Season Biggest for Cowpoke Popularity

Rodeos, Wild West Shows Spotlight 'Who Gets That Fust With Westerne
test'
By IRWIN KIRBY
NEW YORK—This is known as the metropolis area, with less than five radio and wild west shows having been booked. Though the land lies in a number of areas, the emerald of adults with asides, kilders being startled.

Western village attractions have bloomed and flourished, enabling kiddies to get into the act via staged lingering, poem clashing, and rituals. Adult westerns on movie and TV screens have hit new acme in popularity, and the desire to see the "real" thing has provided plenty of work for western performers.

Shows will be put on this year at the Indian Garden Arena in West Centropolis, the Pueblo Councils and Madison Square Garden. Most will be productions of various westerns, including a number of competitive events, Madison Square Garden's $100,000 prize money will draw the top players and the sanction of the Rodeo Cowboys' Association (RCA).

The Garden Show Last In
The Garden's World Championship Ride, however, will be last in September. Typically, the Pueblo Councils and Madison Square Garden have been September stars, and this year's efforts may have skinned the financial cream of the crop.

In West Centropolis the Black Diamond Rodeo has contracted with Ward Bean for June 21-29. This one will spotlight the Surrey, big and small, as well as the big, along with the Pueblo Councils which will have an All-Timer production running from June 27 thru July 6. Tipton is looking forward to July season business while Bean and Island Garden operator Whitly Carbons are avoiding the competing line of beholders during the holiday weekend. Tipton has TV's Seagull Preston of the Yukon, parity.

Brooklyn's Polo Field, operated by Will and Coast Fairs, will offer the World Championship Rodeo of George and Frank J. Hulsey, from July 25 to August 3. This continues an International Rodeo Association tag with prize money totaling $20,000.

In front of the Roosevelt Roughrider way grandstand in northern Westen, the Minnie Fair will show a GAC-Hall production of western styles featuring singer-buttonman Con Mitchell. Dates are September 6-10.

Cowboy Satisfaction
If this doesn't suit the cowboy fans of the roads, there will be subtle disappointed promoters around. There is a full program of vaudeville, with what is available, which has been nibbling at family entertainment news. The time is right for the last of season. This is the western village layout which has become patterned in the thick-populated eastern part of the country.

It works like this. Set up a home-like string of frontier structures, complete with fluid sidewalk. Populate the place with western types. Offer stagecoach, buckskin and low-pine rides. When there is a group of locals on an (or an (or schedule), get a tall-tale event to announce over the p.a., and that a horse is to take place, and for all kids to catch the "buck" (of Wes, Freny). (Continued on page 49)

NEWS OF THE WEEK

Columbia Records: Battle for Space Age

The Columbia Record and Exchange Policy on 45's, LP's...
Columbia Records has released the record and guarantee policy on both 45's and LP's. New policy, according to a listener, is better for dealers. (Continued on page 50)

RCI Cables Complete Stereo Line of Disks, Equipment, Tape...
Radio Corporation of America on Thursday (66) unveiled a complete line of equipment designed to bring stereo music into the home. The products include stereo wireless, stereo tape and a line of high-fidelity phonographs. (Continued on page 52)

Price Cuts by Discount Houses...
The deep price slashes by discount houses on LP's and the extension of record price cutting to national chains like Sears, West, Sears, Kress and King, is causing much concern on the part of dealers in many sections of the country. Design: Competition Rivals
Stamps, Conures, Gimmicks...
Innovated competition in the local radio market has sparked an unprecedented number of contests, contests and other audience-building programs aimed at grabbing radio listeners and deejays across the country. (Continued on page 53)

DEPARTMENTS AND FEATURES

Advertising Rates...
Music Pay Charts...
Records...
Cassette...
Competition...
Getting Events...
Competition Ads...
Public's who pay to hear live events...
Dealers...
General Features...
Enter List...
Merchandise...
Music...
Music Machines...

RINGS & THINGS ON SPACE KICK

CHICAGO—Announcement of new space-age manufacturers in our high-faring monthly magazine that a number of them have already signed up for this year's space-age appeal.

The theme was announced last month on the grounds of world-wide headlines calling attention to U.S. and Soviet lunar plans. The new theme of a pop STAR appeal to rocket-decorated space rockets provided by mirror onto this month.

Next launching was by Gene Kranz, the hotshot producer of the Space Age, bowdler last March, has playshopped and sangsone representing a rocket testing grounds and a flight chart. Object is to lead rockets from new pocket into launching platforms by electrical manipulation of a miniature truck. Sections of a large rocket pictured on the scoreboards show if in successive stages of flight as soon are registered. Pucks-shut-out from the launching platforms to begin each game.

Two-stage Rocket
First of the new pinnals to go to market has been test rocket of the Rocket Ship, which is modeled on the classical, the usual pair at the bottom. The (Continued on page 79)
Entire RCA Line Goes Stereo With First Districts Due in June

32 Cartridges Are Released: Disks $5.95

NEW YORK — RCA Victor's new stereo division is releasing its first four-track disk—55 of them—in June. The announcement was made jointly by the Radio and Television Distribution of its showing of its new equipment in a phonograph line in New York (May 29). (See separate story.)

The Record Division also announced the release of 32 stereo tape cartridges. The cartridges, packaged in a variety of colors and priced at varying prices, are available on standard playback equipment.

The total release of 55 stereo records, 38 are popular and 17 are classical, will be released from recent RCA Victor output and include many of the top items in the catalog. Many are also available as stereo four-track tapes at 78 revolutions per minute.

The Record Division's George Milles told dealers at the announcement that the future record releases will be in both two-channel and mono form. He stressed the fact that the mono disk will be the major part of RCA Victor's and the record business's main business to tone.

But Milles also stated that he thinks the stereo movement will continue.

(Continued on page 23)

Columbia Sets New 45 and LP Policy

5 Per Cent Return Every 45, 45 Guarantee Up; All LPs Placed on 10 Per Cent Exchange

NEW YORK — Columbia Records' new policy is initiating a brand new policy concerning return privileges, exchange privilege and guarantee on both 45 rpm disks and LPs. It is the first important step taken by the Columbia Records and MCA Corporation, owners of the Columbia label, to more fully understand the Bill Gallagher, who succeeded Hal Coak three years ago.

For 45s it involves eliminating the 5 per cent return privilege, providing fully for the exchange privilege of the distributor's guarantee pool, enabling each distributor to guarantee twice as many records as previously, and elimination of all standing orders.

On the LP front it means elimination of the company's 100 per cent exchange privilege on new releases up to a year, on the top 100 popular releases (CL Series), on the top 200 releases (ML Series), and on exclusive releases (ML Series), and on all 10 per cent exchange privilege for all records and albums on the distributors' net purchases.

Better Protection

All new exchange plans being preferred to distributors are expected to be passed on to dealers. Reasoning behind the plans for 45s and LPs, according to the press (May 29), is to show them at distributor meetings during the first two weeks in June. The entire new policy is designed for playing stereo disks or tapes—both these new policies.

(Continued on page 23)

BRITISH FIRMS IN JOINT DISK

LONDON — Every major disk company here is giving full support to a recently organised British disk company, and a start-up disk has been announced to the stores.

This will be a movie content from France, with the new feature in the making distributed in this country, and will be sold to the Variety Club of Great Britain.

Morris Levy, Oriole Records executive, will be responsible in its production for independent and DJ bands.

The LP will incorporate elements of Movies, done in the period, irrespective of label.

Coral Distrib Set-Up Gets 45-Chip Studio

NEW YORK — Coral distribution in Philadelphia, Cleveland, Buffalo and Dallas has been brought into the fold of the Decca Distributor in each of the territories.

Coral's new factor is closed, independent distributors in each territory, who own quite a bit of money, according to a spokesman, have been taken over by the new factor.

The move was a budget matter, the Coral policy in keeping costs down, and it was made over coral records, a spokesman said, for other reasons.

(Continued on page 23)

All-State Cuts Return Privilege

CHICAGO — One of the first concrete moves to follow the MCA convention by independent labels over the past week is the All-State's decision to discontinue the 50-cent return privilege on any classic LPs that have already reached a certain point on the more expensive labels.

Main reason for the plan is to help the growing of record labels.

(Continued on page 23)

Discount Truce' Has Pitt Disk Prices Up

FITSBURGH — A curious and unexpected development took place here on the LP price front. In the discount district, the discounters were backing out and moving to higher prices. Such stores as Kaufmann's, National Recor Mart, Gimbels, Joseph Horne & Company, and Allied of Pittsburgh, all of whom had been selling at discount prices to get their goods at prices as high as $5.95, are now offering discounts on LPs.

How this came about was not entirely clear, with conflicting ac-

(Continued on page 23)
Steele Lands On WMCA in Jock Shuffle

NEW YORK—The local deal- ership shuffle trend con- tinued this week when it was recently announced that Mason Merritt was a new addition to the WMCA staff, taking over the jock shuffle duties from WOR-TV, starting next Monday. Merritt is currently with the WOR-TV studios, where he is an announcer on the station's afternoon drive show.

Stereo Disks, 12 and 10-Inch Due in Britain

LONDON—Early in June, for the first time in Britain, stereo disks marked the second time Dot has taken an indie label's product for distribution. The first was with

Dealmaker Reveals Pub AGC Split

Ace Promos

NEW YORK—The great depth of cleavage between publishers, the management of American labels, and the newly-formed American Guild of Authors, Composers & Performers is being more apparent as weeks and months roll by with no indication of a price-cutting price reduction. The discussion of the matter continues to be quite intense in the minds of observers.

Merc Lists 12-Disk Stereo Package

CHICAGO—Mercury grabbed a good problem in the race to issue stereo platters with the announce- ment last week of a 12-pack re- lease by Jim Reeves.

Dot Regularizes Distrib for Indies

By LEE ZITTO

HOLLYWOOD—Dot Records announced this week that it is standardizing on independent labels on a reg- ular basis. Dot's Randy Wood con- cluded with the standardization, whereby Dot would distribute Hammersmith's Products, as do other labels. According to terms of the agreement, MM's promises to deliver a minimum number of records on a regular basis. Dot said that a regular releasing schedule must be maintained for the independent label.

Initial platter to be channeled through Dot's MMT's "The Square Record," voiced by Bruce Culver and backed by "Moon Over Ten-nessee."
TUBA CALLS FOR THE LOWEST FI

NEW YORK — For hit-minded record dealers who like to know when the audience is ready, Audio Fulfill's Sid Frey last week checked up on just how many tuba notes. In the "Asleep in the Deep" track on his latest album, Big Band Platter of Circles Marches, Sid Frey's tuba hit a high note. It's a "trio octaves to the left of the piano," it's said. The number can be found by counting your fingers. (Continued on page 10)

Dot Speeds Its Screening Of Masters

HOLLYWOOD — Dot Records is shooting for a 24-hour response schedule on all masters submitted to the label. Dot's proxy, Randy Beeson, says Dot is making the most of the recent expansion in his firm's artist-repertory ranks, a general merchandising upgrade that has helped be institutionalized.

To Wood, one of the costliest factors in the sale of masters by indie producers has been the time it takes to have masters flown. To lose a fortune if a master he has recorded is damaged, producers face a couple of weeks on someone's desk waiting his attention.

A recording pertaining to the issue producing the indie producers of the time problem, Dot is giving immediate attention to screening submitted masters. According to Wood, his firm is able to cut to close as possible to a 24-hour response schedule when it's all at hand. Masters can be submitted to Dot Records or to Dot's New York offices or to Dot's Hollywood headquarters.

Greenman Forms Promotion Firm

NEW YORK — David M. Greenman has formed his own company, City Promotions, to handle disc and recording artists. Initial clients include the Kodak-sponsored Midwestern Recording Corporation and the singles product of Seeco and Cox Records.

Greenman spent five years in sales and promotion work for Columbia, one and one-half years with Capitol Records, and did field exploitation with other labels and film firms.

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U. A. Promotes Sales Chief

NEW YORK — Buddy Friedlander has been promoted to the new post of sales manager of United Artists Records, replacing Fred Swig, who was named vice president and assistant to the chief executive officer.

At the same time, Kenny Luttmans moved into Friedlander's former job as national promotion director for the label. Luttmans has been in the promotion field for several New York distributors, most recently being Alpha Distributors, Inc.

Friedlander, who helped organize United Artists Records, is a former head of Friedmann Associates, Westport, Conn.

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TOP CATS MAKE SOURCES SQUEAK

NEW YORK — The new Audio Griddle record of "Jus- tina Besley" and "Together-
ness" by the new group of highly
canny chimes, and sax work, plus
some of the most effective and
string tunes. For the layman's infor mation, it took some high-
name tests and tricks to get that
sound. Billy May, who made the
recording, used a variety of chimes. Sheets Herring is on sax.
Felice and Eleanor Slikin, of the Four
Quarter, played violin and oboe behind the ensemble.

End Rift on Site of Wash. Arts Center

WASHINGTON — The na-
tion's capital drew a step closer to hosting a sophisticated site perform ing arts when opposition forces finally agreed last week (27) on a site in the center.
Site choice is along the Potomac Between the U.S. Senate bicameral
committee and the National Art Gallery of Art.
Complications arose when it was disclosed that another group had wanted the Mall site for a Na tional Art Museum.
In last week's action, Sen. Will
iam Fulbright (D., Ark.) and Rep. Frank Annunziata (D., N.J.) announced they are rebalancing leg
islation and that a new committee and concert hall on the site along the Potomac and will be legis-
lation to build the Air Museum on the Mall site. It is hoped this move will satisfy both camps.

Early action on the measure was
pledged by Sen. Pat McNamar
(D., Mich.), chairman of the Sen-
ate Public Works Subcommittee.

Peru's Duties Off Classics

WASHINGTON — Peru will carry on with its obligations under the classic and semi-classical, but willrewrite its obligations in the Nato-

Tender Records

HOLLYWOOD — Tender Rec-

NARAS HOLDS MEETING, PLANS ANNUAL AWARDS

NEW YORK — The first gen-
eral membership meeting of the National Association of Recording Artists and Salesmen took place on Wed

Drums Chico Hamilton, a mem-
ber of the West Coast chapter, who

you would determine winners of the
awards.

New projects under discussion
include setting up the world's first
complete record library, a history
of the industry, and a "stereo to
be prepared by Ben Sel

Andreas of the new group and by
a newsletter for members.

Avalak said there would be seri-
ously considered and awards that
and records made in foreign
countries would be eligible for par ticipa-
tion were by restricted to Academy
members.

Averakas, were agreed.

Drums Chico Hamilton, a mem-
ber of the West Coast chapter who

planned for the meeting, asked:
Mr. Chairman, will the Academy try
to bring back music?" Very defi-
nitely, said Avalak.

HOUSE HEARING "SINGABLE" ANTHEMS' ADVOCATES

WASHINGTON — The def-

improvement for an official version
of the Star Spangled Banner has
been pointed out by musical direc tors, singers and congressmen for a
House Judiciary Subcommittee.

In an appearance before that
group, Paul Tanbush, who directs
some 17 network programs each week for NBC and CBS television,
urged Congress to adopt a version of the "American flag song" which
would enable everyone to sing all
the notes comfortably.

He suggested that beginning with the phrase "and the rockets red glare," each note be lowered a
minor third. He proposed the same lowering in the phrase "the land of the free." The changes
were incorporated in a bill intro duced in the House earlier by Rep.
Herbert Zeleznak (D., N.J.). (The bill has 53 S.

Singer Larry Monroe testified in support of the Tanbush changes. Mrs. Monroe said that when the

the National Anthem in Washington last fall, she noticed that "audiences have difficulty with the higher notes" in the middle section and in the phrase before the end. She believes the change recommended by Mr. Tanbush would not alter the basic melody, but would lower the tone "as beautiful and stirring as it has always been."

In addition to any changes came from some veterans' group who feared the spirit and feeling of the
American would be altered.

PHILLY OUTLET JUNKS ITS 78'S

PHILADELPHIA — Radio outlet WDGE here has finally figured out what to do with all those old 78 r.p.m. records in the library; the sta-

It works like this: Deejays Tom Donahue, Doug Arthur, Bill Wright and Joe Niang

play the oldest first time on time on platter stasis.

We new law goes into effect August 1. Feist began his campaign to
change the law in 1953, at which
time sheet music, in contradistinc-
tion to all educational, cultural and

POSTAL CHANGE SAVES BIG $5 ON SHEET MUSIC

NEW YORK — At least $500,000
annually will be saved by the reduc tion in postal rates for sheet music and music manuscripts, according to Leonard Feist, ad

At the hearing, Feist was asked to

the new package, was granted no special postal rates. Al-
tho books and manuscripts have had the benefit of special rates,
sheet music has been viewed here-

In 1955, bills to reduce postage rates in general, including roy alty rates, were introduced in both Houses of Congress; but in 1957 the idea of an adjustment of sheet music rates was well established as a result of the activity of the Mu

Organizations which have sup

their campaign with the American Radio Conference, American Guild of Or

National Federation of Music Clus, National Catholic Music Educators' Association, American Academy of Teachers of Singing, and many others.

With substantial unit sales fig-
ures being registered by both $315 and 78 r.p.m. speeds, total uni-

tic record sales did an about-

ate last week and went back up to

90. This abrupt change stopped a
dropped a slice of four hours. How-

rate for the current period was

the second lowest for the year to

The decline of 45 EP unit sales continued, with last week's result establishing a new low for 1958. The 45s fell off for the fourth week in a row and the speed also set a new low for the current year.

TOTAL UNIT RECORD SALES

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45 EP UNIT SALES

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45'S UNIT SALES

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33 1/2 UNIT SALES

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33 1/3 UNIT SALES

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 tejay Lost is being considered a 10 Top -10 position. Tommy Steele, the artist who acquired the rights for the American songs, "Tequila" and "Kewpie Doll," run with the Western warbler Buck Teeth. Michael Records, a gospel label operated by Mack Enerman, has released a首 single of Latin music under a new label called "Lanka Records," with titles from Latin-American labels.

In addition to Art, which now has a new subsidiary, A.F.S. Records, the list of current MCA labels includes Orbis Records, run by deejay Fred Marshall, Sunrise Records, owned by voice coach Sid Franklin, Jordan Records, operated by Bar of Music owner Bill Joancl, artist Bobby Dukoff’s Toots Records, Trail Records.

IT’S ANKA'S "转化为 A.M." established as "Love to the Three Sisters," RCA: MCrO or MCMR.

...or one of the top 10 current hits in this Scandinavian capital. Anka, who is attached to the American ABC Paramount label, also has the top-selling EP record here.

According to lists compiled by Expressen, Stockholm's daily newspaper, Anka’s "It's Now or Never" is the top selling record of the week with "I Love You Baby" and "You Are My Destiny," by the same artist in eight and ninth spots. Another strong seller from the United States is Pat Boone with "Love Letters in the Sand," and "April Love" in position number three and six respectively. American have seven out of 10 slots, with Elvis Presley and the Amos Brothers currently sharing their share of the kroners. British rock and roll and roller Tommy Steele has "Naboba" in seventh slot.

The list is rounded out by Billy Belgrade with "Vita Svenner" in second slot and Little Gerda's "Wake Up Little Smile" in number 10 position. Anka, Presley, Lilly Belgrade, the Amos brothers and Tommy Steele complete the slots in the best selling EP chart. Among the top five LP's, Frank Sinatra's "Fall in Love" and "A String in Affair" are in second and fourth positions. Country Music has three hits in the top five with this. "How I Feel About Jazz." Other entries on this list are by Harry Arnold and Bengt Hallberg.

The publishing firm here known as Stockholm Musikproduktion, which has the rights for six of the top singles times, has also just acquired the rights for the American songs, "Tequila" and "Kewpie Doll."
Veddy English, and Quite Nice

**La Hutton a Hurricane At New Cafe de Paris**

By CHARLES SINCLAIR

Betto Hutton is a honey-haired hurricane at Los Willows' harborousse. She is the very picture of the glamorousative with the kind of vocal showmanship that has lately assorted a lot of taste.

Backed by Buddy Clarke's fine orchestra conducted by her self and Jerry Ferkling, surrounded by a male vocal quintet, showcased in a refined way. Betto was an absolute delight. She was dressed in a white blouse adorned with a whole scallop of special material, Miss Hutton was on a cloud. She sang some of her most beautiful songs with the aid of a lifelike papier mache scene, made with her own hands, and made her entrance in a semblance of the evening, then the rest of the evening.

She was her honey, singing best in a couple of elaborate specials—"You've Got to Have Culture," in which she seemed to be in a cabaret of the winds. And "On a Bullet," a hilarious estomped spoof of legit musicals of the 1920's.

But that Hutton's much more than just a talented minstrelsy, and lovely, but proving it. Of her big hands was drawn with a straight "Salute to the Blues" medley, in which she slanted vocal phrases effortlessly between "I Get the Blues Where It Rains," "Mood Indigo," "Blues in the Night" and "St. Louis Blues.

And, just to underline it, she was equally effective when, perched Helen Morgan-fashion on the piano, she thrashed such numbers as "Sing, Sing, Sing." And that Hutton is a naturally-born belt-it-out favorite. "Doctor, Lawyer, Indian Chief," one of the best of her numbers, was certainly one of his club's gigantic stage in "big," in the genuinely lavish score. There are plenty of great showgirls in zazzle, as well as such acts as Raquel Macheron, Luiz Fersi and the Cooters in a revival of "Murder at the Maze," the shaker Mix-Max, estoufuly Sherry Britton, Hartman & Kenzi, and the hollow-tone band as the Saxos.

**Benny Swings—and Crowds At Brussels Just Love It**

By HAL DAVIS

Benny Goodman opened a run of a week in the American Theater at the Brussels World's Fair, as the first live performing American orchestra for the gala in a sort of a sellection of 1,200 concertgoers from every nation represented. Mr. Goodman and his band, as the opening of the "Bogge Call Rag." His band, augmented to his own personal engagement, then swinging on such standards as "One O'Clock Jump," "King Porgy"" and the rockabilly dance of "Sing, Sing, Sing." When his own 1,800-year old ears, Goodman introduced two musicians he found in Europe during a pre-Fair tour through Europe. Pianoist Horst Jankowski and sax man Max Balatsch joined the small Goodman group in an impromptu jam session which involved the crowd to a high degree of enthusiasm. Jimmy Rowan, guitar, and Harry Allen, sax, also joined the group in a set of standard blues ballads and new Goodman vocal arrangements were included.

Comment here was exceptionally good. Goodman is a world figure of the 1920's and 1930's, a very good and select soloists, Tenorist Zoot Sims, bassist Art Hill, with drummer Tutt Juntunen, trombonist Bess Peer, pianist Roland Hanna and drummer Bob Cooper, and Goodman groups. Others of note in the band include guitarist Billy Bauer, guitarist Steve Allen and trombonists Johnny Frink, Bill Hodgey and E. V. Perry.

**Nightcap' Packs Youthful Zest at Showcase Bistro**

By BOB BOLONTZ

The versatile guitarist Tommy Dorsey, the saxophonist Max Balatsch, the pianist TooT, the trumpeter Guy Lombardo, the trombonist Earle Hagen, the bandleader George Aird and the singer-vocalist Bunny Berigan all have a special place in the history of American music. The Lincoln Theatre in Washington, D.C., is one of the few places where they can all be found in one building, enjoying the same activities, and from the same audience.

Triple threat man Jerry Herman, who wrote the music, and lyrics and directed this little revue at the Shawnee in the Virginia, can turn his hand to any musical comedy, the kind of genuine hilarity and just the right amount of style natural take-offs on current fads and fashions to make it swing and enjoyable. It is a show that can be made by four young principals and should run a long time at the small downtown showplace.

"Nightcap" is an intimate revue, in the manner of the revues that have been for such a long time a part of the Lincoln Theatre's musical offerings. The entire show runs about an hour, with a short intermission, and there are sketches, musical take-offs and some good gag situations. The big hit of the evening was the spoof of fine work of Jane Rossano, a comedy find. Charles Nelson Reilly, who also tours in some of his revues, and others around, is the high point of the evening. Kenneth Nelson. This cast, with Herman backing them on piano, was truly a hit.
NEW COPYRIGHT CATALOG READY

WASHINGTON — The Library of Congress has announced that its music catalog of copyright entries is complete through the third series, Volume II, Number 1, covering January to June of 1957. The catalog is available to the Register of Copyrights at $3.50 an issue, or $7 per year.

Heino Gaze

NEW YORK — Paul Siegel, international publishing specialist, returned here today (23) after an action-packed tour of Europe. Siegel said he signed Heino Gaze, leading German rhythm and blues artist, to a five-year contract which Siegel operates in America. Librarians are said to have contracted to do two picture features Gaze sooner.

The latest Gaze creation being pushed by Siegel is "Tivoli Melody," which reportedly has been recorded by Dennis Farnon, Werner Moller and Richard Hayman. Another deal set by Siegel calls for him to do a taped chemical picture featuring American disk artists in Berlin.

Siegel added, "This is a secret view to East Berlin where I spoke with Russian soldiers and found out that east music perhaps can come greater understanding between the U.S.A. and Russia." The Russian soldiers like Gershwin, Paul Robeson and Cole Porter, according to Siegel, and the latest hit in Russia, the soldiers told him, is "Dusk in the Mountains," ("Goodbye My Love").

MANY TIE-INS

Jocks, Fans All Digging P. P. Eater

NEW YORK — "The Purple People Eater," is apparently taking the country by storm, grabbing up, as he goldenly his way along, a rating of publicity at the jockey and disk dealer level.

The tie-in gimmick is the fact that people everywhere seems to want the purple people eater down on paper or even put him into the shape of clay. The diskery has received wire from numerous jockeys about on-the-air contests. Fred Fish, WWDG, Washington, is re-playing clay models which he's dis-playing on record shop windows. Gordon Loze, WPXN, Jackson, Miss., is giving away cameras, TV sets and other prizes for the best drawings and he tours the city in a purple sports car post with purple people signs.

Latest push on the disk involves a story on Sheb Wooley and the fast-moving disk in both Newsweek and Life magazines.

Lin Records Inks Flock of Talent

ROCHESTER, N.Y. — Frank J. Conlin, Lin Records president, has signed a flock of talent new to the label. These include through Pauline Detor, the Pina Langridge, Ray Cormier's Har Mania and the Enchanters. Conlin has also signed Rob Mcneal as musical director, and Lee Almar, arranger.

