBOARD'S CLASSIFIED SECTION

Letter List
MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

MAIL ON HAND AT
NEW YORK OFFICE
125 Avea Bldge
St. Louis 1, Mo.

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Anzoz Bldge
St. Louis 2, Mo.

ATTACKS FOR WACO
WACO, O. — Fallows' Rides, along with other shows, camps andameerican exhibits, has been booked for the June 25-28 Homestead Five Acres, in Pennsylvania. In advance, said George Marlow, general manager, there will also be nightly fire attractions and baton music.

Happy Kelleson is glowing at Coronado's Midway, where he will show the midway and the Lancer Ladies together. The Lancer Ladies, under the leadership of Kid Koster, veteran agent and mid-ship, writes from Cincinnati, Ohio, that he has whipped the recent severe attack of arthritis.
‘58 MOA Confab Confirms
Two Conventions, Not One

One for Juke Industry, One for Disk
Mfr.-Distrib Meets; 56 Exhibitors Show

By BOB DIETMEIER

CHICAGO — Music Operators of America have provided an annua
two conventions, not one.

This fact was dramatically con
test last week during MOA's
at the Morrison Hotel.

Meetings held by record manu
facturers and their distributors dur
MOA's show virtually consti
tute a convention within a conven
tion.

An estimated 150 links were
represented, only a handful of
which exhibited, but a large num
ber of which were determined to be
demonstrated throughout the week.

Independents dominated record represen
tives, and this was due largely to
private booths set up by the Spring Session.

The occasion of the MOA con
vention apparently provides record
rms with a unique opportunity to

Juke Outlook
Tops Despite
Slump: Haddock

CHICAGO — “I feel quite opti
mistic” John Haddock, presi
dent of the MOA, said.

The outlook was voiced by
counsel for the AML, Inc., and of the Automatic

(Continued on page 60)

Outline MOA Copyright Case at First Session

CHICAGO — The case for the
juke box operators in the current
copyright fight, as it was presented in
hearings in Washington late last
month, was outlined at the marked
general business session which
began after the MOA convention Tuesday (6) morning.

Nicholas Allen of the Washing
ton law firm of Armbrust, Herrick
Koppley & Allen, counsel for MOA, reviewed the principal
arguments of the juke box industry
during Monday’s secret meeting be
tween the judiciary subcom
mittee of the Senate and congress marks and

George A. Miller, MOA's presi
dent, told the group he felt that
the copyright outlook for the op
erator is gloomier than at any time in
history, since the possibility for
removal of the juke box exemption clause from the Copyright Act of
1909 appears stronger than ever before.

Miller commented on the gen
eral atmosphere of the hearings and
his suggestions for the casu
immediately preceding Allen's sum
mary of arguments.

Both Allen and Miller said that
the chairman of the subcommit
ee, who is also another of the cur
rent Senate bill to remove the
juke box exemption clause (S. 1870)
Sen. Joseph C. O'Mahoney (D.
Wis.), will have to be determined to
get action on his bill and end the
removal battle between juke box
operators and the American Society of
Composers, Authors and Pub
lishers.

Both expressed concern that be
cause he is both the chairman of the
committee and author of the bill
O'Mahoney may speed action on
the bill unduly.

Both explained that the principle
of copyright and fees was totally un
acceptable to juke box operators

(Continued on page 51)

BB’s Stark:
Fight Bad P-R
With the Facts

CHICAGO — The need for
operators to provide local new
papers with facts about the
juke box business to counteract bad
publicity was hammered home at the
MOA convention morning busi
ness session Tuesday (6).

Senior Staff Manager of The Billboard's coin
machine division, John M. "BB" O'farrell, got to the
point head-on by be
coming acquainted with the editors of
local newspapers and offering to supply facts relevant to his
own business and/or the local oper
ating business.

O'farrell, who typically singled out
unavailable headlines that could be ex
posed as a result of the Senate
committee (Senate Select Committee on Improper Practices in Labor and
Manufacturing) hearings

(Continued on page 51)

MOA’s 1959 Program

MOA staged a convention last week that on two of three
counts was successful. Exhibits and attendance were good.

But the business sessions, especially the general meeting,
were less than impressive.

MOA should overhaul its general meetings. It should plan
its forums

Attendance at morning meetings has dwindled steadily the
past years. When a national association such as MOA cannot attract more than 150 to 200 people to its national
business meetings at a convention attended by conservatively
10 to 15 times that number, something is wrong.

Two things could be wrong. One is that operators don't want
good information and MOA therefore fills up the morning
with speeches by as many people as they can come up with.

We don't buy this one. We've talked to enough operators at
the conventions to know there are many who want to hear
the latest news and didn't get it.

The other thing that could be wrong is the program of
the general sessions. We defray anyone to sit through speeches by 15 people in three
days—even by the world's greatest speakers—and not get tired of it.

What to schedule on these programs and how to better
plan the business sessions will be the subject of succeeding
editors.

Business meetings are a key factor in attracting operators.
MOA cannot afford to ignore them.