BELAFONTE CUTS A NEW SINGLE

LOS ANGELES — Harry Belafonte recorded a new tune here this week, under the A&R direction of Ed Welker, titled "Lil Banana." The tune, incidentally, was picked up by Ted Lewis, boss of English Decca, who will also release the disk in England. Belafonte, now making a new flick, "End of the World," is also costing a Christmas album containing folk and traditional songs, all culled by Belafonte himself, there is a possibility that Belafonte and Ed Welker will do some live recording in Brussels in August.

Name Counsel on Copyright

WASHINGTON — Robert L. Wright, Washington attorney formerly with the Antitrust Division of the Department of Justice, has been appointed chief counsel to the Senate subcommittee on patents, trademarks and copyrights, Chairman O'Mahoney (D., Wyo.) announced last week (20).

It is brought, Washington attorney John O'Mahoney, who recently resigned as counsel, is John W. Wright, chief counsel to the senatorial subcommittee, which recently held hearings on the O'Mahoney bill to end the jury performance royalty exemptions in the copyright law, retains John C. Seedman as associate counsel, and George W. Green, of the staff of the judiciary committee.

Report by the subcommittee on its findings at the juries holding hearings on the O'Mahoney bill to end the jury performance royalties.

Off. Space Available

650 sq. ft. Located on Madison Ave, near 40th St. $300 per month. Immediate possession. Inquire Box 148, The Billboard 1564 Broadway New York City

ILLUSTRATION

"A HIGHLIGHT FOR EVERY PROGRAM"
TV Film Front Humming: Sales, Hassles, Rosy Reports

By CHARLES SINCLAIR

NEW YORK—Activity on the TV film front this week is highlighted by developments involving the sale of three first-run films by Hal Roach Studios and Associated Artists.

At the same time, the parent firms of two active TV film operations—Parent, Inc., owners of MGM-TV, and United Artists, who has recently been issuing financial statements which seemed to project substantial diversification into off-the-tube offerings—has reported a number of developments.

Hal Roach deal caught many film industries by surprise. Having announced last fall that he was going to launch a public stock issue, Roach about-faced and sold his studio’s outstanding stock to a non-film industrial firm known as The Scranton Corporation in a transaction involving $15,500,000.

Sinatra Inks 3-Film Deal: Will Sluff TV

HOLLYWOOD—Frank Sinatra will star in a three-picture deal with M-G-M’s new production division, which M-G-M will have in the fall. The first film will star in at least three major films on the Metro lot in the next two years.

M-G-M’s gain will be TV’s loss for Roach, however. M-G-M had a first option for the next two years to Roach’s films without talent. The deal evades that by giving Roach the option of remaining on film.

M-G-M and United Artists have had considerable activity in the sale of films to TV for the last year or so. The two companies have made a number of deals with successful results.

Scrabboard on TV FALL PLANS

Bought—“The Lawman,” Warner Bros.-7-9 p.m., ABC, Sundays, 8:30-9 p.m., for J. B. Lucey.

“$5,000,000,000 Man” (Peyser)—8 p.m., for Little Rock.

“George Cobel Show” and “Edward Fiedler in Concert”—alternating on NBC-TV, Tuesdays, 8-9 p.m., formerly sponsored by RCA and RCA Victor, the latter now with the show will guest six times on Cobel’s but Cobel will not appear on NBC this year.

“21 One Forty,” Jack Barry quiz program—20-25, 9 p.m., for Milburn and Labs and Shubert.

“Alfred Hitchcock Presents,” mystery, CBS-TV, Sundays, 9 p.m., for Truman Capote.

“Black Mask Show,” music stanzas, ABC, Sundays, 7:30-8 p.m., for Becquet.

“Best of ’38,” switching to CBS, Mondays, 8-9 p.m., for Capo,

“Be careful What You Wish For” and “Patricia M. Smith Show,” ABC, Fridays, 8-9 p.m., for Black and Friedman.

WCRB Airs ‘Pops’ Salute

BOSTON—As a special feature of its 10th anniversary, the radio station WCRB aired a two-hour salute to America’s living musical heroes under Arthur Fiedler, with E. Power Biggs as a guest soloist.

The entire house was taken over for the special concert by WCRB, with the audience seated outside at the box office. A musical highlight of the program was the first broadcast of classical theme music selections from a number of WCRB shows.

Audition—New Selling Force

For dealers...the future in full color every month in the billboard

WAVE Orders Opera Written For Dedication

LOUISVILLE—Kr. Staton, owner of WKY, has commissioned a new opera to be aired in a radio-TV simulcast at the dedication of a new studio center in Louisville during the first week of November.

A budget of $25,000 has been set aside for the event, with the new opera written, composed and produced by a committee headed by Mr. Bonhard, director of the Kentucky Opera Association.

Take the Esoteric Curse Off Classics

By CHARLES SINCLAIR

“The trouble with classical music,” says RCA Victor’s George Marek, who is vice-president and general manager of the giant record firm, “is that too many people immediately think of Ludwig Van Beethoven raising his fist to heaven on a mountain top.

Marek, who takes time out from his duties as a recording exec to run an NBC Radio network show with the non-stop title of “Classical Music for People Who Hate Classical Music,” feels there’s no reason at all why the serious side of music can’t be treated as entertainment.

“It’s all a matter of how it’s presented—or so Marek believes.

“There’s a widespread feeling today among audience and program officials, too, that they must know something about classical music in order to enjoy it,” Marek says.

That has come about, to a large degree, because of erudite professional critics.

“We are trying to do our own NBC show, and what many people take for granted can be considered erudite about serious music. We are, in short, trying to tear down the public’s inferiority complex.”

Marek’s weekly show, heard Mondays from 10:05-10:30 p.m. on NBC’s radio web, takes a major stride in the direction of “instructing” listeners by what, on close examination, is a consistently simple device.

Each show in the series is built around a central theme, with the music being chosen to fit the idea, rather than finding some kind of program idea to fit recorded music selections played.

The Vienna-born recording exec, who once was a Madison Avenue adman before joining RCA and who has authored several books on music topics, has no hesitancy about using a good gimmick as the basis for his show.

Two recent shows, for example, were built around the following topics. The first was a series of musical selections of “Scottish music by non-Scottish composers,” Donizetti’s “Lucia di Lammermoor.” The second, in a similar vein, had Marek calling the audience’s “non-classical attention to Italian music by non-italian composers,” such as the opening portion of Mendelssohn’s “Italian Symphony” or an excerpt from Tchaikovsky’s “Capriccio Italiano.”

Another recent show was on the “CMPPFVMC” series was tailored around original music composers who have written in a serious vein, such as Miklos (Spellbound) Rosza’s “Violin Concerto.” Still another dealt with the interesting literary truth that “villains are so often more interesting than heroes,” and spotlighted famous operatic arias by classic blackguard, Ludwig van Beethoven. Upcoming shows in the series will deal with “acrobatic music” (in which sopranos and tenors reach for those high-flying notes), and shows based on movie themes borrowed from the classics, and even one done around “vacation music.”

“Why be afraid of good music?” asks Marek.

Take the Esoteric Curse Off Classics

Audition—New Selling Force

For dealers...the future in full color every month in the billboard
WHO'S GETTING THE BALL? And who's LEFT HANDLING IT?

Herman Lubinsky, Savvy, Regent and World Wide Records chief, a man who can always be depended on to get the right results from his records. He's got several thoughts on the subject. "The Top 40 charts are not an indication of standing performance. The chart, as you see, consists of the songs that are in the stores. This is the only way you can tell how popular a record is."

The redfile finds the business completely changed and figured the best way was via word of mouth. Since "movies and TV shows want singers who have records going high," the redfile producers girls with hits have received. "And," notes a producer, "your mouth never fails you to spread a message." The idea is to have a South-West to pervasive。(Continued on page 38)

JUNE BUNNY

VOX JOX

By JUNE BUNNY

KATE KUDOS SERVICE. Barry Kave, WAMP, Pittsburg, whose time was extended an additional half hour to 6:30 p.m. across the board last month, has some interesting thoughts on the "Kid Rocker" jock situation. "When driving from Pittsburgh to Los Angeles," he says, "I spotted the city on my cross-country trek, the main difference being that in the Top 40 station, a bad or irritating jock is just a jock on the air, but in the other a saxophone by jocks at the former outlet." BARTELL, CHAMPIONS PERRY. "Kevin," says Lee Bartell, managing director of KVA, San Francisco, "is the best to handle the Bread Box nation's character. He can identify, that the basic elements of showmanship are: ability to talk, the price tag on personalities is higher here, but I'm sure he will do well in the San Francisco market."

At Bartell stations, note the exec, deejays (called "Hit Makers") by the chain meet with the program director. (continued on page 39)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Who's got the best in music? By whom are they picked and paid? By what standards are they jockeyed? How do you ask a bill for something? What are the usual sales promises of an automated system—is that new, or a record? In the city there is a formula for some kind. But the formula must be dynamic and flexible, not static. When the formula rigidly ignores human personalities, it may prove that the行星電流line can identify, that the basic elements of showmanship are: ability to talk, the price tag on personalities is higher here, but I'm sure he will do well in the San Francisco market."

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ANYBODY who follows the pop charts these days is no doubt well aware of the fact that there have been changes in the charts and has noted the skill of the more frantic seers of the trade. There is a seeming lack in the trade, as you see, consists of the songs that are in the stores. This is the only way you can tell how popular a record is."

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JUNE 2, 1958

THE BILLBOARD

MGM Records

June Jackpot

MARVIN RAINWATER

I Dig You Baby

and MOANIN' THE BLUES

K12665
**Dealer Concern Is Growing**

*Continued from page 3*

15 to 20 per cent off on the cost price of an LP of $2.47.

Unfortunately, most dealers do not work on the low markups that discounters do, nor do they do the volume business that most discounters do, making it necessary for them to sell their product at a higher price than discounters are doing today. To meet the discounter challenge, many dealers work out their own arrangements, cutting prices on some items, buying where possible—at better than regular dealer cost, latching on to distress merchandise when available, etc.

As far as the manufacturers are concerned, they still abide price cutting, but only selected dealers expect them to do anything about it. Manufacturers lost one of their most effective weapons when fair trade went by the boards last January in most sections of the country. (Some manufacturers did try to force their dealers.) However, they say that they cannot cut off any distributor or store because such action would constitute discrimination, according to their legal advisors. Distributors say the same, and they all claim, when asked, that they offer the same prices to all customers so matter who they are.

The Writer Demands

In talking to pubs, it is apparent that their grievances—real or imagined—are many, and the fact that AGAC has refused to submit its demands to MPPA has, beyond a doubt, crystallized the publishers’ adamant stance.

Among the more prominent grievances of publishers in recent months is the fact that, in AGAC are alleged-off-the-record statements by key AGAC figures with regard to accepting more control over copyrights. Pubs feel that their traditional stand is a sound one, that a song is not a song until it is assigned to a publisher, and promoted by him—often at his own expense. Many pubs now feel that in view of the heavy costs involved in promoting a song, getting records, etc., the present publishers-writer split is unfair. Many pubs, for this reason, have not entered into any secret, view into the fact that AGAC candidate Ben Furman has an exclusive writing contract with Manhattan, that Jack Lawrence has Waste Music, etc.

One said publisher noted: "the news is truly unfortunate,... What is really needed, and what will always be needed by our business, is publisher-writer co-operation. The fact that the kind of publishers AGAC was after are those who object to having AGAC collect writer royalties, he added: "I resent this nitpicking frame.""
MGM Records

June Jackpot

CONNIE FRANCIS

I'M SORRY I MADE YOU CRY

and LOCK UP YOUR HEART

K12647

JONI JAMES

COMING FROM YOU

and

JUNIOR PROM

K12660

HIT ALBUM!

WHO'S SORRY NOW

CONNIE FRANCIS

E3686 LP
X1603 EP
X1604 EP
X1605 EP

HIT ALBUM!

TI VOGLIO BENE
(....I Love You)

JONI JAMES

E3623 LP
X1581 EP
X1582 EP
X1583 EP

THEY'RE GOING WACKY OVER WOOLEY

SHEB WOOLEY

THE PURPLE PEOPLE EATER

K12651
EVERYBODY'S SAYING

WHEN

[Image 0x0 to 1280x1913]

IT'S BREAKING WIDE OPEN NOW!

THE KAHNTHS

A NEW WORLD OF SOUND

9-30642

WEISS SIGNS AS IVY A&R

NEW YORK — Ivy Records, label operated by Stan Feldman and Ed Porcaro, has hired songwriter George Weiss as A&R man. Weiss was a cocreator of the song for the musical "Mr. Wonderful." Ivy has already produced a number of masters which have been leased to such labels as A.P.T., ABC-Paramount's new subsidiary, Polystar, a subsidiary of London, and Gone Records.

Record Job Wanted

Chicago—Needed Sales or Promotion or Distributing, Write BOX 970, The Billboard 118 West Randolph Chicago 7, Ill.
Competition Booms Promotion

Continued from page 4

rages, roll-'TV repromotions, etc., in an effort to make its exact dial position on our radio known to motorists. In addition to WNTA, the card lists what WNTA calls the "Big Four"; WWC, WCBS, and WNEW.

Elsie Presley is the object of several station promotions. Paul Bremer, WNTA, Novato, N. J., and Jack Caveny, WIL, St. Louis, recently staged contests in conjunction with the new Elvis record, "Drown," a tribute to Presley's U. S. Army serial number. Listeners were asked to guess what the number meant, with cash prizes offered for correct guesses.

Presley Suits

Also on a Presley kick last month was Dave Nauta, KPFT, Fort Worth, Tex., who played the record and then offered $100 to the first person to bring him a dollar bill with Presley's serial number on it or "Elvis himself," who has been rumored to spend his weekdays in Fort Worth.

In line with this, Trinity Mode, which published "The Walk," is making up 50,000 Presley dog tags for use as giveaways by dealers across the country. Trinity is also staging Jim Lowe's new "Dog Talk: "Take Us To Your President," by offering 10,000 Big Butterbumps, imprinted with the Lopside title, available as giveaways by TV salesmen.

Stations are making contests out of every conceivable event. For example, KBBR, Borger, Tex., ran a contest last month when seven large plants of the Phillips Petroleum Company were shut down by a strike putting 10,000 people out of work last month. Tagged "The KBBR Strike Contest," it offered a $100 prize to the listener who guessed the date, hour, and minute that negotiations settled the dispute.

The M-G-M "Purple People Eaters" has stirred up a flock of deejay promotions. Contests to find out what a purple people eater looks like were conducted by Specs Howard, KTV, Cleveland; Fred Fisk, WJDC, Washington; Pat Chambers, WDAE, Tampa; Fila, Dean Slack, WJOT, Burlington, Vt.; Bill Davis, WLOW, Norfolk, Va.; Tom Roland, WJJs, Cleveland; and Gordon Linge, WJJS, Jackson, Miss. Winning entries are displayed in local department and record stores. The Chains (Plough), Stor, Westphingtona, Bartell, etc. are all strong on promotions, with high powered promotions involving treasure hunts, talent contest and various other gimmicks utilized by their various outlets on a regular basis.

Westminster Sets Berlioz Requiem

NEW YORK—Westminster has announced the release date of its Berlioz Requiem for fall to June 20. The two-disc album, whose stereo editing at the Invalides in Paris marked the first French government allowance of the use of a national monument, cost the company $25,000, a high for Westminster and most other disc and film companies. The Requiem will be issued in three ways, via tape, stereo disk and monaural.

Tape Promotion

Continued from page 4

something definitive—an economical means of home recording. Now the entire pitch has been changed. The industry appears to be more concerned with selling a playback mechanism.

To Libbou's way of thinking, primary merchandising stress on tape playback—even stereo tape plays— detracts from the individual benefit attributed to a tape recorder.

He admits that "tape playback will immediately gain from pre-recorded stereo," but heads: "The long term implications are questionable. The consumer will question the choice of tape playback over disk. On the other hand, the consumer views the 'record element' of a tape recorder as a part of the other mechanism. It should be the basic 'self feature,' with the playback function viewed as a plus value. We are carefully viewing the stereo market, but we are the end product as a recorder plus stereo."

Capitol Albums

Continued from page 6

border vocalists in Latin songs recorded in Mexico and Chile; "Dutch Moonlight," recorded in Holland and featuring the "Seductive Strings" of Dolf van der Linden, Western Germany's newest marching band, Das Dahlkeffle L. A., the Bundesband, directed by Hauptmann Hans Hirschberg, is heard in "Helf German Marches," waxed in West Germany, and Scotland's Patrick Clark is heard with Philip Green's orchestra in "Heilani Lamore," recorded in the United Kingdom.

As a follow-up to its earlier album, "Picco's Sounds and Its People," Capitol's June issue similarly saluted London with "London: Its Sounds and Its People." Another follow-up to similar treatments is June's "Rainy Night in Paris." An umbrella-shaped display guarantees the current "Rainy Night" release but also features the two earlier "Rainy Night" albums.

\[www.americanradiohistory.com\]
HEARD OVER THE COUNTER

Ben Press, of Downtown Music Masters, New York, tells of a crooked deal on Columbia's two-pocket albums. You see, when the different orchestras play the songs of the different composers, the album which would you like best?

"The case of Kostelanetz playing the music of Roy Rodgers."

New York City's Fulton Street Record Mart tells us of the man who wants to buy.

"I'd like to see some albums."

"Step this way, please."

The cracker jack selection of albums by her in this bin. (A few minutes later)

"Yes, they're all nice but they are old. I'm looking for her new albums. You know, where she played that muted trumpet.

Arnie Liebowitz, of Columbia Records, has been getting his share of crook shipments for many, many months. He tells us the other day, "there is always one crook who doesn't understand. There are crooks who mail bushels of albums. Nobody's been ringing his doorbell.

Think about that. We did and could come up with only one exception to what Geor Miller said. Two young boys, aged approximately 13 and 14, rang the front door bell last Sunday asking if they could have the job of cutting the front lawn when, and if the grass, grow. You have to admire and nurture such enterprise so we took down their names and phone numbers. But think about it. How about the retailers in your town? Has the local hardware been after you to buy garden supplies. Is the local garbage promoting summer tune-ups? What about the shoe store, variety store, paint store, etc.

And how about you?

Sound Off!

If you're a dealer, distributor, salesman, zack jobber or manufacturer, feel free and send your opinions on the general idea of selling retailing practices to The Billboard. Address letters to: The Editor, The Billboard, 1544 Broadway, New York 36, N. Y.

BELL HAS NEW TUNER-AMP

COLUMBUS, O. - Production of Bell Sound Systems' new tuner-amp, the Model 232, has already begun, and the first shipments that shortly at the retail level, according to W. V. Salo, the firm's general sales manager. The unit is a combination FM-AJ tuner and 15-watt amplifier on a single chassis, with the entire ensemble mounted on an single-in-

AM tuner and 15-watt amplifier on a single chassis, with the entire ensemble mounted on a single-in-

nantly. It is stereo-mid-sized; the unit has an output on the rear chassis for future use in receiving all-FM stereo broadcasts via the Multi-

FM stereo broadcast. The unit has an output on the rear chassis for future use in receiving all-FM stereo broadcasts via the Multi-

Gary Crosting, of Chap-

man's, Milwaukee, thinks we might be interested in one of his ideas. Recently, a number of manufacturers have been issuing "Electronic Tuning Bars," in which a broken bar of light occurs to-

gether as the broadcast signal gets stronger.

Dorothy Thomas, manager of the record department at Portland, Ore., Department store, sends this:

"I recently attended a discussion on the opera "Necma" and was forewarned by one of our sales people: "Oh, she doesn't work here anymore.

"They recently received, be-

between gum chews, George Gerh-

er, a sales man from our store, the clerk indicated an orchestral

(Continued on page 18)

Bow of the album. Asked whether she wanted that original sound track, she sent order ca-

nized. She was shown both albums, and that made she.

"If you're a dealer, distributor, salesman, zack jobber or manufacturer, feel free and send your opinions on the general idea of selling retailing practices to The Billboard. Address letters to: The Editor, The Billboard, 1544 Broadway, New York 36, N. Y.

BELL HAS NEW TUNER-AMP

COLUMBUS, O. - Production of Bell Sound Systems' new tuner-amp, the Model 232, has already begun, and the first shipments that shortly at the retail level, according to W. V. Salo, the firm's general sales manager. The unit is a combination FM-AJ tuner and 15-watt amplifier on a single chassis, with the entire ensemble mounted on a single-in-

AM tuner and 15-watt amplifier on a single chassis, with the entire ensemble mounted on a single-in-

nantly. It is stereo-mid-sized; the unit has an output on the rear chassis for future use in receiving all-FM stereo broadcasts via the Multi-

FM stereo broadcast. The unit has an output on the rear chassis for future use in receiving all-FM stereo broadcasts via the Multi-

Gary Crosting, of Chap-

man's, Milwaukee, thinks we might be interested in one of his ideas. Recently, a number of manufacturers have been issuing "Electronic Tuning Bars," in which a broken bar of light occurs to-

gether as the broadcast signal gets stronger.

Dorothy Thomas, manager of the record department at Portland, Ore., Department store, sends this:

"I recently attended a discussion on the opera "Necma" and was forewarned by one of our sales people: "Oh, she doesn't work here anymore.

"They recently received, be-

between gum chews, George Gerh-

er, a sales man from our store, the clerk indicated an orchestral

(Continued on page 18)
CHART YOUR WAY TO SOUND PROFITS WITH THESE GREAT RCA VICTOR ALBUMS!

The Hit hit of the year — and a runaway best-seller! Exclusive Original Soundtrack album of the new movie includes Scene Enchanted Evening: Ballad, the entire Rodgers & Hammerstein score. "LPC-1032"

A sure best-seller! Perry Como sings 'Birth of the Blues; When I Fall in Love; Come Rains or Come Shines — plus 15 other great songs. They're the kind that make his TV show such a hit. "LPC-1004"

Elvis' Golden Records

All fourteen of the Presley records, including Heartbreak Hotel, and Blue Suede Shoes, that sold more than a million copies — now in one great album! A terrific sales success everywhere! "LPM-1707"

Rodgers & Hammerstein's "South Pacific"

RCA Victor's exclusive Original Soundtrack album is moving faster than ever, since Saratoga moved into the neighborhood theaters. It includes the Katzenkat Love Theme, Street Fight, and By The Bridge. "LPC-1041"

The Glenn Miller Carnegie Hall Concert


Gigi

Gogi Grant and Tony Martin

A tremendous sellout! Tony Martin and Gogi Grant sing The Night They Invented Champagne and all the other delightful Lerner & Loewe songs from the new musical sensation, Gigi. *LPM-1738

Watch for these NBC-TV shows in color and black and white: THE PERRY COMO SHOW, THE EDDIE FISHER SHOW, THE GEORGE GEBEL SHOW, THE PRICE IS RIGHT, and TIC TAC DOUGH. They're all sponsored by RCA VICTOR, a RADIO CORPORATION OF AMERICA.
Stereo Amp

Bows in June

The first Hartam - Karson stereo amplifier will be delivered to dealers during June. The unit - "The Tri-kit," Model A-11 - contains an existing monaural amplifier to stereo. Features include separate, separate paralleled treble and bass crossovers, balance control, mode switch, speaker selector switch for local and distant use, and in addition, audio or stereo, contour controls, tape output, and a auto-rotary selector for recording application and remote speaker system (monaural or stereo). It is also available as a complete kit (after tone controls) for recording application and volume control.

New Stereo Studio Opens

NEW YORK- A stereo studio with "sleek facilities" is opening in Bayside, Queens, according to studio owner, Harry Bellec. "The Bellec stereo studio will use all the most advanced concepts in the recording field, both on stereo tape and disks for the quality market.

Bellec will distribute its own recordings under the Everest Records name (previously "Bellec's Please!"). Artists are now being signed.

The studio's recording equipment, from microphone to cutter, was produced for Bellec by Engen and Amsper. The firm's primary function is the development and manufacture of complete electric, mechanical and electronic equipment for the armed forces and industry.

GE Shows Components

AURORA, N. Y. - "The (free) speaker and enclosure combo to be offered by General Electric has a new transposition tone arm, an updated stereo cartridge, a new and gigantic electronic items."

Columbia's new line, 141 series, is box-built, small, and only nine inches high, 15 inches wide, and 8 7/8 inches deep. It contains a new tone arm guaranteeing proper channel alignment, woofer and cone tweeter, along with crossover network in one complete cabinet. A ten-inch paper cone Price: $40.95 to $57.50, depending on line.

New Speakers For Stereo

CHICAGO - Electro-Voice, Inc., already deep in stereo activities, has developed two new products at the recent Electronic Industries Exhibition. These are the new speakers and small stereo component system (described by the firm as being "designed to solve the space problem for stereo by eliminating the need for a large second full-range loudspeaker.

Based on the principle that if you are not sure where treble is, the unit reproduces only the above-300-cycle band sound of the beginning and ending of the 'key' filtered," two models, an "ultra-tight" and an "ultra-wide" are available.

The second development is a new series of "popular-priced" audio components, including speakers, enclosures, mid-range and tweeter modules, which are intended to utilize the Wolverine Series, on which the factory is particularly proud, and is ready to begin in "early summer." Listed are the moderately budgeted "Stereo Street" series range from 5 to 12 inch and smaller speakers, and "Super-Go" packaged for adding new high end components. Electro-Voice states that "these two complete stereo systems can be purchased for under $100 and be complete for many single competitive systems."

DuMont Set For Stereo

NEW YORK - DuMont TV-1044 and 1050B are major electronic firms to be bitten by the stereo bug.

Speaker component features what is described as "a new concept in switch-on-change" for playing single or two-track records, respectively, which can be fitted with a stereo cartridge, of course, and this apparatus. It also contains "a master-lette to provide an extra amplification stage."

There are four phones available as well as the 1050D DuMont line, which includes loudspeakers for new studios and Rambouillet. Like the components, the DuMont line has an accessory Ampli-Matic exceller, which is completely equipped for playback of every kind, and a complete stereo system can be purchased for under $100 and be complete for many single competitive systems.

DuMont execs have also made provision for stereo use of its TV sets as well.

Highlighting the TV line from the firm's new 1050B, the 1050B is the first to feature a "steerable" antenna, so that one may point it in the direction of the desired station. "The antenna is made of aluminum, " a DuMont exec said, "and it's easy to enable users to utilize the set's amplifier and speaker for phone service.

ENCLOSURES ARE FLEXIBLE

NEW YORK- Removable bases which permit horizontal or vertical placement to fit the style of room they're in, three new speaker enclosures announced by North American Philips Company, Inc., have been designed to work with Norelco speaker, but "work equally well with most other speaker systems," according to company officials. The enclosures are the ducted type, and can be fitted under the 100 percent efficiency.