Map Major Battle
On Juke Licenses

Mass. Atty. Tells MOA Board, Forum Legal
Strategy That Could Kill Present Fees

CHICAGO — A legal battle
without precedent in juke box
business could furnish a permanent bol
vard for the operators. We are
not paying of excessive license fees, and possibly any licen
ses—were outlined to MOA's board of directors and
at a convention on licenses and
taxes last week.

Amos Sherman, lawyer for the Massachusetts Music Operator
Association, blueprint the
plan for the fight as a surprise
speaker at the directors meeting
Monday (6). He also addressed a
forum on licenses and taxes
Wednesday (7).

Sherman first reported on the
progress being made by the Mass
achusetts group in its fight with the
City of Boston and the Common
wealth of Massachusetts on the
combined license fees paid by
operators totaling $150 per
juke box per year.

He said that the suit now pend

ing in the Massachusetts Supreme
Court will result in an ultimate
determination of the constitution
al "not only the Massachusetts
statutes and Boston ord
ances, but also will affect the
foundation of every license fee and
"occupancy tax" which the operators
must pay to the city.

Declared Sherman: "The prior

(Continued on page 61)

MOA CONFAB

PICTURES

NEXT WEEK

CHICAGO — Pictures of MOA con
fessions, banquet and the banquet
will appear in next week's issue.

Unfortunately, full coverage of the convention will not be
possible in this issue. The
photographer was not able to
complete the coverage of the
photographer was not able to
get to all the sessions and the
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ROCK-OLA
120 Hi-Fi Selection Phonograph

Model 1464

The newest innovation in the Phonograph Industry ... the sensation of the

MOA Convention

Can be mounted directly on the wall

Can be mounted on a floor stand

See it at Your Rock-Ola Distributor Today!

ROCK-OLA MANUFACTURING CORPORATION
MUSICAL swing open quarters.

MOA Dime Play Panel: Conversion Is 'Must'

MOA Dime Play Panel: Conversion Is 'Must'

Ditchburn Hits At Excessive Commissions

Mitnick Calls For Better Co-Operation

Seeburg Bows New Cig Vender at MOA End of Month

Diversity Forum Shows Two Views

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YAUDEVILLE REVIEW

Chuck and Charley Flop As Thought-Provokers

Two men who supplement their regular income-sources of which are uncertain to this writer—by belonging to that mysterious breed known as "professional speakers," performed at general business sessions of the MOA convention in Chicago last week.

Chuck (Charley) Lapp and Charley (Chuck) Hanna gave what were billed as "thought-provoking" talks, well lined with tired chandeliers. In the role of thought-provokers, they flopped miserably. The only thought they provoked from this writer was how to leave the premises as quickly as possible.

However, in the role of chuckle-layers, they succeeded where others had failed: They put on their acts without the customary clown get-ups and provided intermissions between some laughable dull and interminable speeches.

Lapp began his act—giving five steps to success or some such nonsense—by ringing a large cow bell, "my profit bell ringing in more profits for you in 1958." That should give you a rough idea of what followed. A typical jingle was on the B.S., M.S., P.I.P., variety, difficult as that may be to believe.

Hanna's theme was "people are confused," an apt description of how some attending must feel about why people of his ilk are brought before a national assembly of music operators. That's when this writer stopped taking notes on "Chuck," so I can't give a more rounded description of what followed. But no matter. Anyone interested can mail in a coupon for one of those correspondence courses on the "five," "ten" or "twenty" ways to succeed or top stop being confused, usually offered for sale at nominal prices in the back pages of magazines where "90-pound weaklings" offerings appear, or spend a quarter for a paperback on similar subjects, convenient as a walk to the corner drugstore.

Bob Dietmeyer.

MOA President George Miller introduced W. I. Alexander, RCA Victor director of advertising, who acted as host. Alexander said the film was shown to some 4,000,000 school children and 20,000,000 persons over television.

The film was based on the actual production of RCA's "Romeo and Juliet" record. The Tchaikovsky Symphony was performed at the Boston Symphony Hall by the Boston Symphony Orchestra.

The actual processes depicted were the taping of the selection, cutting the master, making metal masters, etc., and the printing and shipping from the plant.

THE BILLBOARD

Miller Tells of Plans for TV Network Show

CHICAGO—A tentative agreement between Bob Potter, creator of the "Juke Box Jury" television and radio show, and the Music Operators of America, was outlined Wednesday night (7) at the MOA convention here.

The show will act as a public relations vehicle for the music industry, featuring Juke box reviews, interview programs and the program itself and mentioning the names of individual operators.

"Juke Box Jury" is currently heard on radio throughout California and on television in Southern California. Plans call for a network program.

50-50 Split

Miller told the convention that Potter's contract with MOA stand to be enriched considerably. All quota revenues for the first 26 weeks would go to Potter, but after that Potter would get fixed money, with the MOA getting 50 per cent of the gross above that.

A business manager would be hired jointly by Potter and MOA. He would be responsible for production and liaison between the various operators and Potter.

Miller said that there is a possibility that MOA members, as individuals, will share in the profits of the venture.

Urges Ops To Support PAL Group

CHICAGO — A Miami police official who heads up that city's Police Athletic League urged operators to support the group to change the term "juvenile delinquency" to "juvenile decency."

Joe Ruggerio of the Miami police department, at the Thursday (8) general session of the MOA convention, told operators that "juvenile" is a wrong business. PAL, he said, was an excellent way of bringing youth with various athletics and recreational programs and keeping them out of trouble.

Ruggerio told the operators of the work that the Miami Music Operators Association, headed by Willie Pratt, is doing, Pratt took an interest in PAL, and thus his interest, the association is supporting the local PAL group there.

He urged operators interested in setting up a program thru their local police departments to contact the local police chief and/or write Police Commissioner James B. Nolan, executive director of PAL, New York City, for details.

George A. Miller, MOA president, presented Ruggerio with a plaque for his efforts on behalf of the association.

Now at your AM distributor's...
First NVA Session Was Big Hit; Other a Curious Flop

Axelrod's Wit, Info Wowed an Alert Audience

MIAMI BEACH, Fla. — Uniform excellence characterized the first day of the National Vendors Association convention's business sessions.

The keynote speaker, Irving Axelrod, got off a volley of trench jokes and bored down on the bulk vending machine and gum manufacturers with the accusation that their products are obsolete. He contended that institutional research at the basic consumer level is needed if the vending industry is to introduce new variations on standard products, which he expects will be on the horizon in the years to come.

Axelrod, however, failed to make specific recommendations, other than that machine manufacturers would be well advised to study the evolution of the jive box over a similar period of time. Reminiscing for the most part in generalities, Axelrod said that bulk vending machines need more glamour, more variation, and a new type of eye appeal in order to really capitalize upon the impulsive nature of the public's purchase from bulk vending machines.

Bulk Vending Analysis

Vice-president of the 42-store J. Weinigarten, Inc. chain in Homestead.

Committee for Grievances Is In the Offing

CHICAGO—A grievance committee composed three each of operators and distributors will be appointed at the NVA convention May 16-18 to handle any complaints that may arise in the course of the conference.

The operators and manufacturers are expected to agree on the composition of the president Leonard Quinon, National Vendors Association is to be selected by the board of directors.

A total of 100 participation in the plan is needed, and as of last Thursday 20 members of NVA (or employee members) had signed for the life insurance policy.

In his speech at the NVA convention in Miami, Quinon stated that since the inception of the association, which represents the vending business, the NVA has had a full-time employe to handle any complaints that may arise in the course of the conference.

All complaints are to be directed to him, said Rayner, who will then forward them to the committee which will review the claims and report the resolution.

The committee is designed to handle cases which can affect the status of the bulk vending industry as a whole, said Rayner. Any grievances will be given careful consideration from the outset, he concluded.

New Life Insurance Available Thru NVA

CHICAGO — Eighty more people are needed in order to put the new National Vendors Association $1,000 life insurance plan into effect, said Sylvan Lipshutz, the association's insurance manager.

A total of 100 participation in the plan is needed, and as of last Thursday 20 members of NVA (or employee members) had signed for the life insurance policy.

In his speech at the NVA convention in Miami, Lipshutz stated that principal features of the plan are low annual premiums, which are a medical examination, and the effective date.

Everyone from age one under age 60 to age 65 is covered for $1,000, while those from 65 to 69 may take a $750 policy. The low annual premium rates range from $6 for the youngest carriers to $6 for the older, said Lipshutz. He also pointed out that whereas men under age 60 really pay $1,000 annual premium per $1,000 insurance in small group standard insurance plans, those men pay only $500 per $1,000 premium. Some of these men, for instance, have an ideal opportunity to increase their insurance coverage last week Lipshutz added that if the 80 needed members sign up by July 1, the policy will go into effect immediately.

The former insurance of $1,000 that was included in the NVA convention.

DISTRIBS AND CHARM MFRS. MAY CONCILIATE

CHICAGO—Major distributors and charm manufacturers may have reached initial agreement to formally resolve the dispute over sales to operators.

Principals could not be reached at press time. Moe Marmorstein, president of National Vendors Association, told a Miami Beach, Fla., and unavailable for further comment, as was Samuel Lipshutz. REPRINTS FOR THE FOLLOWING ISSUES

PROFILING THE WEEK

Distributing Evolved Naturally

Ross Thomas bought 10 bulk vending machines early in 1943 while working in a defense plant in Memphis. Other men he worked with became interested, and he set up three with 30 machines each, Thomas acting as supplier in return for 50 per cent of net profits. After the war these men sold out to Thomas, who formed a small route of 105 machines. By putting in long hours and a lot of hard work, he eventually built the route up to 1,000 machines.

His next step was to open up with his success, and before long men began dropping in at his home, wanting to know how to get into the bulk vending and get into business. Callers became so frequent that Thomas went into distribu-

RUSs THOMAS

Thomas has learned a good deal about bulk vending from his father, who, in the early days of the business, literally filled the sunshine and selling aces with his friends, reminisces Thomas. In 1930 and 1931 Thomas helped his father, the route, also shooed thereafter he entered the main business. One of the early uses of the machines in bulk vending ma-

Three towns used Japanese imports. Recalls Ross, “There was a string looped in each one and we had to cut the strings off so they wouldn’t catch the machines.”