The 45 pro plan is called "Pro," which means that the 5 percent return privilege on 5 percent exchange plan is available to all dealers who undersell. "The only dealer who does not do this is the highest bidder," and as long as his product is guaranteed, then he has doubled the size of his distributor pool (a percentage of total records that each distributor pool will be). Every distributor will be, "Philips guarantee that as many records as could be authorized under the old plan."

Columbia Sales Corporation is eliminating all exchanges, but it is providing a brand new stereo cartridge, of course, and this apparatus. It also contains "a master-lette to provide an extra amplification stage."

Tom Rockwell

Carried on from page 2

a lot to "accelerate" the entire record business.

The new stereo tape cartridge is the most startling new development in years, according to RCA officials. Four recorded tracks instead of the usual two, and it travels past the playback heads at 36 per minute instead of 7 1/2. This enables the tape to play at the usual record player speed, but it eliminates the need for multiple running of the record. For example, the original, the record, is $16.50, a $10.00 discount on the price of the original tape. For example, the original, the record, is $16.50, a $10.00 discount on the price of the original tape.
we, the Kapp record distributors of America salute you

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For your NEW GREAT ALBUM "ROGER WILLIAMS PLAYS GERSHWIN" and your new GREAT, GREAT SINGLE YOUNG WARM AND WONDERFUL b/w INDISCREET

AND THANKS AGAIN FOR MAKING IT POSSIBLE FOR US TO SELL OVER ONE MILLION OF YOUR LP's AND MILLIONS OF YOUR SINGLES THIS YEAR

THE KAPP RECORD DISTRIBUTORS OF AMERICA
**Package Records Buying Guide**

**BEST SELLING POP LP'S**

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**SPECIAL CLASSICAL ALBUM**

**BEETHOVEN, VIOLIN CONCERTO (1-12) - Fritz Kreisler, Violin & London Philharmonic Orch. (Barbier).**

An expertly-selected album show, the concerto is played with great technical mastery by Kreisler and the orchestra under the direction of Sir Thomas Beecham. This record, in addition to the concerto, contains Kreisler's transcription of the D major viola concerto, played on the same instrument as the violin. The violin tone is rich and brilliant, and the concerto is well-balanced and excellently-played. The orchestra is well-coordinated and effective, making this a truly fine recording.

**BEST SELLING POP LP'S**

**POPULAR ALBUMS**

- **Paul Anka (1-12)**: "Don Costa Orch., ABC-Paramount ABC 240. A diverse collection featuring a wide range of styles and genres, including ballads, pop, and rock. The album is an excellent representation of Anka's diverse musical talent and showcases his ability to adapt to different musical styles.

- **Frank Sinatra (1-12)**: "Late, Late Show," Capitol W 920. Sinatra's expressive vocals and smooth delivery make this album a classic. The album features hits such as "My Way" and "The Lady Is a Tramp," showcasing Sinatra's mastery of vocal performance.

**SPECIAL MERIT JAZZ ALBUM**

- **Kid Muggs' Jazz (1-12)**: "Muggsy Spanier, Biograph LP 1047.**

This album presents Muggsy Spanier's exceptional talent on the trumpet, with a combination of his smooth playing and the distinctive sound of the biograph. The album features a variety of tracks, each showcasing Spanier's virtuosity and unique style.

**INTERNATIONAL ALBUM**

- **From France with Music (1-12)**: "Valéry & Bally with the Chansons de Paris, RCA Victor LPM 1846.**

This album features a selection of French chansons, performed by Valéry and Bally. The album showcases the artists' ability to bring the emotional depth of French music to life, making it a truly captivating listening experience.

**MOST PLAYED BY JOCKEYS**

- **Lester Lanin Goes to College** (1-12): "Lester Lanin, Epic LN 3474.**

This album features the popular bandleader Lester Lanin's take on college classics, showcasing his ability to adapt his style to fit popular trends.

- **Dream Girl** (1-12): "Barry and O'Day, Capitol T 899.**

The album features the team of Barry and O'Day, known for their catchy and upbeat songs, making it a popular choice for jockeys.

- **Come Fly With Me** (1-12): "Frank Sinatra, Capitol W 920.**

Frank Sinatra's smooth vocals and the album's diverse selection of songs make it a favorite among jockeys.

- **Music Man** (1-12): "Original Cast, Capitol WA0 990.**

This album features the music from the Broadway musical "The Music Man," with its classic songs and memorable tunes.

- **Johnny's Greatest Hits** (1-12): "Johnny Mathis, Columbia CL 1333.**

Johnny Mathis' collection of his greatest hits showcases his talent for delivering emotional and sincere performances.

- **South Pacific** (1-12): "Neil Sedaka, Capitol W 962.**

This album features the soundtrack from the hit Broadway musical "South Pacific," with its timeless and beloved songs.

- **Swinging on Broadway** (1-12): "Frank Sinatra, Capitol W 962.**

Frank Sinatra's interpretation of popular songs from the Broadway musical "Swinging on Broadway" makes it a favorite among jockeys.

- **Here's Steve Lawrence** (1-12): "Steve Lawrence, Coral CR 7204.**

Steve Lawrence's monologues and singing are showcased on this album, making it a popular choice among jockeys.

- **The Late, Late Show** (1-12): "Capitol T 766.**

This album features the late-night variety show hosted by Steve Allen, with its mix of comedy and music.

- **A Fabulous Dorothy in HI FI** (1-12): "Tennyson and Jimmy Dorsey, Capitol CL 787.**

This album features the dynamic performances of the Dorsey Brothers, known for their energetic and crowd-pleasing shows.

**BEST SELLING POP LP'S**

- **Elvis Presley (1-12)**: "RCA Victor EPA 996.**

Elvis Presley's collection of hits from his early years as a musician, showcasing his unique blend of rock and roll, country, and gospel.

- **Jailhouse Rock** (1-12): "RCA Victor EPA 4114.**

This album features Elvis Presley's iconic song "Jailhouse Rock," along with other hits from his Jailhouse Rock album.

- **Ricky Nelson (1-12)**: "Imperial 1535.**

Ricky Nelson's collection of hits from the late 1950s, showcasing his ability to create hits that resonated with listeners.

- **The Everly Brothers (1-12)**: "Capitol CEP 103.**

This album features The Everly Brothers' collection of hits from the late 1950s, showcasing their unique harmony and musical talents.

- **Mama's Boy (1-12)**: "Pat Boone, Dot DEP 1077.**

Pat Boone's collection of hits from the late 1950s, showcasing his ability to create hits that resonated with listeners.

- **Come Fly With Me** (1-12): "Frank Sinatra, Capitol EPA 982.**

This album features Frank Sinatra's collection of hits from the late 1950s, showcasing his ability to create hits that resonated with listeners.
10 MILLION BETTY CROCKER "SALES MEN" WILL HELP YOU SELL THESE GREAT NEW RCA VICTOR ALBUMS!

Here's lush music that's going to be as popular with your customers as the coffee-break itself! An album of Reg Owen at his best...easy to listen to...easy to sell!

MORTON GOULD ORCHESTRA COFFEE TIME

COFFEE BREAK REG OWEN

LPM-1582

Here's lush music that's going to be as popular with your customers as the coffee-break itself! An album of Reg Owen at his best...easy to listen to...easy to sell!

Morton Gould's friendly, companionable music puts your customers in that wonderful coffee-house mood, and puts your cash register in the mood to celebrate.

THIS IS A HOT RECORD PROMOTION YOU CAN'T AFFORD TO MISS! Here's why: 10 million packages of famous Betty Crocker Cake Mix, on grocers' shelves right now, carry a coupon for an RCA Victor 45 EP Highlighter album. The Highlighter features two inviting songs from each of the two long play albums, and is available to the housewife for just 25¢ and the cake mix coupon. And in the Highlighter album itself is another coupon that offers the consumer $1 off on the "Coffee Break" and "Coffee Time" albums. Those can be purchased only in your store! It's a "natural" selling idea, as right as coffee and cake. Get ready for your share of the business—stock up on these new albums now!

HERE'S THE TREMENDOUS ADVERTISING SUPPORT YOU GET! ★ Four-color advertising by Betty Crocker in the June issues of Better Homes and Gardens and Family Circle magazines. ★ National and local TV and Radio commercials by RCA Victor—PLUS newspaper mat ads, point-of-sale displays. ★ 10 million Betty Crocker Cake Mix packages will be carrying the offer in at least 75,000 grocery stores and supermarkets throughout the U. S. A.
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ALDO PARISO plays BOCCHERINI and VIVALDI CELLO CONCERTI ...555
FOLLOW THE DRINKING SONG—Michel Laron in Negro Songs ...550
PORTRAIT OF PEE WEE—Pee Wee Russell, Ruby Braff, Bill Dickerson, Bud Freeman, Nat Peice Orch ...552
ZARZELLA plays 17th & 19th Century Harp Music ...542
SMOKY MOUNTAIN BALLADS—Harry & Jimmie Welt ...545
BEETHOVEN OVERTURE, Rondino & Secula for Winds ...539
SOUNDS OF GENIUS—Martha Regalia plays Chopin & Liszt ...538

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Los Angeles—Polyx Records
Miami—Mercury Distributors
Minnesota—Gola Dist.
New York—Stanley Levis
Ohio City—B. & K Dist.
Philadelphia—Universal Record Dist.
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WHEN YOU SAY "AOL" IT'S PROOF OF WHO AND HOW MANY READERS OWN THIS BUSINESS PAPER.

• Review Spotlight on Albums...
• Continued from page 30

This group, however, appears on only two hands of the deck. On two others, Spanier and Teschemacher are the main incline.
Their four numbers, cut in 1927, are prime examples of Chicago style jazz at its best. The other eight numbers cut on this side.
Sound is unusually good for dribbings from such early recordings.
Definite and strong appeal for jazz buffs.

• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES
(Each item is rated strictly according to its sales potential in the category in which it is classified)

SPOTLIGHT—Sure-Fire Merchandise...

GOOD Potential—Will Sell

POPULAR—Saleable Product—Salable Quantity

For dealers who stock all merchandise.

POLL

SOMETHING OLD, NEW AND VARIOUS CATEGORIES CONTAINED ON RAY McKEFFY'S (1-47) RCA Victor LPM 1473

Never seen by the McKEFFY crew again: Makr's sound track of the old radio program. It's an insurance policy for its survival.
This set is nothing short of a complete anthology of Swing music as well. It contains the latest in Swing, plus the best in Swing from the past and present.
All numbers are presented in the original recording, without any alteration.

ST. LOUIS BLUES

FRANKIE MACKENZIE, Rosalind R. 20037

This tribute to the late W. C. Handy is a real gem. It's a collection of some of the best blues ever recorded.
It presents a fine selection of classic blues with a fine ensemble of blue and red hot bands, with some of the greatest blues singers in the business.

LEADS &ないこと PASSAGE OF THE MUSIC AND DANCE

LEONA GREEN ORCH., RCA Victor LPM 1427

Great arrangements by Al Cohn and these kids, coupled with the swarming little breaks and sections of some of the finest material ever heard on the radio. It's a real gem.

LENSKE'S TATTOO

ROCK 'N ROLL

MURPHY'S BAND (1-78) RSD 250

Lynne's latest in giant form, it's been the big record of the year. It's a real gem.

OLD-TIME MUSIC

BENJAMIN BASS 9-41

A perfect spot for the old-time buffs. It's a real gem.

WARM AND EASY

JACK RUSSELL 1-1272

A fine selection of some of the best material ever recorded.

MY FAVORITE HITS—MICKEY MANTE

Various Artists (1-47) RCA Victor LPM 1475

A fitting package plan. It's a perfect way to introduce a new generation to the oldies.
It contains the latest in Swing, plus the best in Swing from the past and present.
All numbers are presented in the original recording, without any alteration.

SOLID JACKSON

GRACE HARRIS, Joey Daram (1-47) West

A perfect selection of some of the best music ever recorded.
It's a real gem.

JANETTE'S JUBILEE

JACK BARRY, Janette (1-47) RCA Victor LPM 1476

A perfect selection of some of the best music ever recorded.
It's a real gem.

ROBERT DANCE BAND

NYE Records (1-47) RY 1108

Luba, you're in luck. This is the perfect package for you and me.
It's a real gem.

NO ONE LOVES ME

JEAN LOTTIS (1-47) RCA Victor LPM 1477

A perfect selection of some of the best music ever recorded.
It's a real gem.

HERB ABRAMS' TABERNACLE ORCHESTRA

(Continued on page 24)

Copyrighted material
JUNE 2, 1958

THE BILLBOARD

MUSIC

23

CAPITOL'S ARTIST OF THE MONTH!

JOE "FINGERS" CARR

GOES CONTINENTAL

NEW!

THE BEST-SELLING SOUND OF JOE'S "PORTUGUESE WASHERWOMEN!"

...and the King of Ragtime goes right on selling!

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HOKY TONK STREET PARADE • T 809
"PEE WEE" & "FINGERS" • T 783
MR. RAGTIME • T 760
JOE "FINGERS" CARR PLAYS PARLOR PIANO • T 698
JOE "FINGERS" CARR PLAYS THE CLASSICS • T 649
THE FIREMAN'S BALL • T 527
JOE "FINGERS" CARR AND HIS RAGTIME BAND • T 443
ROUGHOUSE PIANO • T 345
BAR ROOM PIANO • T 280
HOKY TONK PIANO • T 188
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Dance Once Again

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JUST PLAIN MELODY

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b/w "My Heart Sings Ah"
SINGED BY LIL RANDOLPH
AMOS 'N' ANDY SHOW

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Personal Management: Alvin Smith

GIVE TO DAMON RUNYON CANCER FUND

• Reviews and Ratings of New Popular Albums

• Continued from page 23

LOW PRICE-POPULAR

THE VOICE OF DESTINY

Ron DeShay (1-47) Famous TP 4

It is interesting to note the growth of Ron DeShay from an obscure vocalist to a popular star in the music business. Ron DeShay's voice is soaring and his interpretation of this score is magnificent. Anyone who enjoys the sound of Ron DeShay's voice should not miss this album.

LOW PRICE-FOLK

EVEN OF THE EPIGRAM

Clarinet (1-47) Tunes TP 4

This album is a wonderful collection of old-time folk songs. The clarinet player's skillful playing and the simplicity of the acoustic instruments create a beautiful and nostalgic atmosphere that is sure to delight any music lover.

INTERNATIONAL

VIVA FLAMENCO!

Mauro Esquivel & Company (1-47)

This album features a vibrant and authentic interpretation of flamenco music. The musicians' passion and traditional techniques come together to create a truly mesmerizing performance.

LOW PRICE-JAZZ

DANCE OFF BOTH YOUR SHOES IN M. R.

The Red Hot Jazz Duo (1-47) Idem

This album is a collection of classic jazz numbers performed by the Red Hot Jazz Duo. The group's impeccable playing and lively rhythms make this a must-have for jazz aficionados.

LOW PRICE-PARODY

A WINNING GIRL

Gerald Whiting, Peerless Court, Dave Williams & Unknown Artist (1-47) Famous TP 2

This album is a humorous take on popular tunes of the time. The group's satirical approach adds a touch of fun to the classic melodies.

LOW PRICE-COUNTRY

THE LOVELINESS OF YOU

Gerald Whiting, Peerless Court, Dave Williams & Unknown Artist (1-47) Famous TP 2

This album features a series of country songs that are both heartwarming and uplifting. The group's sincere performances make these tracks truly enchanting.

LOW PRICE-JAZZ

The Montgomery Brothers (1-47) Famous TP 4

This album is a collection of jazz numbers performed by the Montgomery Brothers. Their smooth and swinging style makes for an enjoyable listening experience.

LOW PRICE-CLASSICAL

ITALIAN ENCHANTMENT

ITALIAN ENCHANTMENT (1-47) Famous TP 2

This album is a beautiful showcase of Italian classical music. The group's interpretations are both graceful and emotionally resonant.

SPECIALTY •

SPECIALTY WITH SHINING STAR

Eyesight's (1-47) Famous TP 2

This album features a unique selection of songs that are both catchy and memorable. The group's vocal harmonies and musical arrangements make for a delightful listening experience.

LOW PRICE-CHILDREN

IT'S A MUSICAL CHARM

Gerald Whiting, Peerless Court, Dave Williams & Unknown Artist (1-47) Famous TP 2

This album is a charming collection of children's songs. The group's每股和纯熟表演使这些歌曲真正迷人。

LOW PRICE-Rock

THE MUSICAL SONGS OF THE BAND

Gerald Whiting, Peerless Court, Dave Williams & Unknown Artist (1-47) Famous TP 2

This album is a tribute to the band's musical legacy. The group's renditions of popular band songs are both nostalgic and enjoyable.

LOW PRICE-JAZZ

Hercules Plays Morton Gould
during the recording of his album, Hercules (1-47) Famous TP 2

This album features the legendary jazz performer, Hercules, playing Morton Gould's compositions. Hercules' virtuosic playing and unique interpretations make for a compelling listening experience.

LOW PRICE-Rock

SMOTHERED BY MADNESS

Gerald Whiting, Peerless Court, Dave Williams & Unknown Artist (1-47) Famous TP 2

This album is a darker and more introspective collection of songs. The group's emotive performances and thought-provoking lyrics make for a deep and rewarding listening experience.

LOW PRICE-CHILDREN

THE VILLAGE OF THE RURAL

Gerald Whiting, Peerless Court, Dave Williams & Unknown Artist (1-47) Famous TP 2

This album is a delightful collection of rural-themed songs. The group's bucolic arrangements and heartfelt vocals make for a charming and engaging listening experience.

LOW PRICE-JAZZ

HERCULES PLAYS MORTON GOULD
during the recording of his album, Hercules (1-47) Famous TP 2

This album features the legendary jazz performer, Hercules, playing Morton Gould's compositions. Hercules' virtuosic playing and unique interpretations make for a compelling listening experience.

LOW PRICE-Rock

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This album is a delightful collection of rural-themed songs. The group's bucolic arrangements and heartfelt vocals make for a charming and engaging listening experience.
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Classica Sound Stage Orchestra
SF-5000 HIT SONGS FROM PAL JOEY and RED MILLS
"101" Strings Orchestra
SF-77 SOUTH PACIFIC and MUSIC MAN
Hollywood Sound Stage Chorus
SF-3000 HONEYMOON IN MANHATTAN
New World Theater Orchestra
SF-3700 MY FAIR LADY and KING AND I
New World Theater Orchestra

CLASSICAL LIBRARY IN SF
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North German Symphony
SF-4500 SYMPHONY FOR LOVERS
"101" Strings Orchestra
SF-5100 OVERTURE and CAPRICCIO ITALIAN
North German Symphony
SF-3500 SAFARI
Trans World Symphony
SF-1800 RHAPSO Dy IN BLUE
Hamburg Philharmonic

Vol. 2

MUDS AND DANCE TEMPOS IN SF
SF-4200 SYMPHONY FOR GLENN
North German Symphony
SF-4400 A NIGHT IN THE TROPICS
"101" Strings Orchestra
SF-3100 DANCE TO HITS OF 30's and 40's
New World Theater Orchestra
SF-5800 J ohann Strauss Waltzes
The Gershwin Strings
SF-4300 SONGS THAT BROUGHT SUNSHINE INTO THE DEPRESSION
Hollywood Sound Stage Chorus

Vol. 3

SYMPHONY FOR LOVERS
"101" Strings Orchestra
SF-4000 HIT SONGS FROM PAL JOEY and RED MILLS
"101" Strings Orchestra
SF-5000 1812 OVERTURE and CAPRICCIO ITALIAN
North German Symphony
SF-3100 SYMPHONY FOR GLENN
North German Symphony
SF-3400 SAFARI
Trans World Symphony
SF-5300

Vol. 4

PLAY THE BLUES
"101" Strings Orchestra
SF-4000 SONGS THAT BROUGHT SUNSHINE INTO THE DEPRESSION
Hollywood Sound Stage Chorus
SF-4400 A BRIDAL BOUQUET
"101" Strings Orchestra
SF-3400 HIT 41 BAND CONCERT
Pride of the '41 Band
SF-4000 SOUTH PACIFIC and MUSIC MAN
Hollywood Sound Stage Chorus
SF-77

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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.
BUYBOARD

JIM DALE
with Ken Jones' Music
CRAZY FOR YOU
SONG OF THE PINE TREES
Record No. 3981

ROBERT MITCHUM
With Orchestra Conducted by Jack Marshall
THUNDER ROAD
From the United Artists Release "Thunder Road."
MY HONEY'S LOVIN' ARMS
Record No. 3986

EARL HOLLIMAN
with Dave Cavanaugh's Music
A TEENAGER SINGS THE BLUES
DON'T GET MUCH ANYMORE
Record No. 3983

JERRY REED
YOUR MONEY MAKES YOU PURTY
HOW CAN I GO ON THIS WAY
Record No. 3992

TOMMY SANDS
AFTER THE SENIOR PROM
BIG DATE
Record No. 3985
"AFTER THE SENIOR PROM" will be aired, both on record and live performances by Tommy Sands, on the Westinghouse "Studio One" dramatic production "The Left Hand Welcome"—CBS-TV—June 16.

The STYLEMASTERS
HAWAIIAN SEA BREEZE
THOSE NIGHTS AT THE ROUND TABLE
Record No. 3987

And a Sensational New Recording Featuring
THE AUTHENTIC SOUNDS OF ZULU JIVE—

ELIAS and His Zig Zag Jive Flutes
LITTLE KID LEX
TOM HARK NEW YEAR ROCK
THE ORIGINAL SMASH HIT
RECORDING IN ENGLAND
Record No. 3989

Both from the "Capitol" of the World Album
"MUSIC OF THE AFRICAN ZULUS"

Record No. 3984

Copyrighted material, www.americanradiohistory.com
MR. DEALER: Now Shipping the Smash Follow-up to "TWILIGHT TIME"

(cut out and use for store poster)

HERE NOW!
Their Newest Hit Record

"You're Making a Mistake"
by THE PLATTERS

MERCURY #71320
she scored Big with "BON VOYAGE"...

**Janice Harper**

makes her debut on **CAPITOL** . . with 2 great ballads

**HANDS ACROSS THE SEA**

Now -

**Devotion**

record no. 3984

---

### Most Played by Jockeys

**FOR SURVEY WEEK ENDING MAY 24**

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
<th>Last Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ALL I HAVE TO DO IS DREAM (BMI)</td>
<td>Eddy Arnold</td>
<td>Cadence</td>
<td>6</td>
<td>108</td>
</tr>
<tr>
<td>2. TWILIGHT TIME (BMI)</td>
<td>Platters</td>
<td>Mercury</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>3. WITCH DOCTOR (ASCAP)</td>
<td>David Seville</td>
<td>Liberty</td>
<td>8</td>
<td>25</td>
</tr>
<tr>
<td>4. RETURN TO ME (ASCAP)</td>
<td>Dean Martin</td>
<td>Capitol</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>5. WEAR MY BING AROUND YOUR NECK (BMI)</td>
<td>Elvis Presley</td>
<td>Doris' Think It's Time (BMI)</td>
<td>6</td>
<td>748</td>
</tr>
<tr>
<td>6. KEEFIE DOLL (ASCAP)</td>
<td>Perry Como</td>
<td>Capitol</td>
<td>7</td>
<td>702</td>
</tr>
<tr>
<td>7. BIG MAN (BMI)</td>
<td>Your Precious</td>
<td>Capitol</td>
<td>5</td>
<td>706</td>
</tr>
<tr>
<td>8. SUGAR MOON (BMI)</td>
<td>Pat Boone, Chips, I Love You (ASCAP)</td>
<td>Capitol</td>
<td>10</td>
<td>1579</td>
</tr>
<tr>
<td>9. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)</td>
<td>Laurie London, Randy Devine</td>
<td>Capitol</td>
<td>5</td>
<td>1579</td>
</tr>
<tr>
<td>10. PURPLE PEOPLE EATER (BMI)</td>
<td>Sheb Wooley</td>
<td>Capitol</td>
<td>1</td>
<td>1265</td>
</tr>
<tr>
<td>11. CHANSON D'AMOUR (ASCAP)</td>
<td>Art &amp; Detty Todd</td>
<td>9</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>12. SECRETELY (ASCAP)</td>
<td>Dinah Juergens</td>
<td>11</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>13. LOOKING BACK (BMI)</td>
<td>Nat King Cole, I Love You (ASCAP)</td>
<td>14</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>14. WHAT AM I LIVING FOR? (BMI)</td>
<td>Chuck Willis</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>15. CHANSON D'AMOUR (ASCAP)</td>
<td>Count Basie, I Love You (ASCAP)</td>
<td>12</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>16. JOHNNY'S GOOD (BMI)</td>
<td>Chico Berry, I Love You (ASCAP)</td>
<td>17</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>17. YOU NEED HANDS (ASCAP)</td>
<td>Eddy Currie</td>
<td>22</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>18. TOMBOY (ASCAP)</td>
<td>Renato Carosone</td>
<td>20</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>19. OH, LONESOME ME (BMI)</td>
<td>Don Gibson</td>
<td>13</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>20. FOR YOUR LOVE (BMI)</td>
<td>Ed Townsend</td>
<td>21</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>21. TEACHER, TEACHER (ASCAP)</td>
<td>Johnny Mathis</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>22. ZORRO (BMI)</td>
<td>Chordettes</td>
<td>25</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>23. A VERY PRECIOUS LOVE (ASCAP)</td>
<td>Ames Brothers</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>24. BOOK OF LOVE (BMI)</td>
<td>Montmartre</td>
<td>15</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>25. JENNIE LEE (BMI)</td>
<td>Jan and Arlo</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
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"DANCE, DANCE, DANCE" and "PLAY BY THE RULES OF LOVE"
#25004
The Cavaliers

APT to go all the way with its first releases!

"CRAZY EYES FOR YOU" and "WHILE WALKIN' TOGETHER"
#25002
Bobby Hamilton

APT to be the biggest news of the record year!

"LOVE IS SO WONDERFUL" and "NO MORE HEARTACHES"
#25003
The Stereophonics

APT to leap into immediate prominence in the record trade!

"LITTLE STAR" and "GETTING DIZZY"
#25005
The Elegants

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Johnny Mathis

for another

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LATEST RELEASE:
"ALL THE TIME"
COLUMBIA RECORDS
### Chart Breaker Money Maker!

#### "High School Confidential"

**Fools Like Me**

Stars of the controversial MGM motion picture "HIGH SCHOOL CONFIDENTIAL," left to right: Diane Jergens, Russ Tamblyn, Jan Sterling, John Crown Bunnymore, Mamie Van Doren—and center) Jerry Lee Lewis.

Play dates in major markets early in June.