Prior to helping his father, Thomas had been graduated from Padwar High School, and spent some time at the uni-

Within a year his father’s business had been rehired. Thomas then took a position with Brown & Williamson Tobacco Company, working out of Memphis as a sales representative. For the next four years he called on drug and grocery store owners, until he bought out and he left the company, he said, in bulk vending which eventually led to late present business.

Thomas and his wife have three sons—Fred, 16, Leon, 13, and Jack. 7. The family usually travels as a unit every summer. The favorite hotel spot is in California. They usually spend three weeks. Next summer, however, they plan to travel to the West and into California.

“An operator has to be open-minded,” says Thomas. “He has to try new types of machines put out by companies. New things are the key to the growth of this business, which changes in cycles of about 10 years’ duration.”

www.americanradiohistory.com
Astrod Wowed Audience

Continued from page 72

rather see the merchandising manager of an entire chain first. Commissions should be set on a sliding scale. Astrod emphasized that the operator should offer the highest commissions possible to all operators. He felt that such supermasters account for 75 percent of all purchases, and have only 25 percent of total grocery outlets, the built-in guarantee of maximum traffic. He further added that supermasters should be given higher commissions than typical vendors.

Astrod stated that typical goods in a supermaster give only a penny or profit on each dollar. And because of this the supers are moving into non-edible merchandise that has a higher mark-up. He feels that this evolution in the supermasters will make them more receptive to offering full vending operators who will help to install large batteries of attractive merchandise. Commissions from bulk vendors are generally much higher than most profits from a variety of 20,000 different items sold in a large supermarket, said Astrod.

It was interesting to note that Astrod insisted that the bulk vending operator not attempt to draw up any contracts with supermasters. The bargaining facets of grocery distribution are apparently making the business so competitive that any operator who insists upon a contract discourages the chances of putting his machines on location in the super.

Again and again Astrod insisted that the quality of the merchandise offered in the machines should be kept strictly fresh as well as attractive. The Wisconsin policy, he felt, is to throw out all coffee beyond a stipulated period of time. To one of his examples: Customers rely upon strict freshness, and bulk vending operators are thereby obligated to follow suit.

Astrod said 60 percent of a super's business is done on Fridays and Saturdays. Bulk vending operators must be willing to adjust their vending schedules to these two days of maximum traffic, durante he further added that 20,000 thousand people make purchases. He made the specific suggestion that machine manufacturers introduce a special supermaster machine with a globe of much greater size than those presently on the market.

NWA president Leonard Quinn opened the business sessions with a short, conversationally welcome address. Father Bobbie Loeb, who proved himself a capable master of ceremonies, then introduced NWA's counsel, Milton Raynor. The highlight of the Raynor speech was the flat, unequivocal statement that any member operators using machines liable for the $250 federal gambling tax will be expelled from the association. He specifically referred to operators using rabbits feet in most cases.

(Continued on page 79)
CHICAGO—NVA may attempt to mediate differences of segments of the association, said counsel Milton Raynor last week making reference to a reported acrimonious confrontation between distributors and confection manufacturers at the recent convention association in Miami Beach. Raynor said that he feels NVA may well be able to achieve complete unity within the association.

This statement was made in reply to The Billboard's question of how NVA can stand for unity and at the same time refuse to involve itself in internal disputes within the industry. In his opening convention speech (see separate story) Raynor said that NVA stands for the unity of the candy and gum industry. Later in his speech he said that the association would not involve itself in the internal politics of the different strata of the association—operator, distributor, and manufacturer.

The problem of unity may well be one simply of the meaning of words. (To the extent that NVA considers aid to any of the three segments of the industry, it, of course, stands for unity of a kind.) It was on this equal-aid-for-all theme that Raynor hammered away in his last week's speech.

On the theme of final harmony, Raynor also mentioned that several distributors, who in the past had adamantly refused to give any recognition to NVA, joined the association during the convention.

Raynor added that an overload of work and the coming of the Miami Beach office made it impossible for his secretary, Lawrence Judice, to tabulate late registration figures. A rough estimate is that 285 signed in at Miami Beach, he said. Last year's total registration was at least 100 fewer, he added.

NVA May Act
As Mediator
For Industry
MOA Game Exhibits Draw Hefty Crowd, Fair Interest

Large Group Machines Shown, Few Brand Display Impressive

RUMOR A.B.T.
MOVE FROM CHI PLANT

CHICAGO — A.B.T. Manufacturing corporations, according to a rumour here last week, were planning to move its Chicago factory, at 716 Kedzie Ave., to Rockford, Ill.

The rumour was said to have been started by the A.B.T. executives, who are planning to move the company's operations to Rockford in 1955. A.B.T. is an automobile hardware manufacturing firm.

A.B.T. is a leading producer of steel and brass, and a leading manufacturer of coin mechanisms for machines.

CHICAGO — Forty-five coin operated amusement pieces were exhibited here last week by thirteen manufacturers at the Morrison Hotel in conjunction with the Musuem of American Science and Industry (see section 3).-cont'd-

Most of the machines, however, had been introduced to the trade at an earlier date. Still, the amusement displays are showing good crowds throughout the three-day afternoon exhibit hours.

Principal attention getter among the games was American Shuffleboard's new combination pool-shuffleboard unit, Bumpo. An un

compact horizon unit along with the large horizon.

Bumpo is equipped with a Ferris wheel kids ride and its Test Pilot driver machine (See section 3).-cont'd-

National Shuffleboard introduced a high-colored unit with automatic scoreboard and automatic play control. But the display model was not put into action on the show.

Bally's display was exactly the largest, with a long drift of booths billed as "Bally's new model" serving as showcase for the Bally ride, game and vending line. Among the games, besides the new Space Gunner, were the Big Iron baseball game, the Bally All-Star Bowler, and Skill Roll novelty. Most of the firm's kids line ride was also presented.

Bumpo display was exactly the largest, with a long drift of booths billed as "Bally's new model" serving as showcase for the Bally ride, game and vending line. Among the games, besides the new Space Gunner, were the Big Iron baseball game, the Bally All-Star Bowler, and Skill Roll novelty. Most of the firm's kids line ride was also presented.

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## 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 an authoritative reflection of what prices should be on used equipment. The prices are based on the market price, to be used as a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised at least once the period indicated and reflects the commodity average price level. It is the average between the “high” and “low.” High and low are given prior to the average for the entire year. The price level of which most of the machines are advertised as a range is usually an average of one that covers the “high,” it indicates the “low” is a unique price probably for a machine that is “distressed” equipment.

### MUSIC MACHINES

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**NOTE:** All prices are quoted as of May 3, 1955.
## Arcade Equipment

### Price List

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### Price List for Further Information

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**Seeburg Bows**

**Continued from page 74**

Large version is available for various insertions, depending on the type of nickel used. The Insertion Bows have a capacity of 2000 insertions per column, while the smaller machine has a column capacity of 10. Production is underway with large machines in New York and somewhat in Hollywood. With this in mind, he pointed out that the grass roots campaign has now reached a stage where it is necessary to make the bows more effective.

**ARCADe BARGAINS**

1. **Clay良好的**

   - **Price:** $50.00
   - **Features:** Incredible graphics, smooth playability, and a unique sound track.

2. **Masterpiece**

   - **Price:** $75.00
   - **Features:** Exceptional sound quality, detailed graphics, and a challenging game play.

3. **Ultima 10**

   - **Price:** $100.00
   - **Features:** Advanced graphics, improved sound quality, and a fast-paced gameplay.

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**GIVE TO DAMON RUTHERFORD CANCER FUND**

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**The BillBoard**

1818 W. 18th St.
Chicago, Ill.
**MOA Dime Play Panel**
- **Continued from page 79**

<table>
<thead>
<tr>
<th>Prices Slashed on Music Machines</th>
<th>100% Reconditioned</th>
<th>100% Guaranteed</th>
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<tr>
<td><strong>WURLITZER 2100-2150-2000</strong></td>
<td><strong>AMF H-200, G-200</strong></td>
<td><strong>SEEBURG V-200, KD-200</strong></td>
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<td><strong>ROCK-OLA 1444</strong></td>
<td><strong>Big Stock of Over 100 Late Model 100 Record Machines</strong></td>
<td><strong>WURLITZER—SEEBURG—AMF</strong></td>
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**BINGO SATELLITE**
- **Continued from page 78**

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**BEIT THESE PRICES IF YOU CAN!**
- **Continued-**

<table>
<thead>
<tr>
<th>PHONOGRAPH SCALES</th>
<th>SEEBURG V-200</th>
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**BEAR DRAWN**
- **Continued from page 79**

| **60.00** | **60.00** | **50.00** | **50.00** |

**AMERICA'S LEADING MANUFACTURER**
- **SUN-GLO**

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**Life Insurance**
- **Continued from page 72**

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<td><strong>Palm Springs</strong></td>
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<tr>
<td><strong>Variety</strong></td>
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<tr>
<td><strong>San Diego</strong></td>
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<tr>
<td><strong>Gatley</strong></td>
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**Superior Sales Co.**
- **Continued from page 78**

<table>
<thead>
<tr>
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**Ameri**

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**Superior Sales Co.**
- **Continued from page 78**

<table>
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<tbody>
<tr>
<td><strong>BOX IMPORTS</strong></td>
<td><strong>Surpassing its January level in this category.</strong></td>
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<tr>
<td><strong>Dollar volume declines shipped in 1957 averaged above $4,945,000 per month.</strong></td>
<td><strong>February’s volume was</strong></td>
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<td><strong>February’s total volume in January included only a few large shipments.</strong></td>
<td><strong>less than in January and the number of units shipped was less.</strong></td>
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<tr>
<td><strong>February was more than 50 per cent</strong></td>
<td><strong>behind January (3,943 vs. 3,718).</strong></td>
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<tr>
<td><strong>February’s total volume in January included only a few large shipments.</strong></td>
<td><strong>Excluding machine shipments (not</strong></td>
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<tr>
<td><strong>February’s total volume in January included only a few large shipments.</strong></td>
<td><strong>shown on chart) made a volume of</strong></td>
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<tr>
<td><strong>February was more than 50 per cent</strong></td>
<td><strong>1,024,211 on 819 units shipped.</strong></td>
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<td><strong>Units shipped in January</strong></td>
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<td><strong>February was more than 50 per cent</strong></td>
<td><strong>again, however, stood at 2,372.</strong></td>
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<tr>
<th><strong>Game Exhibits</strong></th>
<th><strong>Continued from page 79</strong></th>
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<tr>
<td><strong>Williams’ booths featured the new Shortstop baseball game and the ten Strikeout strikeout game.”</strong></td>
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<tr>
<td><strong>Valleymade Company exhibited its full line of pool tables for home and recreation locations.</strong></td>
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<tr>
<td><strong>The included bumper models and regular</strong></td>
<td><strong>changed to special and de-</strong></td>
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<td><strong>The included bumper models and regular</strong></td>
<td><strong>signs.”</strong></td>
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<tr>
<td><strong>Irving Kaye</strong></td>
<td><strong>Irvine Kaye</strong></td>
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| **Cut Wall Box Costs with Irving Kaye’s Melody Tower!** |
| --- | --- |
| **DISTRIBUTING, INC.** | **DISTRIBUTING, INC.** |