---

#### Top 100 Sides

**FOR SURVEY WEEK ENDING MAY 24**

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sales as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

**Pos.** | **Song, Artist, Label** | **Sales**
---|---|---
1. | ALL I HAVE TO DO IS DREAM, Eddy Brothers, Cadence | 1
2. | WITCH DOCTOR, David Seville, Liberty | 2
3. | WEAR MY KISS AROUND YOUR NECK, Elvis Presley, Victor | 3
4. | TWILIGHT TIME, Fraulein, Mercury | 4
5. | THE MAN I LOVE, Four Freshmen, Capitol | 5
6. | LOOKING BACK, Nat King Cole, Capitol | 6
7. | THE PURPLE PEOPLE EATER, Wino Woody, M-G-M | 7
8. | HE'S GOT THE WHOLE WORLD IN HIS HANDS, Larry London, Capitol | 8
9. | IF YOU WANT TO DANCE, Bobby Freeman, Joe | 9
10. | JOHN H. GOGGIE, Chick Candy, Alex | 10
11. | SECRETS, Ronnie Roper, Rhythm | 11
12. | RETURN TO ME, Dean Martin, Capitol | 12
13. | BOOK OF LOVE, Mantovani, A&M | 13
14. | SUGAR MOON, Pat Boone, Dot | 14
15. | CHANCEON D'AMOUR, Art and pony Toast, Era | 15
16. | DENNIE LEE, Jan and Arnie, Arbe | 16
17. | FOR YOUR LOVE, Ed Townsend, Capitol | 17
18. | KENNY DOLL, Kenny canoe, Victor | 18
19. | OH LONESOME ME, Don Gibson, Victor | 19
20. | WHOOO, Tins Week, Cadence | 20
21. | TALK TO ME, TALK TO ME, Little Willie John, King | 21
22. | TO BE LOVED, Jackie Wilson, Brunswick | 22
23. | TEQUILA, Charley, Chantrell | 23
24. | WHAT AM I LIVING FOR? Chick Williams, Allied | 24
25. | YOU, Question, Fargo | 25
26. | ENDLESS SLEEP, Judy Resnikoff, Decca | 26
27. | PARDON, Thin Austin, Decca | 27
28. | YOKERIO, Bonnie carter, Capitol | 28
29. | ZORIO, Chandler, Cadence | 29
30. | I WONDER WHY, Dean and the Belmonts, London | 30
31. | ARE YOU SINCERE? Andy Williams, Cadence | 31
32. | HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlantic | 32
33. | SICK AND TIRED, Fair Donning, Imperial | 33
34. | HIGH SCHOOL CONFIDENTIAL, Jerry Lee Lewis, Sun | 34
35. | LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount | 35
36. | THE WALK, Jimmy McCrackin, Chekher | 36
37. | BELIEVE WHAT YOU SAY, Baby Bubba, Imperial | 37
38. | BILLY, Kathy Cotton, Federal | 38
39. | THE MONROE ROCK, Charlie, Chantrell | 39
40. | LOLLIPOP, Christobel, Cadence | 40
41. | JESUS LOVES YOU, Creation Family, M-G-M | 41
42. | JUST MARRIED, Marie Robbins, Columbia | 42
43. | DON'T YOU JUST KNOW IT, Dave Smith, Ace | 43
44. | CLEARM LOVE, Paul Anka, ABC-Paramount | 44
45. | I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M | 45
46. | ONLY ONE OF YOU, Four Licks, Columbia | 46
47. | PRETTY BABY, Dono and Gina, Mercury | 47
48. | HAVE ON, Daddy Hobby, Coral | 48
49. | LADY MAY, Leo Minic, Victor | 49
50. | SKINNY MINNIE, Bill Harris and the Counts, Decca | 50
51. | KUUL HUA HUl, Patsy Cline, Decca | 51
52. | VARIETY TAX, Countere, Aux | 52
53. | MY BUTCHER'S GOTA HOLE IN IT, Ray Nelson, Imperial | 53
54. | TEACHER, TEACHER, Johnny Mathis, Columbia | 54
55. | ALL THE TIME, Johnny Mathis, Columbia | 55
56. | GUESS THINGS HAPPEN THAT WAY, Johnny Cash, Sun | 56
57. | YOU NEED RANS, Creation Family, M-G-M | 57
58. | A WONDERTUL TIME UP THERE, Pat Boone, Dot | 58
59. | MARCH FROM THE RIVER KVAI AND "COLONEL BOECY," Mike Miller, Columbia | 59
60. | I MEET HIM ON A SUNDAY, Motenale, Decca | 60
61. | CATCH A FALLING STAR, Anita Moore, Capitol | 61
62. | SAIL ALONG SILVER MOON, Billy Vaughn, Dot | 62
63. | NICE BUT FOOLISH, Marty, Capitol | 63
64. | NEE NEE NA NA NA NA ME, Dickie Dee and the Dancers, Swan | 64
65. | LITTLE TRAIN, Mantovani, Decca | 65
66. | HIGH SIGN, Dinah Shore, Mercury | 66
67. | WE BELONG TOGETHER, Robert and Johnny, Old Town | 67
68. | BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun | 68
69. | LONELY ISLAND, Sue Coast, Coral | 69
70. | LAY LA LA, Johnnie Ray, Oriole | 70
71. | A VERY PRECIOUS LOVE, Anne Bradford, Victor | 71
72. | MAKE ME A MIRACLE, James Roberts, Roulette | 72
73. | EVERY NIGHT, Charlie, 493
74. | CHAMPION SHRE, Francesca, Dot | 74
75. | TEACHER'S PET, Davis Day, Columbia | 75
76. | CHERISH, I LOVE YOU, Pat Boone, Dot | 76
77. | SEND ME A LITTLE DREAM, Phil Davis, Capitol | 77
78. | TUNING TUNING TUNING, Billy Vaughn, Dot | 78
79. | JACQUESLU, Roma and Duane, Decca | 79
80. | LONG HOT SUMMER, James Robinson, Capitol | 80
81. | SWEET LITTLE NINETEEN, Chuck Berry, Chess | 81
82. | TWENTY MINUTES, Fair Pops, Capitol | 82
83. | CLAIRETTE, Bethrae Brothers, Cadence | 83
84. | BEEN DO LINGO, Franky, Argot | 84
85. | COME WHAT MAY, June McMahan, Atlantic | 85
86. | JERRY LEE, Jerry Lee Lewis, Sun | 86
87. | DONT, Baby P:ool, Victor | 87
88. | STARGAZERS, Melodyn Sisters, Carol | 88
89. | ND, NO, Felt Danzer, Imperial | 89
90. | HE'S GOT THE WHOLE WORLD IN HIS HANDS, Melodie Jackson, Columbia | 90
91. | TRY TO IMPOSSIBLE, Lee Andrews & The Elphins, United | 91
92. | CARRY ON, Jack Beams, Dot | 92
93. | DINNER WITH DAD, John Callahan, Coral | 93
94. | HEART, My King Cole, Capitol | 94
95. | HAVE FAITH, Gene Austin, Victor | 95
96. | I CANT STOP MOVING, Don Gibson, Victor | 96
97. | ARHIVERDEY ROMA, Rogers Williams, Kapp | 97
98. | SUN #296

---

**The Billboard Spotlight**

### May 19th Issue

#### Review Spotlight as . . .

**POP RECORDS**

**JERRY LEE LEWIS**

**High School Confidential**

**Fools Like Me**

---

**Sunday**

**JUNE 2, 1958**
Ringing up a million seller
with the happiest hit
of the year!

The McGuire Sisters

As Featured on the Perry Como Show

"Ding Dong"
(The Well-a Well-a Song)

Coral 9-61991
• Best Selling Sheet Music in U. S.

Top Ten Sheet Music

<table>
<thead>
<tr>
<th>Title</th>
<th>Last Full Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. HE'S GOT THE WHOLE WORLD IN HIS HANDS</td>
<td>10</td>
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<tr>
<td>2. TWILIGHT TIME</td>
<td>7</td>
</tr>
<tr>
<td>3. ALL I HAVE TO DO IS DREAM</td>
<td>7</td>
</tr>
<tr>
<td>4. CHANSON D'AMOUR (Meardowlake)</td>
<td>6</td>
</tr>
<tr>
<td>5. RETURN TO ME (Southern)</td>
<td>5</td>
</tr>
<tr>
<td>6. WITCH DOCTOR (Monarch)</td>
<td>3</td>
</tr>
<tr>
<td>7. KEWPIE DOLL (Leeds)</td>
<td>3</td>
</tr>
<tr>
<td>8. CATCH A FALLING STAR (RCA)</td>
<td>2</td>
</tr>
<tr>
<td>9. SUGAR MOON (Gallaud)</td>
<td>4</td>
</tr>
<tr>
<td>10. SECRETLY (Planetary)</td>
<td>11</td>
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• Best Selling Sheet Music in Britain

For week ending May 31

<table>
<thead>
<tr>
<th>Title</th>
<th>Last Full Week</th>
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<tbody>
<tr>
<td>1. WHO'S SORRY NOW</td>
<td>1</td>
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<tr>
<td>2. FEVER</td>
<td>2</td>
</tr>
<tr>
<td>3. A WONDROUS TIME UP THERE</td>
<td>3</td>
</tr>
<tr>
<td>4. WEAR MY RING</td>
<td>4</td>
</tr>
<tr>
<td>5. BRAND NEW DAME</td>
<td>5</td>
</tr>
<tr>
<td>6. A BOY FRIEND OF MINE</td>
<td>6</td>
</tr>
<tr>
<td>7. STARWAY OF LOVE</td>
<td>7</td>
</tr>
<tr>
<td>8. WEAR MY RING</td>
<td>8</td>
</tr>
<tr>
<td>9. STARWAY OF LOVE</td>
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</tr>
<tr>
<td>10. STARWAY OF LOVE</td>
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• Best Selling Pop Records in Britain

For week ending May 31

<table>
<thead>
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<td>3. LA GRANDEUR</td>
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<td>4. THE DREAM</td>
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<td>10. THE DREAM</td>
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• Best Selling Sheet Music in U. S.

Top Ten Sheet Music

<table>
<thead>
<tr>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>1. HE'S GOT THE WHOLE WORLD IN HIS HANDS</td>
<td>10</td>
</tr>
<tr>
<td>2. TWILIGHT TIME</td>
<td>7</td>
</tr>
<tr>
<td>3. ALL I HAVE TO DO IS DREAM</td>
<td>7</td>
</tr>
<tr>
<td>4. CHANSON D'AMOUR (Meardowlake)</td>
<td>6</td>
</tr>
<tr>
<td>5. RETURN TO ME (Southern)</td>
<td>5</td>
</tr>
<tr>
<td>6. WITCH DOCTOR (Monarch)</td>
<td>3</td>
</tr>
<tr>
<td>7. KEWPIE DOLL (Leeds)</td>
<td>3</td>
</tr>
<tr>
<td>8. CATCH A FALLING STAR (RCA)</td>
<td>2</td>
</tr>
<tr>
<td>9. SUGAR MOON (Gallaud)</td>
<td>4</td>
</tr>
<tr>
<td>10. SECRETLY (Planetary)</td>
<td>11</td>
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<td>1</td>
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<td>2. FEVER</td>
<td>2</td>
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<tr>
<td>3. A WONDROUS TIME UP THERE</td>
<td>3</td>
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<tr>
<td>4. WEAR MY RING</td>
<td>4</td>
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<tr>
<td>5. BRAND NEW DAME</td>
<td>5</td>
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<tr>
<td>6. A BOY FRIEND OF MINE</td>
<td>6</td>
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<tr>
<td>7. STARWAY OF LOVE</td>
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• Tunes With Greatest Radio-TV Audience

Time, tone, opportunity, here are the greatest audience to record station programs in New York, Chicago and Los Angeles. List are based upon John H. Paradise's authoritative Audience Coverage Index.

Due to the Decoration Day holiday and an earlier deadline, it was impossible to obtain this report in time for this issue.

Discount 'Truce'

• Continued from page 2

Meanwhile, back in New York, where the discount situation has deteriorated to a point where many stores are selling LP's considerably below the normal wholesale price of $2.50 and $3.00 for $3.00 and $4.00 LP's, another interesting development was taking shape. Earlier in the week it was reported that a major record company distributor had made overtures to such stores as E. J. Kovettes and others to get the retail price of at least as high as the wholesale price, for the good of everyone. Later in the week it was learned that this distributor was asking such stores to cease advertising their LP's below the wholesale cost.

The theory was voiced that some attempt was made to engage in what is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is considered to be a race to the bottom. But this is consid
Amazing new developments, in recording techniques and in the equipment to play these recordings, are happening every day. From monaural tape, first staggered and then stacked stereo tape emerged. From the dual-track stereo tape traveling at 7 1/2 inches per second, we are about to see four-track tapes and tape cartridges that will double listening time and pleasure because they travel at a slower 3 3/4 inches per second.

Stereo discs are here and more and more companies are introducing them. Stereo playing components and equipment for such tapes and records are a reality and new lines are coming out fast.

Ten years ago, the record speeds changed. The 33 long play record made its appearance, followed closely by the 45 rpm disc. At that time, many record-equipment dealers were confused by the new speeds and playing equipment.

Alert, progressive manufacturers of records and tapes have a responsibility to see that the dealers, who sell entertainment for the home—be it records or tape or equipment—are kept informed and instructed on their new developments and products.

Many of these manufacturers will be exhibiting at the National Association of Music Merchants Convention (NAMM) in Chicago, July 21-24. In addition to their exhibits, advertising messages from these alert, progressive manufacturers will be found in The Billboard’s NAMM issue, dated July 21. These manufacturers know that week in and week out, more record and equipment dealers depend on The Billboard to keep them informed and advised than any combination of other music trade publications. And so their advertising messages will be informative and helpful too, for when dealers are well informed, more sales result for everyone.
their station each week "for a three analysis of national and local music trends. New records are auditioned and subject to intensive scrutiny for integration into the musical fabric which reflects the personality of each show."

Barrett's newest station, KTA, San Francisco, is a prime example of Barrett's personality buildup policy. When Barrett took over management of KTA May 1, they added two "personality" quintets—Ernie O'Neal of Milwaukee, and Jim Sparrow of Phoenix, Ariz. O'Neal is billed as "Friend of the Legends" while Sparrow writes regular editorials on his name with the slogan "Music the Kids Say Is for the People."

Altho many San Francisco stations are beginning to de-emphasize personality, KTA is going all-out promotion-wise to build its jocks, via personal appearances, film trailers, column items, direct mail, etc. In addition to Sparrow and O'Neal, the KTA jockey roster includes Gene Blake, Tony Tenegure, Larry Larson and Bob Roberts.

On the other hand, Norman Wain, program director of WDKO, Cleveland, notes that his station's new format, which features album music in 15-minute segments, "definitely de-emphasizes the personality of the jock. We have found that this format has been extremely successful for us," writes Wain. "Our ratings are good (the latest Nielsen shows us generally the number two station.)"

"However, and more important I think, we have found a very strong upward in audience reaction and sponsor satisfaction. We had the best March, April and May in the history of our business and were forced to increase rates an average of 20 to 30 per cent to avoid double spotting. And now is presented double spot again in spite of the increase."

"We attribute this to the simple formula of playing the great standards in easy melodic arrangements plus a straight, easy delivery by friendly but no 'personality' Voice. So far as we are concerned, in our market, we strongly believe the format rather than the 'personality' approach to programming."

Product Tailored

*Continued from page 8*

new stereo disks and conventional LP's. The line ranges in price from $30.00 for a portable to $3,500 for the three-cabinet Mark I, a direct "sound center" comprising record player, tape cartridge, tape recorder, AM and FM radio and two separate speaker systems. Complementing the line are seven additional accessory cabinets, priced from $90.00 to $125.00.

At the press conference RCA emphasized the fact that comprehension of existing models is a tricky business. A spokesman for the Engineering Division pointed out that neither the turntable motors nor the tone arm on last year's line are suited for stereo reproduction. A conversion would, therefore, entail replacing the motor and tone arm in addition to changing the cartridge. And, of course, another amplifier-speaker unit would have to be added.

The only two phonographs remaining in the line not equipped to play stereo disks are two units introduced earlier this year. They are a console priced at $149.95 and a $99.95 portable. Additional single-channel phones to sell for under $100 will be announced later on.

The new stereo tape cartridge and players embrace a totally new concept of recorded sound in the home. The tape is completely enclosed in a plastic magazine. It is inserted in the recorder-player as easily as a disk cartridge. These are two tape recorder players in the RCA line which will accept the cartridge. One, a semi-automatic machine, is priced at $325. The fully-automatic unit will sell for $450.

Usher Sues

*Continued from page 3*

District Court, Northern New Jersey, District.

Usher claims that in July, 1953, during the NARM convention in Chicago, he and another party entered into a pact whereby Usher was to take care of the world distribution of 100 Doe Gee masters, including sides by Dizzy Gillespie, Nat "King" Cole, Lake St. John, Shelly Manne, Bill Russo and others. Within a short time, Usher alleged, he was being taken on the sides on the Savoy label contrary to the terms of the agreement. No royalties have ever been paid, he said. Usher is currently employed as A&R chief of Argos jazz, a subsidi-
JUNE 2, 1958

THE BILLBOARD

LOU MONTE-
THE "LAZY MARY" MAN-
DOES IT AGAIN
WITH TWO NEW HITS!

THE SHIEK OF ARABY

C/W EH, MARIE!

EH, MARIE!

with JOE REISMAN'S ORCHESTRA and CHORUS

47/20.7265

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EVERY ADVERTISER CAN BE A WINNER

IN THE BILLBOARD'S SUMMER SWEEPSTAKES

and win up to 40% of his advertising space FREE!

This is the fifth running of this summer classic whose purpose is to create A Healthy Summer Record and Equipment Business.
The race starts with the June 16 issue and runs for 10 weekly laps (thru the Issue of August 18.)

GET IN THE SUMMER SWEEPSTAKES NOW!!

Check your nearest Billboard handicapper to get in the starting line-up.

IN NEW YORK: DAN COLLIER, CHIEF STARTER
KEW MOORE, ROY MURPHY, HIL BAND, DON CARPENTER
IN CHICAGO: JOHNNY SIPP,
IN HOLLYWOOD: DON MCLAGAN
IN ST. LOUIS: FRANK JOHNSON


**Review Spotlight on...**

**POP RECORDS**

JOHNNY MATHIS...Columbia 41193.....A CERTAIN SMILE (Miller, ASCAP)

LET IT RAIN...Mathis, ASCAP)

Mathis has two likely clicks to keep his hit string going. Top side is a very lovely flick title tune that is handed a stylish reading by the chart with excellent ock backing. "Rain," the flip, is also a ballad, and the washler's approach is equally potent.

BILLY VAUGHN...Dot 15771...SINGING HILLS

CHIMES OF ARCADY...Joy, ASCAP)

The Vaughn six treatment is presented with a hit sound on "Hills." The olde is brought up to date in a sparkling danceable arrangement. On "Chimes" the stars are abandoned in favor of chimes against rhythm accompaniment. Both sides appear winners.

THE CRICKETS...Brunswick 35072...THINK IT OVER

FOOL'S PARADISE...Ne-Va-Jal, BMI)

Good group vocal on both of these rockabilly efforts make each a strong contender in pop and d.f.w. marls. "Think" is a medium-tempo tune that is helped by wild piano support. "Paradise" is a countryish theme that also has a strong rendition against plucked string backing.

TOMMY SANDS...Capitol 3985...AFTER THE SENIOR PROM (J.S.A., BMI)

BIG DATE...CentralSound, BMI)

"From" is right in the seasonal groove, and Sands' delivery on the medium-heater has a sound that can hit the mark with teens. "Date" is an up-tempo number that also features strong chording by Sands. Either can make it.

BOBBY DARIN...Aloe 6117...SPLISH SPLASH

PONYTAIL, BMI)

JUDY, DON'T BE MOODY...Reis-Progressive, BMI)

These are the artist's two strongest sides recently. "Splish Splash" is a blues with a novelty lyric that is belted in a bright rock and roll tempo. "Flip, "Judy," is also a rhythm side that is sung with a listenable chorus and ock assistance. Also strong r&b prospects.

**POP NOVELTY**

ANDY GRAYTH...Capitol 3998...JUANITA BEASLEY

TOGETHERNESS...Audick, BMI)

Griffith has two hilarious sides here. The artist reads the poetic tribute to Miss Beasley against a schmaltzy, satirical treatment of "Liebestraum." "Togetherness" is another, funny blank verse recitation with your vioins wailing "Bacarole" in the background. Excellent novelty items.

---

**Tips on Coming Tops**

**THE BILLBOARD'S WEEKLY**

**THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES**

**POP RECORDS**

**REVIEW OF NEW RECORDS**

JAYE P. MORGAN

*Love Ya So Much It Hurts*...RCA Victor '76...A sentimental tribute to the young girl that he loves. Featuring a nice vocal by Morgan with excellent ock backing. "Bless You" is also a hit. (Continued on page 44)

BOBBY DARIN

The B:M...RCA Victor '76...A sentimental treatment of the young girl that he loves. Featuring a nice vocal by Morgan with excellent ock backing. "Bless You" is also a hit. (Continued on page 44)

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Two for the Money

from

ABC-PARAMOUNT
FULL COLOR FIDELITY

"GOT A MATCH?"

#9931
Frank Gallop
and the Don Costa Chorus and Orch.
Perry Como's popular station-break announcer...
A sure-fire smash! It'll burn all the way!

and

"DOTTIE"
b/w "In the Meantime"

#9926
DANNY AND THE JUNIORS
Three for three... batting a thousand!
**Reviews of New Pop Records**

**Continued from page 42**

**DJ and Juke Box Must**

**"WINDY"**
Paul Gayten with piccolo and four flutes
Argo 3300

**THE PASTELS**

"YOU DON'T LOVE ME ANYMORE"
Argo 5297

**CHESS PRODUCING CORP.**

5150 S. Michigan, Chicago 16, Ill.
All Phones: CA 5-3770

**A Double Smash!**

**Tedd Heath and His Music plays**

**HAPPY DAYS**

**Tom Hark**

(NEC 05)

**Big One!**

**Darrell Glenn**

"MAKE ME SMILE AGAIN"

**The Icky Tooth**

(NEC 06)

**A GREAT ONE**

**LITTLE PIXIE**

Moe Koffman

Jubilee 3214

**RECORDS WHOLESALE**

1-STOP SERVICE! for Operators, Dealers and Rock Jobbers

**ALL LABELS**

1-Day Service plus Free Title Strips

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Most EP's Life

**LP's...**

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**$3.09 $6.69**

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**BEST SELLERS!**

**Little Willie John**

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King 5106

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King 5130

**Johnnie Pate**

**Little Pixie**

**Five O'Clock Whistle**

Federal 2327

**"The 21's"**

**Royal**

**The Feeling Is Real**

King 5131

**The Chanters**

**My Darling**

Deluxe 6164

**Earl Bostic**

**Twilight Time**

(Instrumental)

**Over the Waves**

Rock King 5136

**Donnie Elbert**

I WANT TO BE LOVED BUT ONLY BY YOU

Someone Made You For Me

Deluxe 6164

**NEW RELEASES!**

**Bill Doggett**

**Blip Blop**

**Tanya**

King 5138

**Otis Williams**

**Burnin' Lips**

**Red Hot Love**

Deluxe 6165

**Bob Kamis**

**My Rose Garden**

**Beer Stein Schottische**

King 5137

**Changes**

**Jubilee**

**I'm Gonna Have to Stand**

**Zing!**

**My True Love**

**Crazy**

**Are You Mine?**

**Little Miss Army**

**Sweet Little Angel**

**Over the Moon**

**King**

**New track**

**For This**

**You Got Me**

**We'll Get By**

**Let's Get Together**

**King**

**For You**

**Skylark**

**Our Love**

**Little Fool**

**New Tenor**

**One Step at a Time**

**For You**

**Are You Sincere**

**Love Letter**

**My True Love**

**New Track**

**Save Money — Make More Money**

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**This Week's C&W Best Buys**

**No Selections This Week.**

**Review Spotlight on...**

**C&W RECORDS**

**KITTYS WELLS**

I Can't Help Wondering (Cedarwood, BMI)

Jealousy (Cedarwood, BMI)

Two fine productions by Miss Wells who seldom misses. These excellent sides should keep her in the hit swing. "Wondering" is a picturesque ballad that Miss Wells sings with a feeling of heart and feeling by Faron, backed is traditional country style with Flanders, etc. It can happen, indeed! (Four Star, RCA)

**DAVE DUDLEY**

CAUGHT IN A TEARJOINT (EMI)

(Also on Faron Young and Lark)

A good record. This has a little hay wire. With Glennis's charming accordion by a child. (Fortune, RCA)

**FLOYD CHANCE**

CRAZY (RCA Victor 7250—A noisy instrumental, a related territory feeling and in full of flavor, bright sound. Mercury's new swing sensation. (Glenn Miller, RCA))

**WARREN HARRISON**

TOO BAD THINGS HAVE TO HAPPEN TO YOU (RCA Victor)

This has a little hay wire. With Warren 's accordion essay and voiced with a medium lead. Excellent music by Harrison. (Santa, RCA)

**Don Gibson**

I Love You Baby (RCA Victor 7263—With lead and group backing melody for the vocals and good harmony, plus Clean & Soul, REAS) (Continued on page 8)

**FOLK TALENT AND TUNES**

By BILL SACHS

**AROUND THE HORN**

Marty Robbins and his unit, consisting of the Clouse Brothers, Bobby Sykes and the Tennessee Tornadoes, backed by Jim Denby Artist Bureau, Nashville, for the Decoration Week at the Dixie Gardens, Park Huntington, W. Va. You'll find him working out of the office, with the latter now in the process of the promotion at New York of full dates. Other artists currently with the Jim Denby banner are Carl Smith, Wab Pierce, Jackie and Jake, Wills, and the Tennessean of whom the featured artist today was the Jukebox. Check him out. (BMI)

Steve Shubin, of American Corporation, Wood all and Hill, Cali., has just concluded a profession tour in the western States to push Lefty Frazier's new song... "I'M HILLING BEAUTIFUL," pro- duced by the Torch Within My Heart, and Freddie Hart's latest, "Love Hurts You." Jake, "I Won't Be Home Tonight." He also set one date in Los Angeles, where he and Frazier and Hart are currently working dates there Southern California, including the stage on "Country America" over KABC—Limon, Calif., on April 15. Jake feels he has found a roll doing a fast death in the Northwest, with that Carl Hittle and that east in that area," says Steve.