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<tr>
<th><strong>Manufacturers</strong></th>
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<tr>
<td><strong>115 Hecker St.,</strong></td>
<td><strong>115 Hecker St.,</strong></td>
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<tr>
<td><strong>Belleville, Ill., N. J.</strong></td>
<td><strong>Belleville, Ill., N. J.</strong></td>
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<td><strong>John W. Eberly</strong></td>
<td><strong>John W. Eberly</strong></td>
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<tr>
<th><strong>Sun-Glo</strong></th>
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<tr>
<td><strong>Laboratory and Field Tests</strong></td>
<td><strong>Laboratory and Field Tests</strong></td>
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<tr>
<td><strong>SEE YOUR LOCAL DISTRIBUTOR TODAY!</strong></td>
<td><strong>SEE YOUR LOCAL DISTRIBUTOR TODAY!</strong></td>
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<tr>
<td><strong>Sun-Glo Shuffleboard Supplies, Inc.</strong></td>
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<tr>
<th><strong>BINGOS</strong></th>
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<tr>
<td><strong>PIKKERS</strong></td>
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<td><strong>ARCADE</strong></td>
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<td><strong>Bally Jett Speaker</strong></td>
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<td><strong>CHICO COIN AUTOMATIC</strong></td>
<td><strong>CHICO COIN AUTOMATIC</strong></td>
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<td><strong>T.V. BINGOS</strong></td>
<td><strong>T.V. BINGOS</strong></td>
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<tr>
<td><strong>CARDINAL</strong></td>
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<td><strong>UNITED 14-F. BINGOS</strong></td>
<td><strong>UNITED 14-F. BINGOS</strong></td>
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Diversification’s Two Views

The main part of his speech centered upon the association’s intent to seize every level of both vending—manufacturer, distributor, and operator. Axelrod conceived the organization originally as an operator association seven years ago because of the Cavalier cascade. Vendors, Axelrod insisted that NVA now represents each segment, and referred to specific instances in which legal aid and advice was gained from the influence of all three levels of NVA.

No Involvement

Raynor also insisted that NVA does not listen to or take part in any of the internal policies of these different strata of the association. He failed to make it clear how a decision must pay its own way. Location operators own their business the way they want to make money. He runs the middle way I must make money. I make that point clear to the jocks before I leave. However, we have trouble making money operat- ing only beer bottles only.

Silver pointed out that he serv- ices his own route, a fact which Baker insists is his primary source of difference between Silver on one hand and Wurllitz on the other, both of whom have large routes serviced by crews. Silver

Said the information Silver has already explained that his felt that jockey bottles were still the backbone of the oper- ating business. He stated that there must be an extent of the idea that junk price don’t pay, but they pay for less than some other types of equipment, all of which could mean more net dollars for an operator profoundly.

Silver said that he felt operators would including developing for a service if they operated other types of equipment. He stated that most of successful companies who have been interested in temporary earnings or get out final once the bonds were dropped. If you and the others had “gone to port.” He said it would be misleading to say that 30 to 40 per cent of all junk operators had machine failed.

Silver further stated that the trend is to machine neur- ality that it would take a 90%-plus bond, he said. He did not mention in his speech how much type of machine empties the fastest.

On the second part of the detailed Silver speech took up the problem of establishing a multiple unit installation, in which a multiple unit operation is by far the least sensi-

Robb pointed up that a 210 ball gum-champ machine makes a gross of $101.25. He said that his statement was true. He said that his statement was true.

In the same period, in the same grocery, a four-unit console will gross $300, which is $131.35, a gross net, stated Silver. He went on that a single machine the operator $20, while a four-machine console costs him $125.50, but that “Cost of additional equipment is not a factor as the manufacturer will back you up and your equipment pays for itself,” which is how the four tiles for the console is as follows: 210 ball gum-champ, $12; bulk candy and cream, $6; Cen- tral Gum, $10; nickel cup, $6.

Silver pointed out that he un- successfully tried to buy an existing route of an established cigarette vending operator in his area. He then decided to begin his own route. Lou Casdol, the Rock- ford, Ill., operator, the third panel member, said that he thought 20% advantages of diversifying had been noticed, but had noticed the preceding speakers. He said that he was not interested in a possible change of income.

Said opening discussion, an oper- ator asked Snodgrass whether he thought that a fact that “a major mus- ic machine manufacturer” has entered the cigarette vending man- nering to sell machines thus distribu-

Snodgrass realist that he did not think so. He said that the cigarette vending business was already too readily pleased with big firms such as tobacco jobbers and that no photograph distribution could be more possible unless “it is as bad as they are.” As a matter of fact, said Snodgrass, the fact that there is diversifying “at the top” (by a manufacturer) indicates that the trend might be a wise one.

In answer to a question by Ted Sobol, Fremont, Neb., operator, Snodgrass said that whether cigarette machines are serviced by the same man who services the same box depends on the site route, and the sins from the box. He said that he sees no reason why he could not if it was a small box that did not justify setting up a separate cigarette vending department, such as himself has.

A veteran background music and joke box operator suggested that the background music field might be better diversified. He was not afraid of diversifying routes with Sound. He is more afraid of the potential is limited in many areas because quality equipment is available in all areas and want- ers wanting it buy their own. At least the man who understands the equipment. He said that back- ground music field to be good in some notes, but is considering setting up an installa- tion just big ones and was plan- ing to contract long enough to enable him to make a quick return on his investment.

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44 North 5th Street
Newark, New Jersey

BUY! METAL TYPES VENDING ALUMINUM IDENTIFICATION DISC CIRCLE 1211-A

Metal Tyers

WHY? 2. INSOLUBILE-FREE OPERATION FLAT ""S"
1216 N. WESTERN AVE. CHICAGO 32, II

READY FOR IMMEDIATE DELIVERY
Once again WAX-O-LA is set up and ready to supply your needs for a COMPLETE LINE OF SHUFFLEBOARD SUPPLIES WAX-O-LA, INC.

44 North 5th Street
Newark, New Jersey

MAY 12, 1958 THE BILLBOARD AMUSEMENT MACHINES 79
Bally Confirms 2 Conventions

**NOW DELIVERING**

- **BALLY TROPHY BOWLER—ALL STAR BOWLER**
- **BALLY TARGET ROLL—MISS AMERICA—SKILL ROLL**
- **BALLY BOWL, THE CHAMPION, MODEL T AND TOWNEVILLE TROLLEY**
- **ROCK-OLA PHONES—50-120-200 SELECTION**

**BALLY EQUIPMENT**

from the Bally production lines that mean profits for every type of location! Now Delivering:

- **"TROPHY BOWLER"**
- **"SKILL ROLL"**
- **"SPACE GUNNER"**
- **"BIG INNING"**

Remember Rock-Ola... for Music!

**NEW**

50 - 120 - 200 Selections

**EXTRAS!**

- **Bally-BOperators:** $325 00 Less...
- **Bally-4People:** $125 00 Carnival...

**BALLY DISTRIBUTORS**

152 N. Albemarle St. Phone: Melrose 6-6168

Bally Equipment Distributors

1956

**IMPORTERS**

- **AMERICAN DISTRIBUTORS OF RECONDITIONED GAMES & EQUIPMENT**
- **SURE-SHOT BOWLING EQUIPMENT—SURE-SHOT BOWLING BALLS & ARCADE EQUIPMENT**

**NEW PRODUCTS**

- **SMALL STAND-UP BOWLING BALL MACHINE**
- **جمهورية**

**FOR SALE**

Large route for cash—Cigarette Machines, Pin Ball and Music. Located on the North.

BOX D-46

1/2 The Billboard, Cincinnati, 21, Ohio
Now Delivering WILLIAMS Sensational "SHORT-STOP" GUNS

MOA Confirms
- Continued from page 80

attendance. Other convention activities scheduled conflicted with these sessions.

Even at that, approximately 50 operators attended the first forum on tax problems and dink play, about 35 to 40 attended the other two sessions, each of which had two panels and discussions on separate topics. Some legislatures and diversified operations Wednesday, location relationships and public relations Thursday (see separate articles on forum meetings in this section).

Most important, operators appear more willing to openly discuss specific phases of their operations, problems and to freely exchange information than last year a fact which indicates promise for the future and that therefore any idea of compromise is impossible. They pointed out that the joke box operator is not adverse to songwriters and payment by operators of $15 to $20 per joke box annually in performance fees.

and that therefore any idea of compromise is impossible. They pointed out that the joke box operator is not adverse to songwriters and payment by operators of $15 to $20 per joke box annually in performance fees.

Jason said that the committee was told it could not be change in the present copyright law against the advertisers of an overwhelming need for a change. He said that such no such demand was demonstrated by the advertisers that operators have in equipment and their businesses should not be jeopardized by a removal of the exemption clause when an overwhelming need to do so has not been shown.

Setting up the operator's case presented, the MOA counsel outlined these additional points of their argument:

1. Joke box operators are already paying substantial royalties for mechanical royalties.

2. For operators to pay performance fees would be discriminatory because the motion picture industry pays "nothing.”

3. The removal of the exemption would be contrary to the public interest, since the payment of performance fees would result in operators charging more per play. It would also result in some locations being deprived of joke boxes, since additional taxes would make their price competitive in 1 or 2 cents.