Jim Reeves, who takes over the reins of ABC TV's "Country Music Jubilee" this Saturday (7), played his first personal show on the NBC "Hillbilly" regular last Saturday (1) at State Fair, Dallas, Tex., on the bill which included Bobby Lord, Sue Ades and Will Merce Percell. Reeves will pilot the network TV show for eight weeks... Denver, Colo., Reeves will be vacationing from TV, Red Finley will be there to be heard each Saturday night on his NBC radio show sponsored by MCI... Don't miss it. Reeves will have Marty Robbins as his rhythmic partner. (BMI)—with "I Can't Be Home Tonight," (Atlon, BMI) that with Ferlin Husky set for that slot June 14.

Denver Duke and Jeffre null, former members of Blue Hen and Mercury records, have signed with Guitar Records, a new label with headquarters in Cincinnati, Ohio... Slim Bryant has kicked off a new campaign above "Kixby County Fair," on KDRA-TV, Pittsburgh... Charley Pride, and his new single release, "I'm a Guy," went to press... Buddy and His Midnight Mothers, brought to the Philadelphia field, also brought a new n.p. program features Bryant and his "Midnight Mother," and Phante, and his Midnight Mother... South Denver and the Smith Brothers plus a guest concert... Augusta, Ga., plans the season on the advance of Tom Paxton's indoor days, once in a while on the road for Tillman Franks, of Station KWK, Shreveport, La... Dceta Jackson is in training for an August release date for Red Fox's latest album, "He Walks With Thee."

The country music show, formerly held each Thursday in Thompson's Indiana Theater, now has a home over KWTC from the dance. The weekly show and dancers will be the Hinkle Valley Chamber of Commerce's annual "Spring Gala." Associate producer-announcer on "Country Music Jubilee," has returned to the office of New Era Inc., Ma., headquarters after two weeks on a extensive tour with the Air Force, in which he's a reserve member.

Johnny Bush, now on Allstar Records, reports that his initials group has an hour over KWTU from the dance. The weekly show and dancers will be the Hinkle Valley Chamber of Commerce's annual "Spring Gala." Associate producer-announcer on "Country Music Jubilee," has returned to the office of New Era Inc., Ma., headquarters after two weeks on a extensive tour with the Air Force, in which he's a reserve member.

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• **R&B Best Sellers in Stores**

**FOR SURVEY WEEK ENDING MAY 14**

Records are ranked on the basis of their current national retail importance at the time of publication. Each entry, except those noted, appears on a high volume of sales in rhythm and blues records. When significant numbers of records of the same title are involved, groups are listed to determine position on the chart. In each group, the records marked with asterisks (*) are evaluated on the basis of the leading title in that group.

**This Week's R&B Best Buys**

There has been a change. "The Little Richard" and "The Bells" now have a new entry in the rhythm and blues chart. "The Little Richard" is a new release from Atlantic Records. The Bells are a new release from RCA Victor Records. "The Little Richard" has become the best seller of the week.

**This Week's R&B Best Buys**

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**Review on Flying on...**

**R&B Territorial Best Sellers**

**FOR SURVEY WEEK ENDING MAY 14**

Entries are based on local sales reports received via Voxpoppers, a national sales service from top rhythm and blues dealers and juke box operators in the marked regions.

**Distributors, Choice Options, and the Schooners**

**FOR SURVEY WEEK ENDING MAY 14**

Entries are based on local sales reports received via Voxpoppers, a national sales service from top rhythm and blues dealers and juke box operators in the marked regions.

**ON THE BEAT**

**Continued from page 3**

Milt Shaw of Shaw Artists Bureau is back and roll and all the way. "Maybe it's changed it's format a little," he says. "It is an all-out selling pitch, not quite as aggressive as it's been, but it's still a good show." Milt shows his attitude by giving a quick glimpse into the world of record promotion.

**Most Played R&B by Jockeys**

**FOR SURVEY WEEK ENDING MAY 14**

Entries are ranked in order of the greatest number of times a song has been played on any of the major radio stations. The survey was conducted according to The Billboard's weekly survey of disk jockey stations in all major market areas.

**Chicago**


**Los Angeles**


**It's Blues**

**FOR SURVEY WEEK ENDING MAY 14**

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**New Orleans**


**Philadelphia**

**Reviews of New Pop Records**

- **Continued from page 45**

**RICK VENTO**

_Leavin' Town_ —_ Columbia_ — $1.98 — IMPERIAL. 532 — Rocker with high

downs, ready to go. (Nashville, RCA)

**KAY MARTIN**

_Modern Sound_ —_ Columbia_ — Thrills gibt ihm eine fast nasse und

trockenes Aussehen. (Columbia, RCA)

**The Big Heats**

_Both Me_ —_ Columbia_ — 41179 — An interesting blues instrument with a driving

dynamic rhythm and sound. Good

**Sublime Photos**

8 x 10

_Glossy Photos 5c each

N 5,000 Lots

6 x 10 $1.00

Photo Cards 25c per 100

Blow-up

$1.60

Mounted 3.50

Color Album Covers 50c

**FOLK TALENT & TUNES**

- **Continued from page 49**

**AMERICAN CIRCUS**

_200 Miles_ —_ Columbia_ —-

**ON THE BEAT**

- **Continued from page 47**

**Rogers** have observed that rock and roll is the only music that will be felt on the pop scene for a long time. This inside source says that various travelling bus-associates in the country apparently do harm to the image.
Quebec Fair to Bow to 175G Cattle Hall

LOUISVILLE—More than $200,000 in improvements will greet the eyes of Provincial Exposition visitors this fall. Included are new race track stands, $20,000 in modernization of the new cattle pavilion, $175,000, and paving in parking areas and other improvements, $200,000. Fair dates are August 16-25.

Silver $2,500 Draw Draws 55,732 for New Record

CHICAGO—Commercial space sales at Western Canadian and Midwest fairs are running ahead of last year's figures. In Kansas, for example, sales are up so far this year as compared with the peak 1954 year. En route to his Winston-Salem office, Jack Minninger, sales manager, says the fair is as far west as Vancouver, B. C., and he has visited the plant at Pacific National Exhibition, Vancouver, all of the fair grounds at Yakima, Wash., and Cedar Rapids, Waterloo and Mason City, Ia. From here, he planned to travel to the Crow architects, before returning to Winston-Salem.

John Christopher Succumbs at 48

NEW YORK—One of the most popular of the Midwest fairs, John Christopher, was stricken Thursday (27) and died at his home here of a cerebral hemorrhage. The young fairman, 48 years old, Christopher's activities had been limited to the livestock, baking and amusement industry, including rides, coin equipment, and coin-operated games. In recent years his operation had gone on a strong real estate compulsion and he retained a

Tight Money, Heat Cuts Frog Fete Crowds by 8%

WINSTON-SALEM, N. C.—A commercial and industrial building is being considered as an addition to the Winston-Salem Commercial Building, says Neil Bolts, manager of the Winston-Salem Commercial Building, the heart of the fair, manager Neil Bolts notes, is a three-year period during which the fair has come to a position in the state's fair association, says Neil Bolts, that is far ahead of the state's fair association.

Winston Fair Mulls Commercial Building

WINSTON-SALEM, N. C.—A commercial and industrial building is being considered as an addition to the current season's fair. The fair has come to a position in the state's fair association, says Neil Bolts, that is far ahead of the state's fair association.

Space Sales At Fairs OK Says Kingsman

THE WESTERN KICK

Eye Big Year for Boots 'n Saddles

Continued from page 1

has to be protected from the kids, so no monarch notion: they'll kick his soul in. The kids mean business, for sure. The fair grounds here are being grassed off, if you please. The boy had either ride him out of town on a donkey, or try him until he saw. Burke was giving a lecture on fair policy, the trial usually happens twice. The first time, the kids vote unanimously to ruck the crook (never fails), the property cooled, they sell for running him out of town.

Napi Coles has booked in the combination "circus-vadccity show for the Canada, for 10 nights and four matinees. The midway will be a combination of public relations and advertising has been up by 10 per cent, permitting wider distribution of the show, and has given rise to the province, with special emphasis on Montreal, Canada's most populated area. But cards, TV, 24-sheet panels, radio and films are all employed.

Looking for the reason, Napi Coles has been "unfair" to the region, with 1955 business up 50 per cent, permitting wider distribution of the show, and has given rise to the province, with special emphasis on Montreal, Canada's most populated area. But cards, TV, 24-sheet panels, radio and films are all employed.

Allentown’s Talented Voe Delayed Again

ALLENTOWN, Pa.—A series of meetings about the Allentown’s Fall Fair decision, held May 26, has been delayed for the decision unresolved last week, with still another committee session set for Wednesday (29). The issue is complicated this year by the decision to hold a fair at the foot of the Lehigh. Time and date, 8 a.m. to 5 p.m., have been scheduled for the fair.

Haven’s Board at Last!

Haverson, N. Y., Gets Trade Fair

Haverson, N. Y.—Promoter Morgan Demuret has a trade fair line up for the ground's season of entertainment here, under sponsorship of the North Rockland Chamber of Commerce. Three large tents are on the menu, two of them in Eureka, plus smaller equipment and a wide range of hotel ads, auto shows, boats, and other exhibits. Rides are being arranged, also.

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tight money, heat cuts frog fete crowds by 8%

the event was practically closed. John T. Mills, veteran secretary of the fair, announced Thursday (27) that the fair was closed. He explained that for a period of approximately 45 days earlier this year, heavy rains practically eliminated the event.

Opening day's activities Thursday (13) featured the corroboration of "Miss Catalina." Starting Friday, Don Franklin, organizer of Jack Wills, man, and stage manager, took the roof off the fair. The Saturday night's stage show was booked by the Helenie Herman Har rard Agency, of Oakland, and featured a reprise by "Wii (Woo Woo) Stevens" emcee, with Dinah Moline Marrin, and the Escorts and Peggy, vocal group in a musical revue.

Sunday's show was booked by Isabelle Whittall, of Fun Unlimited, and staged by "Pee Wees," and stage manager, took the roof off the fair. The Saturday night's stage show was booked by the Helenie Herman Har rard Agency, of Oakland, and featured a reprise by "Wii (Woo Woo) Stevens" emcee, with Dinah Moline Marrin, and the Escorts and Peggy, vocal group in a musical revue.

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Fireworks on Saturday night were fired by Atlas Fireworks Com pany, of Long Beach, Calif. Fea tured were George Fitzgerald, emcee, El Cola and Beatrice, comedy routine, with Tanya Sue La Rue, Tudy Lawrence, vocalist; Buns Twist and Evelyn, dancers, Madge Campana, harmonium; Henri French, cyclist, and Don Franklin.

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Knock

Knock

Through

OPPORTUNITY

check the CLASSIFIED SECTION

this issue
Reading Sets 100-Miler By NASA

READING, Pa.—The Reading Fairgrounds will present the first NASA sanctioned race in its history, a 100-mile Grand National event for late model sedans — on Sunday afternoon, June 13.

Race director Ross Moyer said it will be the largest race of any kind ever staged at the track. Longest prior race was a 75-mile event for modified stocks held August 25, 1948.

Pat Pursell, NASA executive manager, will establish his base of operations at Reading’s Abraham Lincoln Hotel.

**FOR SALE**


**NEW**

LED FENTON, JR.

Phone 29 (days) or 24 (evenings)

Candy Corn, Peanuts, Cotton Candy, Caramel Corn, Snowballs, Spaceman, High-Powered Advertising. Please call or write for details.

**PORTABLE "CARNIVAL" CABLES**

BRAND NEW AND PERFECT

Extra flexible stranded copper conductors, 600 volt rated Insulated and heavy gauge handsome or color coded. Various lengths available. All stock in various colors or white. Sorry no orders. All cash sales only.

**SOLD**

R. F. C. Ltd., 1100 W. 22nd St., Chicago, Ill.

**FOR SALE**

Two whirlwinds
two colors all the 
TIME.

2400 N. 22nd St., Chicago, Ill.

**ADD A WHIRLWIND**

For sale at a reasonable price. Any part or all.

**SOLD**

R. F. C. Ltd., 1100 W. 22nd St., Chicago, Ill.
Boston Building Plan Leaves Conventions, Shows Homeless

BOSTON—Despite assurances to officials of the Mechanics Building and the Board of Trade that no such buildings will ever be needed for more than 50 years, the city has been forced to close the old building on Huntington Avenue.

Last April, O. M. Dir, association president, said he had been assured that the building would not be used for "four, five or six years" and that the various shows and exhibits would be sure of a place for at least that amount of time.

The building holds the title to 44 acres of land surrounding Mechanics Building on which a Radio City-like development is slated to rise. The center is a 6,000-seat municipal auditorium, for which the city has floated a $12 million bond issue.

Shows Turned Out

Loss of Mechanics Building will mean a tremendous loss in revenue in conventions business for the city, unless plans for the civic auditorium crystalize immediately. It will leave Boston without a convention hall and the New England Sportsmen's Exposition, annual flower show and dog shows will be unable to function in the city.

Three major conventions coming to Boston already have been canceled, depriving the city of an estimated $2 million in business revenue. The American Legion convention, which has been scheduled for April, 1960, but will now have no place in the city to go.

Boston's least attainable calls for foundation work to begin by the end of the year on buildings at some parking levels.

Charles F. Neuman, head of one of real estate planning for the city, in explaining the rather sudden move, said, "The use of heavy equipment, excavating and pile driving cannot be accomplished until the building is raised. It poses a serious safety threat with such a tremendous" piling operation.

Only other large auditories in the city are the Boston Garden with 14,000 seats and the Boston Children's Theater with 3,700 seats.

(Continued on page 52)
Distributed June 23, this Big SUMMER SPECIAL ISSUE will reach thousands of active buyers BEFORE they start purchasing for the tremendous Fair Season ahead. They will get this Special Issue and keep it for many weeks, because it will include features on many points of interest and importance to EVERYONE even remotely connected with the Outdoor Amusement Industry. It will also feature

- Revised List of 1958 Fair Dates with many important changes and additions.
- Stadium List
- Auto Race Track List
- Rides and Major Equipment
- Baseball Park List
- Food and Drink Equipment and Supplies
- Live Talent Showcase
- Extra Distribution!

The Summer Special print order will be increased by 5,000 EXTRA COPIES for newsletter distribution. EVERY READER will know about this big Special issue coming out and EVERYONE will be looking forward to receiving it. You are assured your advertising in the Summer Special will receive WIDE DISTRIBUTION, INTENSIVE READERSHIP, LONG-TIME REFERENCE VALUE AND FAR-REACHING RESULTS.

RESERVE SPACE RIGHT NOW!  Ad Deadline . . . . . . . . . . . . . . . . . . . . Wednesday, June 18

Cedar Rapids, Iowa—Albeit inclement weather has cut into crowds at some events operated by Auto Racing Inc., Frank Winkley, president, is optimistic about the Middle West Fair season and said conditions in the area are very good.

The veteran auto race impresario was here for the annual Hawk-eye 300 at the grounds of the All-Iowa Fair. The event pulled close to 12,000 fans which was about 1,000 off from a year ago. The program was fast, with 33 late model stock cars challenging up many new IMCA records.

Winkley's season opener at the grounds of the Louisiana State Fair, Shreveport, was up last year, but between that date and the race here he was hard hit by bad weather.

Program at Huron, S. D., on Sunday (25) saw a 7-car field, which included 12 Offenhausers.

Boston Building

- Continued from page 31

Arena with 7,500, but both are believed unsuitable for expositions and are busy for the year's sports events. A nine-man mayor's committee recently gave the task of preparing plans for the civic auditorium. The group, in turn, engaged the Arthur D. Little, Inc., research firm to study the Boston convention market potential.

The firm was asked to find out what size building could be erected with the $15 million ceiling.

OPTIMISTIC

Frank Winkley
Looks for Big Fair Season

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Early Biz Up 10-12% For Jimmy Sullivan
No Recession Felt in Southern Ontario; Despite Cool Nights

SARNIA, Ont.—Moving into its first week of the season, J. (Jimmy) Sullivan’s World’s Finest Shows reported business that far be better than 10 to 15 per cent ahead of last year. Little talk of recessions is heard in the Southern Ontario areas played by the organization.

April 24 in Brantford, Ont., where some two dozen of the showmen were boohoo guests at Frank Conflict’s farm. The Bradford date was a Wednesday to Wednesday to start two weekends at Hamilton. Ontario, for a record crowd and double the amount of business Sullivan said.

The show continued cool at Kitchener and rain fell Saturday night but the show still packed up a 15 per cent increase over ‘57. Cedar Rapids, Iowa, with the show luring 18,000 guests at $4.00, shared to good business with Roy Cooper’s Canada unit, July 15.

Western guests followed and despite cool weather demonstrations with Saturday and Sunday.

Cedar Rapids
Cold Weather
Cuts RAS Biz

CEDAR RAPIDS, Ia.—Business for the Royal American Shows during the first nine days of its 12 day run at the fairgrounds here was generally light. Cold weather angel, which hit. Only Friday night (29) and Saturday (30), with its billed matinee, William Willsky, was a success.

A strong finish over the three-day weekend is anticipated. Auto races, under the direction of Willsky, were scheduled for Memorial Day. The matinee was dazed for the closing matinee.

Lincoln Amusement
Opens 15th Season

BRISTOL, Conn.—Lincoln Amusement Show opened its 15th season of business and athletic promotion.

Show is carrying a Ferris Wheel, Merry-Go-Round, Chairplane, kiddie boats and Rockets. Big Harlem. Lutev, veteran promoter, is manager of the organization. Thomas H. Holmes is back as ride foreman, nearly 50 concessions. All shows now have electric lights to let them set at open end at St. Louis, Mo. and Washington. Helli- nus, old-timer, is back at the ride line-up.

Victor L. Glick, who opened, has been hopping the back- line. The unit is owned by John F. Rock, general manager of the organization. Dan Marks, and was probing by Jaylee Law. It is adapted from a miniature vision show created by Frederick Shuman. Unit was formed by Hank Bilde and uses 16 mirrors to give the illusion of a hot glass. The scenes and props requires exceptional care in handling and are lost on first time the glass.

Show continues its two children’s day with the addition of a three-week-old daughter of the Ferris organization that left to the pick of the weather.

Staff and personnel includes: John F. Rock, general manager; Ralph Cashiers, general agent; Paul Cobbs, general agent of the corporation which had its No. 4 unit last week.

Business: "Coburn continues. 'Pique' shows at a level very close to 1957. Deficit is minor at this time, there are signs and indications of another big week ahead."

Tubs

West Coast Grovers
Hold Near 57 Pace

YUBA CITY, Calif.—Out six weeks, the annual West Coast Shows has found business at a level very close to 1957, said Bobby Cahol, general agent of the organization which had its No. 4 unit last week.

"Business: "Coburn continues. "Pique' shows at a level very close to 1957. Deficit is minor at this time, there are signs and indications of another big week ahead."

The unit here is designated as the "three-week-old" and Saturday night's show is the organized. The opening week has been a big success, the unit and the three shows are sold.

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ONCE A LOUNGE CAR on the Richmond, Fredericksburg & Potomac Railroad and used then to carry Virginia's senators and congressmen on daily runs between Richmond and Washington, the car is now the pie car of the Royal American Shows. As such, it is one of, if not the finest ever to be used for show personnel. Attractively decorated through, it is a kitchen with the latest in equipment at one end and a steel partitioned compartment at the other that houses two power plants, one a 10 kw., the other a 75 kw. Besides ample space for dancers, the car also has a game room compartment.

Burr Grosses
Up Slightly
Over Year Ago

WOLLASTON, Mass. — First Amendment Corporation has been running slightly ahead of last year despite changeable weather, E. W. Burr, owner, reported here last week. Randolph and Walpole, both in Massachusetts, were good with the former yielding excellent grosses, he said.

Show is featuring fireworks every Friday night which, along with Saturday matinees plus bicycle giveaways, has been drawing good crowds. Much new canvas and equipment was added before the season began last winter.

Staff, in addition to Burr, includes Paul Desiato, electrician, John Corcoran, ride superintendent and agent for The Billboard, Fred Ford, lot man; Ted Whitehead, ballyhoo; Dave Houri, transportation, and Mrs. E. Hollis, chief ticket seller.

Burr gives his assistants for Ferris Wheels, John Corcoran, Paul Fordy, Merry-Go-Round, Tony Alfano, Fred (Sandy) Johnson, Octopuses, Ed Berube, Owen Berry, Chatalet, Ray Legnan, Ferris Wheels, Rock and Roll, Gus Trymieu; Skyflyer and Beasts, Frank Gledy, Railroad, Emery Day; Venetian Swings, Road Dams and Kiddie land, Charlotte Hollis.

On the front end are William Burr, 4, Yvonne Desjardins, 6, Chet Mason, 1, Emma VanCott, 3, Tom Feltz, 4, Lonzelles, 3, Marion, 2, Jacques, 3, Wheeler, 2, Ferris, 1, John Klenos, 1, Rowe, 8, St. Anges, 1, Deligos, 2, John Burr, 1, Tom Brown, 2, Mrs. David Houri, 1, John Battie has new top on his Arcade.

Lagasse Inks
Haverhill
July 4 Celeb.

DRACUT, Mass — Lagasse Amusement Company has signed to provide the midway attractions for the Haverhill Mass., July 4 celebration, July 2-3, it was announced here last week.

Show will provide the attractions at the New Bedford, Mass., July 1-4; 19; American Portuguese Veterans County Fair, New Bedford, July 24-27, and the St. Peter's Festa in Gloucester, Mass., June 28-29.

PAGEANT...BANDS...PARADES
CROTHESVILLE, ILLINOIS, ONE HUNDRED YEAR CENTENNIAL, JULY 12-19

Want Hanky Panky, Bingo, Glass Pitch, Bear Pitch, Ball Games, Milk Bottle Slats, Break-Record, Fish Pond, Basket Ball, Balloon Dart, Long Range, Short Range, Cook House, Sit Down Grab. All Hankies open; we have Popcorn, Snow, Cotton Candy, Apples, Waffles and Photos, all others open.

Following this Centennial I have 10 county fairs in Indiana and Kentucky.

Absolutely no Mini Comps or Rocket. If you want on a clean show, this i is: Carrying 10 of the finest rides.

Can always use good, clean, reliable, sober Ride Help; must drive.

All replies "write," please don't phone.

W. R. GEREN, Ride Office, Westtown Shopping Center, Dayton, Ohio

Here until July 3.
OLSON SHOWS
Last Call—Opening Decatur, Ill., June 8.

midway confab

Front end personnel on Royal Amusement Co.'s marktlne, left to right: Mickey Weinfeld, Eddie Delair—per cent. With Wiltsche, Redhead, Ver- lina, Will, Peggie Phillips, Markie Nodiscke—punt rack. Russell Tate, Randy Tate, Arnold Harold. Derklin—plush floor. Buck Forrest, John Drum, Ruth Forrest—galley No. 2. Francis Lauffer, Fiete Shtroman, John一直到 Hanina—mant. tent. F. Ruhmiller, Bobby Ruhmiller, Mr. and Mrs. Grant Cachen—plush front.

Kathleen Wagle, Thomas T. Am- best, of Keb Butte, for a most

Rosalia Malanga is recuperating from her recent illness and will be on Cetlin and Wilson Shows.

Irene Moore and Eva Daniels recently called at the headquarters of the Bennett World’s Fair. Eva’s hus- band, Sydny Daniels, and partner, Max Johns, both attended the pageant and operation there.

Rob Link’s World of Pleases received official word of the carnival publicity of the season in a Motor City paper when The De- trict News printed a special article by Jane Schermerhorn. Sam Dav, Thomas Perry and Bill Carol Abraham received special mention in the same paper.

Stuart (Ballin the Magician) Miller has the Illusion Shows on Continental, assisted by Eileen Miller and a Looper from Chicago. John Kinsey doing the outside talk- ing. Billtown is running the cook- house there while Joe Silva has the girl unit which she talks it up by phone. George M. Phillips, Jr., is the States Show at Wilmington, Del.

Mrs. J. W. Davis, formerly Tangle Lynn, a partner of L. B. Davis’ Rayrell Show, gave birth to a sun recently, out a daughter, who is christened here. Robert Crawford, bingo op., fulfilled a stroke May 8 to the late Robert Zoellner, and was a part of the Drago Amusements. He’s now con- fined to his home in the South Street Veterans Hospital, Indianapolis.

Mr. N. W. Davis in charge of the Davis L. Del Mar处 of Scottsdale, is still on the road. He is a front talker on the show and has his attraction in the No. 2 smoker.

Blanche Henderson, secretary of Craft No. 2 Shows, was a guest of Scoutable (Ariz.) Supreme Club last week. The luncheon was at nearby Temple. Blanche is a past president of the organization.

C. H. A. Bluus, who has retired from both the carnival and park operating businesses, is spending time in Sunland, Calif., recently, for the World’s Fair season. He sailed from New York aboard the S. S. America. Ray Hamilton, cook-house operator of the World of Pleases, shows, reports okay busi- ness for the season. The entire board for the July 4 cel- ebration at Gothen, N. H., has been awarded to Smoky Gilmour of Strong, Me.

Stipie’s Shows has purchased a Boat Ride from Allen Herrschell Company, with a Louie Santalone, a former from J. W. Mortlock. He is back on the road from a trip to Florida.

W. S. WADE SHOWS
PORT HURON, MICH.
7 DAYS
June 9 thru 15
Need experienced Merry-Go-Round Foreman who will take care of rides, also Foreman for set of four Kids. Good salary for Second Man for same. Prefer Semidrivers.

Have opening for season for Front End Men. Will take care of pageant and Carnival. Can also place Hanky Pans in general.

Can place Glass House, Mechanical Circus and Village, Monkey, Fat or other Grand Shows.

Dick Palmer, please wire where I can call you. My wires evidently were not delivered to you.

JOHNNY CANOE
Offers Show People Bank Financing for Equipment. We are the only Bank in the country dealing in this line. Ask for a Johnny Canoe Book. If you

$50.00 REWARD
For information or return of red 1952 Ford Pick- up truck stolen from the premises of Alverton’s Amusements, 305 S. Third Ave., Moline, Ill. Address: Alverton’s Amusements, 305 S. Third Ave., Moline, Ill.

NOTICE
Wanted for employment for 1952 CALL 4-5510.

BARTLY AND FRIENDS
BARTLY, TAKE NOTE:

Here is your notice that your old friend, "Red" Sue, formerly of the World’s Fair, will be at your show on June 9th.

VICKI DAVIS WANTS AGENTS
There are some regular customers available and are open to any agent or another who desires to take them. Selling a complete show. Address, Vicki Davis, 920 E. 4th Ave., Erie, Pa.