4. Removal of the exemption would also have a related adverse cause by "legislative fiat" to every joke box operator's interest in payment of performance fees, even in those private clubs and homes. It is highly questionable whether a single person playing the music in his home would be construed as a "public performance." So in fighting the proposed change in the copyright law, operators are seeking specific privilege, but rather the licensing agreement.

Miller said that he felt that for the first time in his experience as appearing before a congressional committee on the copyright fight testimony for the operators fell on deaf ears. He emphasized that this was his opinion of congressional impression. He pointed out that hearings were conducted on a high plane, and that joke box witnesses did a fine job. Cautiously that ASCAP has virtually unlimited income upon which to draw in carrying on its fight, Miller explained that another MOA general - only $75,000 last year with which to operate the entire association, ASCAP spent close to $400,000 in legal fees during the year alone. He called on every operator to contact every restaurant and tavern to find out if they knew that the National Licensed Beverage Association had advocated the paying by operators of $15 to $20 per joke box annually in performance fees.
BB’s Stark
• Continued from page 68

on the job box business scheduled for some time in June or July.

Now is the time for operators to act. Now is the time to mini-
mize the damage to the reputation of the local operating business
which may result from losses sustained by the few racketeers
who have invaded the business," he declares.

Operators have the unique opportunity this time of being able

to anticipate bad publicity well in advance and to prevent to the

story of the business into perspective for the newspaper, he said.

This does not mean that the oper-

ator will prevent the headlines from appearing. This is not only

not possible but not the objective of

good newspapers public relations.

What is both possible and highly
desirable is to get before the

public the fact that the few hood

loons in the business constitute only

a tiny percentage that operators

are more anxious than anyone to

see them stripped of power, and

that operators are equally anxious
to have their story—the true story—
of the operating business put be-

fore the public.

(Edwin’s Note: The Bill-

board will help advertise and

advise any operator desiring to

follow this course.)

Stark also outlined highlights

trends in the operating business

as revealed in the 1956 Juke Box

Operator Poll.

POLI GAME

COLLECTIONS ARE GREATER

WITH IRVING KAYE’S

Eldorado

The industry’s finest pool tables.

Variety of styles... Some.

Well-made. Some.

Well-made. Some.

Well-made. Some.

Well-made. Some.
Kitt Elected
Continued from page 75
A definite announcement was expected within a week. Also aired at the dinner meet were manufacturer-distributor policies and price structures. A committee was to be appointed to discuss these problems further.

Attendance Down
Attendance at the meet was less than desired, because of the early in-the-week meet date, which preceded opening of the MDA show by two days.

Among those attending were: John Bilotta, Vic Brannon, J. R. Peters, Joe Kline, Wally Finke, Gil Kilt, J. D. Lazar, B. D. Lazar, Harold Liebmann, Mill Murrow, Mickey Anderson, C. A. Robinson, Jack Bass, Ron Bond, Sam Taras Dave Bond, Irving Kaye, Joe Robbins, Louis Bennett, Howard Feuer.

when answering ads...
...SAY YOU SAW IT IN THE BILLBOARD!

PHONOGRAPHICS
Seeburg V220 - $495.00
Seeburg 100 NFC - $350.00
Seeburg M 110 C - $450.00
Seeburg M 150 BL - $350.00
Wurlitzer 1800 - $995.00
Wurlitzer 1800 - $995.00
Conversons for Wurlitzer
MODELS 2000 AND 2100 FULL PROGRAMMING
SEE YOUR WURLITZER DISTRIBUTOR OR COVEN MUSIC

IT'S BASEBALL TIME!...AND WILLIAMS HAS IT!

"SHORT-STOP"
THE GREATEST BASEBALL GAME EVER!
1 or 2 CAN PLAY

WHEN BOTH PLAY—ONE PITCHES WHILE OTHER BATS.
PITCHER "FOOLS" THE BATTER BY VARYING THE PITCHES.

plus
Previous High Score Feature
Spell Out SHORT-STOP
Replays and Match Feature
NEW—Heavy Duty 'Bat' Control

"When You Buy a Baseball Game—Buy The BEST—Buy Williams"
HIGHER EARNINGS PROVEN OVER 12 YEARS HIGHER RESALE
HERE’S SOMETHING DIFFERENT FOR YOUR LOCATIONS
Gottlieb’s

FEATURING 4 Flippers With Exciting, New “Full Playfield Action”!

Taken from the rocket age...the ball is blasted to top playfield in two stages. Bottom flippers fire ball to mid-field where booster flippers add additional kick to carry action right to top of playfield. See your distributor today for a demonstration of this colorful, exciting, new feature!

Plus-ROTO-TARGETS that:

* Lite letters in R-O-C-K-E-T S-H-I-P carry-over feature
* Score Specials when name is completed
* Score 100,000 to 1 million

2 targets at top of field light alternately for Roto-Target values
Pop-Bumpers light for super high score
7 places to spin Roto-Targets
High score to 7 million

WIN THOSE FIRST-Class LOCATIONS WITH FIRST-Class EQUIPMENT FROM FIRST!

CHICAGO COIN
BULL’S EYE
HOLLYWOOD
TERRA-NOMI
MIAMI SHUFFLE
SALLY
CONGRESS
UNITED
SUPER BONUS
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