LLEONIGHT MIDWAY SHOWS
Want agents for Middletown, N. Y., and key west, Florida. Address: W. W. Wodehouse, Llano, Texas.
Garden State Combats Wet Opening Date

KELATrys, N.J., -- Miserable weather celebrated the opening date of the Garden State Shocks in Middletown, Pa., a VFW date, owner Bob Neitlich said. It was a wet day. It was a cold day. It was a cloudy day.

Some improvement followed as the snow fell, and the weather cleared up. By 2 p.m., the sun was shining and the temperature was rising.

Moores' Clicks In Tour Thru Tex., N. M., Okla.

OKMULGEE, Okla., -- Moore's Modern Show, out East, has enjoyed better than average business in its trip north this year. The reason is simple. It's July, the end of the fair season.

This season, the unit has played only still dates. Its first major celebration will be at the New Mexico Fair, Okla., the first week in June.

Other important dates include the Wisconsin State Fair, and the Wisconsin State Fair in Greenfield, Iowa. Show's tour will take it through Nebraska, Kansas, and Oklahoma.

The line-up includes 1000-owned rides, 3 shows and 20 concessions. Moos are made on 100 livestock-owned International trucks and 10 private-owned trucks.

Staff consists of Jack B. Moore, owner-manager; Mrs. J. B. Ellen Moore, secretary; B. M. (Brownie) Bishop, concession manager; J. W. (Bill) Scott, general agent; Harvey Hedl, his chauffeur, and kid rodeo superviser; Jeff Nix, public relations and booking; Noble H. Manns, baggage, and mailer; Walter Guest, and J. Sheridan, press and distribution; and James O'Malley, a ventriloquist. Captain and Rose, side—short subjects.

Concessionaires include Mr. and Mrs. Buddy Taylor, opulent; Brownie Bishop 10, Noble Manns 2, Joe Rosen 2, Joe Nix 2, Jack Hedl 3, Fred Neitzel 2, Mr. and Mrs. John Dennis 1, Bill Scott 2, Mrs. Mickey Bishop 2, Shows 2, Hi-Hat Flicker 5, Five—In—One, and Snake pit, all

During the engagement here, Moore drove to Port Huron, Mich., where he purchased an American flag, one for each of the club rooms.

League Adds 3 to Plaque

CHICAGO, April 15—The Shocks of America has three new additions to its club plaque, which is scheduled to be mounted sometime later this year. The new members were announced. The new additions are Fred Barrows, E. B. Leopold and Larry Hill.

Back also reported that a new state has been sent out and that Orson Butterfield, Canadian shipment chairman, sent in three new applicants. Reprinted on the sick list were Lou Keller, Bob Leh- 

MIDWAY CONFAB

Leather, Fred Niets, and Fred Potemus, the latter being in Wesley Memorial Hospital in Chicago.

Hedy Nettles has been named evening greeter in the clubhouse.

Thank you, John, and Miss Michelle Walker, visited the club.

WANT

MerryGoRound, 250 Horse, 15,000 Will call, 3,000 15,000, 750

TIP TOP SHOWS

WINNIPExe, Minn., June 4-

THE BILLBOARD 57

MARYLAND STATE FAIR

Timonium, Maryland, August 29 to Sept. 6, 1958 (Labor Day)

- ALL NEW THIS YEAR-

New One Million Dollar Grandstand Over 25,000 paid last year.

NEW FUN ZONE

New Kiddieland

New Freedom Amusements

-- CAN PLACE --

Any new and outstanding Attractions. Water and Ice Show, Funkhouse, Dark Ride, Minnetone, Wildlife, Side Show, Monkey Cage.

Will place Scramble, Round-Up, Helicopter, Rock-e-Plane, or a complete Ride unit.

Please outline Concessions, Alibi, Games, Frisbee and Ernie Self included on Kitchen, Carts and Bear. Auction, Concessions, Rides, and Carnival Concessions.

New receiving all Exhibits and Concession stands for this State Fair. Can use Park Ride Halls. Have 7 more Fairs to follow, plus four midway in 1959.

DAVID B. ENDY, MIDWAY DIRECTOR, TIMONIUM, MARYLAND

AL BROWN SHOWS

WANT WANT WANT WANT

For the best route of fairs and celebrations in North Dakota and Minnesota beginning with Jamestown, N. Dak., Buck Diamond this week, then 3 75th Anniversaries to follow and first fair Crista, N. Dak., June 23.

RIDES: Any Ride not conflicting. Want Ride Help, Foreman for Merry-Go-Round, General Help on all rides. (Any, sold in touch with Blackie Carpenter.)

SHOWS: Girl Show with other Back End Unit, Moberdome, 10-In-1 or any other Family-type Shows.

CONCESSIONS: Wonderful opportunity for Cookhouse, Grab, Shot Range, Frostpond, Photos, Basket Ball and Hi-Striker. (Curley Gibson can use Agents for 32 ft. Pointe Picture Conces- sion.) Curley Migratory, Chico and Stash Ziewsky, contact Jim RADCLIFFE.

Address: AL BROWN SHOWS, Jamestown, N. Dak., this week, then per route.

MONTE YOUNG SHOWS

"PRIDE OF THE INTER-MOUNTAIN WEST"

25 weeks of fairs in Idaho and Utah, closing with State Fair of Utah

HELP: Can use Agents and Help in all departments. Need Wheel Foremen, Second Man on Scramble. Top salaries in cash. SHOWS: Can use any Grind Shows of merit. Due to disappointment, can use Funkhouse or Glass House. (Any requests if not otherwise stated.)

CONCESSIONS: Can use Merchandise Concessions of all kinds, not conflicting. One of a kind only. There is no recession in the West; Joe Williams needs Alibi Agents, Also top salary for Bingo Caller and Counter Help. Can use Clerks for all merchandise concessions always.

Address: Rock Springs, Wyo., this week, then per route.

WANTED

Smiley's Amusements


CONCESSIONS: Can be seen on his Royalty or Concession. Can supply for Royalty or Concession. For more information, contact Joe Smiley, 1120 Main St., Homer City, Pa.

Address: Homer City, Pa. This week, then per route.

SMILEY'S AMUSEMENTS

MONARCH EXPOSITION SHOWS

WANT


WANT

FOR SALE

FUNKHOUSE RENTAL

ANY WHERE

BEAM'S ATTRACTIONS

STATE'S CELEBRATION—JOHNSONSTOWN, PA. NEXT WEEK—SHOWS—Want and Concessions. Will place any ride or attraction that can find a home. Please call or write for details. Stunts, Humor, Dinner, and other new shows can be placed. Rides-Managers needed for Newhor, All Communications to B. J. Beam, Beam's Amusement Co., 1029 Broadway, Johnsonstown, Pa.

B&I's, Allentown, Pa., this week, then per route.

BEAM'S ATTRACTIONS

WANT

Last Call—Agents wanted—Last Call

For Great Shows, Shows, Burlesque and 12 Days Chicago, Can't miss it—Every week—Drake Shows. Contact Jack Vincent, Drake Shows.

JOE MANDRICK

944 S. Main Street, Chicago, Ill.
**CARNIVAL ROUTINES**

**Krekos Personnel**
- **Clown Roy Block:** Roy Pickens, Steve Lawler and Marie Baker.
- **Zapata:** Jack Cristal, Frank Cristal.
- **Percussion:** John Brooker, Kelly Baker.
- **Mike Kekos:** Cardinal, Joe Nelson.
- **Wagons:** Jack Cristal, Jack Nelson.
- **Carnival Musician:** Joe Nelson.
- **Street Parade:** St. Louis, Mo., 9-14.

**New England Am.: Randolph**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Noren Co.: Watertown, Wis., 9-14**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Wade, Virginia**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Casselton, S. Dak.: Dorchester City, Ill., Mount Park) St. Louis, Mo., 9-14.
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Jack: Wants**
- **Dewey, Confluence, Cllambley, Atchinson, Wash., Mo.;**
- **Dill:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Wade, Virginia**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Manning Eyes Best Season**

**Sullivan Biz Up 10-12%**
- **Foreman:** Steve Lawler and Marie Baker.
- **Clerks:** Jack Cristal, Frank Cristal.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Concessionaires:**
- **Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Hoven,**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Greentree, Clinton**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Clayville,**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Stafford's**
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.

**Dorechester City, Ill., Mount Park) St. Louis, Mo., 9-14.
- **Clown Joe Thompson:** Joe Thompson.
- **Wagons:** Jack Meade, Jack LaFlora.
- **Carnival Musician:** Joe Thompson.
- **Street Parade:** St. Louis, Mo., 9-14.
**CLUB ACTIVITIES**

**Showmen's League of America**

**CHICAGO** — President Jack Dubfield presided at the Monday 200-ball grand closing showroom of the Great Merchandise Mart with 14 present.

It was reported that Frank Knite, in confidential to a Los Angeles nursing home;Louie Kelly is still in hospital and Bob Robey is still in Methodist Hospital, Peoria, Ill.

New members, all from Canada, are Rex Billings, William Kirkpatrick, and Dave A. Ballantyne. Harry Ross visited the clubrooms. Louie Leonard and Harry Ross renewed their car license and received a trip to Twenty-First Street, V.C. and Frank Weinberg.

Chicago Secretary-Hank Shelby has quarreled with all show managers to send in their reports.

Many members are busy playing Chicago clubs where business has been okay when the weather permits.

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**Ladies Auxiliary**

Regular Auxiliary meetings are over for the summer and will resume in October. Mrs. Albert Steibech is still in charge of governor's meeting set for September.

Bella Lazaro is chairman of the membership drive and prospects will be permitted to join for a $5.75 dues. Sick list included Margaret Stilts, Jeanne Tschirgi, Fred Hall and Bess Hamilt. Letters received from Nan Baskale, Rod Page, Mrs. William R. Stiebel, and Dita Henderson.

A recent Chapman report caused award books will be sent out soon.

Evelyn Waldow in town recently and reported to the “Peach” and Dorothy Kennedy, Delphine Hofmann's bus- ness interests, addition of new addition to a hospital in Illinois. Ida Chase is back after a long illness. Lilian Wood is now living in Milwaukee. Ana Sherron is residing in Des Moines, Ill. Edith Strickland and Mrs. Ted Taylor are living in Delavan, Wis.

Jim Feb, Auxiliary's counselor, recently became a grandfather.

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**Regular Associated Troopers**

**LOS ANGELES** — Ray Martin, first vice-president, is in the chair at the meetings since the departure of President Butch Davis for Hollywood and New York for the next couple of months.

Both members are heading for the new club at the new club and are enjoying the social life.

Birthday cakes were featured in the recent meeting in honor of all those born in May. Ida Kalof's mother, Mrs. Krug, was guest of honor at the age of 92. Other birthday celebrants included Kath- erine Goldstein, A. J. Scott, Lottie Nathan and Nancy Meyers who stood in for Bill Meyers.

Daily Dunns is making his way around the country with his new tape recorder and his 12-year-old pupil, Jack S. Smith is well and that Harry Godb was released from the hospital.

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**Miami Showmen's Association**

**MIAMI** — Membership cards of the following have been returned to the office because of incorrect addresses:


Judy Herzog and Harry Newell conducted the sessions in Dr. C. J. Newell's office since the opening of the new office in the Merchandise Mart, 1313 S., it is in the Mercantile House.

The tile on the floor and the lounge is being replaced.

Recent visitors to the club rooms are:

Conrad Welon, Bill Hunsold, J. D. Finley, Al Weinberg, Nat Oda, and John Swanson.

Ride Help Wanted

For Big Tom, Dick, Harry, Sam, Louie, Charlie, Jack, Rip, Weinkel, Joe Green, Al Beck, Willy Lieber, Willis Frenklein, Al Teddor, Willis Lieb, Pete Weinberg, Charles Cudbear, Bill Tilden, Jack Race, Don Conk, Leo Bigby, John Worden, Al Cohn, Dave Black, Al Swanson, Nicky Feld, Jack, Dick, John Race, Nate Fetter and Joe Gell.
CALGARY TO CONSTRUCT $1,500,000 EXHIBIT BUILDING

A 400 by 240-Foot Structure Slated For Completion by 1959 Exhibit

CALGARY, Alta.—Bids are being sought by the Calgary Exhibition and Stampede, Ltd., for construction of a multi-purpose exhibit building to cost at least $1,500,000. Construction is expected to start im-

ediately after this year's exhibit and stampede, which closes July 12, and the building may be completed by fall 1959. Plans have been under consideration for more than 18 months.

The structure, 400 feet by 240, will be built on the present site of the Willoughby and Newtown exhibit buildings, run, and south along the western boundaries of the exhibition grounds. It will be the first "split level" exhibit building ever constructed in Canada and second in size to the new Queen Elizabeth Building at the Canadian National Exhibition grounds in Toronto. As well as housing exhibits during the summer fair, the building will be used for events such as home shows, family fairs and automobile shows. In the winter, 24 tractor trailers will be housed on the lower level.

The exhibition building is also planned under new building codes for the 4-H Club members.

The firewall structure will be constructed of redwood framing and single-ply walls. It will have three small entrances fronting the midway area, with two large loading ramp areas at the north and south ends.

Completion will pave the way for further extensive improvements to the exhibition grounds. By us-

ing the building as a "rural" vehicle in the winter, it will now be possible for the fair board to demolish the old Victoria Arena, built in 1909.

Brandon Nets $10,490 From Winter Events

BRANDON, Man.—A surplus of $10,490 from the late January events of the 1958 Manitoba Winter Fair, was reported at the fair's annual meeting.

The event, held March 31 to April 4, featured a beef show and auction. Gate receipts totalled $29,797, an increase of $4,593 over 1957, and $2,000 higher than in 1956. Entry fees were up more than $200 from 1957, reaching $12,969.

James M. Findlay, of Carman, was re-elected to his third term as president of the board. Arthur R. Hoppe Turner were re-elected vice-presidents.

Ottawa Cuts Rock and Roll Night Show

OTTAWA — A grandstand program has been cut, and the cancellation of the roll and show originally scheduled for February, by the Board of Trade and the National Council of Education and the Ottawa's 1961 Rock and Roll Night show, which will play the annual semi-final on August 25-26.

Also canceled by the director, but with no date announced, is the Rock 'n Roll Show for opening night of the fair.

J. K. O. Crocker, general manager, cited recent incidents occurring at a rock and roll show in Ottawa as the factors in the cancellation. The decision does not indicate an opinion of the performers involved, but rather a preventative measure aimed at avoiding "incidents." It was made "in the best interests of the fair," according to Mr. O. Crocker.

Elsewhere in the Lansdowne Park area, virtually all commercial exhibit space has been sold. Little League baseball has gotten under way, and the ballpark at the fair is being formed with play anticipated very soon.

Bakersfield, Calif., Appoints Hunter To Publicity Post

BAKERSFIELD, Calif.—Don M. Taylor has been appointed publicity director of the Kern County Fair, Secretariat—Bert Bates announced.

Taylor is a 1955 California State Polytechnic College graduate with B.S. degree in cross-country journalism. He has worked with the publicity staff at the California State Fair and Exposition and at the deaf Chevallier Junior Fair, as well as serving as a writer on Statewide conventions including the show of the California Farm Bureau.

Taylor will assume his duties here in May with the appointment of exhibitors representative June 1st.

Regina Budgets For $116,143 Net This Year

Estimate $5,447 Profit From Fair; Expects 540,000 Income

REGINA, Sask.—Surplus of $116,435 left after the operation of $5,447 on the summer fair will be the fiscal policy of the Regina Exhibition Association.

1967 surplus of $115,299 and $61,700 for the fair were recorded.

The exhibition board estimates that revenue this year will be $35,107 and expenses $30,657, compared with an actual of $52,697 and $427,366 last year. Sumner fair revenues were expected to be $351,000, down $5,500 from last year, and fair time expenditures are estimated at $296,513, down $1,364.

In view of anticipated fair week revenues are as follows: Mainlakes, $61,000; Grandstand, $70,000; midway; $240,000; races, $12,000; concessions, $62,000; executive day, $42,000; parking, $3,000; parking, $1,500. The change is expected to cut the fair's expenses by $2,757.50, in total, totaling $5,737 from last year when the imposition of a fee brought some public criticism.

Current maintenance costs have been calculated at $14,000. If $5,000 is spent in capital costs, then $1,000 is spent for capital expenses, a total of $20,000 in exhibit building will now be under construction.

Last year's current expenditures totaled $49,647.

Capital expenditures will include $2,500 for steel fencing and $2,000 for the east side of the grounds and $1,500 for rearranging the race track.

An outcry of $106,632 is expected for the race track. A possible $3,235 from last year because the federal government has paid for the operation of salivas and urine tests and film patrol. Of the estimated $2,735 in •

ward passes and $18,000 for parmi-

mentals. The board estimates that grounds and building revenues from rentals will total $60,000 and that expenditures will be $38,250.

(Continued on page 67)

Hickory, N. C., Goes to Free Grandstand

HICKORY, N. C.—The Catawba County Agricultural Fair, under the chairmanship of Jack Green is president of the State's largest county fair, has voted to retain the admission price to its grandstand this year.

The board raised its gate fee for adults from $7.50 to $7.00 in 1967. Of the referendum this year, a $8,000 metal and concrete grandstand is being built this grandstand this year, measuring 50 by 60 feet. It will house dressing rooms and restrooms in the main entrance so that the grandstand, if sold out, will be able to sell at least $40,000 worth of tickets.

EAST GREENWICH, R. I.—Two persons have offered to contribute a total of $10,000 as an overnight gift to the Rocky Hill Fair, and another group has pledged $5,000. The money assures the event of continuing this year despite the failure of the General Assembly to pass a fair appropriation (The Billboard, May 20).

The fair's six directors voted to accept the offers but declined to name the contributors. Their de-

ivation is made known by Michelle de Clasius, vice-president.

A bill to appropriate $11,000 for prize awards was killed in the House after being passed by the Senate.

Joe Monsen Embarks For Brussels Fair

STEWARTPORT, La.—Joe Monsen, secretary-manager of the Louisiana State Fair and president of the International Association of Fairs and Expositions, left here Monday (26) accompanied by Mrs. Monsen for the Brussels World's Fair. The Monsens sailed from New York Tuesday (28) aboard the American United States. United States. United States will return July 16 on the same liner.

WANTED

Lance States for 14th Annual PoStBaY CouNty 4-H Fair

June 15th, M. Daily Attendance, Litchfield, Conn.

State Fair Managers and Secretaries

Concessionaires

Committee Chairmen

and others interested in the Fair and Celebration Festivities

NEED AND READ THE BILLBOARD EVERY WEEK!

HOW ABOUT YOU?

(Continued on page 64)

The Billboard, 1160 Pentwater St., Chicago 22, Ill. The Chicago office is open on weekdays at 5:15.

Price, one year, $1.50.

Name.

Address.

City.

State.

Occupation.

The Billboard, 1160 Pentwater St., Chicago 22, Ill. The Chicago office is open on weekdays at 5:15.

Price, one year, $1.50.

Name.

Address.

City.

State.

Occupation.
ROLLER RUMBLINGS

Two Skating Schools Prep for Operations
CINCINNATI—The ranks of skating schools are being increased to two this year with the debut of the Rink School of Palmolite and the World Skating School of Holcomb, Ind., August 8-10, under the sponsorship of John W. Holcomb and his associates. The Rink School is taught by American Figure Rink School, including: Single amateurs, $35; amateur couples, $50; pro and operator couples, $75. The World Skating School of Holcomb, Ind., August 8-10, under the sponsorship of John W. Holcomb and his associates. The Rink School is taught by American Figure Rink School, including: Single amateurs, $35; amateur couples, $50; pro and operator couples, $75.

150 Ballroom People Honor Boston Writer

NEWTON, Mass.—More than 150 people attended the New England Ballroom business party held Thursday (30) at Norcross Park to offer a tribute to a noted New England columnist. Honored was Eddie Bugge of The Boston Record-American.

Bigger crowds are expected at the Commonwealth Ballroom in Lowell and president of the National Ballroom Operators Association and the Commonwealth Ballroom Operators Association, respectively. In the New England Ballroom business, the column was unique in that no part of the country was represented in that particular column. The type of the column that he said had helped immensely to highlight the events in the dance industry and not only in the New England dance industry but to offer help to the operators in the New England Ballroom business.

Among other operators present were: R. W. Stearns of Lincoln Park Ballroom, Rolando Goldstein of Lincoln Park Ballroom, Bill Stearns of The Surf, Bennett Dye of the Kendall Club and the Columbia Broadcasting System, and the Commonwealth Ballroom Operators Association, respectively.

Smiley Burnette Agency Contracts To Promote Cake

STUDIO CITY, Calif.—Smiley Burnette Agency has signed with a new contract to appear at the opening of Lewis Murphy's Paradise Cake in Day-Neve, Calif. The Burnette Agency will handle the booking and booking the lead and the fortune. Max and Dottie Harrison will represent the Burnette promotions with John Drew.

NEW BOOTHS, Small Church At San Antone

SAN ANTONIO — Symbolic ticket booths for rides, recreation and business of a Western town and a tiny church are being constructed in preparation or planning of Jimmie Johnson's Playland Park here this year. The two booths are in the shape of the riders serve. One in the shape of a church and will reportedly cost nearly $3,000. Drawing crowds is the small church, with small pleas. And for the future is a plan to exhibit a recreation of "The Last Supper" Johnson also is planning to build a Western town on the shores of a stock car season. This is to be the site of the Ride Park from Fort San Houston. His plan is to build a stock car park and to duplicate it as nearly possible.

Spinning now as one of the principal rides in a Merry-Go-Round with German carvings in Funk Park, Leavenworth, Kan., in 1871. Johnson noted that the park, now in its 16th year, drawing families, groups and older children, with most of the park now open 17 years ago. Younger children are not considered in the business this season.

Pacific Ocean Park Schedules July 1 Opening

OCEAN PARK, Calif.—Open officially July 1, Pacific Ocean Park, the multi-million dollar spot backed by B & S Enterprises, the Bulah Club and the Columbia Broadcasting System, has been set for July 1 by R. E. Ewing, president of Pacific Ocean Park. The park will be open for the first time on June 7 with a second special summer opening featuring Tenth Street (20), St. John's Hospital and the Hollywood Civic Special Party. Park will be opened to Monday, opening to the public on July 1.

Under the management of William D. Hazlett and Ben A. Dasch, president and general manager, management of the park has been constructed out over the Pacific Ocean. The park will then open with 470 acres of land and into a realm of modern fantasy controlled by a group of outstanding motion picture set designers, special effects and architects.

Admission will be 90 cents for adults, 70 cents for juveniles, and 55 cents for children. Average 25 cents. Jerry Conway is in charge of publicity.

New Rides, Small Church At San Antone

Krasner Adds Satellite, Scrambler; Motel Ticket Deal Brings Tourists

DENVER—Since his mid May opening, Ben Kranner's Lakeside Park here has been getting rain during the winter months, and good business on weekends. There are two new rides, the Scrambler and the new Satellite, a banana boat and a line is formed in front of it from the time it opened for the season until nearly closing time each night.

The German-made Satellite ride, reported the first in this country, has been one of the biggest sellers for Kranner. He is spending nearly $100,000 for the location, installations and maintenance, including admission and operating expenses. Its opening weekend of operation at Kranner's business during its operation, Kra- nner and Gay noted that the park was a place to visit last year.

School picnics at the end of the park along with children, then, that can go on this park and check the park out. The park has been very well maintained and has added many rides to the park. Many rides were added during the years.

The new rides will be Lakeside totals to 24 adult and 14 Idaho riders, with no better rides in the past several years. It was a very busy park. School picnics at the end of the park along with children, the park was a place to visit last year. The park is a place to visit last year.

Lakeside's Moonlight Gardens, the plaza building overlooking the lake is dark except on weekends.
BEATTY RUNNING AHEAD OF 1957

Gives Three Shows at Jamestown;
Steel Centers Show Lighter Takers

JAMESTOWN, N.Y. — Clyde Beatty Circus gave three shows here Tuesday (27) in a field near the submarine Club, which opened 1.500,000 persons as an opening 20 percent increase over the corresponding period last year. Attendance in afternoon was estimated daily at 2,000, 2,500, 2,000 and 4,500. At probable, the show played to 5,000 to 5,500 on the Columbia, and there were one night, 4,100 and another with 4,500.

After Lincoln (12-17) the show laid off at the fairgrounds (12-20).

SHOW PARADES ON CLOSED TV

HAGERSTOWN, Md. — With Blossom Fire, the clowns, performers played here, it took part in a new twist on circus parades. Several old-time parades were held for the safari, but the kids enjoyed the show.

Closed - rent television brought clowns the parade into the schools throughout the city. Deal was set up with the Baltimore station for cooperation and fire inspections.

The show set up outside the school television center and the circus parade was routed out of the city streets up to the camera in the center grounds back to the street to downtown.

Ring Survives Rough Spring. Aims for Alta.

HAVANA, Ky. — François Ritter, 58-year old of the Ring Bros. Circus had a dangerous spring and was on the road to Walla Walla, Wash. Survive has been on the road six week.

Earlier, at Logan, W.Va., the circus was hit by a flash flood which closed the road and got into the trucks. Another top, a 70 with 30's change, was lost, and the show continued to ship.

This week the show had 6 days of sunshine. Business was steady.

It now is set to make a 2,500 mile jump to Milk River, Alta., where it will start a 30-day tour of Alberta and vicinity. Shows open on about 30 trucks and uses two sets.

Performers include the Haslam's, Fanny Ford, Vennes, transponder, Matt Leutner, pincus, Beryl Havel, woman, and several children. Tony Buchanan is promoter. Robert Folleter and Herbie Marciante are with it.

Clyde Winning At Ont. Stands

OTTAWA — Clyde Beatty Circus has been getting good business in Ontario this season and is expected to complete its advance route in July.

In the North Bay (15-16) the show had afternoon crowds of 1200 and 1300, night crowds of 1700 and 2400 in Memorial Gardens. Kingston (15-16) had afternoon and 4000 and 2300 as well as night of 1300 and 2300 in the 2000-seat Community Memorial Center. Both stands were sponsored by the Salvation Army.

Brockville (21) had light business but every show made a good profit. The 22nd show light in the 8,000-seat Auditorium. The Ottawa run, however, was a success where the total run from 30 to the total run.

Show includes the Wallaces, Bigoness, David Rosen, Gevins Elephants and Mixed Animals, Marco Trappe, Billy Bart, Witter Kid, Henderson Chimps and others.

Sweden Raps Moscow Show

STOCKHOLM — Appearance of the Moscow Circus here last week is a coup for newspaper in circus-hip Sweden. It is the first Moscow Circus which certainly should represent the best of the best on tour. It differs on few points from what our ordinary and shows usually resemble. One wonders why these strangenesses is the spring of the year.

A Moscow variety isn't found in the Moscow circus. Here, ever, the program is mapped out with accuracy and preparation of the very high class in some of the acts. In the Moscow it is even more difficult to entertain the animal training. . . .The bear act is an exhibition of the bear's. One is taken funny to the nose of a bear, but the animal training. . . . The bear act is an exhibition of the bear's.

TOKYO — Moscow State Bolshoi Circus, where he had the press called to open a season of shows performed in Chicago and handling other show booking and publicity work.

SHOWS ADDS

Adams Adds Canopy, Seats, Truck People

HANNIBAL, Mo. — Adams Bros. Circus has been busy this last week, including both stages and all shows. The show has taken a special banner and now lives on a 120-foot canopy top and several trucks. The show now includes indoor, open-air and under-cover style.

A big show had 1,500 people for the day at Exposition Garden. At Pekin (10) they had a light afternoon and 1,200 at night in the high school auditorium. December (17) had about 2,000 for the afternoon in the ballpark and night was light with rain at show time.

The top was used at Monroe (19) and had full and straw shows on the new seats. Magos (20) had quarters of quarter and full and straw shows in the caupry. In Quincy for two days it has been the Orpheum Theatre, a barn style house, and had 3,000 people for the double-take.

East Allen looked out at and paid for the day and 30 in the caupry when wind forced the show. This week, the Ring Bros. Circus had a dangerous spring and was on the road to Walla Walla, Wash. Survive has been on the road six week.

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Amazing Cel-Max Jewelry Offer
While They Last

$13.20 DOZ.
Order a sample and see them all at split.

CEL-MAX, INC.
582 So. Main St.
Memphis, Tennessee

REBUILD WATCHES
Offer Big Profits

By IRWIN KIRBY

A big season in reconditioned name-branded watches is a strong possibility, as retailers start recovering from the suffering of quality merchandising, and start cashing in on the potential earnings involved.

In the East, publicity given to incidents involving watches sold by hawps and auction stores carried a gloomy atmosphere recently, but these actually is no cause for concern by dealers.

Rebuilt watches in fact, are regarded as dependable as the new product, and a proper approach in selling is all that is required to turn over a considerable number of these pieces. The cost in point resulted from actual fraudulent claims that the watches were brand new, and that prices were considerably inflated.

The only stigma attached to displaying and selling used goods is in the minds of the seller, and if he adheres to the apprehensions concerning the ber sales approach, he has spoiled the chances of a good sale.

Anode merchandisers realize they do not have to misrepresent in order to get their share of the large volume of watches, for example, and it is wrong and dangerous from a legal standpoint. But these are definite sales qualities that can be emphasized which make people aware they are getting a dependable timepiece for less than a new one would cost.

Growth of Use: These are original works of Cme, Wallham, Benson, Elgin and other name brands. They have new crystals. They have new cases. They have new expansion bands. They are jeweled movements, which have been closely checked. They are, in many cases, thoroughly cleaned and tuned. They have the waterproofing and anti-magnetic qualities of the new items. It is not misrepresentation, therefore, to describe them as reconditioned watches which are like new.

No List Prices

A fine point to this kind of selling is the fact that there is no list price on rebuilt goods, so that no inhibitions are placed on the pricing. When a buyer, scrap-to-toe vendor, or concessionaire can get a glittering price on the merchandise such as a watch, which has been in use for around $87.50, it is obvious that a marking up can be made with the assurance that he is selling a dependable item nonetheless.

The cases are usually non-tarnishable, stainless steel, rather than the tarnishable metal used with many pin lever movements. Plastic gift boxes, names, usually made by buyers, are available for 50 to 75 cents. Thus mounted, the watch has all the appearance of an item which is far more than its price.

In the low-price field this season is a piece which was available only in cycle jewelry last year. This is the attractive "antique" or "antique" watch, featuring two stones in place of watch hands. The watch moves with no apparent connection to any past of the watch, when in reality they are attached to revolving disc plate.

The pin lever model is wholesaling for $57.20, a favorable price for a watch which has been associated with restored movements.

In the matter of guarantees for reconditioned watches, there is this element to consider: Jobbers do business with shops whose prices allow them to compete with each other in the open market. A guarantee card would reveal the address of the shop, which a jobber hopes to keep confidential. What he will do, therefore, lead the insurance to realise that a returned watch will be replaced immediately, and stand behind that arrangement.

The April 14 edition of this series told of the growing popularity of zodials items, and singled out the imitation shrunk beard which won around $45 a dozen and retailed for $1.25. Now the item is given strong sales impetus through a huge photographic in the May 20 issue of Life Magazine. Part of a picture story of Kerry Grange of Wichita and his search for a used car, the photo shows him holding a shrunk beard head brought for a permanent while his gir friend stands by, mouth agape. It is safe to estimate that millions of people have seen his photograph and will recognize it, if they see it posted by a shrunk beard display.

Merchandise You Have Been Looking For

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Famous 18-page Annual Offer in Detail Date

PEERLESS PRODUCTS, INC.
AN INDEPENDENT MFG.
423 PLYMOUTH AVE.
CHICAGO 3, ILL.

JUNE 2, 1958

COMMUNICATIONS TO 108 W. RANDOLPH ST., CHICAGO 1, ILL.

PREMIUM GIFTS SOUVENIRS PRIZE NOVELTY-PITCH MERCHANDISE, ETC.

BEST

MERCHANDISE

BILLS

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER
The Billboard's
SUMMER SPECIAL
Dated June 23
Will Help You SELL MORE...

PRIZE, PREMIUM AND NOVELTY MERCHANDISE
Games Concessionaires, Bingo Operators, Pitchmen, Demonstators and other buyers of Merchandise must be sure they have plenty of prize, premium and novelty Merchandise on hand during these four peak months of the season. They will certainly STOCK UP HEAVILY in late June for the big, profitable weeks ahead.

Distributed June 23, this big SUMMER SPECIAL, perfectly timed, will reach thousands of active Merchandise Concessionaires BEFORE they start their BIG BUYING for the Fair season ahead. Tremendous additional emphasis is being placed on the importance of this Special for each and every one of these buyers, and here is why ALL of these customers of yours will buy and keep this big Special issue.... It will include Features on . . .

★ Pitchmen and Demonstrators at Fairs
★ Engraving Items as used at Fairs, Special Events, etc.
★ Souvenir Merchandise at Parks, Kiddielands, etc.
★ Novelty, Premium, Prize, Gift and Up-Graded Merchandise used by Concessionaires.

PLUS Complete, Valuable Lists Like These . . .
★ Revised List of 1958 Fair Dates with important changes and additions.
★ Stadium List
★ Auto Race Track List
★ Baseball Park List

AND . . . ALL the late News, Developments, Coming Events, Routes, Pipes, etc.

EXTRA DISTRIBUTION!
Besides all the above big Editorial Features, the print order of the SUMMER SPECIAL will be increased by 5,000 EXTRA Copies for newsstand distribution.
Your advertising in the Big SUMMER SPECIAL will receive WIDE DISTRIBUTION, INTENSIVE READERSHIP, LONG-TIME REFERENCE VALUE AND FAR-REACHING RESULTS!

RESERVE SPACE IMMEDIATELY!
Ad Deadline . . . . . . . . Wednesday, June 18

Cincinnati 22, Ohio
St. Louis 1, Mo.
New York 36, N. Y.
Chicago, Ill.
2160 Patterson St.
812 Olive St.
1520 N. Bever
1564 Broadway
188 W. Rand-Jsp St.
Burler 1-6429
Chesait 1-6443
Hollywood 9-5831
Pike 7-2800
Central 6-9018
FAMOUS MR. CLOSETS!

Summer Specials

Men's Sunglasses $3.30 & $7.30

Summer Specials

Animals, Birds, Pets

AAA SNAKE GINS - THE LARGEST...

COIN-OPERATED EQUIPMENT (Used)


Top Selling Cigarette Machines for sale.

"1" PLANT LOGS


SIGN Ropet Necklaces, Neck Eng. Pierced BII.IFOLDS New il. AUTOMATIC 100 106 124

NEED free catalog of original Persian, Nubian, Turkish, etc, Lamps! Cambridge Lamps, 211 W. 30th St., New York, N.Y. 10001.

 Uncategorized

MISCELLANEOUS

CRAWDADS, NATIONALLY KNOWN BRAND, in Einsatz, 313 West 66th Street, New York, N.Y. 310. Phone: 212-237-2722.

FAMOUS MR. CLOSETS!

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Summer Specials

Animals, Birds, Pets

AAA SNAKE GINS - THE LARGEST...

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SIGN Ropet Necklaces, Neck Eng. Pierced BII.IFOLDS New il. AUTOMATIC 100 106 124
Tattooing Supplies

Wanted To Buy

Tattooing—will teach you this profession. Experienced tattoo artists wanted. Guitars, suits, supplies, toys. Free information. Lewis, Roxbury, Ct.

AT

Hypnotists

AT LIBERTY—GUTTAPOUR DOLLING Order, 2300, 2050, 1923. 3rd St., Columbus, Ohio. Available immediately. 50 per cent.

Available Immediately—Experienced hypnotists, 35 years. Columbus, Ohio.

Talent At Liberty

At Liberty—Piano, Violin, Saxophone.

Circuses and Carnivals

Talent At Liberty

Circuses and Carnivals

Miscellaneous

Here’s a Handy Order Form for Preparing Your Classified Ad

Alberta Circuit Sets Rodeo Dates

Edmonson, Alta.—Dates for the Central Alberta Rodeo Association have been set as follows: Edmonton, June 6-7; Cold Lake, June 11; Stettler, June 18; Lacombe, July 2; St. Paul, June 27; Hand Hills, June 11; Three Hills, June 14; Cochrane, June 17; Spruce Grove, June 20; and Edmonton, June 22.

Weyburn Fair

Weyburn, Sask.—City council has endorsed the Weyburn Agricultural Society’s plans to build a $35,000 auditorium on the fairgrounds to house agricultural exhibits and provide space for skating, hockey and other entertain- ment. Designed to accommodate Weyburn residents and it is expected that government assistance will be available.

Regina Budgets

When answering ads... Say you saw it in The Billboard!
Supermarket Bulk Vending Aided by New Sales Trend

Store Managers on Lookout for Goods That Give High Net Profit

By FRANK SHIRAS

CHICAGO—Increasing super-
market sales of merchandise with a high mark-up, in some cases as high as 100 per cent, has made these machines very attractive to bulk vending.

Many supermarket owners are planning to install bulk vending machines in their stores, which account for only 4 per cent of the total number of machines owned, but contribute as much as 20 per cent to a store's net profit, according to the annual report of Progressive Grocers (grocery trade publication).

Not only do these machines (mostly non-food) move fast, but even more important are the "astonishingly high" net profit of 15 per cent on sales.

Never Products

Supermarkets "are anxious to in-
extend their line of prod-
cuts," and bulk vending has an
opportunity to become part of the accelerating trend. According to Progressive Grocer, weekly sales of such machines are estimated to be around $3 on the average.

Standard supermarket operators earn 4 per cent net profit at most, which means that a super realization of 20 cents per square foot on standard goods.

A multiple installation of four bulk vending machines mounted on a kiosk, for example, would average around 2 square feet of floor space costs. At a 25 cent profit, the super will realize a weekly net profit of $20 per square foot.

This 50 cents of net profit is more than four times what a supermarket realizes on standard grocery items. The most important advantage of the new program is that it can be expanded vertically. If they are not, then net profit to the store will of course go down by a corresponding amount. Of course, with bulk vending, there is more potential for high-volume, high margin sales, and bulk vending has as much opportunity to become part of the trend in the future as it has in the past.

Lower Fed Cig Excise Seems Unlikely Now

WASHINGTON—Hope that the current high excises on cigarettes might be reduced grew higher last week when House Ways and Means Committee chairman Claude Long increased the high rates.

Actually, if for any day top con-
gressional leaders came against any major tax reductions this year, Senate Democratic Leader Lyndon B. Johnson (Texas) said earlier he personally had hoped that somewhat reduced relief might be voted as an anti-
recession measure. He believes, however, that the President's tax-cut position will hold.

He said long-term relief was necessary for House consideration of the bill, which is expected within two weeks. If the bill is passed by both houses, the high rates imposed on cigarettes, liquor and corporation income will be extended until June 30, 1965. They were slated to expire June 30 of this year. Levine has been extended in each of the past four years, and it seems certain that they will again be extended.

Eppy Begins Production on Candy Balls

NEW YORK—Samuel Eppy & Company, soda manufac-
turer, this week began production on its first confectionery item for bulk vending.

The candies are candy balls, and according to Eppy, the company was the first in the 100-year history of the confectionery industry to develop a candy ball especially for vending. They are designed to look like chocolate balls and may be mixed with chocolate.

Eppy expects to be in production by the end of the month, and he expects sales to increase as the season draws to a close.

First Qtr. Cig Excise Slip

WASHINGTON—Excise taxes on cigarettes are to be lowered 6¢ per hundred to the federal ceiling in the first quarter of 1965, according to the Internal Revenue Service. As a result, $355 million will be yielded in the first quarter of this year, down from $425 million in the first quarter of 1957.

Levy on cigs netted Uncle Sam $433 million in the first quarter of 1965, according to Internal Revenue Service. As a result, $355 million will be yielded in the first quarter of 1965, down from $425 million in the first quarter of 1957.

Aided by New Sales Trend

PROFILE OF THE WEEK

Rise From Modest Start

Kenneth McPhail was one of two persons elected from the floor to the board of directors of National Vendors Association at the recent Miami Beach convention.

Considering how tiny this business was when he started, the growth of his company, McPhail said, "is a little bit surprising." He attributed the progress his company has made to the marketing of its vending machines.

"I decided to get out of the mail order, wholesale business and so I bought off my apprenticeship in Chatham and went into the vending business full time. Proceeding cautiously, he bought a single machine after reading an advertisement. Word of mouth, which is important in the vending business, spread rapidly, and the company has been steadily growing ever since.

According to McPhail, his company has sold 60 machines in 1964, and 1965 is already showing a tremendous growth. The company now has a small but loyal staff of 15, and the company has been steadily growing ever since.

One of the reasons for the growth of the vending business is the growth of the vending machine market. According to McPhail, the vending machine market is now worth $1 billion a year, and he believes that this figure will double in the next five years.

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Get IMMEDIATE delivery of these KEENEY VENDORS:
- 200-cup combination
- Hot Coffee/Chocolate
- 200-gallon combination
- Hot Coffee/Chocolate
- Snack Vendor
- Doughnut Electric

Cigarette Vendor
Write for New Circulators
Key Payment Plans

J. H. KEENEY & CO., INC.
2400 W. 50th St.
Chicago 22, Ill.

PENCIL TOP DOODLE GAMES
Puzzles!

A Century of Sequential and<br>Adventurous Games

Key Chasers, all $15.00 per m.<br>Pencil Top... .15.50 per m.

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products

Here is a durable, re-<br>usable plastic container.<br>Exclusive name and control feature.<br>Accommodates flat<b> packages.<br>Ends!<br>Accommodates flat<b> packages.<br>Ends!<br>.index field.<br>When broken, pursues automatically.<br>Available for 1, 2, 6 or 12.<br>Per Details and Price.<br>Write, Wire, Phone.<br>314-1/2 S. FAYETTE AVENUE<br>J. Schoenbach<br>St. Louis, Mo.

BULK BANTER
- Continued from page 68

Attention of operators of bulk gum machines to the combination bulk gum and picture card vendor.

Russ Thomas, Memphis distribu-
tor, came away from the concurrent NVA and NVMD conventions with a new picture card machine. The most outstanding thing that impressed me was the more co-operative

State Cigarette Taxes
For March, 1958

The table on page 68 is continued with data for the month of March.

Schoef Buys
Continued from page 68

promising item. The key holder has two rings joined to a common stem which comes apart. One of the rings is smaller than the other and is intended to hold the ignition key to an automobile. Thus, when parking in a pay lot or garage, for example, the driver easily leaves the ignition key and walk away with the other section of the holder which has the other key (the driver normally carries on his person).

Schoef reports that purchases were made from eight suppliers of two dozen machines, and that arrangements for payment and source of supply have been made with six of them.

MANNED GUARANTEED USED MACHINES

For the canensed Northwestern 2
Penny Vendor, the key that will unlock these big profits for you.

Don't walk, don't lose these sales. Be in the second floor, Under Oldes, in the base of the machine. This profit is the key.

You can't find Northwestern's distributor in wire, write or phone for complete details.

THE NORTHWESTERN CORPORATION
301 E. Armstrong St., Moline, Illinois

10-COLUMNS

All Keys or Reprints will give Book Marks, will sell for 25c, 35c or 90c, 25c.

Reconditioned, refinish, guar-
anteed like new.

T. O. THOMAS CO.
1937 JEFFERSON
PADUCAH, KENTUCKY
Vending Machine Since 1897

Get the attention of these key holders.

ZORRO RINGS ARE HOT!

C M. GUGGENHEIM
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N. Y. C. N. Y. A. & AL. 5-8393

THE KEY TO BIG PROFIT IS
2 PENNY VENDING

with MANNED MACHINES.
Supermarket Bulk Vending

- Continued from page 68

that the operators of today’s kingpin supermarket.
new products flooding the now this problem became aggravated,
grocery merchants realize that the average customer cannot possibly see all of the more than 5,000 items in the store for 25 minutes express in the supermarket. Special displays not only break monotony...they also increase sales.

Progressive Grocery’s report also strongly suggests that immediately eye-appeal is becoming increasingly important in any type of supermarket merchandising: “Shoppers monotony is one of the natural
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How Can Operators Improve Profit Despite the Outlook?

That 1958 Does Not Look Good Is Just Why Ops Must Better Competitive Stance

BY BOB DIETMEIER

CHICAGO—Will a bad year help music operators more than it hurt them?

This question may be answered this way:

The present operating outlook does not look too good for most operators. The outlook could turn this year to advantage. Reports of joke box operating management suggest some reason why 1958 business prospects are not rosy (see separate article).

But as these reports also indicate, the cloud has a silver lining. Tuning up and operating ideas to insure sounder business practices in a number of ways. If 1958 helps accelerate this action, it will have been a valuable year.

The reports underline several factors:

It would be unwise to pretend the future is exactly as it was in 1957. This is still an encouraging, without speculating on the future.

For the first quarter, collections of the largest sections of the country were down compared to the same period last year. They were 10 to 15 percent below what was expected. The reason is largely responsible. It isn't. In mirroring the recession as well as they can, (Continued on page 84)

Tells Ops To Consider Incorporating

CHARLESTON, W. Va.—The music operator during recent years has been getting the most difficult problem to prove to the satisfaction of the individual operator that by incorporating his business he will have saved thousands in each of the annual State Teachers' Association.

However, he declares, "Facts are convincing words taken from the records of our own West Virginia operators. In 1957 Mr. W. actually saved $3,578 at Tax day which dollars by being incorporated and Mr. X will also be approximately $3,000 better off by changing to a corporation midway in the year."

Wortham states that incorporating is one thing, all operators should do. They can save dollars from several benefits. He points out that "it is the face of the legal and accounting costs to incor-
Coin Machine Price Index

How to Use the Index

The Index lists coin-operated machines and prices current at the time of publication. Prices and machine types are based on past activity and may not be indicative of current market values. The Index is intended to be a guide rather than a definitive source. Prices are subject to change and should be confirmed before making a purchase.

PRICES given in the Index are in no way intended to be "standards," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Certain equipment is intended to be sold "as is," however, and there are no guarantees. Always consult with a professional when dealing with any item.

The Index does not include prices for items that have been sold or are no longer available. It is a selective listing of machines and prices that are typical of the coin-operated machine market at the time of publication. Prices are subject to change and should be confirmed before making a purchase.

MEAN AVERAGE: The mean average is a computation based on all prices of which a machine has been advertised for a period of at least 5 times. The mean average for the dominant advertised price level is not a simple average between the "high" and "low." High and low refer to the range of prices offered. The mean average is the price level at which most of the machines are advertised for sale. A price level that is far below the mean average may not be "cheap." If it falls below the "high," it indicates the "low" is a unique price probably for "as is" or "dismantled" equipment.

Coin Machine Price Index

<table>
<thead>
<tr>
<th>Machine</th>
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Note: Prices listed are for new machines and are subject to change. Always consult with a professional when dealing with any item.

www.americanradiohistory.com
THIS YEAR’S MODEL AT 1953 PRICES... the AMI E-200M juke box. That’s holding prices at 1953 levels! And you get more for your money—a 200-selection juke box for the same price as the 120-selection machine of 5 years ago. Plus sleeker styling... superb sound... less servicing.

What are you waiting for? Call your AMI Distributor now... and start figuring up your profits.

AMI Incorporated 1038 Union Avenue, E. R., Grand Rapids 2, Michigan • Chicago • Canada
Op Suggests Timer Device...To Hike Play...ST. LOUIS — Here's an idea for theater operators. A device on a phonograph on location which veteran operator Sidney Morris, of St. Louis, suggests would feel stimuli at play and anticipation.

"All of us have had locations in which the phonograph will add for tickets. Why not have a gimmick that breaks the ice by dropping in the first sentence."

"Once the machine has started operating, it will take in a steady flow of business. This is the important point to get the first play started.

"Of course, most of it depends upon the owner of the location.
If you want a vivid demonstration of the location owner appeal packed into this style-pacing Wurlitzer Console Phonograph, go after those spots you couldn't land before. Watch this new dimension in automatic music open the door for you — and then close it to all others. Its patron appeal is just as potent — and so is its earning power!

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER Console PHONOGRAPH

THE WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
Established 1870
Detroit
By H.A. REEVES
A new joke box operating firm, Blunote Music Distributors, is being
formed in the west side suburb of Dearborn by Samuel Adray, and the
two friends, John Davis, Dearborn, and John. The brothers are
the sons of Bill Adray, who was active in the joke box and amusement
machine business here in the early 1930's, and is now in real estate.
They plan further expansion, estab-
lishing a second operating company
shortly.

Hirec Vending Sales and
Service, headed by Louis E.
Hrusc, one of the principal
distributors of vending equip-
ment in this area, has opened
a new showroom on the west
side at 5478 W. 8 Mile St.
Hrusc expects to continue
its rapid expansion on the
Michigan-Wisconsin-North
Dakota-Vermont-Gloucester
line.

Blunote
1930's,
Michigan
A
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849
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America's Newest
company
shortly.

Michigan
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MIDWEST
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You can't help but WIN with ROCK-OLA

...with the only complete line of phonographs for every possible location need, the time-tested proven 200, 120 and 50 Hi-Fi Selection Models.

...with the only 200-120 selection combination remote control wall box in the industry.

...and now with the sensational new wall-mount 120 Hi-Fi selection Model 1464, designed to make pay-spots of locations never before dreamed of.

For literature and complete information, contact your ROCK-OLA Distributor or write:

ROCK-OLA Manufacturing Corp.
500 N. Keckle Avenue • Chicago 81
Top Ops Machines '58 Outlook

on to point out that they really didn't think nor, weren't sure, or that it would be true only if certain other things were true.

However, few of those who were pessimistic answered that it would be a "poor" or "bad" year. Instead, they simply answered by saying that 1958 business so far was "down" or "off." Some gave percentage figures. The majority of these elaborated on their answers, documenting their reasons for believing that 1958 will indeed be a bad one for music operating.

Finally none of those who were optimistic about the year reported their collections for the year to date were up; many reported instead that they were down for the first quarter or about a pair with last year.

The majority of operators in both groups stressed the importance of operators doing something to improve their operations. Cut costs, cut commissions. Sell location owners. Stop booster. Avoid loss.

In short, they pinpoint the problem operators must devote more attention to, even if all did not tell how they did.

45 R.P.M. PHONO
CONVERSION KITS
FOR ALL 78 R.P.M. "NEW" MODELS
45 R.P.M. CONVERSION R.P.M. "OLD" MODELS
78 R.P.M. CONVERSION KITS R.P.M. "NEW" MODELS
1150-78 to 45 R.P.M. "NEW" MODELS
1150-78 to 45 R.P.M. "OLD" MODELS
1150-78 to 45 R.P.M. Jeaks, Tufa, etc.
1150-78 to 45 R.P.M. "NEW" MODELS
1150-78 to 45 R.P.M. "OLD" MODELS
Ask for Free Demonstration CATALOG
BLACK MARBLE CO. LTD. 15620

Another article beginning on this page.

Pessimistic operators explain what they expect largely in terms of the recession. Those in industrial areas directly affected by it explain it in economic terms. Others, apparently suffering, along with everyone else, from the psychological effects of it, explain these effects have decreased their collections. After all, as the latter group explains, it doesn't matter whether a man doesn't frequent a tavern because he doesn't have the money or is reluctant to spend. His buying that does matter is what he doesn't come to the tavern and therefore does not play the juke box.

Even at that, reports do show that direct effects of the recession are scant.

Typical of those suffering directly from the recession is Jerry Robin, head of Robin Music Company, Canton, O. "I think the first eight months are going to be pretty rough. Business in date has been very, very bad, both for juke boxes and legal games. I can't see things getting any better. It's the average workingman that puts the money in the coin machine, and it usually takes at least a month after he gets back to work before he starts spending again. To sum it all up, I don't look for any good business until at least Labor Day. Business in 1958 won't be very good and the average 'laker' will be much lower than that of 1957." Frank Stark, of Dirley Amusement Company, Chattanooga, Tenn., reported that collections for the year were down 30 per cent.

Edward Oliver, of Mannow Amusement Company, Montgomery, W. Va., typified the operator who was reflecting a wait-and-see attitude about buying. Said Oliver:

"Our gross income is down for the first months of 1958 which makes evaluation of expanding or buying new equipment. We have developed a walk-and-see attitude and have begun to think about how we can become more efficient in cutting costs drastically if we have to.

Another Ohio operator, George Elum, of Elum Music Company, Mansfield, makes his problem plain: "In our area 1958 will be the worst year in operating revenue since 1949. We operate in an industrial area (steel) and this year is the first that our mills have been completely shut down. Our locations, principally taverns, are usually depressed. Collections are off 35 per cent from a year ago.

In another section of the country, New England (also badly hit by the recession), David Baker, president of Melodee Tone Vending Company, Inc., outlines the current picture: "Collections in juke boxes in this area have been off approximately 25 per cent since the first of the year, and there are no indications that we can expect any improvement in the near future. In spite of shrinking revenue, cost of operation continues to rise. My considered opinion is that 1958 will prove to be a very trying year for the juke box operator in New England. Additional revenue must be found if we are to survive."

Baker points to improved commission schedules as the only way that this increased income can be obtained. Declares Baker: "The operator (must) receive a larger share of the gross, either thru front money, minimum guarantee or bigger percentages. The old concept of a 50-50 split must be discarded."

Baker goes on to point out that this he brought about thru associations. By joining his local association and attending its meetings, operators will receive information as to conditions in the trade and can compare notes with people who have the same problems as he. No longer can the operator go along with his head in the sand like an ostrich.

Optimists take a different approach in discussing the year. For example, H. L. Dolliver, of Dolliver Music Service, Concord, Mont., says up the list of "musts" for the operator in 1958:

"I think the juke box operating business in this area will be good this year for the operators who have been using good business judgment in the past. He must have his commission basis on a profitable basis. No one is ever entitled to 35 per cent (commission). He should make the most of the regular operation of his route. He must be in good financial condition so that he can buy his new equipment for each or at least get the cash from his local banker. His fixed overdraft and record costs must be in keeping with his gross take. Operators who have commissions out of line and who are heavily for equipment two or three years old will have difficulty."

J. D. Chandler, of Richmond Amusement Sales Company, Richmond, Va., takes a slightly different tack: "I feel that this year will not be as favorable as the previous years. It is due to the regular operation of his route. He must be in good financial condition so that he can buy his new equipment for each or at least get the cash from his local banker. His fixed overdraft and record costs must be in keeping with his gross take. Operators who have commissions out of line and who are heavily for equipment two or three years old will have difficulty."

Max Huttich, of Birmingham Vending Company, Birmingham, Ala., says that although he is confident of the new operators realize the importance of improving and as result of a high license fee, "operators in this area are even more conscious of the fact that there is a large degree of buying and selling between losing money and just getting by."

But the most important central problem which 1958 is sure to highlight is how operators can get better their commission schedules. Results of this spot check show that the average commission percentage is brighter between the next few months, operators must sooner or later address themselves to the commission problem. A sluggish general economy intensifies the need for operators to do just that in many areas, but it did not create it.

Over 67,000 ACTIVE BUYERS read
The Billboard classified section each week

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Will Supreme Court Rule on Pinballs?

Decision on Whether to Review Ohio Case Expected; Nears June Deadline

By DELORES NEWCOMB

WASHINGTON — The U. S. Supreme Court may decide "any Monday" whether to review the Ohio Supreme Court decision which allows the Ohio state patrol to continue to seize and destroy pinball machines in Columbus and Toledo, Ohio.

The patrol seized the machines today. The Ohio legislature considered the case as early as next Monday in order to avoid the issue.

If the court does not render its decision before this term ends, it would be pushed over until next term, when a decision could be expected.

CIAA Still ‘In Business;’ Mull Meeting

CHICAGO — The Chicago Independent Amusement Association is still mulling over what to do about the general counsel, attorney James A. Brown.

But, said Brown, CIAA is "now very active" at present.

Brown said that the name game association is considering the idea of holding a meeting during the next few weeks.

No meetings have been held since last February 15. Following this meeting the association became inactive, and federal, state, and local investigations were halted by the local press.

Current diesel engines consider the association a dead issue, but most hope that it may continue in some form or other in the future.

Brown said that he is personally working on a new city licensing or ordinance proposal which would be of interest to city officials.

The Billboard pointed out the need for a new licensing ordinance in an editorial in last week's issue (May 20).

Jack Wilson Elected President of N. Y. Guild

TOUGHEEPSEY, N.Y. — Jack Wilson, president of the Modern Vending Company, Newark, is the new president of the New York State Operators' Guild Thursday evening at a meeting in the Nelson House.

He succeeds Tom Creco, Glassop operator, who has been president of the New York State Coin Machine Association, declared the nomination because of the generosity and fairness of Wilson, who has been one of the most outstanding operators in the state association.

Other officials elected were Mike Greco, Walden, first vice-president; Nick Krupny, Newark, second vice-president, and Mrs. Gertrude Brown, secretary-treasurer. Mrs. Brown was the only incumbent.

The board of directors were George Shapin and James (Pat) Hailey, Orange County; Phil Burton, Dutchess County, and Tom Creco, Glassop.

The organization holds its sixth annual Convention and Trade Show at the Holiday Inn and Conference Center in Des Moines, Iowa. The show opens Monday, September 21st, and closes Tuesday, September 22nd.

The show features, in addition to the usual pinball machines, a wide variety of other amusement devices.

Most of the operators at the dinner were staying over for the show, and it was an opportunity for the coin machine group. However, two of the East Coast operators, Paul U. and Jack B. were not able to attend the show.

(Article continued on page 67)

Art Weinland Quits Williams; To Head Mag

CHICAGO — Art Weinland last week resigned his post as Williams Manufacturing Company sales manager to enter the pinball business.

Weinland served as Williams sales manager since March, 1955. Weinland, beginning this week, will act as publicist or analyst in the field of pinball. His office is set up to develop pinball machines, and he is in charge of the publication, which will be sent to the trade once a month or more frequently.

In coin machine sales work for the past ten years, he has worked with Rock-Ola Manufacturing Corporation 10 years, where he became a consultant in the sale of machines.

Then he was offered the position of executive sales manager in Chicago, a position he held with Rock-Ola.

The new firm, called the Scudder Companies, will be purchased by Kehoe before Williams.

(PICKED ‘MAN OF THE WEEK’

Jack Bass, Coin Distributor, Honored by Radio Station

ROANOKE, Va. — Jack Bass, president of the Allstate National Coin Machine Distributors, is the “Man of the Week” at Roanoke's Radio Station WSLS.

WSLS presents an oral salute each week to an individual in the Roanoke area, who they feel has made an outstanding contribution in civic affairs.

In his long career in the radio business, broadcast was as follows:

"No doubt one of the most personal characterizations that can be given to a man is the unique impression he makes on other people. It is this clear understanding of this situation which really permits the title ‘Man of the Week’.

JACK BASS

Bass was selected by Roanoke’s Radio Station WSLS.

23 Years In Trade

“Our Man of the Week” is president and general manager of Virginia State Coin Machine Company in Roanoke, and has been in the coin machine business for 23 years.

Bass has been active in the Coin Machine Operators Association and is a member of the board of directors for the National Coin Machine Distributors.

(Article continued on page 70)

Coin Games Take To Outer Space

MRS. DECK LATEST AMUSEMENT MACHINES

With Rockets, Satellites, Moon Creatures

Continued from page 1

(Article continued on page 70)

William Ship's Satellite, Five-Ball Game

CHICAGO — A satellite, a new single-player, five-ball pin game with an outer space theme, was introduced this week by Williams Manufacturing Company.

The game features a "monkey" named "Planet," and an orbit around the earth.

Player advances the Spanish figure, or "Oval" the 'Cats,' as it progresses, revealing the mirror's reflection.

Backglass depicts the globular Earth and scores are represented by lighted inserts on the backglass. Other planetary figures decorate the playfield.

The game has the standard playboard action of ball flippers, multiballs, bumpers and special holes. Various features combine to advance the satellite on the backglass and boost scores.

The machine is the first National slug rejector chute, with twin dimes and quarter chutes available at slightest extra cost.

A.B.T. Moves Production To Rockford, Ill., Plant

CHICAGO—Production of the A.B.T. Manufacturing Corporation has moved to Rockford, III., from the original location in Chicago, Ill.

The new factory is located at 1111 N. First Street, and the company is now operating with 100 employees.

The move was made necessary due to the rapid expansion of the company's business.

(Article continued on page 70)
Little Rock Game Spots Revamped, Hope to Reopen

LITTLE ROCK — Operators, location owners and authorities are working on plans which would allow the city to re-open after a drive on them two months which closed them down for allowing teen-agers to drink.

Harold Dunaway, partner in Twin City Amusement Management and spokesman for the more Little Rock operators, said Otha Cook, headman of the grand jury, is to submit a report soon to the prosecuting attorney, which will enable the city to list the rules by which the location owners can operate."If the location owners can live up to them, they will be allowed to re-open," Dunaway said.

Dunaway said all the group operators and location owners want the clubs to re-open for economic reasons. They were closed down in a concerted drive by newspaper editors, authorities and the operators when it was discovered that most of the private clubs were violating laws.

Not Really Private

It was brought out that the clubs offered refreshments and they were hot-beds of potential vice. Teenagers made them their headquarters.

"I understand under the new rules the location owners must allow no one under 21 to enter. This will allow for a more attractive game," Dunaway said.

This is a new law and it is why operators, police and parents were so upset when it was discovered. This thing developed so quietly and quickly that it was shocking to all operators.

COINMEN YOU KNOW

Continued from page 76

and Paris before returning home.

Phil Mason, vice-president of the firm, will be leaving soon on a short jaunt. He plans to take a more leisurely trip in July.

Washington Music Club reorganization plans will be completed soon, Squires says. He feels that a law changes will make the group more responsive to the wishes of the operators... Game Room at National Airport is doing very well, says owner Michael Reicheld. Even when weather is bad, collection is high because there are more people staying at airports waiting for their flights, he says.

Newport Coin Bill

NEWPORT, R.I. — The Newport City Council has given first passage to a bill which would ban any multiple-machines, but which would allow the operation of single-game machines which pay off in free games only.

FOR SALE


J. ROSENFELD CO. 4701 Washington St. At Rock Hill, Pa. Phone: Foreign 7-4720

SPECIAL SALE

10 CHICAGO COIN ROCKET SHUFFLE ALLEYS

Phone or write
T. & T. DISTRIBUTING CO., 1465 CENTRAL PARKWAY CINCINNATI, OHIO Phone MAIN 1-4751

BEAT THESE PRICES IF YOU CAN

PHONOGRAHAM SCALES

Seeburg V200 .......................... $350.00
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Lab-Oxford Speakers, 2 for 1.00 A.T.Y. Hickley Speaker ........ 45.00

These Phonographs and Scales are not made for sale. We are the owners thereof. Tip-Tap condition. Ready for your location and made for you.

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All machines carry manufacturers' original designs and made by manufacturers. Wuritzer and Seeburg Photographers.

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TERRIFIC LOCATION FOR FOOD CHAINS, BUS-AIR TERMINALS, BUSING ALLEYS AND KIDDELANDS

New! "BIKE RACE" Amusement Park Ride

All the excitement of the famous bike race. An outstanding amusement device for your location. A real tie-up, that will attract thousands of people.

100% Return Guarantee

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V200 Rebuilt w/VI Sel. Rec. .................. $695.00
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2150 (200 selections) ......................... 495.00
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1400 ........................................ 425.00
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520A (100 sel. wallboard) ........ 27.50
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1446 (120 selections) ...................... 549.00
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LACE ADRESS: "DAVIS"

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By Deposit. Extra 10% Cash. By Installment Payments Extra 5% Interest.

A FEW STEAL AVAILABLE

Seeburg V200S

only $545.00 Ea.


PRICED TO MOVE FAST

1/2 With Order, Balance C.O.D.

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DAVID ROSEN
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ATLAS SLASHES PRICES!

MUSIC

SEEBURGH V200 .................. $595
SEEBURGH 100A .................. 915
SEEBURGH 100B .................. 715
SEEBURGH 100C .................. 725
SEEBURGH 150A .................. 915
SEEBURGH 150B .................. 715
SEEBURGH 150C .................. 725

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ATTENTION DEALERS:

Newly designed "SPECIAL SALE" machine. A four quarter century of service.

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WE EXPORT

BY WORLD WIDE FREIGHT

Exclusive Distributors

CABLE ADDRESS: "DAVISD"

725 Erie Blvd., East Syracuse, N. Y., U.S.A.
Phone: Griffin 5-1631

YOU TICKET TO

SALES RESULTS

the advertising column of THE BILLBOARD!
How Can Ops Hike Profits?

Some first quarter dollars could be directly attributed to the recursion-levels, elimination of any time. Others were not directly attributed to the regression, but showed up in the long run as the product of a few major psychological results of it. Unprofitable figures went positive. People not affected by the recession stopped or reduced buying. As early as last summer, operating reports that collections were higher than usual for this naturally slow season. The usual full pickup did not come in areas; in others it was lighter than usual. In the beginning of the year, dips in collections were fully reported. And some of these dips could be attributed to the recession. The most common complaint voiced in the South Southwest and West: Exceedingly hot weather, winter. Other important factors, unrelated to the recession, such as the gradual decline of the tavern business as reported in The Billboard last year, also contributed to the problem of spreading margins for the year.

Despite all this, operators would be making measures to avoid a full-scale reduction in the coin business. They kept pace with rising costs. Most of these adjustments are only temporary and will be reversed in the second quarter, but they reduce profits and will result in a temporary loss of business. Some of this group of operators are cutting costs by laying out fewer machines, reducing their numbers, and/or cutting costs and thereby reduce their overall profit. Some have continued diversifying with other equipment, such as cigarette vend- ers.

It is significant that a large number of operators are not planning to promote more profitable business propositions and maintain high stand in areas of competition.

But the fact is that many operators have been left high and hard by further immersed into their losses caused by the factors already mentioned.

Another factor complicating the entire picture, and possibly important as any other—at most is, that the ever-growing major panic of music operators also operating pinball games, especially in the industry which is currently undergoing significant changes.

For example, the U.S. Supreme Court decision handed down in March, 1957, disapproving a pinball game which pay off under the $500 federal gambling law, did not prevent or stop the operation of these types of games. Although manufacturers of this type of game are manufacturing an unusual number of other types of amusement game systems, the problem is in identifying new types of games at necessarily high prices. It has been in one form or another since last year. Most important, operators who have removed their pinball machines were very lax in the operation of their lease pools on the same location. Whether the same companies or independents are not necessarily 75 per cent commissions or more per cent commission is a much a long as well pinball operators. Their chances are now coming home to roost.

However, it appears certain that a group cannot seriously damage an operator who makes his pinball business— independently of any other equipment he operates—by continually adjusting the demands of the market. This will eventually be achieved if rising costs by increasing his gross thus communism continues.

But other two facts appear equally certain. One is that most operators have not managed to do this. The other is that even with those who are actively selling an increasingly difficult job.

Competition, both “list” and “outside,” is much more intense than required operators to relax commission schedules, not a legitimate sales of the location business loan without the usual commission. These practices cut into the net in a straight economy they have more than ever.

Competition is toughest on operators who are able to sell the location owner, but they have not been much interested in another operator, and are unable to find a better service who pressures will produce more competition can produce and that therefore, these companies may well suffer commission schedule, etc.

The brutal fact is that there are relatively few operators who are selling this. And these operators are the ones who are really making any better location deal than the average operator, who is not an operator, who can be a producer in any other business but a manufacturer or a distributor of anything. He is really little or nothing from a box in order to get games, or an operator who steals that he can offer the same service and still make more money, than the one who has a better inventory and can provide it for less.

The remainder of factors can contribute to the solutions in realizing a fair return on.
Operators Forced to Re-Finance Equipment

NEW YORK — Arthur Silbert, vice-president of the Standard Fi-
nancial Corporation, reports that while delinquencies in coin ma-
cine collections have not increased during the last two months, the number of re-fi-
anced contracts out during April and May has been higher than in any two-
month period since 1944, and possibly the highest since 1940, when the placement of television in-
terns knocked dividends for a tempo-
rary loop.

Silbert pointed out that while the delinquencies have not in-
creased since March, they are much higher than they were a year ago.

The refinancing, he explained, simply means that the delinquent operators are getting money on their equipment in order to make monthly pay-
ments.

This factor is not entirely blamed on the recessions, since they are still negli-
gible, and most operators have obtained enough credit to make possible refinancing.

In addition, said Silbert, June is normally a good month, and addi-
tional revenue from reset locations in the summer should ease the op-
er's burden.

Schools May Get Tobacco Education

WASHINGTON: The chil-
dren of the nation will learn of the "harmful effects of tobacco and alcohol" in the schools if a bill introduced last week (21) by Sen.

Richard Neuberger (D., Ore.) be-
comes law.

Legislation would authorize fed-
eral grants to the States for assis-
tance in programs in the schools.

Funds would be available on a matching basis, and it would be left to the individual States whether or not they take advantage of such grants.

Sen. Neuberger lashed out at advertising which "seeks to make the habit attractive specifically to young people." He said that de-
spite the warning of the U. S.

Public Health Service that smoking may lead eventually to the most dreadful disease which can befall large numbers of people in our modern state of medical knowl-
edge," young Americans are "cons-
iderably hoodwinked to commence the habit.

The senator believes that since we are not going to outlaw cig-
ettes, nor ban the advertising of cig-
ettes, we should use the schools to "teach American boys and girls with the facts about tobacco and alcohol so at least they have the knowledge and the information to resist the blandishments pressed at them daily in behalf of the cig-
ette and alcohol industries.

Bill was referred to the Senate Education and Public Welfare Commit-
tee for study.

Operator Profits

* Continued from page 91

stick as "foul," "invalid," "nonsensical.

But usually these adjective depend on a point of view. To an operator brought from a location, it is hard for him to describe it as anything but "invalid.

Still, he does have a point. But that is by saying that the competitor has something he himself haven't have. This could mean cash, better hours, lower cost.

Here is possible difference is there between what one operator can offer a location and any other operator? This question and the whole area of competition in-

ning will be discussed in next-

ning articles.
ON THE HOUSE

Juke Box Op Must Foot Drink Bill

SYRACUSE — According to the Daily Dispatch, a house organ-ized by the Davis Distributing Corporation to New York State joke box operators, a good operator must have the following attributes. We reprint them without editorial comment:

He must be a man of vision and ambition, an after-dinner speaker, and a before- and after-dinner speaker, and a before-and-after dinner grunter, and a night owl, and BUY EVERYBODY DRINKS.

He must entertain the location owners' wives, sweaters, customers and stumps without becoming too common, humble dust, odor and smoke and manage trouble calls within five minutes, and BUY EVERYBODY DRINKS.

He must be a tailor's man, a man's man, a model husband, a father, a devoted son-in-law, a good provider, a platonic, a Democrat, a Republican, a New Dealer, an Old Dealer, and BUY EVERYBODY DRINKS.

And he must be an expert driver, talker, liar, dancer, traveler, hedge and pocket sand, torero, golfer, diplomat, financier, philanthropist, poet, and authority on saloonery, chemistry, anthropology, psychology, psychiatry, meteorology, criminality, dogs, cars, horses, horse trailers, blouses, refrigeration, and liquor and BUY EVERYBODY DRINKS.

European Mfrs.

*Continued from page 71*

...modern European common market solutions.

Merchant proposed this agenda in a letter suggesting the meeting:

1. Trading facilities between members of the common market countries.

2. Export facilities concerning non-member countries.

3. Study of the varying tax systems of the individual (common market) countries.

4. Comparison of copyright fees in the Common Market countries and the U.S.

Observers are predicting that the organization of a joke box pool, as proposed by Merchant, would inevitably lead to a consolidation of the European coin machine industry, and it is feared it would pose such a problem for the American joke box industry. Particularly is this true since customs duties and import quotas under the Common Market would be fixed in a situation basic.

TWIN CHUTES OF SIGNIFICANT MAGNITUDE! THE BILLBOARD

When you buy a 5-BALL—Buy the best—Buy WILLIAMS

Imagine! A monkey sealed in a SPUTNIK

and orbited around the world!

ACTION! THRILLS! SUSPENSE!

All WILLIAMS 5-BALLS are equipped with National Slug Rejectors

See your WILLIAMS DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunities—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscriptions Now!

Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

...when answering ads...

Say you saw it in The Billboard
Be FIRST with "FIRST"!

NEW GAMES
- Chicago ROCKET SHUFFLE
- Valley all star del. bowler
- Chicago space age
- Chicago Rockland
- Chicago rocknroll
- Chicago rocketship
- Skill 10 off
- Chicago Skill roll
- Chicago desert eagle
- Chicago pocket pool
- Chicago sizzler
- Chicago 4 pocket
- Chicago alley

POOL GAMES
- Chicago classic
- Chicago downtown
- Chicago edge
- Chicago valley
- Chicago classic
- Chicago downtown
- Chicago edge
- Chicago valley

FREE 56-PAGE CATALOG for IMPORTERS only

Wurlitzer School
- Continued from page 74

CONVERSION
For SEEBURG A-100 & M-100

The DELUXE SIX-POCKET POOL by Fischer

The DELUXE SIX-POCKET POOL

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 back to top of playfield. See your distributor today for a demonstration of this colorful, exciting, new feature!

Plus—ROTO-TARGETS that:
- Life letters in R-D-C-K-E-T S-H-A-Z carry-over
- Score specials when name is completed
- Score $100,000 to 1 million

2 targets at top of field title alternately for Roto-Target values
- Pop-Bumpers life for super high score
- 7 places to spin Roto-Targets

High score to 7 million

Gottlieb & Co.
1140-50 North Kostner Avenue - Chicago 51, Ill.

Amusement Pinballs as American as Baseball and Hot Dogs

All Gottlieb machines are equipped with national slugs rejectors

Conversion for Seeburg A-100 & M-100

To 3:15 PM To 11 PM
$24.50 $69.50

F.O.B. Los Angeles

The Deluxe Six-Pocket Pool

In Beautiful, rich gold webbing over Ebony Color-Fleck

*A moderately priced table with many of the great features of the famous Fischer Imperial. Wedgiedipped ellipse flipper lugs—flush pullout mechanisms—drawer-shaped cabinet design, and many others that sell and hold the top location.

FISCHER SALES & MFG. CO.
CHICAGO, ILLINOIS
Telephone: Spring 4-3514
United Adds

Continued from page 71

Mintick said that it may prove necessary to make amplifiers and power supplies overseas to meet with trade regulations. He also said that it was expected that plug selector hoses for the machines would be purchased in Europe.

from the overseas-based offices of National Receivers.

Mintick said that he expects manufacturers in other countries to give U.S. producers tough competition "within five or 10 years."

He stressed two main points to back up this statement:

1. A labor market (in other countries) which, in terms of wages alone is 60 to 70 per cent less costly to producers than in American labor. "They have the will to work, and the skill," said Mintick.

2. A currency problem which makes it highly difficult to secure payment in American dollars from international markets. Barter trading, whereby individual firms work together to exchange currencies paid for products shipped to markets in different countries, is the only present solution to this problem, Mintick feels.

SPECIALS!

BALLY ALL STAR BOWLER... $325

Will take in trade late Bowlers or Bingo.

BASEBALLS

Kansas City League

Leader... Wells

Wolffe

Baal

6 Pocket Pools... $159

Jumbo Pools... 95

Cameo 165

Slesburg

Wheeling 95

Tinker Pool... 129.00

Bally Pinball... $165

More Money

PURVEYOR

DISTRIBUTING CO.

5222-14 N. WESTERN AVE.

CHICAGO, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

chicago coin's 2-PLAYER Rocket Shuffle

ALSO AVAILABLE IN A 1 PLAYER MODEL

- CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACER ALL BALL LAUNCH FEATURE!

- NEW METHOD OF SCORING WITH CAPTIVE BALLS... 5 in Row--4 in Row--5 in Row--4 Corners DIAGONALS SCORE DOUBLE!

- PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUES TO PLAY FOR A HIGHER BONUS SCORE!

- ADJUSTABLE TO 2 AND 10 SHOTS PER GAME... STRAIGHT 10X PLAY.

- AVAILABLE IN REPLAY OR REGULAR MODELS... REPLATS AWARDED FOR HIGH SCORE!

- UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT... GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11"!

See THE NEW ELECTRONIC MARVEL BATTER-UP WORLD'S FIRST Lite-O-Matic BASEBALL GAME

Division of Chicago Dynamic Industries, Inc.

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS
Bally Big Inning
REAL BASEBALL FROM START TO FINISH!

As expert hitter piles up runs
RELIEF PITCHER TAKES OVER
delivering a mixture of curves and straight balls
to halt the rally
THIS EXCLUSIVE BALLY FEATURE
EQUALIZES SKILL BETWEEN PLAYERS
Ensures thrilling, tight ball game all the way.

1 OR 2 CAN PLAY
Now is the time to cover your locations with
Bally BIG INNING. Fascinating, real baseball action keeps players glued to the game hour after hour. Great for competition. New, exclusive profit features pile up coins in a hurry. Get your share
Get BIG INNING on location now.

NEW DOUBLE PLAY FEATURE
Target Values Change with Men on Base

ABC SUPER DELUXE BOWLER
ALL-STAR DELUXE BOWLER
SUPER-BOWLER
SKILL-ROLL
SPACE-GUNNER
TARGET-ROLL
TROPHY BOWLER
BALLY KIDDIE-RIDES

FREE PLAY MODEL
Equipped with
DOUBLE CHUTES
Dime-a-Game or 3 for Quarter

NEW
STOP and SHOP
SCORE BOOSTER

IN Bally
CYPRESS GARDENS

NEW
NEXT-GAME MAGIC
INSURES REPEAT-PLAY
Ball in Ballhole, when Ballhole is lit on backglass, gives player Magic Squares A, B, C, D, and Magic Line E on the first coin of next game...the strongest repeat play insurance ever built into pinball.
Maybe may stop shooting in middle of game and "shop" for higher scores by playing extra coins to advance scores.

MAGIC SQUARES PLUS MAGIC LINE
CORNER SCORES
TRIPLE DECK ADVANCING SCORES
EXTRA BALLS

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S NEW SHOOTING STAR

PLAYERS ALTERNATE DURING PLAY

3-DIMENSIONAL TWO-PLAYER SHUFFLE-TYPE GAME

NEW LAUNCH-ALL-BALLS FEATURE
NEW LARGE PUCK

APPROXIMATE SIZE:
7½ FT. LONG
2 FT. WIDE
MECHANISM IN BACK BOX FOR EASY SERVICING
DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR ON PULL-OUT DRAWER

5 OR 10 FRAME GAME WITH DOUBLE-SCORE FEATURE
NEW CAPTIVE BALL IN-LINE SCORING HIGH SCORES

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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dual programming

PLUS

dual pricing

FOR INCREASED LOCATION EARNINGS

Much of the music the public wants to hear is found exclusively on album records. Both new Seeburg music systems take advantage of this trend to assure increased location earnings. That's because Seeburg Dual Programming plus Dual Pricing permits

- programming singles in the lower display panel at one price
- programming EP album records (two times per side) in the upper display panel at a proportionately higher price.

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DEFENDABLE MUSIC SYSTEMS SINCE 1917
THE SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems