

# The Billboard

SIXTY-FIFTH YEAR

PRICE:  
50 CENTS

MARCH 2, 1959 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## N. Y. Solons Stagger Ops With Barrage

Music, Game Tradesters Close Ranks To Fight; Vending People Band Together

By AARON STERNFIELD

NEW YORK—Juke box operators are studying State legislative sessions now with their guard up. They are looking more carefully than ever before for proposed legislation which would unfairly tax or regulate their business.

This is an "on-year" for State Legislatures, with 45 now in session. They are expected to vote record budgets and taxes. What has been and is being proposed is indicative of what's to come.

Besides that, all three businesses in coin-operated equipment—juke boxes, games and vending machines—have traditionally been among the business targets regularly aimed at by Legislatures seeking more revenue. Therefore, it is reasonable to expect that each of these businesses will have their hands full during the present sessions.

But the story of racketeering in the juke box industry spotlighted by the Senate rackets hearings may well provide additional encouragement to some State Legislatures to consider seriously bills unfair, discriminatory or even confiscatory for the typical operator.

In fact, it has already in one Legislature, New York's.

**Editor's Note:** Last fall, The Billboard in the October 27 issue alerted operators to what's likely to happen on the State legislative front this year. This is the first in what will be a continuing report on what's happening in each State and what operators are doing to fight unfair legislation.

The current big battleground is New York State, where a welter of bills, some introduced and some about to be introduced, has local operators staggering. Target of the barrage is not just juke boxes, but

## Other States May Follow

NEW YORK—Chances are the flurry of legislative attempts to license and regulate the coin machine industry in New York State will be repeated elsewhere throught the country. New York is often the legislative leader in such matters, with other State law-makers, particularly those in industrial areas, following suit.

Most operators here are convinced that tho the solons have long eyed the coin machine industry with distrust, the verbal buffeting given the industry by the mass media has provided the impetus for the current rash of legislation.

Reason for the press, radio and television attacks, of course, is the result of the testimony disclosed before the McClellan Committee.

## CAPITOL SET TO SPONSOR JAZZ JUBILEE

WASHINGTON—Jazz will be king in the Capital this month. Hub of a number of activities will be the Jazz Jubilee, a concert sponsored by Mrs. Dwight Eisenhower and Mrs. Richard M. Nixon, and other members of the Congressional circle for the Friendship Settlement House, beneficiary of the affair.

The concert, to be held March 16 at the Sheraton Park Hotel here, will be emceed by Willis Conover, of Voice of America. The program will include among other jazz notables: Charlie Byrd, Peewee Russell, Bud Cary, Bud Freeman, Lou McGarity, Buddy Tate, Vic Dickenson, Buck Clayton, Jo Jones, Max Kaminsky, Cliff Leeman, Harvey Phillip, Willie (The Lion) Smith, Keeter Betts and Billy Taylor. Imported from New York will be singer Ernestine Anderson, and New Orleans is sending up Paul (Bourbon Street Parade) Barbarin.

On a high cultural level, the festivities began (1) with a lecture at the National Gallery of Arts by Marshall Stearns, executive director of the Institute of Jazz Studies, and professor of literature at Hunter College.

An exhibit at the Library of Congress, entitled "Seven Ages of Jazz" will be on view for the entire month. It will include music manuscripts, published music, recordings and photographs tracing jazz from its beginning in folk music, its meanderings from New Orleans up to the flourishing era of "Big Time" jazz in Chicago, and New York, and its spread clear around the world.

The Library of Congress notes that the famous performers and composers of jazz have left their mark on the popular song, the musical comedy, and even the music of the opera house and con-

(Continued on page 12)

## Negligence Charged To Disk Industry In Piracy Issue

Review of Hilger Bootleg Case Amazes Racket Investigators

By BERNIE ASBELL

CHICAGO—This city's spectacular bootlegging case reviewed last week by the Senate Rackets Committee, brought back into focus the disk industry's strangely neglected problem: that manufacturers are virtually defenseless against counterfeiting of their merchandise.

The committee, in wide-eyed wonderment, went over the case of George Hilger, convicted last year in connection with the bootlegging of 12,500 pressings of a variety of hit singles on about a dozen labels. Hilger was arrested with Charles (Chuck) English, owner of Lormar Distributing Company, a one-stop which allegedly had bootleg merchandise in stock. English was later released. Hilger came to trial, ironically, in Boys Court, then was transferred to another court. The charge against him was that of infringing on trade-marks, a misdemeanor, punishable by a maximum of \$200 fine and a year in jail. Judge Charles S. Dougherty fined Hilger \$200 with no jail sentence, then reduced the fine to \$50 on the recommendation of prosecuting attorney John L. Stamos.

**Got Off Too Easy**

This week State's Attorney Benjamin Adamowski, Stamos and Judge Dougherty were under fire in the local press for punishing Hilger so lightly after conviction for so profitable an undertaking.

A legal source close to the case, however, asserted to The Billboard this week that the fault really lies with the record industry itself.

The Hilger case, said the source who declined to be identified, was the first of its kind ever to be brought to court in a criminal action, even though piracy has long existed in the disk industry. There is no federal law nor any State law anywhere forbidding the un-

authorized duplication of phonograph records. Moreover, many States do not even have laws that recognize forging of a trade-mark as a crime. In those States, a civil suit is the only comeback.

In Illinois, where trade-mark forgery is a misdemeanor, there is little precedent for prosecution. Besides, while Hilger had a record of numerous arrests, he had never previously been convicted of any charge. These facts, the source said, contributed to a weak case against Hilger, and his plea of guilty was traded for a light fine.

The record industry is at fault, argued the source, because it has never effectively lobbied for laws to forbid the making of bogus disks. Furthermore, all the offended companies threatened to bring civil suits against Hilger, but so far not a single suit has been filed. The industry, he observed, doesn't seem to care about legally defending itself against pirates. It's a hit-and-run industry, he said, preoccupied with today's hit and running furiously after another.

Some industry savants offer another reason to explain the lack of federal law against disk bootlegging. It stems, they say, from earlier days when a small number of big companies dominated the industry. It was the practice of these companies, whenever a small label got action on a hot single, to "cover" the coming hit with an almost identical performance. This led to numerous imbroglios, the small labels alleging theft of arrangements.

**No 'Legal' Theft**

No such theft, in a legal sense, however, existed since it is an established point of copyright law that musical arrangements cannot be protected as property. This point of law worked to the ad-

(Continued on page 12)

## NEWS OF THE WEEK

### Flood of New Labels Creates New Rack Installations . . .

The tremendous number of new labels has helped create many new rack installations in chains, according to diskery execs. Racks now number more than 10,000. . . . Page 2

### ASCAP Gross Take Over \$28 Million in 1958 . . .

The American Society of Composers, Authors and Publishers collected a total of \$28,441,500 during 1958, according to a report by Society comptroller, George Hoffman, at the semi-annual West Coast ASCAP membership meeting. . . . Page 3

### Thorny Problems Seen for Goody; Dealers Blast Diskery Greed . . .

A number of questions regarding the future Sam Goody operations remained unanswered.

Creditors committee was reported wrestling with a number of thorny problems with another meeting set for Friday (6). Meanwhile, dealers were vocal in expressing opinions on distributors and their credit policies with Goody. . . . Page 3

### DEPARTMENT & FEATURES

Amusement Games . . . . .	79	Music Machines . . . . .	69
Aud.-Arena . . . . .	53	Music Pop Charts—	
Audio Products . . . . .	15	Album Buying Guide . . . . .	20
Carnival . . . . .	56	Honor Roll of Hits . . . . .	36
Circus . . . . .	61	Hot 100 . . . . .	38
Coming Events . . . . .	52	Singles Reviews . . . . .	46
Classified Ads . . . . .	64	Outdoor . . . . .	50
Coin Machine . . . . .	66	Parks & Pools . . . . .	55
Fairs & Expositions . . . . .	60	Pipes . . . . .	62
Final Curtain . . . . .	54	Radio . . . . .	7
Hot 100 . . . . .	38	Rinks . . . . .	55
Letter List . . . . .	65	Routes . . . . .	54
Merchandise . . . . .	62	TV-Music-Radio . . . . .	2
Music . . . . .	2	Vending Machines . . . . .	66

## 'Cover' System Has Vanished

CHICAGO — In the past disk manufacturers reportedly have been wary of backing proposals for a law forbidding duplication of disks—a crime most easily proved by an identical sound—because such a law would tread dangerously close to a forbiddance of copying arrangements, thereby threatening the whole "cover" system.

Today's market, however, tradesters point out, is characterized by a wealth of labels and the cover system has vanished. Thus the industry's previous inhibition against a bootlegging law, they opine, is also gone.

# The Billboard

SIXTY-FIFTH YEAR

PRICE:  
50 CENTS

MARCH 2, 1959 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## N. Y. Solons Stagger Ops With Barrage

Music, Game Traders Close Ranks To Fight; Vending People Band Together

By AARON STERNFIELD

NEW YORK—Juke box operators are studying State legislative sessions now with their guard up. They are looking more carefully than ever before for proposed legislation which would unfairly tax or regulate their business.

This is an "on-year" for State Legislatures, with 45 now in session. They are expected to vote record budgets and taxes. What has been and is being proposed is indicative of what's to come.

Besides that, all three businesses in coin-operated equipment—juke boxes, games and vending machines—have traditionally been among the business targets regularly aimed at by Legislatures seeking more revenue. Therefore, it is reasonable to expect that each of these businesses will have their hands full during the present sessions.

But the story of racketeering in the juke box industry spotlighted by the Senate rackets hearings may well provide additional encouragement to some State Legislatures to consider seriously bills unfair, discriminatory or even confiscatory for the typical operator.

In fact, it has already in one Legislature, New York's.

**Editor's Note:** Last fall, The Billboard in the October 27 issue alerted operators to what's likely to happen on the State legislative front this year. This is the first in what will be a continuing report on what's happening in each State and what operators are doing to fight unfair legislation.

The current big battleground is New York State, where a welter of bills, some introduced and some about to be introduced, has local operators staggering. Target of the barrage is not just juke boxes, but

## Other States May Follow

NEW YORK—Chances are the flurry of legislative attempts to license and regulate the coin machine industry in New York State will be repeated elsewhere throught the country. New York is often the legislative leader in such matters, with other State law-makers, particularly those in industrial areas, following suit.

Most operators here are convinced that the solons have long eyed the coin machine industry with distrust, the verbal buffeting given the industry by the mass media has provided the impetus for the current rash of legislation.

Reason for the press, radio and television attacks, of course, is the result of the testimony disclosed before the McClellan Committee.

## CAPITOL SET TO SPONSOR JAZZ JUBILEE

WASHINGTON—Jazz will be king in the Capital this month. Hub of a number of activities will be the Jazz Jubilee, a concert sponsored by Mrs. Dwight Eisenhower and Mrs. Richard M. Nixon, and other members of the Congressional circle for the Friendship Settlement House, beneficiary of the affair.

The concert, to be held March 16 at the Sheraton Park Hotel here, will be emceed by Willis Conover, of Voice of America. The program will include among other jazz notables: Charlie Byrd, Peewee Russell, Bud Cary, Bud Freeman, Lou McGarity, Buddy Tate, Vic Dickenson, Buck Clayton, Jo Jones, Max Kaminsky, Cliff Leeman, Harvey Phillip, Willie (The Lion) Smith, Keeter Betts and Billy Taylor. Imported from New York will be singer Ernestine Anderson, and New Orleans is sending up Paul (Bourbon Street Parade) Barbarin.

On a high cultural level, the festivities began (1) with a lecture at the National Gallery of Arts by Marshall Stearns, executive director of the Institute of Jazz Studies, and professor of literature at Hunter College.

An exhibit at the Library of Congress, entitled "Seven Ages of Jazz" will be on view for the entire month. It will include music manuscripts, published music, recordings and photographs tracing jazz from its beginning in folk music, its meanderings from New Orleans up to the flourishing era of "Big Time" jazz in Chicago, and New York, and its spread clear around the world.

The Library of Congress notes that the famous performers and composers of jazz have left their mark on the popular song, the musical comedy, and even the music of the opera house and con-

(Continued on page 12)

## Negligence Charged To Disk Industry In Piracy Issue

Review of Hilger Bootleg Case Amazes Racket Investigators

By BERNIE ASBELL

CHICAGO—This city's spectacular bootlegging case reviewed last week by the Senate Rackets Committee, brought back into focus the disk industry's strangely neglected problem: that manufacturers are virtually defenseless against counterfeiting of their merchandise.

The committee, in wide-eyed wonderment, went over the case of George Hilger, convicted last year in connection with the bootlegging of 12,500 pressings of a variety of hit singles on about a dozen labels. Hilger was arrested with Charles (Chuck) English, owner of Lormar Distributing Company, a one-stop which allegedly had bootleg merchandise in stock. English was later released. Hilger came to trial, ironically, in Boys Court, then was transferred to another court. The charge against him was that of infringing on trade-marks, a misdemeanor, punishable by a maximum of \$200 fine and a year in jail. Judge Charles S. Dougherty fined Hilger \$200 with no jail sentence, then reduced the fine to \$50 on the recommendation of prosecuting attorney John L. Stamos.

**Got Off Too Easy**

This week State's Attorney Benjamin Adamowski, Stamos and Judge Dougherty were under fire in the local press for punishing Hilger so lightly after conviction for so profitable an undertaking.

A legal source close to the case, however, asserted to The Billboard this week that the fault really lies with the record industry itself.

The Hilger case, said the source who declined to be identified, was the first of its kind ever to be brought to court in a criminal action, even though piracy has long existed in the disk industry. There is no federal law nor any State law anywhere forbidding the un-

authorized duplication of phonograph records. Moreover, many States do not even have laws that recognize forging of a trade-mark as a crime. In those States, a civil suit is the only comeback.

In Illinois, where trade-mark forgery is a misdemeanor, there is little precedent for prosecution. Besides, while Hilger had a record of numerous arrests, he had never previously been convicted of any charge. These facts, the source said, contributed to a weak case against Hilger, and his plea of guilty was traded for a light fine.

The record industry is at fault, argued the source, because it has never effectively lobbied for laws to forbid the making of bogus disks. Furthermore, all the offended companies threatened to bring civil suits against Hilger, but so far not a single suit has been filed. The industry, he observed, doesn't seem to care about legally defending itself against pirates. It's a hit-and-run industry, he said, preoccupied with today's hit and running furiously after another.

Some industry savants offer another reason to explain the lack of federal law against disk bootlegging. It stems, they say, from earlier days when a small number of big companies dominated the industry. It was the practice of these companies, whenever a small label got action on a hot single, to "cover" the coming hit with an almost identical performance. This led to numerous imbroglios, the small labels alleging theft of arrangements.

**No 'Legal' Theft**

No such theft, in a legal sense, however, existed since it is an established point of copyright law that musical arrangements cannot be protected as property. This point of law worked to the ad-

(Continued on page 12)

everything that operates upon insertion of a coin, from penny nut machines to amusement devices.

Hasty alliances between music, game and Arcade operators have been formed to stem the legislative tide on these kinds of equipment. All facets of the automatic merchandising industry—bulk gum, cigarettes and full-line—are in the process of forming a permanent organization to stymie the current bills and to anticipate any further measures affecting vending equipment.

Most dangerous bill in the opinion of people in the juke and game fields and those in automatic merchandising is one introduced in the New York Legislature by Assemblyman Edwyn R. Mason (R., Delaware County). This measure, reported in the last issue of The Billboard as ready for introduction, was introduced formally this week.

It would provide for a \$300 annual licensing fee for every person engaged in either the juke box or game operating business or vending machine operating and would give the Secretary of State sweeping powers.

Here is the meat of the measure:

**\$300 Fee**

"On and after October 1, 1959, no person shall engage in the business of distributing, servicing or repairing coin-operated machines for a fee or compensation unless he has first obtained a license therefor from the Secretary of State, to be filed at his office, signed by the applicant or his authorized agent, together with a fee of \$300 for one year's license."

The Secretary of State would be granted the following powers:

"1. To prescribe and examine into the qualifications of applicants.

"2. To license without examination any person applying for such license who shall furnish evidence satisfactory to the Secretary of State that he was engaged in the business of distributing, servicing

(Continued on page 74)

## NEWS OF THE WEEK

**Flood of New Labels Creates New Rack Installations . . .**  
The tremendous number of new labels has helped create many new rack installations in chains, according to diskery execs. Racks now number more than 10,000. . . . Page 2

**ASCAP Gross Take Over \$28 Million in 1958 . . .**  
The American Society of Composers, Authors and Publishers collected a total of \$28,441,500 during 1958, according to a report by Society comptroller, George Hoffman, at the semi-annual West Coast ASCAP membership meeting. . . . Page 3

**Thorny Problems Seen for Goody; Dealers Blast Diskery Greed . . .**  
A number of questions regarding the future Sam Goody operations remained unanswered.

Creditors committee was reported wrestling with a number of thorny problems with another meeting set for Friday (6). Meanwhile, dealers were vocal in expressing opinions on distributors and their credit policies with Goody. . . . Page 3

### DEPARTMENT & FEATURES

Amusement Games . . . . .	79	Music Machines . . . . .	69
Aud.-Arena . . . . .	53	Music Pop Charts—	
Audio Products . . . . .	15	Album Buying Guide . . .	20
Carnival . . . . .	56	Honor Roll of Hits . . . .	36
Circus . . . . .	61	Hot 100 . . . . .	38
Coming Events . . . . .	52	Singles Reviews . . . . .	46
Classified Ads . . . . .	64	Outdoor . . . . .	50
Coin Machine . . . . .	66	Parks & Pools . . . . .	55
Fairs & Expositions . . . . .	60	Pipes . . . . .	62
Final Curtain . . . . .	54	Radio . . . . .	7
Hot 100 . . . . .	38	Rinks . . . . .	55
Letter List . . . . .	65	Routes . . . . .	54
Merchandise . . . . .	62	TV-Music-Radio . . . . .	2
Music . . . . .	2	Vending Machines . . . . .	66

## 'Cover' System Has Vanished

CHICAGO—In the past disk manufacturers reportedly have been wary of backing proposals for a law forbidding duplication of disks—a crime most easily proved by an identical sound—because such a law would tread dangerously close to a forbiddance of copying arrangements, thereby threatening the whole "cover" system.

Today's market, however, traders point out, is characterized by a wealth of labels and the cover system has vanished. Thus the industry's previous inhibition against a bootlegging law, they opine, is also gone.

# Deluge of New Disk Labels Hypes Rack Installations

## 10,000 in Action as Hit Wax Becomes Chain Traffic Builder

By BOB ROLONTZ

NEW YORK—The proliferation of record labels, in both the singles and the album field, is helping to create more rack installations in syndicated stores, according to key diskery execs. In recent weeks the Woolworth chain, which was one of the early chains using racks, has expanded its use of record racks into even more stores, and the J. C. Penney chain, which has only dabbled in records to date, intends to soon move into record racks in quantity.

It is estimated today by more than one major record executive that there are now more than 10,000 record racks in various locations, from chains to supermarkets,

throughout the country. What is just as important is that responsible sources now believe that racks now account for more than 20 per cent of all record business, and some industry sources even put this percentage figure as high as 25 per cent.

## Ask Court to Set ASCAP Fee

NEW YORK — The All-Industry Radio Licensing Committee filed a petition in U. S. District Court here this week for the fixing of a reasonable fee for use by radio stations of ASCAP material. The action came on the heels of a basic disagreement on a renewal

Practically all of the chains, such as Woolworth's, Neisner Bros., G. C. Murphy, Kresge, etc., have been using record racks for a long time. But what has happened recently is that chains that have not carried records at all or in any quantity, have decided that they need records these days as traffic builders. This is a switch on the original installation of record racks in supermarkets — the reason for racks in these stores was because the traffic was heavy there and records should be available in such locations. Now it's the records that build the traffic, according to the chains.

Woolworth's has added many more racks because they have found that racks are the easiest way for majority of their smaller or neighborhood stores to handle records. In order to maintain a full line record store the chain has discovered

### EDITORIAL

## Plain Bedside Talk

During 1959 that Fabulous Invalid—the dealer—can expect more wooing from manufacturers than ever before. Major record companies, realizing they face a trade relations problem at the dealer level, are coming up with new merchandising plans. Indie manufacturers, too, are giving the dealer the eye, telling him to buy and push indie product rather than that of major diskeries.

This romancing of the dealer is motivated by more than love. Tattered and torn as he is, he still represents the backbone of the industry. The manufacturers — both major and indie—need him.

Let us suggest to the manufacturer that he give the dealer a new kind of deal—not merely one which will load him via a 10 per cent discount. We suggest that the manufacturers, who have the best merchandising and promotional brains at their disposal, put them to use to bring traffic and business to the retailer. If national advertising is so effective at the club level, why not try more of it at the retail level? This will reduce dealers' complaints about clubs, and will help the manufacturer realize the true potential of the business.

These tactics will be more effective than the old tactic of merely writing off the dealer fraternity as bungling fools.

### Self-Medication

We also have some suggestions and thoughts for the dealer. Don't expect the manufacturers' wooing to solve all your problems; in a laissez-faire economy do not expect the imposition of controls affecting product, marketing, etc. This is not in the cards.

But in a laissez-faire economy, problems do tend to work themselves out. Perhaps an example of this is the present Sam Goody debacle, which tends to indicate that such Alice-in-Wonderland goings-on cannot be indefinitely continued.

Let the dealer take full advantage of the merchandising deals and promotions which will surely come his way this year. Let him compete freely and he is likely to wind up the year better than he anticipated.

A better climate has been created, largely by the complete airing of new developments—with the result that manufacturers and dealers are likely to arrive at a better understanding.

### FOR SERVICE

## Gilbert Honored By ASCAP

HOLLYWOOD — A plaque of appreciation was presented to L. Wolfe Gilbert last week at the semi-annual West Coast meeting of the American Society of Composers, Authors and Publishers. Presentation was made by Arthur Freed on behalf of ASCAP's Coast membership.

Inscription read: "We—a representative cross section of the West Coast membership of ASCAP—present this plaque of appreciation, recognizing more than a quarter of a century of dedicated service, without monetary consideration. His uninterrupted attendance of East and West Coast meetings as a member of the board of directors and West Coast chairman for several years. Moreover as a humane, unselfish individual, serving the old or new ASCAP member—writer or publisher—the lowly or the top-most, those pres-

(Continued on page 12)

## WB Demo Kits Spot Stereo

NEW YORK — The forthcoming salesmen's demonstration kits from Warner Bros. Records will contain stereo as well as monaural bands from each of the firm's new album releases. The label's March release includes eight new albums, available both monaurally and in stereo. Reason for including the stereo versions is due to dealer interest in hearing the twin-track LP's.

## N. Y. War Brews for Indie Distrib Rights

### New Klayman Firm Already on Target; Chips, All State Ready Invasion

By JUNE BUNDY

NEW YORK—A battle is shaping up here for distribution rights to indie record lines, with at least three new record distributing firms slated to begin operations here shortly.

Lou Klayman has resigned as Eastern sales manager for Mercury Records to open up his own distribution here, Action Records, Inc., in association with Herb

Cohen, who operates Astor Distributors in Pittsburgh.

Chips Distributors of Philadelphia will move into New York in the near future; and the New York branch of All State (distributors of Webcor products in New York and New Jersey) is looking for record lines and hopes to be set with disk distribution here by June in time for the NAMM Show.

Klayman and Cohen are actually taking over Roulette's New York distributing outlet here, Tico. However, Tico only distributed Somerset and Roulette (and subsids) while the new Action firm is expected to make a strong pitch to handle other lines in addition to Somerset and Roulette. The Tico sale was made on a dollar-per-dollar basis, with Action taking over all stock and

(Continued on page 44)

## Westingh'se to Deb AM Stereo

NEW YORK — Westinghouse Electric will demonstrate a new system for stereophonic broadcasting on the AM band at a special press conference here Tuesday (3).

The new system, said to be different from any yet introduced, was described by Westinghouse TV-radio division manager E. J. Kelly, as "the simplest and most economical method for the simultaneous broadcast over two stereophonic sound channels over a single commercial broadcast AM channel of any of the methods that we have investigated."

## Victor Kidisk Sales Boom Cues Top Year

NEW YORK — An increase of 60 per cent so far this year, over the same period last year, has been racked up by RCA Victor's Bluebird kiddie line, according to Ray Clark, singles planning and merchandising chief. Clark stated: "Sales in 1958 were the biggest we ever had in the line.... It looks like 1959 will be even bigger."

New Bluebird product includes the "Bluebird Home Playhouse," parents can act along with scripts provided with the disk. Product includes two firsts—the National Choir of the Boys' Clubs of America doing Stephen Foster songs, and a recording of the Roy Rogers and Dale Evans children in "Jesus Loves Me." For Easter, there's a special single, "Hippity Hop."

## Penn Dealers Seek Uniform Return Set-Up

PHILADELPHIA — A uniform practice concerning returns of all unsold records by all the record distributors has been called for by the Association of Retail Record Dealers of Pennsylvania. In a letter to all distributors, under the signature of Marvin S. Baker, of the law firm here of Ostroff & Lawler which represents the Association, attention is called to the fact that the record dealers "are being abused by the practice prevailing in the industry concerning the return of unsold records."

"It appears," stated Baker, that certain manufacturers have adopted a practice of making frequent changes in their distributorship. As a result, a retailer who makes a purchase with an agreement to allow certain returns finds that when he tenders the returns,

(Continued on page 44)

## Hearings Cue Booking Rash For Leonetti

NEW YORK — Tommy Leonetti has had a rash of bookings directly as a result of the publicity he has received via the Washington coin machine hearings and his postponed appearance on the Dick Clark Show. According to Leonetti manager Dick Linke, the singer is set this week for the Casino Royal in Washington, followed by a week at the New Arena in Pittsburgh. After that, two weeks at the Elegante in Brooklyn.

Alan Freed has tapped the lad for his Easter show starting March 27 at the Brooklyn Fox. The singer also has bookings set at the Colony in Omaha in April and at the Boulevard in Queens, New York, in May. And, Linke says, the jocks are really playing his new Victor "Moonlight Serenade."

## The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.  
William D. Littleford

Editors

Paul Ackerman . . . . . Music-Radio-TV, N. Y.  
Herb Doffen . . . . . Outdoor, Chicago  
Robt. Dietmeier . . . . . Coin Mach., Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Lee Zhitto . . . . . Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto . . . . . Main Office, Cincinnati  
R. S. Littleford Jr. . . . . Music-Radio Div., N. Y.  
Sam Chase . . . . . Asst. Publisher, New York  
Herb Doffen . . . . . Outdoor Division, Chicago  
Hilmer Stark . . . . . Coin Mach. Division, Chicago  
W. D. Littleford . . . . . President  
M. L. Reuter . . . . . Vice-Pres.  
Lawrence W. Gatto . . . . . Treasurer  
John Ross . . . . . Secretary

Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUNbar 1-6450

New York 36, 1564 Broadway  
W. D. Littleford  
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CEntral 6-9818

Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHestnut 1-0443

Washington 5, 1426 G St., N.W.  
News Bureau  
Phone: NAtional 8-4749

Advertising Managers

Outdoor-Mdse. . . . . Robert Kendall, Chicago  
Music-Radio-TV . . . . . Dan Collins, New York  
Coin Machine . . . . . Richard Ford, Chicago  
Music-Western . . . . . Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director . . . . . Cincinnati  
Send Form 3579 to  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management, and High Fidelity, the magazine for music listeners.  
Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.  
Vol. 71 No. 9

### MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Payment enclosed

Bill me

763

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

## Little & Ives Back on Disk Rack Beat

NEW YORK — Little and Ives, well-known publisher of book material for chain store premium sales, has returned to the record business, this time with a newly recorded set of 16 LP releases known collectively as the National Academy Record Club. Previously Little and Ives had entered the disk scene at the supermarket level via a set of 12 10-inch LP's taken from RCA Victor jazz vaults known as "The Encyclopedia of Jazz."

The present series of LP's were cut in Europe last summer under RCA supervision. Peter Dellheim worked the classical operation which took place in Oslo. Conductor was Odd Gruner-Hegge. Veteran music man, Ben Selvin, recorded the pop material in London. Selvin told The Billboard that major artists were used but that their names could not be disclosed on these releases. In some territories, the sets will sell for \$1.39 and in others for \$1.49. Victor, incidentally, is handling all processing and pressing.

A number of chains will carry  
(Continued on page 12)

## Victor Bash To Dedicate W. C. Studio

HOLLYWOOD — RCA Victor will unveil its new million dollar recording studios here Monday (2). Bob Yorke, manager of the firm's West Coast record operations, will host a reception of the entire Coast music industry and  
(Continued on page 44)

## Victor A. & R. Policy Beams 'Open Door'

Welcome Mat Out for New Voices,  
Tunes and Ideas, Says Sholes

NEW YORK — Steve Sholes proclaimed the "open door" policy at RCA Victor in an informal meeting explaining the operation of the Victor pop a.&r. department at the Hotel Warwick here last week (25). The "open door" policy referred to new voices, new songs, new ideas and new masters. He pointed out that the o.d. policy at the diskery led to the finding and releasing of Neil Sedaka's "The Diary" which became a hit for the label, and that Victor has just purchased a master by a new singer named Jerry Sims, which is being released this week.

In describing the operations of the Victor pop a.&r. department, Sholes noted that his division of the record department produced all singles and albums not produced by the Red Seal department under Alan Kayes. In his department, said Sholes, all pop, c.&w., r.&cb. and kiddie singles and all pop albums, sacred LP's, Bluebird kiddie sets, and Camden Records are produced.

Sholes said that under the new or relatively new Victor a.&r. set-up, a.&r. men are appointed to specific artists and that they record these artists both on albums and singles. The singles record chief is Charlie Crean, with Lee Shapiro, and Bob Bollard assisting him in New York, Chet Atkins in Nashville and Dick Pierce in Hollywood. Atkins also cuts the firms c.&w. records in Nashville. Herman

## STEVE SHOLES

One of the most talented, folksy talkers to hit the major circuits in a long period, Sholes comes up via the tank towns and small time circuits. Delivery is reminiscent of the great comic, Ben Welch. Sits quietly on the apron of the stage, spicing his spiel with delicate and understated irony. Chatter is in a trade vein, particularly his description of the building of a major a.&r. staff. "And then we tagged him," repeated like a blues line as the occasion required, got the biggest off-stage kudos when the reporters assembled to talk it over.

Sholes' costuming is in the casual vein—nothing flashy, as it's not needed in view of the legit talent he packs in his turn.

Strong enough to close the bill anywhere. P.A.-R.R.

## Cap Asks Bids On Portable Phono Line

HOLLYWOOD — Capitol Records last week started soliciting competitive bids from phono manufacturers on producing its 1960 line of portable record players. This, according to engineering and manufacturing veepee Jim Bayless, is an annual procedure at this time of the year in selecting manufacturers to produce phonos under the Capitol brand name.

Steelman and Symphonic are currently manufacturing Cap's equipment, both consoles and portables. Capitol is currently tooling up in Scranton to assemble its own consoles for the 1960 line but will still be contracting the production of its portables to other manufacturers.

Diaz is in charge of the label's pop album department. Johnny Camacho is in charge of international records, Brad McKuen in charge of kiddie records, Fred Reynolds in charge of show albums and jazz albums, and Chick Crumpacker in charge of the Camden line.

The appointment of Hugo Peretti and Luigi Creatore adds to the  
(Continued on page 44)

## Goody Creditor Meets Fail To Answer Key Questions

Dealers Blame Diskery Greed;  
Inventory Values Opined Too High

By REN GREVATT

NEW YORK—Two weeks and three meetings after initial conferences of Sam Goody creditors here, a number of key questions remained unanswered. What would the effect of the Goody situation have on future dealer-distributor-credit relations? On what basis would the creditor committee operate the Goody store, if and when the mass of 225 creditors gave it authority to do so? How would an acknowledged hassle between reps of large and small creditors within the committee fi-

## ASCAP's '58 Take \$28 1/2 Mil; West Coast Meet Tranquil

JD Settlement Reported Near;  
Juke Outlook More Hopeful

By LEE ZHITO

HOLLYWOOD — The American Society of Composers, Authors and Publishers collected a total of \$28,441,754.50 during 1958. This was revealed here last week by Society Comptroller George Hoffman at the semi-annual West Coast ASCAP membership meeting. The Society distributed \$23,261,671 after deducting \$5,180,083 in operating expenses, Hoffman said.

The gross take of almost \$28 1/2 million included membership dues (\$87,000), interest on U. S. Treasury notes (\$119,000), and license fees (\$28,234,000), according to Hoffman. ASCAP's operating costs came to 18.21 per cent of its gross which Hoffman explained as follows:

Approximately 10 per cent for salaries (\$2,860,707.93), including home and branch office payrolls, legal retainers and special fees; ap-

proximately 8 per cent for office rentals, travel expenses, telephone and other operating costs.

Tranquil Meeting

A tone of tranquility prevailed during last week's meeting, its calmness in marked contrast with livelier sessions in the past when differences would flare out into the open. First to bear the olive branch was Ned Washington, ASCAP board member who presided over the meeting. He explained at the outset that he would alternate with E. Wolfe Gilbert, the only other board member residing on the Coast in conducting the semi-annual sessions. Washington, who had clashed openly with Gilbert during the September meeting, called for peace and a closing of ASCAP's ranks in facing its foes. These sessions, he said, are not the place to air minor differences of opinion.

ASCAP Prexy Paul Cunningham and General Counsel Herman Finkelstein, scheduled to address the gathering, were forced to cancel their appearance at the eleventh hour when developments in Washington demanded their presence in the East. Exec committee chairman Jack Yellen delivered Cunningham's report and on behalf of Finkelstein, summarized the latest developments on the legal front.

He was advised, he said, not to publicly discuss details of current negotiations with the Justice Department, for it might prove harmful to ASCAP. He asked members to be content with the statement that "negotiations are

proceeding according to plan, and in high hopes of a settlement of our differences in an atmosphere of amity and mutual understanding.

"One thing is certain," Yellen said. "Whatever the outcome, it will not be long in coming. When it comes, a special general meeting will be called and your president and Mr. Finkelstein will be here  
(Continued on page 44)

## 'Jackpot' Tops Warner March LP Release

HOLLYWOOD — Warner Bros. Records will throw a heavy advertising, point of sale and merchandising campaign behind its eight-album March release. Product will be made available simultaneously in stereo and monaural form. Label has selected the Mary Kaye Trio's "Jackpot" album to receive its "feature attraction" treatment during the March drive.

WB singles out one album in each month's release as the "feature attraction." Dealers get one free album for each five "feature" albums they buy plus a special display rack at no cost.

Release includes new product by the Gus Bivona band, Buddy Cole, John Scott Trotter, Betty Hutton, David Allen backed by Herm Saunders, plus a package of spirituals by Los Angeles Victory Baptist Choir.

## Roulette Sales Plan for March

NEW YORK — Roulette Records, which is scheduling a different sales program each month for its distributors, is offering this month a "Mammoth March" sales plan, whereby distributors receive two LP's (monaural or stereo) free for any 12 albums purchased of the label's new March album release.

In addition, veepee-sales chief Irv Jerome has issued quotas to all distributors, based on their March album purchases. Any distributors exceeding the quota figure will receive an additional bonus in the form of any free merchandise of their choice, while the distributor's salesman will receive special bonus prizes. Jerome reports that more than 90 per cent of Roulette's distributors went over their assigned quotas in last month's "Fabulous February" plan.

Roulette is backing the March sales plan with extensive promotion including a special ordering sampler for distributors to play for dealers, a preview LP for jocks, and special display material for dealers.

Roulette's March album release  
(Continued on page 18)

## Cosnat Pitches Aid For N. Y. Dealers

Distrib Offers Plan to Boost Retail  
Sales Via Novel Customer Lures

NEW YORK — Cosnat of New York, the New York branch of Jerry Blaine's far-flung distribution network, will launch this week an ambitious and noteworthy new program aimed at boosting record sales in retail stores. The object of the plan is to help dealers increase sales by getting more and new customers into the retail shops. The campaign, which will last for one or two months, is called "The Rec-

ord Roundup" and it includes a concentrated advertising program which covers ads in local papers, radio advertising, point of sale aids, special discounts to dealers and special prizes for customers, and record dealers. The promotion of "The Record Roundup" is being backed by Cosnat and all of the album lines carried by Cosnat in New York City.

The Cosnat "Record Roundup" campaign, also subtitled "Hit Brands of the Month," is one of the first campaigns ever launched by a distributor of indie labels—rather than a manufacturer—to help increase record traffic in retail shops. According to Elliot Blaine, sales chief of the Cosnat distributors, "Our business was built on dealer sales and dealers are my key outlets. I'm going to do everything I can and spend everything I am able to, to see if I can help increase dealer sales. If the "Record Roundup" is successful in the New York market, then we will expand it to cover our market areas in the other cities (Philadelphia, Detroit, Cleveland, Newark) where we have branches."

Blueprint of Plan

Here is the way the "Record Roundup Plan" will work in outline. Cosnat distributors have already contacted all of its New York album manufacturers and gotten their backing for the plan. Labels include Atlantic, Omega, Hi-Fi, Jubilee, Dot, Dana, Rondo,  
(Continued on page 45)

disk chain, seconded the motion. "To me it's simply a case of complete and unmitigated greed. Of course, distributors are under pressure to meet quotas, but this is fantastic. Any dealer who has paid his bills regularly is being penalized. Legitimate stores have actually been subsidizing operations like Goody's. We pay our bills promptly and they extend huge credits to Goody and give him terrific price breaks to boot.

Boomerang

"After the debacle, people say,  
(Continued on page 18)

nally be resolved? And what effect would the Goody matter have on discount operations in general?

Tho these posers remained unanswered there was less doubt about the reactions on the matter from dealers, particularly those in such affected areas of New York, Philadelphia and Pittsburgh. A spokesman in New Jersey accused the major record companies of "sacrificing the small dealer on the altar of greed."

Another vocal critic, who is associated with a classy metropolitan

# R&R Stageshow Tours on Upbeat

NEW YORK — The rock and roll stageshow tour business is so good this year that GAC currently has every one of its r.&r. disk acts booked solid. Consequently, Irvin Feld is now booking artists handled by other agencies for his Feld-GAC tours, thereby creating an interesting booking situation.

The new "Biggest Show of Stars for '59" package which starts March 28 with 12 stars, is booked solid for four weeks and two days. At the same time, Feld is sending out the following small packages: Jimmy Clanton, the Kalin Twins,

Dion, Jesse Lee Turner, and the Royal Teens are booked thru the Eastern states March 13-22; Bobby Darin and the Belmonts tour thru the Midwest from March 6 thru the 21st; Kalin Twins, Bill Parsons, Bell Notes, Jesse Lee Turner, Link Wray, All American Boys and Luther Brandon start a five-week series of one-nighters thru the Midwest March 28. The package will also play one week at the Riverside Theater, Milwaukee, April 8. Frankie Avalon and Duane Eddy will headline the bill for the theater date.

Meanwhile, Feld and GAC are readying plans for a three-week jazz package tour, which will play concert halls and arenas in the East and Midwest, starting April 24. Since GAC doesn't handle many jazz names, Feld said the bulk of talent for this package will probably be booked thru other agencies.

In spite of a series of misfortunes, Feld said the first three "Show Club" stageshows, presented by GAC-Super Productions and three stations (WTTG-TV, Wash-

(Continued on page 44)

## Trust Fund Suit Dismissed

NEW YORK — Judge Edward T. Gignoux in the United States District Court last week handed down an opinion, which dismissed a suit on behalf of four minority stockholders of M-G-M, Decca, RCA Victor and Columbia Records. The suit was filed against these record companies and Samuel R. Rosenbaum, a trustee of the Music Performance Trust Fund.

The suit had sought to declare illegal under the Taft-Hartley Law of 1947 the process of record com-

(Continued on page 44)

## UA Combos 2 Jazz P'kges

NEW YORK — United Artists Records has repackaged the two sound track albums of "I Want to Live" by Gerry Mulligan's Jazz combo and the Johnny Mandel treatment into a two-LP set. Retail price of the double volume is \$7.95.

The liner notes have been revised to conform to the double format, and the covers of the original sets have been retained. The diskery feels that new interest will be created in the sets with the new packaging and the continued cross-promotion by United Artists film and record companies.

The individual sound track albums will remain in the catalog.

## MAY CALL DISKERY EXECS

WASHINGTON — The Senate Rackets Committee will "look into" the possibility of talking to record company spokesmen in Washington, Committee Counsel Kennedy has told The Billboard, but nothing is definite. The committee has no "early prospects" of bringing more singers into the hearings, the staff reports. (See Music Machines section for details of last week's hearings on juke box and amusement game situation in Chicago.)

The juke box angle will take a temporary respite until committee hearings resume on or about March 18, to report on juke in Los Angeles, Miami, Detroit, New Orleans, and the Ohio area.

After a temporary recess, interim witnesses will be called week of March 10 to testify on amusement game operations in Chicago. Witnesses expected to appear are teamster officials John Sandy O'Brien, and Joey Glimco, head of Chicago Taxi drivers local.

## AIR GUEST SHOT SPARKS NEATEST ALBUM HYPE

CINCINNATI — The importance of proper exposure and the impact it can have on record and album sales was best illustrated here last week with the guest appearance of baritone Arthur Lee Simpkins on Ruth Lyons' "50-50 Club," beamed Monday thru Friday, 12 noon to 1:30 p.m., via a four-station hook-up comprising WLW-TV here; WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-I, Indianapolis.

Simpkins, who was showing at Beverly Hills Country Club, the area's leading nitery, appeared on Miss Lyons' simulcast show Monday (23). During the banter between Simpkins and Miss Lyons, mention was made of a Simpkins album released on the indie Miranda Records label several years ago but which, thru possible lack of exposure and promotion, had failed to go very far. To demonstrate, Simpkins warbled several numbers from the album.

He had hardly gone off the air, when the station was flooded with inquiries as to where the album could be purchased. The inquiring listeners, in turn, were referred to the local music shops. The latter, being just as much in the dark as the listeners, finally sought out the distributor, Ike Klayman, of A&I Distributing Company. And no one was more embarrassed than Ike, when he found that he had few of the albums in stock.

Ike, however, immediately sought out Hi Miranda, Miranda Records' chief, who was in town for Simpkins' Beverly appearance, and found that the latter had just received shipment of 500 albums a few days before. Klayman requisitioned the 500 albums and was out of stock before Monday sundown. He described it as the greatest one-shot action he had experienced in a long time. He figures the over-all potential at around 5,000 albums.

It must be remembered, however, that the Ruth Lyons show has been for many years the hottest piece of TV property saleswise in the Midwest area.

## New Incentive Sales Plan By Riverside

NEW YORK — A special sales incentive program has been set in motion by Riverside Records. Under the 90-day plan, worked out by Incentive Corporation of America, each salesman with the label's 29 distributors, will receive an illustrated color booklet of prizes. By achieving specified point totals, salesmen become eligible for prizes. Sales manager, Herman Gimbel, figures that every salesman should qualify for one or more prizes, in view of the low point quotas set.

The label also announced the signing of veteran comic, Ed Wynn, for a series of six kiddie albums. Sets, to be written and produced by Leo Israel, will be cut when Wynn is here next month for a TV spectacular. Label also plans to record a folk album with Ohela Halevy, noted Israeli singer, who is the wife of pantomimist Shai K. Ophir.

## DEALER BLASTS DINERS' DISK CLUB; GETS REPLY

HOLLYWOOD — The hot breath of dealer protest is not new to the well blistered neck of any record company operating a disk club. It somewhat startled but did not sear its new target last week, the Diners' Record-of-the-Month Club. Typical beef, asking Diners' to mind its dinners, came from Cincinnati's Rose Marie Record Shop:

"Have read your announcement of your record club in Billboard magazine.

"With your own Diners' Club having a membership of over a million, it can only be greed that prompts your entering the record field. A record store is the proper place to purchase records.

"The record store may soon be forced to put in a lunch counter, along with groceries and drugs.

"It would be much better if you would stick to the restaurant business and let us take care of the records."

Diners' disk club chief Bernard C. Solomon's reply sought to ease Rose Marie's fears. It was chock-

ful of reasons why dishes will never replace disks in the record store. Said Solomon:

"We have made extensive surveys in this field and also in the allied field of book publishing. Before entering into this type of operation we did not want to do anything to hurt the retail record dealers. Our surveys indicate that the person who orders by mail is a different type of customer than one who browses in a retail store for the following reasons:

"1. He has to wait from six to eight weeks to receive his order.

"2. His selections are from a ready list, whereas merchandising and display is the important factor for a spontaneous sale in a store.

"3. We feel most record album sales in stores are made from browsing and listening, whereas a minority of album sales are made where the customers walk in and ask for a specific record album.

"4. The customer is limited to the three or four selections a

(Continued on page 44)

## 'LOSS-LEADER' STRATEGY

# Sears' Big Discount Secret? Arithmetic

CHICAGO—The anatomy of a whopping discount deal was laid bare this week by the unusual means of simple arithmetic.

Eyes popped open thruout the area a few days ago when Sears, Roebuck apportioned space in full page ads to offer one of the region's top selling albums, "More Sing Along With Mitch," at a "loss leader" price of \$2.18. It retails for \$3.98, and normal dealer cost is \$2.47. Clearly, a dealer could do handsomely by sidestepping the Columbia distributor and buying the hot seller over the retail counter at Sears.

Rumors flitted gaily around the town: (1) Maybe an outside distributor was trans-shipping; (2) or Sears bought direct from the factory at distributor cost; (3) or the local Columbia distrib had to meet its monthly quota, therefore sold at near-cost.

At the Columbia branch, manager Fred Kassman sat thru the rumors calmly, declining to say whether or not he had sold Sears an inordinate number of "More Sing Along" albums. But then he uncovered an intriguing line of numerical reasoning:

Any dealer at all, he said, who took the trouble to exercise a sharp pencil could duplicate Sears' traffic building deal. Currently Columbia is offering nationally a 10 per cent discount to any retailer making the modest purchase of \$300. This brings the album cost down to roughly \$2.22. The factory also

offers the option of a 10 per cent exchange plan or a 5 per cent cash credit. Sears' policy is to stock only fast-moving package goods, so it has no merchandise to return. Taking the option of the 5 per cent cash credit, the album cost is thus brought down another 11 cents to \$2.11. Then deducting 2 per cent for fast payment, the store

(Continued on page 45)

## Atlantic Ups Stereodisk Tags to \$5.98

NEW YORK — Atlantic Records is raising the list price of all its stereo disks from \$4.98 to \$5.98 effective this week. The price applies to both its 1200 series, which retails for \$4.98 on monaural, and its 8000 series, which lists at \$3.98 on monaural.

Atlantic's LP department head, Nesuhi Ertegun said the price increase was prompted by the label's heavy investments in research and new equipment for stereo recording. Atlantic engineer Tom Dowd and Ampex have created a specially designed Ampex "eight track" machine (Capitol Records supposedly has the only other model) and other special material for the label. Atlantic currently has 18 stereo packages on the market.

## Sound Off!

If you have something on your chest and want to let the rest of the industry know about it, send your opinions to The Billboard Letters Editor, 1564 Broadway, New York 36, N. Y. All letters must be signed. However, names may be withheld upon request, at the discretion of the editor.

Dick Clark, Juke Ops, Payola

To the Editor:

I write mainly to voice my total displeasure on three subjects; namely, the recent treatment of Tommy Leonetti by Dick Clark's staff, the allegations which are being thrown at juke box operators as a result of the McClellan Committee hearings, and disk jockeys in general.

Regarding Tommy Leonetti, I have known this boy professionally and personally for a long time. I first came across him when he was singing with my two old friends, Rosie and Betty Clooney. He was always a good boy, well brought up and morally good. As I recall, his first singing venture was as the result of teaching by a fine nun, and it has always seemed to me, from personal experience, that this influence on Tommy's boyhood has never left him.

His manager, Dick Linke, is one of the outstanding and best-liked men in the field. He is morally as fine a man as I have ever known. Tommy's emergence as an artist of import happened only since he came under Dick's influence. With the proper guidance, he got better programming, moved to a new label, and I must admit his current "Moonlight Serenade" is as well-sung as anything on the market. And that plum of a "Hit Parade" last year did much to add to Leonetti's status as an artist. We need more combinations in management and artistry like Linke and Leonetti.

What I have said above is not unknown in the trade. How is it then that Dick Clark, who defends youth in Pollyanna-type writings, cannot stand up to the defense of a really morally good man? It would have been a big thing had Clark not cancelled Leonetti on Saturday night last—good for the trade, good for Leonetti and good for youngsters in general. "Here," Clark might have said, "is a young man who has been maligned. I stand up for him, because all who know him know that he is an outstanding young man." But that takes a lot of guts!

It appears that Chuck Reeves, Tony Mammarella and Clark might have benefited by such a stand. As for the half-hearted excuse that the sponsor objected, this is pure hokum for my money. The sponsor probably had no idea that Leonetti would be on the show.

Clark backed into a very good thing at WFIL in Philadelphia, and deserved it. He is a good young man, and has done well for himself and for his industry, I believe. I don't think that he has any financial worries at this writing. Yet, apart from his television earnings, it is reputed that he has a part of a large number of records, that he owns part of a pressing plant and that

he also might own parts of a couple of labels. This is good. He is doing well, as any young man should who invests properly.

As for the rest of the jockeys in Philadelphia (with few exceptions), I feel that it's about time for the Feds to look into the payola situation again. This time they might look at the cancelled checks of the distributors. I don't think the Philly distributors will be caught with their cash down again. I suggest another look-see at the Philadelphia payola situation because more and more record salesmen are telling me that you can't get a tune played in Philly unless you pay as much as \$200 a play!

The rats have infested Philly radio, and I, for one, resent this damnable intrusion into a great industry. Radio was here long before the personality jockey and will be here long after. I look forward with much anticipation to when our standards are high enough so that jockeys can again be put on a salary and talent basis.

Many in this industry have made their fortunes on this basis, purely on time and talent, and it can be done. It is the only way. Somehow or other, distributors must become aware that they're hurting a golden goose when they come up with payola. It is the distributors who are at fault, and not radio. As one of 3,000 disk jockeys (and one of the old guys in this trade), I resent the implications that are made concerning all of us.

I would suggest to Todd Storz that if he wants a good subject or two at Miami in May, that he have panels on (1) Payola, and (2) Disk Jockeys in other businesses. Both would add much to the Convention.

Lastly, although my firm does not do business with juke box operators to any great extent, I feel that the press has maligned many men in this business. That manufacturers worked with gangsters has nothing to do with the morals of men who work legitimately in the vending machine trade. Our local juke box operators are good men, and I can say that of most of the men who ply the trade in Pennsylvania.

But only the other day, a newspaperman called to ask me about the juke box men here. There was an implication in his questions and he seemed rather surprised when I assured him they were all nice local guys. It appears to me that they have been so smeared by the current investigation as to do their reputations irreparable harm. It is not good, and the industry as a whole should back them up.

I'm a very small cog in this business, but I feel someone has to call attention to wrong-doings upon individuals.

Pete Wambach, President  
Wambach Distributors, Inc.

# Welcome to Dot, Lawrence

— with your first great  
hit album...

ULTRA HIGH FIDELITY *Dot.*

## MR. MUSIC MAKER LAWRENCE WELK

THE GLORY OF LOVE  
SIDE BY SIDE  
SOMEBODY ELSE IS TAKING MY PLACE  
THE TRAIL OF THE LONESOME PINE  
DANCE WITH A DOLLY  
WAY DOWN YONDER IN NEW ORLEANS  
ALWAYS  
ALL ALONE  
THE SONG IS ENDED  
LA SORELLA  
SILVER POLKA  
JOLLY POLKA  
A LITTLE BIT INDEPENDENT  
I'LL NEVER SAY "NEVER AGAIN" AGAIN  
YOU'RE DRIVING ME CRAZY  
MAKIN' WHOOPEE!  
SCATTERBRAIN  
BLUE DANUBE  
SKATER'S WALTZ  
ESTUDIANTINA  
I CAN'T GIVE YOU ANYTHING BUT LOVE  
WHO'S SORRY NOW  
THE SHEIK OF ARABY  
WHEN YOU'RE SMILING



Monophonic album: DLP 3164  
Stereophonic album: DLP 25164

*Dot.*

# Juke Pirates Spur To Racket Digging

By MILDRED HALL

WASHINGTON — Powerful incentive for the Senate Rackets Committee to delve deeper into the structure of the record industry is committee portrait of Lormar Distributing Company, of Chicago, as an "underworld operation" dealing in violence and counterfeiting, and "masquerading" as a one-stop record wholesale house. Lormar's gangster-backed operation is still being supplied with records from legitimate manufacturers, and has reached tentacles into Illinois, Minnesota, Indiana and Ohio, Committee Counsel Kennedy said at last week's hearings.

All findings by McClellan Rackets Committee in the record-juke area are understandably of keen interest to Senator O'Mahoney, chairman of the Judiciary Subcommittee on Copyrights. O'Mahoney will hear the record manufacturer's point of view on his bill calling for juke performance royalty, and a doubled mechanical royalty on disks used in juke boxes. Disk sales to gangster-run one-stops, and other angles of racketeer pressure in juke operations or record supplying, may be raised by the hard-hitting O'Mahoney, if the Rackets Committee does not pursue this angle.

The big question asked by Counsel Kennedy was: why do companies like Decca, Coral, Atlantic and Roulette still supply records to an outfit like Lormar? Senator Mundt asked why "major" record companies didn't go all out to crush record counterfeiting attributed by the committee to Lormar associate George Hilger, instead of letting the case slide off Chicago police records with minor fines for Hilger, and for Lormar owner Charles (Chuck) English.

Committee Chairman McClellan said: "Under these circumstances, boycott of outfits like Lormar would appear to be permissible to record manufacturers."

## Col. Debs LP Art Exhibit

NEW YORK — Columbia Records is holding an art show this week. The art that the diskery will be showing will consist of the paintings, drawings and woodcuts commissioned by Columbia to adorn the covers of their LP's. Title of the exhibit is "The Art of LP" and it is being held at the Albert Landry Galleries in New York from today (2) thru March 21.

Artists whose work will be shown at the exhibit include Tom Allen, Gerald Andrea, Arnold Bittleman, Robert Brownjohn, Herbert Danska, Kenneth Deardoff, Carl Erickson, Gray Foy, S. Neil Fujita (head of the art department at Columbia), Milton Glaser, Jason Kirby, Jacob Landau, Doris Lee, Jack Levine, Leo Lionni, Robert A. Parker, Gabor Peterdi, Ben Shahn, Jerome Snyder, Feliks Topoliski, Gene Varda, and Robert Weaver.

## HOT 100 ADDS NINE

NEW YORK—There are nine new sides with first appearances on this week's Hot 100 chart. Details are:

70. No Other Arms, No Other Lips—Chordettes, Cadence.
72. Where Were You (On Our Wedding Day)?—Lloyd Price, ABC-Paramount.
75. If I Didn't Care—Connie Francis, M-G-M.
87. No Other Arms, No Other Love—Four Aces, Decca.
91. It's Late—Ricky Nelson, Imperial.
93. The Morning Side of the Mountain—Tommy Edwards, M-G-M.
96. The Search—Dean Reed, Capitol.
98. City Lights—Ivory Joe Hunter, Dot.
100. The Answer to a Maiden's Prayer—June Valli, Mercury.

The question being asked by members of the record industry, who have so far sat back to watch the drama of mob stranglehold on the Chicago one-stop distributor, and on juke operators and location owners, is: "How close is it to us?" What happens if Lormar "steamrollers" on to bigger take, as Counsel Kennedy has warned, if nothing is done. Will gangsters stop at juke box supply, which represents 25 per cent of total record sales—or will they try to muscle into the other 75 per cent, in regular distributing and retailing?

The public as well as the industry is wondering: Are law enforcement agencies in cities and states implicated, when police crackdown on record counterfeiting reported in Rackets Committee brought "powder puff" sentences? and when Lormar head, Charles English, has a record of nine arrests, no convictions? And when gangster pressure is reported by the committee to have raged via threats, acid throwing, axing and murder "over a period of years," in New York, Chicago and points west?

### Gangster Profile

Here is the profile of the Lormar Distributing Company operation, supplier of records to juke box operators, as developed in sworn testimony, and in committee records, when witnesses "forgot," or took the Fifth, in defiance or terror of retribution. All allegations and facts are taken from Rackets Committee findings and are a matter of public record.

Owner of Lormar: Charles  
(Continued on page 72)

## Top Quality On All Product UA Disk Aim

NEW YORK — Max Youngstein, vice-president of United Artists Corporation, in outlining the future of UA Records, reiterated that quality will be the keynote of all future singles and LP's by the label. He pointed to the recent flock of UA albums and singles — several of which are chart singles and albums.

Much of UA's new album material has been focused on jazz, and Youngstein stated that UA will concentrate on good jazz product as well as pop and soundtrack LP's.

Youngstein feels that the addition of several new personnel has markedly increased UA's stature in the record industry, and that while the diskery's first year in the record business was not particularly noteworthy, the future will show a change. Heading the UA staff are Monte Kay, vice-president, Bob Altshuler, director of publicity and promotion; Lester Lees, national sales manager; Kay Norton, administration head and Jack Lewis, a.&r. director.

## LIGHT TO GIVE N.Y.U. COURSE

NEW YORK — Enoch Light, head of Grand Award Records, will give the lectures at a new course offered by New York University this summer titled "Techniques of Sound Production for Recording and Broadcasting." Session will run from June 30 thru July 17 and will be given at the NYU School of Education's department of Music Education. There will be lectures and field trip conducted by Light, including class attendance at recording sessions and pressing plants.

## Soundtr'k Deal Sets Precedent

HOLLYWOOD — Fred Raphael concluded a precedent-setting deal with Dot Records for the original soundtrack rights to Danny Kaye's "Five Pennies," the Red Nichols biofilm produced by Paramount. Under terms of the deal, Dot will get only the Western Hemisphere sales rights to the album.

Raphael, with an eye on the burgeoning foreign record market, will set up separate deals with record companies abroad. Raphael is confident that he will reap a bountiful sales harvest in the European market with this package due to the great popularity here of Danny Kaye and Louis Armstrong who is also starred in the film. Other musicians featured in the film include trumpeter Ray Anthony who is seen sans horn but with sax in hand to enact the role of Jimmy Dorsey. Pianist Bobby Troup also turns thesp in the film.

Sylvia Fine scored the film and contributed words and music for six new tunes to be featured. Music also includes approximately 15 standards. Score is published by Dena Music, firm jointly owned by Miss Fine, Kaye and Raphael.

This marks the first time a motion picture sound track was sold to a record firm sans world rights. Raphael said he plans to follow this pattern in future soundtrack deals. By going abroad for separate diskery deals, he feels he can enjoy greater profits and can also exercise a greater personal control over the promotion and merchandising of the property.

## Sanders Heads Cadence Sales

NEW YORK — The appointment of Don Sanders as sales manager of Cadence Records was announced this week by Archie Bleyer Cadence prexy. Sanders succeeds Bob Kornheiser who left several months ago to accept a similar post at Atlantic Records. Sanders, a graduate of New York University School of Marketing and a part-time instructor at the school, had been office manager of the New York operations of Buck Ram. Among other things, Sanders had assisted Ram in setting up foreign publishing operations.

## Pat Murphy Joins Sunbeam

NEW YORK — Sunbeam Records has appointed Pat Murphy as special consultant. Miss Murphy will handle all press contacts for Sunbeam, and will be concerned with advertising, talent development, etc. Pat Murphy was previously editor of Ideal Publications and is press representative for Gene Autry.

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

The route on the Andy Doll Band thru March stacks up as follows: Marion, Ia., March 4; Davenport, Ia., 5; Hartley, Ia., 6; Muscoda, Wis., 7; Fort Dodge, Ia., 8; Spencer, Ia., 9; Elgin, Ia., 11; Waterloo, Ia., 12; Powersville, Ia., 13; Dakota City, Ia., 14; Austin, Minn., 15; Guttenberg, Ia., 17; Oelwein, Ia., 19; Clear Lake, Ia., 20; Waterloo, Ia., 23; Prairie du Chien, Wis., 22; Swisher, Ia., 28; Lamont, Ia., 30; and Prairieburg, Ia., 31. The country combo, comprising Ike Thurn, Pee Wee Cherrier, Bob Hankins, Chet Bradley, Harv Frederick, Skip Balvanz and Andy Doll, has a new pop-flavored release on the Allied label, "Hawaiian War Chant" b-w. "The Butterfly Dance."

Lon F. Backman, former press agent for Gene Vincent, has launched his own firm, Newslite Services, Virginia Beach, Va., to handle artists' public relations. . . . Johnny Cash and His Tennessee Two take the featured spot on "Louisiana Hayride," Shreveport, Saturday (7). . . . Jody McCauley, of the Jimmie Dickens combo, has rejoined the Bill Carter band in California. . . . The Liberty Hill Trio, a feature on Station WROS, Scottsboro, Ala., has signed to record for Ralph E. Stevens' new Ridge Climber Records label. Their initial release couples "Saved by the Grace of God" and "Waiting for the Call to Come," both penned by N. R. Bowen.

Jim Reeves' first spiritual album, titled "God Be With You," has just been released by RCA Victor. Deejays may obtain a copy by writing to Jim's personal manager, Herb Shucher, at Box 128, Madison, Tenn. . . . Don Owens, Washington country music impresario, announces the signing of the Decca recording artist, Patsy Cline, formerly handled by X. Cosse. Among bookings being arranged for her by Owens is a regular shot on the "Don Owens TV Jamboree" over WTTG-TV, Washington. Also on Owens' books are Vernon Taylor, whose current release on the Sun label is "Today Is a Blue Day," and Luke Gordon, who is reportedly scoring with "Dark Hollow" on the Blue Ridge label.

Entertainer-deejay Lawton Williams, who currently has a disk show on KCUL, Fort Worth, is sporting a new Decca release coupling "House Full of Love" and "Iron Curtain," both of which he penned himself. Another of his tunes, "Foreign Car," is Hank Locklin's new release on RCA Victor. Williams, looking for wax for his platter program, would like to hear from artists with a record to promote. . . . Bill Walker (Columbia), now on the road with his own band, is making his home in Fort Worth. . . . The Osborne Brothers' new release on the M-G-M label spotlights "Give This Message to Your Heart," published by C&I Publishers, Inc.

T. Mooney, veteran songwriter and tune pluggler and former a.&r. man of the old Floto Recording Company, is now in his second year with his own record promotion and exploitation service which extends from New Orleans to Laredo, Tex., with home offices in Houston. Mooney entered the record-promotion biz back in 1926. . . . Ned Landry and His New Brunswick Lumberjacks are back at their headquarters in St. John, N. B., following their ninth annual recording session with RCA Victor in Montreal. Landry will shortly issue a music book titled "Bowing

the Strings With Ned Landry," containing 20 songs of his own composition.

Don Reno and Red Smiley and the Tennessee Cut-Ups will headline the "New Dominion Barn Dance's" homecoming show at WRVA Theater, Richmond, Va., Saturday (7), along with the new Dot Records artists, the Workmen Twins, Don and Dick. . . . Lou M. Ezzo and Rocky Bellarmino have formed Twin Records and Lorma Music, with headquarters at 509 Belmont Avenue, Brooklyn. Twins' initial release, "The Cross Made of Stone" b/w "Sweet Little Baby Face," is due out this week. A postal to the above address will fetch deejays a sample.

Joanie Hall has been set by Jack Murrah, president of Artists International, Long Beach, Calif., for the Houston Fat Stock Show & Rodeo February 25-March 8, where she appears with Jim Arness, of "Gun Smoke" fame. . . . Little George Domerese has moved his Saturday night c.&w. show, "Johnson County Jamboree," to larger quarters in the Strand Theater, Clarksville, Ark. . . . Vernon Stewart, heard on the Razorback Records label, is presenting his own country music jamboree in the American Legion Building, Dardanelle, Ark., each Saturday night. Tommy Trent, of KTHS, Little Rock, was a recent guest on the show. . . . Carl Blankenship, of Razorback Records, is in Ward D-2, VA Hospital, Muskogee, Okla., for surgery.

Crossroads TV and Radio-Ozark president, Ralph Foster, is on a five-week vacation, four of which he'll spend in Hawaii. . . . Jimmy McConnell, of Top Talent, Inc., Springfield, Mo., reports that he has already set "Red Foley Show" and "Jubilee U. S. A." units on fairs in 23 States for the coming season in association with the GAC-Hamid office, New York.

Jack E. Murrah, of Artists International, Long Beach, Calif., booked Civic Auditorium, Oakland, Calif., for March 1 for a Cavalcade of Western Stars show headlined by Johnny Cash supported by Blackjack Wayne, Cal and Rose Maddox, Tex Williams and his newly organized band, and Marian Hall, of "Town Hall Party," and her new 18-string console guitar. Williams did the emceeing. . . . The February issue of Broadcasting mag devoted a full page to the life story of Connie B. Gay, country music impresario and producer and owner of the Town & Country Network.

### With the Jockeys

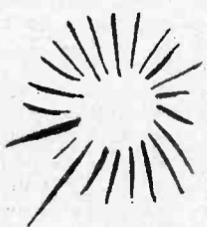
Smilin' Bob Wagner, who has a c.&w. platter show called "Keystone Jamboree" on WITT, Lewisburg, Pa., is sending out deejay samples on his new release on Milo Records' Cool label, "Someday You'll Call My Name" b-w. "So Many Things Have Happened." A postcard will fetch you a copy. . . . While you're at it, drop a line to Fred Roy, of Frontier Music Publishing Company, 3423 Bathurst Street, Toronto 12, Ont., for a sample of "To Love, Honor and Obey," by Gerry Myers and the Echo Valley Boys on Rodeo Records. . . . Southfield, a new label, has as its initial release, "Night Club Rock 'n' Roll," an upbeat novelty featuring Gene Parson's band and a vocal by Kimble and Wanda Jones. Flip is a goofy instrumental, "Toy Guitar." Operators, jocks and distribs may obtain a sample by writing to Gene Parson, the Old Cactus Kid, at Station WTAQ, LaGrange, Ill.



**HICKORY HAS GONE NUTS**

**IN ALL MARKETS OVER**

**MARGIE BOWES**



*Singing*

**"POOR OLD HEARTSICK ME"**

C/W

**"BLUE DREAM"**

**HICKORY 1094**

**Hickory** Records  
2510 Franklin Road  
Nashville 4, Tennessee

# VOX JOX

By JUNE BUNDY

**WIBC'S BIG SOUND:** Philadelphia station WIBC kicked off a "Big Sound" contest (to celebrate its increase from 10,000 watts to 50,000) last week, whereby WIBC jocks called telephone listeners every hour. Numbers were selected at random from local directories representing the station's entire coverage area. Listeners answering the calls with the phrase "50,000 Watts" won one of the following prizes: "50,000 minutes of music from Columbia Records; 50,000 newly minted pennies from Philly's U. S. Mints; 50,000 Top Value Trading Stamps; 50,000 miles and more of driving pleasure in a 1959 auto."

Consolation prizes for listeners failing to answer "50,000 watts" included two pound boxes of candy and cartons of cigarettes. Jocks participating were Bill Wright, Tom Donahue, Joe Niagara, and Hy Lit. The stunt was kicked off via more than 50 top disk names, including one from Private Presley, reading, "Best wishes to Radio 99. Hope I can hear you over here."

**KDKA SHUFFLE:** Pittsburgh station KDKA is switching its jockey line-up around this week. Clark Race, heretofore in the all-night spot, moves into the 3-6 p.m. time slot. Art Pallan returns to the 10 a.m.-noon period and retains his nightly 6:15-8 p.m. show. Bob Tracey moves to an earlier starting time—12:15-3 p.m. Rege Cordic ("Cordic and Company") remains in his old top-rated 6-10 a.m. slot. At the writing, deejay Jim Williams had not yet decided whether he would accept a "new assignment which he has been offered by KDKA."

**THIS 'N' THAT:** Jim Synott, WBHC, Hampton, S. C., is looking for some old Piano Red recordings. "Right now," he writes, "I use Piano Red's 'Wildfire' as my theme, but it's just about shot." . . . Jocks at WOWO, Fort Wayne, Ind., recently adopted new theme songs. New themes are as follows: Jack Underwood, Stan Kenton's "Jump for Joy"; Bob Chase, Ted Heath's "Lady of the Riviera"; Bob Sievers, Glen Gray's "7:20 in the Book"; Marv Hunter, Mercer "I've Got My Foot in the Door."

**DRURY BURNS:** Dick Drury, WJW Cleveland, is burning this week over a last-minute programming policy change at WABQ, new Cleveland station. Drury was working out his last two weeks at WJW, prior to moving over to WABQ as program director and deejay. However, according to Drury, WABQ owner Pat Tuschman announced a major programming change 24 hours before the jock was due to wind up at WJW.

The new policy was aimed at corraling the Negro market, and Tuschman decided to use only Negro talent on the air. Drury said WJW had already hired a replacement for him, so now "I am out of a job." Tuschman did "offer me an alternate position in sales," he added, "which I intend to refuse."

**PUBLIC SERVICE:** Larry Johnson and Jerry Linger, WDXB, Chattanooga, Tenn., have purchased a 14-week-old lion cub, which "will be used for promotion, grown, then donated to the city zoo." The station is considering a plan, whereby they will give one animal per year to the local zoo (which needs animals badly) in hopes of stirring up some civic enthusiasm for the project. Also on WDXB's public service agenda, according to deejay Bill Sanders, is a plan whereby the station will adopt a child under the foster parents program and solicit the weekly \$15 adoption fee from listeners.

**MUSICASTER:** In an effort to coin a new phrase, radio station WLOB, Portland, Me., has decided to substitute the word, "musicaster," in place of "disk jockey," when referring to the outlet's record-playing announcers. Program director Howie Leonard contends that the word should take its place properly beside "newscaster" and "sportscaster." Moreover, "disk jockey," to his way of thinking, "just doesn't constitute a flattering term."

**TEXAS ROUNDUP:** Phil Harlow, whose father was one of the first radio announcers in the U. S., has joined WOAI and WOAI-TV, San Antonio. . . . Ex-Houston deejay Bob Russell is now the midnight-to-dawn spinner at KTSA, San Antonio. . . . Deejay Jerry Miller and Doug China, KONO, San Antonio, have both been promoted. Miller was named program director and China, promotion director.

Herb Carl, formerly with KONO, San Antonio, is now manager of KENS, San Antonio. He will also emcee a daily early morning deejay show. . . . Paul Berlin, KNUZ, Houston, will play host at the University of Houston's annual "Beard Growing Contest" during the School's Houston Frontier Fiesta, April 20-25. . . . Frank Bell has resigned from WOAI, San Antonio, to join KJBS, San Francisco. . . . New Staffers at KENS, San Antonio, are Bob Pearson and Ronny Norris.

Station WOL, Washington, starting March 1, is broadcasting "sensible sounds" in stereo, as a regular part of the station's Sunday programming. . . . Vincent Gardenia, who emsees a Sunday record show (the Italian language show "La Gara del Disco") over WHOM, New York, is also a working actor on Broadway. He is currently playing Dr. Nightingale in the S. N. Behrman comedy "The Cold Wind and the Warm" at the Morosco Theater. . . . Bill Sanders, formerly with WTOB, Winston-Salem, N. C. has returned to WDXB, Chattanooga, as program director and emcee of a daily 3-6 p.m. show.

New staffers at KFDA, Amarillo, Tex., are Joe Ramay, Ruth Patrick, Barney Groven (formerly with KOCY, Oklahoma City) Chuck Irvin. Groven, who wants to swap local music surveys with stations in other cities, is production director, news editor and pilots a 6-9 a.m. record show. . . . New program manager of WBT, Charlotte, N. C., is Wade St. Clair.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Young Dodie Stevens Had Early Start

Chicago-born, California-bred, Dodie Stevens celebrated her 13th birthday on February 17. She's been singing ever since she can remember, but at the age of six she started to study seriously.

From 1951 to the present, the youngster has given many shows for U.S.O. Clubs, Army and Navy hospitals and the City of Hope Medical Center.

Miss Stevens has appeared on Art Linkletter's "House Party" and on many other radio and TV shows. She loves rock and roll, but prefers Gershwin and Arlen standards. Her favorite sports are swimming and ping pong. "Pink Shoe Laces," on the Crystalette label, has put the teen-ager on Billboard's charts.



### Frankie Ford Scores With 'Sea Cruise'

Frankie Ford is a 5 foot 8 inch 150-pounder from Eretna, La. A graduate of the Holy Name of Mary High School, he planned to work for a year following his graduation and then come to New York to try to break into show business.

However, he won a music scholarship to Southeastern College in Hammond, La., where several other members of his teen-age band had enrolled. Local record man Joe Caronna attended one of the band's rehearsals and liked what he heard. Thru him the youngster was pacted by Ace Records. His first waxing was a success, and personal appearances and TV dates followed. The lad now has his first national hit, "Sea Cruise."

### YESTERYEAR'S TOPS—

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

#### FEBRUARY 26, 1949

1. Far Away Places
2. A Little Bird Told Me
3. Powder Your Face With Sunshine
4. Cruising Down the River
5. Lavender Blue (Dilly, Dilly)
6. I've Got My Love to Keep Me Warm
7. Galway Bay
8. So Tired
9. Buttons and Bows
10. My Darling, My Darling

#### FEBRUARY 27, 1954

1. Oh, Mein Papa (Oh, My Papa)
2. Stranger in Paradise
3. Secret Love
4. That's Amore
5. Changing Partners
6. Make Love to Me
7. Heart of My Heart
8. From the Vine Came the Grape
9. Till We Two Are One
10. Rags to Riches

# ON THE BEAT

By REN GREVATT

Broadcast Music, Inc. prexy Carl Haverlin, called the meeting to order. The affair was the annual presentation of song awards in the rhythm and blues field to writers and publishers. The locale was the swank roof garden of the Hotel Pierre. Haverlin noted that of the 39 songs whose writers were to be honored, 27 had also been noted as winning songs in 1958 in the pop category. Beyond that, adding to the thought that calling them rhythm and blues songs was actually inaccurate, it was pointed out that a half dozen tunes had also made the grade in the country field. Awards had previously been presented for the country hits in Nashville.

Noting that, "We're very busy at BMI these days with a special renewal campaign," Haverlin forthwith turned the meeting over to Bob Burton, who made the awards in businesslike and rapid fashion. As each group of writers and publishers (few of the award winning songs had less than two cleffers) came to receive their handsome scrolls at the stand, a frantic photographer kept bobbing up to catch them in the handshake routine. Once the bulb failed to flash. It happened a second time. Finally, Burton remarked, "Maybe we should try to rent a few of those bulbs from Paul Cunningham."

In the BMI tradition, a number of artists came in for awards, among them. Bobby Freeman, Jody Reynolds, Ed Townsend, Jan and Arnie, Chuck Berry, Jimmy Clanton, Brook Benton, Jack Scott and Bill Justis. Both Berry and Benton picked up two awards each. Milt Grant, prominent Washington deejay, also received an award for "Rumble" of which he was a co-cleffer. The scene was also not without its smart looking distaff cleffers. Among these were Detroiters Gwen and Berry Gordy, who along with their songwriting partner, Tyran Carlo, won their first BMI award for "To Be Loved," which was a Jackie Wilson hit in 1958. The trio expect to be back next year for Wilson's current hit, "Lonely Teardrops," which they also cleffed.

Sydney Bechet is the latest name, commonly associated with the jazz world, to make the pop scene. Following Cozy Cole's recent emergence as a pop hit maker, Bechet has come thru as a hit writer. The tune is "Petite Fleur," which Bechet wrote in 1952. The 62-year-old soprano sax man, among other things, was one of the first American artists to tour Russia, back in 1925. Bechet has been known to reminisce that "The cats liked us." The song, "Petite Fleur," was recorded by Bechet and a group of French Jazz men in 1952 on the Vogue label. This was a hit only with Bechet fans. Chris Barber's rendition, which in effect is a re-creation of the original Bechet treatment, came along six years later to become a pop hit. Ironically enough, trombonist Barber isn't even featured on his group's hit version.

A name, Paul Anka, and a song title, "Tom Dooley," figured in the movie news this week. Jo Morrow, new Columbia Pictures starlet takes the lead role of Laura in "The Legend of Tom Dooley," inspired by the song success. Mike Landon plays Tom. Paul Anka, meanwhile, has been set as the lead in the M-G-M pic, "Girl's Town," to co-star Mami Van Doren. He'll act and sing four tunes in the flick, two of them newly written by himself. Pic will also feature Jackie Coogan. Shooting starts within two weeks.

Our thanks to Brazzle Tobin, of the Louisville Defender, for his kind compliments for this column. Tobin has recently launched a publicity firm of his own. His initial client is chanter Cliff Butler, a Louisville lad who records for Nasco. He has also recorded for the same label as Ben Curtis and as Steve Colley. . . . Ralph Stevens of Ridgecrest Records, La Grange, Ga., reports that the Guy Twins, of his act, the Fabulous Six, recently made the Bea Kalmus radio show on WKAT, Miami. They are plugging their newest disk, "Rock-A-While." Flip is called, "Can't Stand to Be Alone."

Clyde McPhatter, current at the Village Vanguard, New York, gave a speech on "Brotherhood," at one of Manhattan's public schools Thursday (19) under the auspices of the NAACP. . . . Little Richard's opening gospel concert in Knoxville, Tenn., was a sellout, despite a thunderous rainstorm. The concert occurred on St. Valentine's Day. On the tour, he is accompanied by the Zionnaires Quartet and Professor Standley Gelineau on piano. It is being said that Richard's spiritual fervor has "inspired countless others to keep on the narrow path to glory." According to the singer, "At last I have the peace of mind and spirit that can only be found when one devotes his life to Christ."

Word is received here from Tel Aviv, Israel, to the effect that Presley record sales there are in first place of all the artists. Marco Eskenazi writes that the Presley Golden Records album is very big and that the hottest titles are "Jailhouse Rock" and "King Creole." After discussing concert appearances in Tel Aviv, both past and upcoming, by Glenn Gould, a group of La Scala Opera players, Amalia Rodriguez and Yves Montand, our correspondent freely predicts great things for the visit there in May of Louis Armstrong. "My own opinion," he writes, "is that he will be the biggest success here. His records are always in big demand and we sell a lot." It appears that Armstrong and Presley have everything locked up in Tel Aviv.

WDAS, Philadelphia, in conjunction with publisher and disk man, Jimmy Myers, has launched a 30-day "Rock Around the Clock" contest. Listeners are invited to write a four-line lyric to the tune, using one of the "Big Six" station personalities in the lyric. Prizes include stereo phono sets and LP records. . . . Delmar Records is being reactivated in Chicago by Bob Koester, with big plans in the works for traditional and modern jazz sets in both stereo and monaural form. Koester is also setting up additional European operations.



The Queen of Hearts will Head the Charts!



# CONNIE FRANCIS

SINGS

# IF I DIDN'T CARE

Picked by  
Billboard  
Variety  
Cash Box  
Music Vendor  
Music Reporter

Packaged in an  
attractive sleeve  
MGM K12769

Orchestra and chorus under the Direction of RAY ELLIS

## DISTRIBUTOR NEWS

By HOWARD COOK

Jim Schwartz of Schwartz Brothers Distributors in Washington, D. C., reports strong action on "The Happy Organ" by Dave (Baby) Cortez on Clock. "This Should Go on Forever" by Rod Bernard on Argo is also showing well. "Alvin's Harmonica" by David Seville & the Chipmunks on Liberty is a big hit. "No Other Arms, No Other Lips" by the Chordettes on Cadence is moving strongly. "Come Softly to Me" by the Fleetwoods on Dolphin is catching on. "When You Wish Upon a Star" by Little Anthony & the Imperials on End is on its way to becoming a big one. "Jealous Fool" by Bobby Comstock and the Counts on Triumph has gotten a strong, initial reaction. Strongest albums are "Near You" by Roger Williams, "Ritchie Valens" on Del Fi, "Have Twangy Guitar, Will Travel" by Duane Eddy on Jamie, and "Play, Mr. Banjo" by the Happy Harts on Kapp. Top EP is "Hawaiian Wedding Song" by Andy Williams on Cadence.

Mannie Goldberg of Mangold Record Distributors in Baltimore lists "Class Cutter" by Dickey Stop on B.E.A.T. among his top records. "Once Upon a Dream" by the Commanders on Disneyland is also selling well. "I Ran All the Way Home" by the Impalas on Cub is showing well. "Never Be Anyone Else But You" by Ricky Nelson on Imperial looks like his biggest yet. "Something Wrong With Me" by Ronnie Diamond, a local talent on Imperial is hot. "Please, Mr. Sun" by Tommy Edwards and "Miss You" by Jaye P. Morgan on M-G-M are strong. Specialty is hot with "She Said Yeah" by Larry Williams, "Haunted House" by Johnny Fuller and "By the Light of the Silvery Moon" by Little Richard. "Tall Paul" by Annette on Disneyland is still holding. "Please" by the Wanderers on Cub is climbing. Hottest LP's are "Joni James Sings Hank Williams" on M-G-M, the sound track of "Gigi" on M-G-M, "Fats Domino Swings" on Imperial, "Ricky Sings Again" by Ricky Nelson on Imperial, "Tommy Edwards" on M-G-M and "Peter Gunn" on Lion.

**BRIEFS:** Jimmy Bolton, who headquarters in Riverside, N. J., writes that he is the Eastern distributor for Razorback and Big Red Records. . . Sunbeam Records has made the following distrib changes: Trinity Record Distributors, East Hartford, Conn.; Lenard Smith, Albany, N. Y., and Four-Most Record Distributors in Washington, D. C. . . United Artist Records has appointed the following distrib: Diamond Distributing Company in Los Angeles and Seaboard Distributing Company in Hartford, Conn. Seaboard will also handle Unart, UA's subsid label. Sue and Symbol Records have changed to Scan Records in Buffalo, N. Y.

**DISTRIB DOINGS:** Marv Lieber and Bill Binkley of Pan American and Binkley Distributors, respectively, will co-host a coming monthly regional confab of the Broadcasters Music Programming Conference in Miami later this month. The proceedings will include several seminars and a buffet dinner party. Mercury Records has named All-South Distributing Corporation of New Orleans as Mercury representatives in Louisiana and the southern half of Mississippi.

**NOTES IN THE MAIL:** Don Graham of Warner Bros. Record Sales Corporation in San Francisco reports strong, initial reaction on WB's latest single releases, "Wonder Why" by the Mary Kaye Trio and "Beer Barrel Conga" by Pete Candoli. "Apple Blossom Time" by Tab Hunter and "Midnight Oil" by Charlie Blackwell are still growing. Top LP's are "The World's Ten Greatest Popular Piano Concertos," by George Greeley and "Rhapsody in Blue" by Ray Heindorf.

Dave Skolnick, manager of Cosnat Distributing Corporation in Philadelphia, writes that "Peter Gunn Cha Cha" on the Wynne label is taking off. "The First Star" by the Tabs on Dot looks like a winner. "The Mills Brothers' Greatest Hits" on Dot is a hot LP.

Note from Century Records that they have added the following new distrib: Cosnat, Detroit; Sunland Music Company, Los Angeles; United Record Distributors, New Orleans; Mid-State Distributors, Fort Wayne, Ind.; Tru-Tone, Miami, and Liliha Music in Honolulu. Century has also gone into contract with Tonality to cover Belgium and Holland. George Thomas Folster will cover Japan; Tropical Recording Company will represent Century in Jamaica, British Honduras and British Guiana.

Word from Stan Lewis of Stan's Record Shop in Shreveport, La., is that several singles are happening. Included are "Class Cutter" by Dale Hawkins and "I'm Sorry" by Bo Diddley on Checker, "What-Cha Doin' in the Woods" by Gloria May on Chess and "This Should Go on Forever" by Rod Bernard on Argo. Imperial's top sellers are "Never Be Anyone Else But You" by Ricky Nelson and "When the Saints Go Marchin' In" by Fats Domino. "Paper Lady" by Bob Gaddy on Old Town is climbing. Vee Jay is hot with "Shombalor" by the Ravels. Abner is cooking with "Lost" by Jerry Butler. Other hot platters are "City Lights" by Ivory Joe Hunter on Dot, "Double Trouble" by Otis Rush on Cobra, "Shirley" by John Fred on Montel, "Everybody Likes to Cha Cha" by Sam Cooke on Keen, "Please Give Your Love to Me" by Robin Robinson on Poplar, "Hold Me" by Bobby Long on Glow-Hill and "Troubles, Troubles" by Warren Storm on Nasco.

Bob Heller of Chips Distributing Company in Philadelphia writes that Somerset-Stereo Fidelity Records is planning a special March promotion for its release of Handel's "The Messiah." The four-LP set with a special, gold cover showing reproductions of the original manuscript will be featured by key dealers in Philly. The promotion also involves national magazine advertising.

Latest epistle from Dave Hollis, promotion mahoff for the RCA Victor Distributing Corporation in Detroit, starts: "Once upon a time in the land of Oopadow, the week of February 16 to be exact, Wheelsville had visitors from Brentwood, Tenn.; Oakland, N. J., and the Brill Building." Among the Victor platters mentioned are "Tomboy" by Perry Como, "Chip Off the Old Block" by Eddy Arnold and "Italian Cowboy Song" by Lou Monte. Personalities who called on Hollis that week included Charlie Grean and Betty Johnson.

## CONREID-PEARCE NOVELTY ALBUM MAKES DEBUT

NEW YORK — Csida-Burton, Inc., and RCA Victor this week launch the Hans Conreid-Alice Pearce novelty album "Monster Rally," (produced by C-B for the label) at a party for the press and local deejays, Monday afternoon (2) here at the Roundtable nitery.

The party, which will also be attended by a group of appropriately costumed "monsters," will be filmed by WPIX for airing later that night on the "WPIX Newsreel" at 7 p.m. and 11 p.m. It will also be taped for re-broadcast by Wayne Howell, who does a nightly show from the Roundtable from midnight to 6 a.m.

Meanwhile, Conreid and Miss Pearce have been making a flock of guest appearances on TV and radio to plug the album, including network shots on Jimmy Dean's CBS-TV show and Jack Paar's NBC-TV program.

RCA Victor has sent copies of the LP to 1,500 deejays across the country advising them that if they wish to run "Monster Rally" contest and/or M. R. record hops, the label will send them five free copies of the LP for use as giveaways. However, the jocks must submit a description of the promotion before they get the album giveaways.

## Goody Philly Sales Fiasco

PHILADELPHIA—Sam Goody, New York's famous discount record dealer who invaded the Philadelphia market less than three months ago, is falling short of the sales blitz he had anticipated here. First real indication that business was far below par for a Goody operation was seen last week when a meeting was called of all the creditors.

While no definite action was taken by the creditors at that time, the creditors decided that a second meeting was in order in the very near future. No changes were made in the operation of the Sam Goody Store which is maintained as a concession of Snellenburg's department store, but in a main street street-floor building removed from the main department store body.

Goody, who maintains the local business as a separate entity as Sam Goody of Pennsylvania, Inc., hit a sales snag from the very beginning since his opening in time for the Christmas shopping on December 4th. Discounting records are not new to the local markets. The department stores, five-and-dimes, and even furniture and floor covering stores, have been discounting on a major scale before Goody had any designs on the local market.

Moreover, with the announcement that Goody was opening here, the other discounters slashed their low prices even lower with the result that Goody's "bargain prices" were no real bargain. While the Goody Store has offered some real low prices for a few labels, he was able to offer no real sales advantage for most of the better-known labels. In fact, some of the smaller center-city stores have been able to match or even better the Goody Store on discount prices.

While the management of the local Goody Store would make no comment on the fact that the creditors held a meeting, and would hold another meeting, they did admit disappointment with lo-

(Continued on page 45)

## MUSIC AS WRITTEN

By BOB ROLONTZ

### MEANWHILE, AT OSAKA AND SPOLETO

Altho winter is still with us in North America, the purveyors of summer festivals are busily making their arrangements for various entertainments in different corners of the world. In Osaka, Japan, the second annual Osaka International Arts Festival is scheduled for April 10 to May 10. It will be held in a new auditorium in the heart of the city and will feature Igor Stravinsky and the Alma Trio as the United States representatives. Other artists include The Vienna State Opera, Andres Segovia, Marisa Regule Fernando Previtali, Valery Klimov and the Janine Charrat Ballet Company. In Spoleto, Italy, the second annual Festival of Two Worlds will take place from June 11 thru July 12. This will include music, poetry, drama, opera, art exhibits and ballet companies. Jerome Robbins and his Ballets U. S. A. will return, and Eileen Farrell and many other American artists will represent the United States there.

### YOUTH BAND TO CONCERTIZE

The Newport Youth Band, about which there is a story in this issue, will give its first concert in Carnegie Hall, New York, in March. Concert will be presented by Bill Fuller in association with Leonard Feather. After that concert the band will also show its mettle at the Washington Jazz Jubilee later this month. Marshall Brown is the leader, and guiding spirit of the youthful crew.

### GOODBYE BUT NOT FAREWELL

The Music Reporters Association (MRA) threw a farewell dinner for resigning President Dom Cerulli. The ex-prez has decided to forego a reporter's lot and join Warner Bros. Records as a publicity promotion man (The Billboard, February 23). Many toasts were made and drunk in honor of Cerulli. It was decided by all members present that in light of his great work for the organization no new president would be appointed in his place but that at each meeting one of the executives would assume the title of acting president for that meeting only. Cerulli was also granted the title of president emeritus of the MRA.

### ENGLISH LYRICS FOR SAN REMO WINNERS

Dominico Modugno's prize-winning tune at the San Remo music festival, "Ciao Ciao Bambino," which has been recorded by many artists in its original Italian version, has been handed an English lyric by Mitchell Parrish. The second prize-winning tune at San Remo, which was penned by Testoni and Fanciulli, now has an English lyric written by Al Stillman, and is called "For You My Love." Both tunes are published by the Big Three.

### IN DEFENSE OF TOMMY LEONETTI

This reporter feels that Tommy Leonetti has been getting very unfair treatment from many newspapers and radio news reporters as a result of his name being brought up at the Senate racket hearings in Washington last week. We have known Tommy for a long time and he happens to be a decent guy and a good talent. And for the past three years he has been managed by one of the most honest of managers, Dick Linke, whose word has always been his bond.

We signed Tommy to the Vik label when we were on the a.&r. staff of that late RCA Victor subsidiary back in 1957, and we certainly wouldn't have signed him if he had had been connected in any way with the mob. Leonetti was not responsible for the fact that his first manager tried to get his early records on the boxes by using muscle, and it is even more unfair to tar him with something that took place four years ago. We think Dick Clark was wrong in postponing Leonetti's appearance on his show last week and we congratulate Steve Allen for offering a helping hand to Tommy when he needed it.

### New York

Lou M. Ezzo and Rocky Bellarmino, heads of Twins Records, have signed Steve Reo. Singer's first release will be issued this week. . . Actor James Karen and wife, thrush Susan Reed, became parents of a son, Reed Karen, last week. . . Promotion man Morty Wax has signed Milton Stein to be his indie affiliate in California and has also affiliated with Jerry Faber, Chicago promotion man. . . Sal Mayo, of the Four Voices, became the daddy of a baby girl, Gina Lynn, last week. . . French baritone Gerard Souzay will make his debut with the Philadelphia Orchestra this week. Van Cliburn will also perform with the Philadelphians again, this time on March 24.

The Weavers will do a book of folk songs for Harper Bros.—the book publishers. . . Carmen Murphy, president of the House of Beauty in Detroit has started a record label, H.O.B. Records, and has also acquired B.&B. Music. John Frye will be retained as general manager of the firm. First release on H.O.B. will be by The Peppermints, Tommy Powers, Roy Corwin and the Four Premiers.

Wild Child Gipson and the Rockers are playing another engagement at the Clover Club in Peoria, Ill. . . Brook Benton, now running with his hit, "It's Just a Matter of Time," is booked solidly on one nighters from now until May 1. He is being booked by Shaw Artists. . . Teddy Randazzo is set for a South American tour starting in March via the William Morris office. . . Guy Lombardo exits the Roosevelt Grill this week for a national location, one nighter and concert tour.

Sherman Ford formed Ersel Hickey Enterprises for the singer last week. Ford is Hickey's personal manager. . . Tina Robin starts at the Adolphus Hotel in Dallas on April 12. . . Trude Adams into the Riviera, Las Vegas next week. . . Bob Barron's wife, Lorraine, penned the forthcoming Broadway drama, "A Raisin' in the Sun." Bob handles Phil Roses's music publishing firm, and Rose, head of Glory Records, is producer of the show, along with David Cogan.



**HITS WITH A "DEAL" FOR DEALERS ONLY!  
CARLTON DOES NOT SELL TO RECORD CLUBS!**



**NEW  
JACK  
SCOTT  
SMASH...**



**BELLA**

c/w

**I NEVER FELT LIKE  
THIS**

Carlton #504



**A NEW  
'DO IT  
YOURSELF  
MUSICAL  
TREND...**



**THE WASHBOARD  
SONG  
Wally Pate**

Carlton #499



**THE SOUND  
OF  
SOUNDS...**



**ROCK A DOODLE REVEILLE**

c/w IT'S PARIS

**LeRoy and Wally**

Carlton #500



**GOING UP  
BIG...**



**I CAN'T SIT DOWN  
MARIE Knight and  
REX Garvin**

Carlton #502

Hear and see Marie and Rex on the Dick Clark Show March 4th.



**THE  
INSTRUMENTAL  
HITS...**



**NOLA c/w ROSALIA  
Vincent Lopez**

Carlton #503

Featured in the smash Carlton album "NOLA and other piano instrumentals" in Custom Stereo (STLP 12/302). Also available monaurally.

WATCH IT GO

the **SWINGIN'EST**  
the **ROCKIN'EST**  
the **BLUESIEST**

**2 SIDED SMASH**



**GOOGIE  
RENE'**

Top R&B Band 1958

**SKUMBO**

b/w

**ROCK-A-BYE-BABY**

Record # 248

STILL GOING STRONG

**BEAUTIFUL WEEKEND**

ALBUM 5001

*Class*  
Records  
HOLLYWOOD

### TV REVIEW

#### Laine, Troup Go for to Be Actors

The Brill Building set, which usually by-passes the other networks to watch the Dick Clark show on ABC-TV Saturdays, must have been flipping their TV dials last Saturday night (21) since Frankie Laine and Bobby Troup made their dramatic debuts on "The Perry Mason Show," in the same time period over CBS-TV.

Cast as a once famous TV comedian trying to make a comeback, Laine didn't sing a note. It was a relaxed, thoroly convincing thesping stint, which should pay off with bids from Hollywood or Broadway. Troup had a smaller but showy part as the murderer, a far-out jazz pianist of the beatnik school. He underplayed effectively in spite of such pseudo-hipster lines as "The cool cat digs the flip, daddy. The slobs go for smash and finish on the island doing 529 for jostling." June Bundy.

\* \* \*

### NIGHT CLUB

#### Denny a Jazz Tonic at Roundtable

Making his first U. S. appearance at a nitery, Martin Denny, Liberty Records best selling LP artist and a top club act in Hawaii, opened at the Roundtable, New York, last Monday (23) night. Denny offers a new sound experience for jaded jazz patrons.

Utilizing the most exotic line-up of special musical effects since Spike Jones (wood chimes, kazoos, temple bells, Burmese songs, bird calls, etc.), Denny and his group generate a tremendous excitement on the stand. Attired in modified Tahitian costumes their visual showmanship is tremendous and sound-wise, Denny—sans any electronic gimmicks—is as effective as he is on records.

Denny's style is a sock commercial blend of the tropics and modern jazz. He plays everything from Gershwin to mambos, but his most powerful numbers are those featuring Augie Colon's authentic jungle sounds and standout percussion work. In addition to Colon and Denny on piano and celeste, the group includes showmanly work of Julius Wechter on vibes, who also doubles on drums; and Harvey Ragsdale on base.

Ray Bayduc and Nappy Lamare and their River Boat Dandys (finishing up their final week at the Roundtable) provide sock contrast for Denny. Their brash, happy Dixieland sessions are sure-fire crowd pleasers. It's an interesting, off-beat bill which should attract a new type of patrons, while still pulling in the club's regular jazz buffs. June Bundy.

#### Jazz Jubilee In Washington

• Continued from page 1

cert hall. Jazz buffs visiting the exhibit will see enshrined in the exhibit the familiar jazz world figures of Jelly Roll Morton, Scott Joplin, Bunk Johnson, Kid Ory, W. C. Handy, Gertrude (Ma) Rainey, Bessie Smith, Huddie Ledbetter and Joe (King) Oliver.

Moving up to the present, the exhibit also features Count Basie, Stan Kenton, Louis Armstrong, Duke Ellington, Benny Goodman, and many others.

#### Little & Ives

• Continued from page 3

the merchandise, with preliminary testing at 500 New England A&P stores now complete. This month, initial offerings will go on sale in Food Fair Stores in the East at \$1.39.

There are 16 sets in all. The plan calls for the introduction of a new record a week for 16 weeks, until all in the release are on display. At the end of the 16 weeks the disks are removed entirely from the given chain and those unsold copies will be redistributed in new chains in other sectors. Then later on, the same records may be brought back to the original stores six months or so later, on another promotion. All records are sold on 100 per cent guarantee to the supermarket chains.

The disks were cut in both stereo and monaural form, but stores will get only the single track sets now. However, the sets turned out so well—in the words of Selvin himself, "embarrassingly good,"—that Camden decided to share the expenses of production with Little and Ives in return for a six-month exclusive on stereo editions. Thus some of the material is already out under the Camden stereo banner. After six months, it's possible the

#### Anka Signed For MGM Pic

NEW YORK — ABC - Paramount warbler Paul Anka has signed to play the male lead in the M-G-M movie "Girl's Town," starting March 16. He will sing four songs, including the "Ave Maria" and two of his own compositions.

Meanwhile, Anka is set to appear on stage of the Palace Theater, Milwaukee, March 13, 14 and 15, in conjunction with the premier of the film "Verboten." He sings the picture's title theme behind the credits. Anka returns to England May 11 for a five-week tour of theaters in Liverpool, Glasgow, Birmingham, Manchester, and Newcastle.

#### Gilbert Honored

• Continued from page 2

ent or the widow and estate. In this way we reward L. Wolfe Gilbert publicly."

It was signed by the West Coast appreciation committee which included Nacio Herb Brown, Josef Myro, Eleanor Whiting, William Vrant Still, Harvey Brooks, Leon Rene, Arthur Freed, Ben Oakland, Harry Tobias, Virginia Nonaco, Otis Rene, Johnny Mercer, Clarence Muse and Andy Razaf, chairman.

stores will carry the stereo on the National Academy banner.

A spokesman for Little and Ives, Julian Falk, said there are no present plans for actual club-type operation but that in the future either mail order or some other club idea operated at the store might be instituted.

Initial pop releases contain score material from "My Fair Lady," "Kiss Me Kate," "Showboat," "The King And I," "South Pacific," and "Oklahoma," while the classic items include works of Rachmaninoff, Brahms, Grieg, Haydn, Mozart, Tchaikovsky, Franck, Rossini and Ferde Grofe.

## Industry Called Ineffective on Piracy Issue

• Continued from page 1

vantage of the bigger labels who could rush a promising arrangement to market faster.

And here's the rub, according to the reasoning of these savants. A law forbidding duplication of disks—a crime most easily proved by an identical sound—would tread dangerously close to a forbiddance of copying arrangements. It would have threatened the whole "cover" system.

Today's market, however, these dopesters point out, is characterized by a wealth of labels and the cover system has vanished. Thus the industry's previous inhibition against a bootlegging law, they say, is also gone.

What is left is the ominous threat of other bootleggers seizing the chance to make a quick pile, knowing the worst that might happen is a light fine and possibly not even any time in jail in which to allow the quick pile to earn interest.

From the 20th Century-Fox CinemaScope Production

"THE INN OF THE SIXTH HAPPINESS"

**THE CHILDREN'S  
MARCHING SONG**

NICK, NACK, PADDY WHACK!

MILLER MUSIC CORPORATION

**3 BIG ONES  
FROM MPHC**

**DEARER THAN DEAR**  
ROGER WILLIAMS KAPP

**THE HANGING TREE**  
MARTY ROBBINS COLUMBIA

**TRADE WINDS**  
BILLY VAUGHN DOT

**HIT REMINDERS**

- THE DREAM OF OLWEN
- SCARLET RIBBONS
- JUST A GIRL THAT MEN FORGET

MILLS MUSIC, INC.

"ARE YOU LONESOME TONIGHT?"

- J. P. Morgan—MGM
- "I KNEEL AT YOUR THRONE"
- Joe Medlin—Mercury
- "THE BEAT O' MY HEART"
- Harry Simeone Chorale—20th Fox
- "MAMA CARA MAMA"
- Arena Twins—Kapp
- "BYE BYE BLUES"
- Sonny Burke—Decca
- "ME AND MY SHADOW"
- Jerry Vale—Columbia
- "TWENTIETH OF MAY"
- Joe Leahy—Felsted

BOURNE, INC.—ABC MUSIC

136 West 52nd St. New York 19

**AUDITION**  
a new selling force  
...for dealers  
...for manufacturers  
IN FULL COLOR EVERY MONTH  
IN THE BILLBOARD

ONLY ON JOY RECORDS

THE INIMITABLE

# SENIOR WENCES

SINGS WITH JOHNNY AND PEDRO

A GREAT INSTRUMENTAL OF SENIOR'S FAMOUS EXPRESSIONS

## 'S-ALL RIGHT?'S-ALL RIGHT!

C/W

### DEEFEECULT FOR YOU— EASY FOR ME

JR #228

PICKED BY ALL THE TRADES

THE BILLBOARD  
SPOTLIGHT  
WINNERS  
OF THE WEEK



VARIETY  
Best Bets

**The Cash Box**  
**Sleeper of the Week**



**JOY RECORDS CORP.**

1619 Broadway, New York 19, N. Y.



# HOT

The Hot ones are here and  
 only V-M has them for you now!  
 Sell these totally new portable  
**STEREO SYSTEMS!**



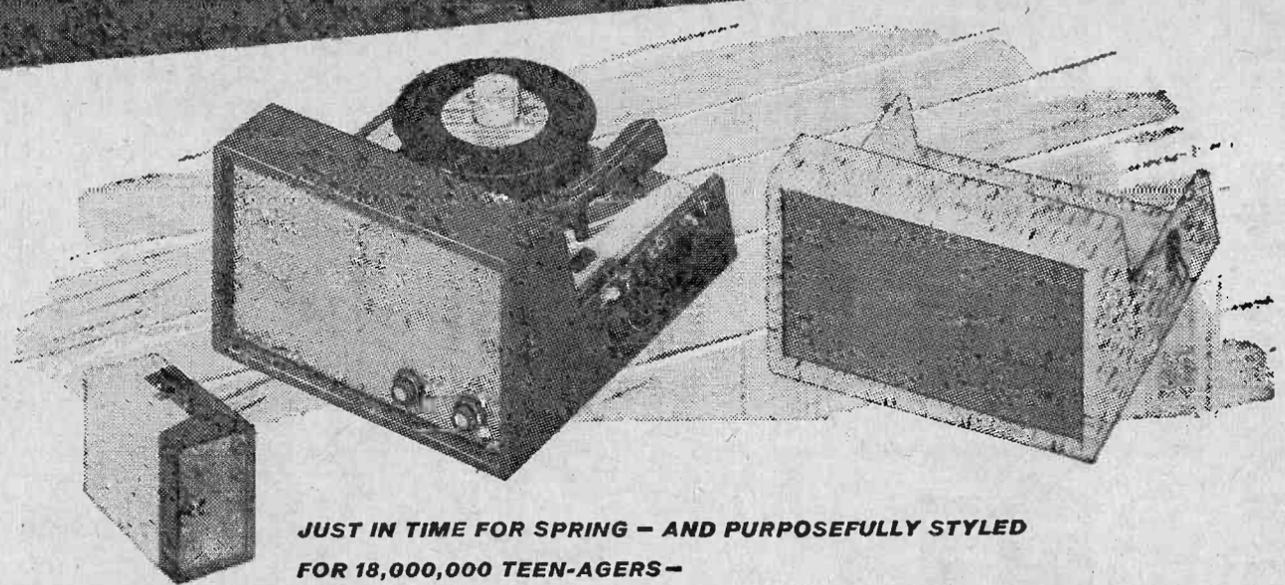
**TRY THIS FOR SHEER STEREO SALES APPEAL—  
 V-M's NEW FOUR-SPEED AUTOMATIC COMPLETE PORTABLE STEREO SYSTEM!**

EXCLUSIVE V-M STYLING TECHNIQUE FOR SURE SALES-APPEAL, Model 312 is a "distinctively V-M" creation. It's a lightweight, compact, truly portable stereo system. Record playing section contains dependable V-M 'Stere-O-Matic'® four-speed automatic stereo and monophonic record changer, powerful dual-channel amplifier (8 watts, peak, total, 4 watts, peak, each channel), TWO 5" speakers and integrated controls; snap-on second channel section contains matching speaker system! Handsomely styled in blue and white with silver fleck, it's yours to sell for just \$109.95.\*

THIS IS IT! It's the one you've wanted, the one you and your customers have asked for, the ONE truly stereo unit that plays EVERYTHING!



**LEADS THE WAY IN STEREO**



**JUST IN TIME FOR SPRING — AND PURPOSEFULLY STYLED  
 FOR 18,000,000 TEEN-AGERS—**

The teenagers in your area are loaded with cash (they've proven their buying power:), they're hep to the trends, sold on recorded music and ripe for stereo splurging. Sell them V-M's smart new portable stereo system! *There's absolutely nothing like it on the market!*

**Follow the leader...  
 CALL YOUR V-M DISTRIBUTOR TODAY!**

NEW MODEL 301 DUAL-SPEED STEREO SYSTEM WITH EXCLUSIVE STYLING TECHNIQUES you'll sell in volume! Plays stereo and monophonic 45 rpm records AND 16 rpm 'Talking Book' records *automatically!* It's two units in one! Record playing section contains changer, dual-channel amplifier (8 watts, peak, total, 4 watts, peak, each channel), Heavy-duty 6" speaker. Second channel section contains a matching 6" speaker. Combined, this efficient, easy to operate phonograph and auxiliary speaker constitute a compact, truly portable dual-channel stereo system. Beautifully styled in charcoal gray and explorer white, just \$59.95\*

\*Slightly higher in the West

the **Voice**  of **Music** \*\*

V-M CORPORATION • BENTON HARTOR, MICHIGAN

World Famous for the Finest in Phonographs, Tape Recorders and Record Changers

## Cabinet Work Boosts Custom Hi-Fi Traffic

AVONDALE, Fla. — Developing a "stable" of top-notch custom cabinetmakers who are capable of turning out distinctive, unusual jobs in anything from contemporary

to futuristic market, has helped Hoyt High Fidelity Center here to tack on a long list of "plus business" sales which may amount to as much as \$10,000 each year.

## Admiral Has New Strategy For Dealers

NEW YORK — Admiral Corporation has a new retail sales strategy: educate the salesman in the role of "consultant" to the consumer and give him "textbooks" to help him.

Carl E. Lantz, vice-president for sales, explained the program this way: "The usual customer, coming into a showroom, knows only one thing: he or she (or a married pair) needs or wants a new household appliance. But this customer is not completely informed on two points: his own actual requirements in appliances and the design and engineering differences among brands.

"Our new program is designed (1) to teach the retail salesman the salient advantages of Admiral products so that he may explain them to the customer and (2) to tell him the right questions to ask the customer in order to guide him to the best selection to meet his needs."

Now instead of merely asking in a perfunctory way, "May I help you?" the retail salesman will really mean it, Admiral believes.

## Motorola Cuts New Demo Disk

CHICAGO — A new stereo demonstration record has been cut by Motorola Inc., to demonstrate its stereo phono line, according to Bob Farris, director of advertising and sales promotion.

The new record features a non-technical explanation of stereo sound plus a wide sampling of musical selections.

"Stereo sales are largely made thru demonstration," Farris pointed out, "so we have given very close attention to the technical perfection of this record. Furthermore, we have tried to avoid much of the gimmickry that has been associated with many stereo demonstration records."

The record was produced and recorded by Sonic Arts, Inc., in association with the Robert Oakes Jordan lab.

While the majority of its volume is done with lesser-income customers who buy either component setups for "closet door installation" or lower-priced cabinet sets, Hoyt's has found there are always some seriously minded better-income customers who want to not only design their own high fidelity rigs around tape recorder, record changers, and other basic parts of their own choosing, but likewise want a cabinet which will not be duplicated anywhere else. Catering to this market has amounted to around 10 per cent of total sales at the Avondale headquarters. In dollar volume, however, the "customs" are much more important, inasmuch as cabinet choices, all made to order after a careful planning session with the customer, range in price all the way from \$200 to \$1,000.

### Pride of Ownership

The results of offering this "custom service" has been quite eye-opening, according to Mr. Hoyt, who operates not only the Avondale store but a branch in nearby Jacksonville with cousin Landon and Herbert Hoyt. A man with an enthusiastic interest in electronics, who has worked out a powerful stereo tape recorder set-up, for example, will often want a big, showy cabinet in blond walnut, which he can demonstrate to his friends, and proudly state, "I designed the cabinet too." On the other hand, people who have carefully worked out contemporary furniture thru-out their homes are likely to want a cabinet which fits in with the over-all scheme of things and are willing to pay custom prices in order to get it. One, for example, designed what appeared to be a window seat, covered with small shutters, running all the way across the room, which was actually an enclosure for the changer, pre-amplifier, amplifier and a four-speaker hook-up.

### Custom Market Growth

The custom cabinet market is quickly growing, according to the Hoyts. They carry a wide choice of nationally - advertised recognized components, which now represents about 50 per cent of the total volume. There are at least two choices in every component, and in some cases as many as four. With this complete line-up in all price brackets, and the ability to sell the customer anything from a single component to a cabinet set or a \$1,500 custom cabinet and high fidelity rig, the Hoyt High Fidelity Center is actually capturing "all aspects of the high fidelity market."

## 'Product Mix' Marks Admiral Ads for Spring

NEW YORK — A balanced product mixture is Admiral Corporation's recipe for spring advertising to mark its 25th anniversary year.

Dick Gorman, ad director, says that continuing thru March and April, Admiral will run a series of six "big picture" ads, seven columns in black and white every other week in more than 100 major daily newspapers. Campaign will cost \$750,000.

The newspaper campaign will be the dealer listing type, and individual ads will feature balanced stereophonic high fidelity instruments; portable TV and other television models with Son-R wireless remote control; "Space Age" radios; and refrigerator-freezers. In color, these product ads have been appearing on a spring schedule in national magazines.

A trade press ad series consists of full black and white pages. The two alternating themes in the 52-week series are (1) dramatic factory quality control and (2) dealer testimonials to Admiral product quality. Photos used in these ads were made right in the factories, using bona fide engineers and other technicians as the models. (No pretty girls!)

Admiral plans to reproduce this trade press ad series in a booklet on the quality control in manufacture of its products.

## EIA Group Sets Stereo B'dcast Study

WASHINGTON—The National Stereophonic Radio Committee, set up earlier this month by Electronic Industries Association, held its first formal meeting February 12 in New York, to break ground for the technical study of stereo radio broadcasting methods by AM, FM and TV stations.

Panels were set up for consideration of any new stereo sound broadcasting system. Any technically qualified person who wants to serve on any of the panels should contact his panel chairman, said Dr. W. R. G. Baker, chairman of the Association's Administrative Committee. Anyone who wants to sponsor a proposed new system for stereo broadcast should submit it to Virgil M. Graham, associate director, EIA Engineering Department, 11 West 42d St., New York 36, N. Y.

Findings of the NSRC technical study will be submitted to the FCC. Chairman of the stereo committee is C. Graydon Lloyd, of General Electric.

## Larson Named VP Sales, Trav-Ler

CHICAGO — Trav-Ler Radio this week strengthened its sales picture, with Hugh Larson, formerly Midwest regional sales manager, named vice-president and sales manager. Larson will work with Is Edelman, general sales manager, in co-ordinating the national sales picture. Larson has been with Trav-Ler since 1947, when he started as advertising manager.

## OREGON DEALER SAYS:

# Tape Rental Plan Has Bonus Extras

PORTLAND, Ore — Making it possible for owners of stereo tape recorders to rent music on tapes at low cost has provided a flood of new customers for both tape and recorders, at Ott's, high fidelity dealer here.

Fred Lindemann, store head, hit on this idea when he noted that resistance with which most tape customers greeted tape costs. By renting tapes for 25 or 35 cents a day, the recorder owner gets a chance to enjoy his equipment, to select the music he wants to buy, and finally, trade up his interest into better price equipment.

### Customer Buys More

"Usually, the cost of a new tape means that the customer must budget for it," he said. "And in many instances a stereo tape recorder owner will forego purchase of a tape which doesn't have precisely what he wants to hear on one reel. If he is undecided about investing in the purchase, he can rent the tape, listen to it as often as he likes and make up his mind whether he wants to own it. We have had instances in which the customer who had rented as many as six tapes found that he couldn't part with any of them and wound up buying the whole half dozen. It isn't likely that such a customer would have walked in and bought upwards of \$75 worth of tape without this get-acquainted period.

### The Theft Factor

Naturally, the element of theft or abuse of this plan occurred to Lindemann in setting up his tape rental library. To make sure the tape renter is an actual prospect, a \$15 deposit must be put down to become a "member" of the store's tape rental club. More tapes might be rented if not for this proviso. But, since it discourages theft, Ott's doesn't mind discouraging people who feel that they can't afford the \$15 deposit.

Displayed in a cabinet at the front of the store, the tape rental library amounts to over 1,000 reels. All tapes are indexed by which the daily rental, the person who rents, the condition of the tape, and other factors are jotted down as a rental card is made out. The usual pricing peg is \$10—tapes at less than \$10 rent for 25 cents and above \$10 at 35 cents. A "depreciation date" is set for each tape and it is sold off as "used" and is replaced when the time arrives. The time at which the tape is retired depends on the number of breaks and splices, the physical appearance, and other factors. Usually, a reel gets six months of steady use.

### Promoting the Plan

Vigorously advertised by frequent mentions on the store's "good music" program, an hour-

long show once per week, and in newspaper classified and display ads, the tape rental library "caught on" almost immediately, according to Lindemann. The prospect of obtaining fine music at a low cost appealed to Portland's stereo and high fidelity tape recorder owners. Customers began coming in from miles out of the city, to arrange for rentals. Almost immediately, it was necessary to "double up" on the tape inventory, to buy at least two of all top favorites. It is also necessary to "book" rentals in advance to insure against disappointment.

### Other Benefits

There are additional benefits in renting tape which didn't appear at first glance, according to Lindemann. One of them is the fact that Ott's is continuously selling new and better recorders to customers who claim that they aren't getting the sort of fidelity desired. Lindemann's reaction is to ask the customer to bring the tape in, whereupon he plays it on other recorders in stock. If the reproduction is rich and pure, this is a sure indication that the customer's own tape recorder is inadequate or requires service. The store gets either the service job or can simply trade up the customer to a better recorder with a variety of time-payment plans to help. There have been dozens of such instances.

Thru conversation with customers who bring in the rented tapes and report dissatisfaction, the service department has boomed. Originally regarded as little more than an accommodation which paid its own way, the service department has become a profitable asset, simply because rentals put them in touch with many more recorder owners.

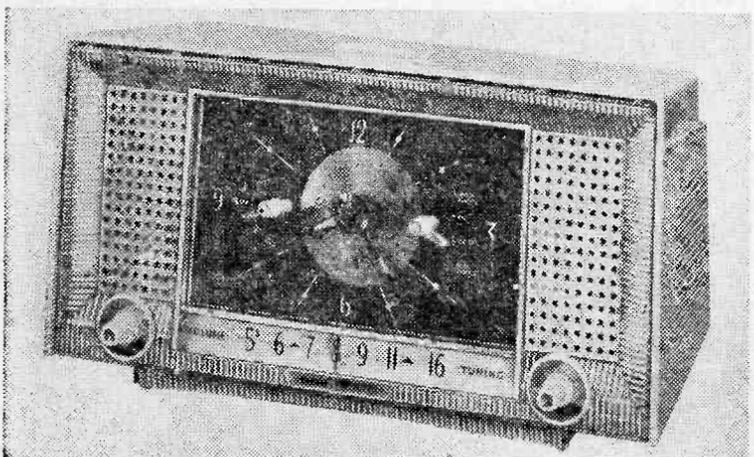
## Stromberg Sales Chief Forecasts Music Uptrend

NEW YORK — Within 20 years, home-buyers will demand "Music - conditioning" in their homes just as they demand furnaces in cold climates today.

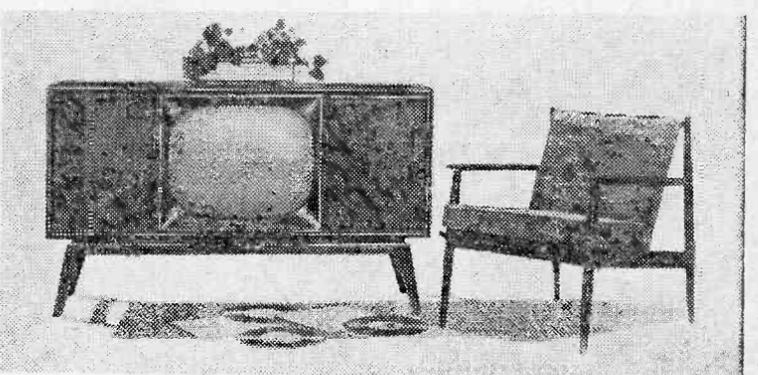
This prediction was made over the Voice of America broadcast by Leon Knize, Stromberg - Carlson sales manager, during the recent International Hi-Fi Festival in Washington, D. C. Knize asserted that houses will have stereo equipment already installed when they are sold. The new home buyer, he said, will want music in all rooms.

Knize pointed out that people in the U. S. now spend more money to attend concerts annually than

(Continued on page 18)



GENERAL ELECTRIC CLOCK RADIO. GE's new Model C-460 clock radio features twin speakers. It's a \$49.95 seller. A special feature is a snooze alarm. It will be in stores by April.



MAGNAVOX THREE-IN-ONE. Magnavox has combined television, stereo phono and AM-FM radio in one unit. A special feature of this model is its ability to reproduce stereo AM-television programs. Each speaker system, located on either side of the television picture tube, consists of a 12-inch and two five-inch speakers.

*It's New!* **THE X-S**  
PHONO RECORD WRAPPING MACHINE  
**NO WIRES TO BREAK**  
**NO PARTS TO REPLACE**  
**NO TIMERS TO WATCH**  
LOADS AND SEALS 4 SIDES  
IN ONE OPERATION!



Patent Pending

**\$485.00**

F. O. B. Los Angeles, Calif.

Savings of approx. 30%—plus the time of a second operation by using our specially designed and packaged polyethylene rolls instead of bags.

**WRITE • WIRE • PHONE—NOW!****AMCO, INC.**

P. O. Box 47862, Wagner Station, Los Angeles 47, Calif.

The most efficient, the most streamlined machine made! No maintenance, no servicing necessary. Your production is stepped up to the speed of the operator. Will wrap 12" L. P.s, 7" E. P.s or boxed stereo-phonics tapes.

Amco recommends specially designed and packaged polyethylene by

**CONTAINER-KRAFT, INC.**

Polyethylene in Rolls especially made for the X-S Wrapping machine carried in stock at all times for immediate delivery, shipped from Los Angeles, Chicago and New York.

**CONTAINER-KRAFT, INC.**

801 E. 61st St. Los Angeles 1, Calif.

Specializing in Packaging for the Record Industry. Jackets, sleeves, cartons, pads, mailing envelopes, display racks and all other shipping supplies.

*We Are Forced to Alter Our Entire  
Releasing Schedule to Concentrate on*

THE ORIGINAL  
**PETER  
GUNN  
CHA CHA**

by **THE EMBERS**with **CANDIDO** (Thru courtesy of ABC-Paramount)

**AN AMAZING TUNE MADE EVEN GREATER WITH A  
DAZZLING CHA CHA BEAT . . . Already Breaking Wide  
Open in Several Markets!**

FLIP SIDE . . . Another Rocking Cha Cha!

**CHINY-CHIN CHA CHA**  
W101

Disc Jockeys—Spin with Wynne! Dealers &amp; Dists.—Win with Wynne!

**WYNNE RECORDS, INC.**Suite 2304—450 7th Ave.  
New York 1, N. Y.  
Chickering 4-0820

A Subsidiary of A.R.T. and R.C.I.P.

## New Dual-1006 Turntable Has De Luxe Extras

NEW YORK — United Audio has announced a number of new features embodied in their "Dual-1006" four-speed turntable and record changer.

The Dual will track and operate the automatic cycling mechanism with as low as two grams stylus pressure. There is a built-in direct reading pressure gauge for stylus pressure adjustment.

The turntable weighs five and a quarter pounds. It is laminated and concentrically girded to retain dynamic balance and plane surface. The motor of the turntable can reach full speed within a half-second from a dead start. It uses a rigid quipoise suspension principle which eliminates vertical rumble.

The one-piece tone arm has a lock-key snap-in cartridge holder and a double set of direct-acting ball bearings for both vertical and lateral axes. According to the firm, a new arm design achieves perfect vertical and lateral tracking at all times by maintaining a constant 90 degree relationship between arm pivot axis and cartridge axis. This, says the firm, is a "must" for stereo.

Another feature is the "stereo-mono" switch which includes a phase cancelling feedback circuit that removes vertical noise signals resulting when monophonic records are played with stereo cartridges.

The changer mechanism is unique in that it will operate with any diameter record from five to 12 inches. It intermixes 10 records in any sequence. In addition, an "elevator action" changer spindle design preserves record centers and grooves by separating the bottom-most record from the stack to an interim position before its travel to the turntable.

### Joel Rowley Is V-M Ad Manager

NEW YORK — Joel M. Rowley has been appointed advertising manager by V-M Corporation. The appointment was announced by Sales Manager M. B. (Bud) Cain.

Rowley formerly was ad and sales promotion manager for the Westclox Division of General Time Corporation. Previously, he was assistant advertising manager for Argus Camera, Inc., Ann Arbor, Mich. Before joining Argus, Rowley spent several years with Chicago advertising agencies.

At V-M, Rowley will be responsible for the company's national and local advertising programming and sales promotion activities.

## Audio Feedback

By RALPH FREAS

## V-M STRESS ON QUALITY

M. B. (Bud) Cain, V-M sales manager, dropped in to see us the other day. Bud's been charging around the Eastern area, trouble-shooting for his firm in half a dozen cities. He got off a few comments on the current trend in phono manufacturing that seem worth passing along.

To begin with, Bud's convinced that stereo phones will be bigger than anyone thought. He's very well satisfied with the way the V-M line is moving and expectations are strong for a satisfactory year. V-M, it must be borne in mind, has been in the stereo business for quite a few years. They were in the vanguard of tape recorder manufacturers who produced moderately-priced units to playback stereo tapes.

This belief in stereo's future led V-M to introduce a stereo 45 player. The player, a completely self-contained unit with dual amplification and two speakers, is now in production at the firm's Benton Harbor, Mich., plant. It is priced at \$59.95.

"We're stressing quality in this unit," he said. "We believe that the 18,000,000 teen-agers in the country want a good playing stereo unit for two-channel 45's. We know they have the money to pay for a better unit."

Bud takes a dim view of low end stereo.

"It reminds me," he said, "of a public speaker who 'talks down' to his audience. When a speaker does that, he's lost his listeners. I feel the same way about making a phonograph. If you cheapen a product too much, you lose customers."

"We're not going to talk price to this teen-age market. We're going to talk benefits and sell quality. We're going to prove to them that better units will out-perform the others."

## HIGH-END DIRECTION

Bud feels that V-M is plenty secure in their design of high end stereo. Most manufacturers, V-M included, can only guess at whether the public will want an all-in-one stereo console or separate units. It poses an immediate problem because manufacturers are tooling up for their fall lines and none have had enough experience with stereo to know which way the public will go. Stereo is too new.

V-M's present solution is their modular Model 580. It consists of three separate pieces which can be used together or separately. When the units are placed together, they look like a single large unit with a common base. The 580 is provided with 12 legs. When the units are separately used, four legs are easily attached to each unit. Only four legs and a matching wood panel are needed when the units are grouped together.

"Our solution is also the dealer's solution," said Bud. "No matter what the customer wants he can give it him. Another thing we like to point is that the customer may not always live in the same house or apartment. The flexibility of the 580 allows the customer to change from a one piece set-up to a two or three piece set-up depending on the requirements of different living quarters."

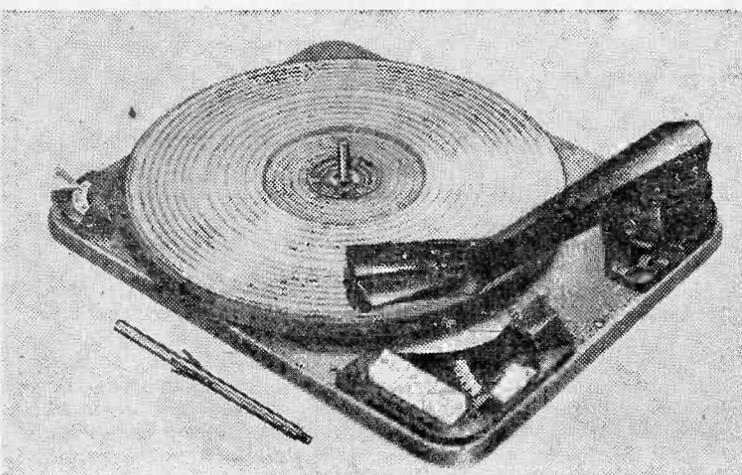
## LOOKING AT 1959

We asked Bud Cain what he thought the future would be like. He smiled.

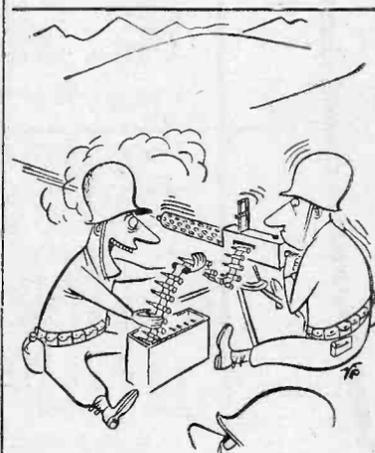
"You know," he said, "last year we got our reports in from our salesmen in the field and one in particular sticks out in my mind. I remember this one salesman said, 'It has been an interesting year.' Well, I don't know how many 'interesting years' we can stand."

Bud Cain laughed. An interesting year? It was a year in which stereo disks made a bow and phono firms rushed to meet the challenge they presented. It was a year when RCA dropped a tape cartridge bombshell. It was a year when the tape business could have taken any one of three directions—reel to reel two track, reel to reel four track or four track cartridge. And it was a year like any other year when a sales manager and his sales crew has to work damned hard to stay in front of the competition.

"Well," said Bud Cain, "I hope 1959 isn't too interesting."



United Audio's Dual 1006 Changer



"Hold it, Ed! One of these cartridges is a **JENSEN**."

# MGM Records

## 12<sup>th</sup> ANNIVERSARY \$ELL-EBRATION

**Big Smash Hit!**

# RAY ELLIS

AND HIS ORCHESTRA AND CHORUS



# SWEET KENTUCKY BELLE

MGM K12770

### \$URE \$ELLER\$

**TOMMY EDWARDS**

**PLEASE MR. SUN**

MGM K12757

**CONWAY TWITTY**

**THE STORY OF MY LOVE**

MGM K12748

**DEBBIE REYNOLDS**

**THE MATING GAME**

(From the MGM Picture "The Mating Game")

MGM K12761

**JAYE P. MORGAN**

**ARE YOU LONESOME TONIGHT**

**MISS YOU**

MGM K12752

### SPOTLIGHT ALBUMS OF THE WEEK



**JONI JAMES SINGS SONGS OF HANK WILLIAMS**  
E3739 MONAURAL  
STEREO E3739

CHART SMASHER ON LION RECORDS

First and only "Peter Gunn" album

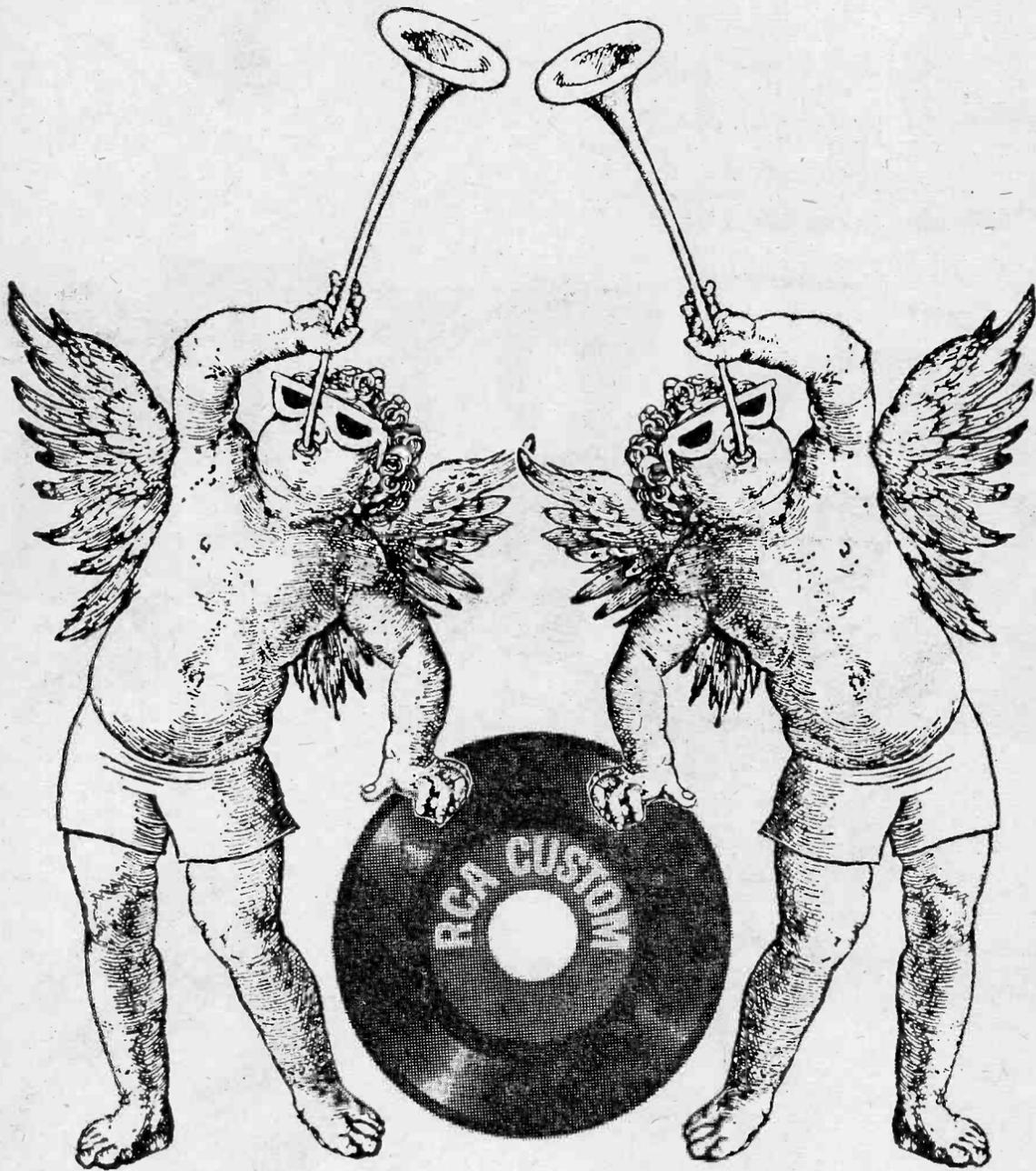
at **\$1.98**  
L70112

also available on Stereo—\$2.98



Order this album from your local MGM Records distributor

# ANNOUNCING... RCA CUSTOM'S NEW HOLLYWOOD STUDIO!



Waiting to serve you at Sunset and Vine—RCA Custom's new Hollywood Recording Studio, with the newest and finest facilities in the West for:

• LIVE RECORDING • EDITING • RE-RECORDING • MASTERING

The new studios are conveniently located at 1510 North Vine Street. Operating in tandem with our big-capacity Hollywood Pressing Plant, they guarantee independent producers the fastest complete service in the industry—overnight delivery to most distributing centers!

## RCA CUSTOM RECORD SALES



155 EAST 24TH STREET • NEW YORK 10, NEW YORK • MURRAY HILL 9-7200  
445 N. LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS • WHITEHALL 4-3251  
1510 NORTH VINE STREET • HOLLYWOOD 28, CALIFORNIA • HOLLYWOOD 9-2154  
800 17TH AVENUE SOUTH • NASHVILLE 3, TENNESSEE • ALPINE 5-6691

## Goody Creditors Don't Answer

• Continued from page 3

isn't it a shame. He did so much for the record business. What he did was make it tough for the other dealers. Then, let's face it, he helped bring in the big chain discounters who hurt everybody. They don't care about the industry. They use records to get people in the store. Goody now gets hurt by these same influences he helped create."

A Times Square area dealer asserted: "No dealer will feel it's important to pay his bills. Look at the case of a dealer down on 34th Street. He owed \$80,000. He called the creditors in two weeks ago and offered them 25 cents on the dollar. They took the offer and he's still in business. What does it mean? It means he got his present inventory at 75 per cent off! Maybe they will do the same thing with Goody. All I can say is, the companies deserve the losses they'll have to take. They asked for it."

A Quaker City dealer commented: "Sure we get burned up. We knock our brains out trying to pay bills. We can't get that kind of credit. If we're a week late paying up, the companies are climbing down our throats. If they go along with Goody now, it's like throwing good money after bad."

A wary Pittsburgh dealer spokesman said: "It's ridiculous. How could they give him credit like that? He was the original sore point in this business. They have a chance to stamp him out and instead they carry him. Say man, what is that beep beep sound on this phone. Do you have a tape recorder on me? Listen, don't quote me. For God's sake, I don't want to get involved in this mess."

Battle Creek, Mich., dealer Floyd Parsons, was reached before a departure for a dealer association meeting. "Yes, we're meeting in Lansing to consider what the business holds for the dealer. As for Goody, it was long overdue. We certainly take strong exception to the fact that the record companies went along with him for so much."

### Colder Approach

Meanwhile at least some sources close to the Goody scene were believed taking a colder approach toward the future of the Goody 49th Street stores than was the case last week. Some observers opined that the merchandise assets had a value considerably less in actuality than the balance sheets indicated. "The \$2,000,000 value is figured on dealer cost less about 5 per cent," it was noted. "When it comes to liquidating, you have to figure on wholesale value at best. That brings it down to maybe \$1,300,000. Then the \$257,000 figured for fixed physical assets is worth that only to Goody. It might be worth \$10,000 at auction. Those two items alone cut about \$1,000,000 off assets. There are also alleged to be some judgments against him which haven't even come into the picture. The source expressed doubt that Goody could long avoid a court proceeding."

The creditors committee, it was believed, was split on the question whether to go along or to bring about a court settlement. Observers saw the biggest creditors in a frame of mind to carry Goody and give him a chance to try to work it out, while smaller creditors were more of a vengeful frame of mind and willing to throw the matter to court, despite the strong chance of losing all chance of recouping losses.

It was also pointed out that at present, the committee is not a legally constituted entity. As one trader remarked: "All they can do is recommend ideas to Goody but he doesn't have to follow their ideas." The committee won't have legal authority until the mass of 225 creditors accepts its proposals and invests it with that authority.

It was believed, too, that the committee had not yet even

touched on the matter of how to operate the store. Some traders questioned how a body of distributors, of which the committee is made up, could operate the Goody establishment on its present discount structure and still show its face to other dealers. The general assumption is that the committee may elect a guardian committee to actually oversee store operation. In this way, the creditors could in effect turn the other way as far as price policies were concerned. Next meeting is set for Friday (6).

## Stromberg Sales

• Continued from page 15

they do to go to baseball games. He sees an upswing in the amount of classical music sold on disks and listened to via AM and FM radio. He also commented on the number of young people who attended the Hi-Fi Festival, "going from room to room, excited by what they were hearing."

Thru FM multiplexing, Knize said, stereophonic radio will soon be available. He explained that multiplexing gear is relatively inexpensive and that FM multiplexing will be standard for auto radios. Many cars today have front and back speakers, he pointed out, and the only thing else needed is multiplexing gear.

"Hobbyists alone will not produce the expected boom in stereo," he said. "It's this entire involvement with music—this tremendous expansion in music loving—that's making stereo a permanent part of the American scene."

## Roulette Sales

• Continued from page 3

spotlights 23 packages—12 monaurals and 11 stereo sets. Included are packages by Pearl Bailey ("Pearl Bailey Sings Porgy and Bess and Other Gershwin Melodies"); the Di Mara Sisters, the Barry Sisters, Buddy Williams Ork, Jose Duval and "Rock 'N' Roll Record Hop."

The Birdland series is represented by three LP's, "Another Monday Night at Birdland," a Count Basie-Joe Williams set, and packages by Johnny Hartman and Harry (Sweets) Edison. Two new Tico albums feature Machito and His Orchestra and a collection of authentic Cuban dance music.

## CORRECTION

NEW YORK — On page 24 of the February 16 Billboard, somebody goofed real bad.

The bold headline on a story stated that Arvin had a low-end stereo phono priced at \$34.95. The firm with the low-end phono, as the story read, was actually Trav-Ler Radio.

In pointing out our error, Trav-Ler also asked us to mention that their manual stereo portable has a metal turntable with a rubber mat protector.

The high end console at \$175.95 has 12 to 24 watt peak output, delivered to two 10-inch woofers, a five-inch mid-range and a three-inch tweeter. An identical speaker system for the second stereo leg is priced at \$79.95.

An all-transistor monaural portable weighs only five-and-a-half-pounds. We reported "seven."

The firm has plans to produce in their Orleans, Ind., plant additional stereo phonos for possible July debut to augment their present line.

Sorry about the mistake, Trav-Ler.

**Chuck Rio**

"The TEQUILA BOY"

**DOES IT AGAIN...**

**Another Smash!**

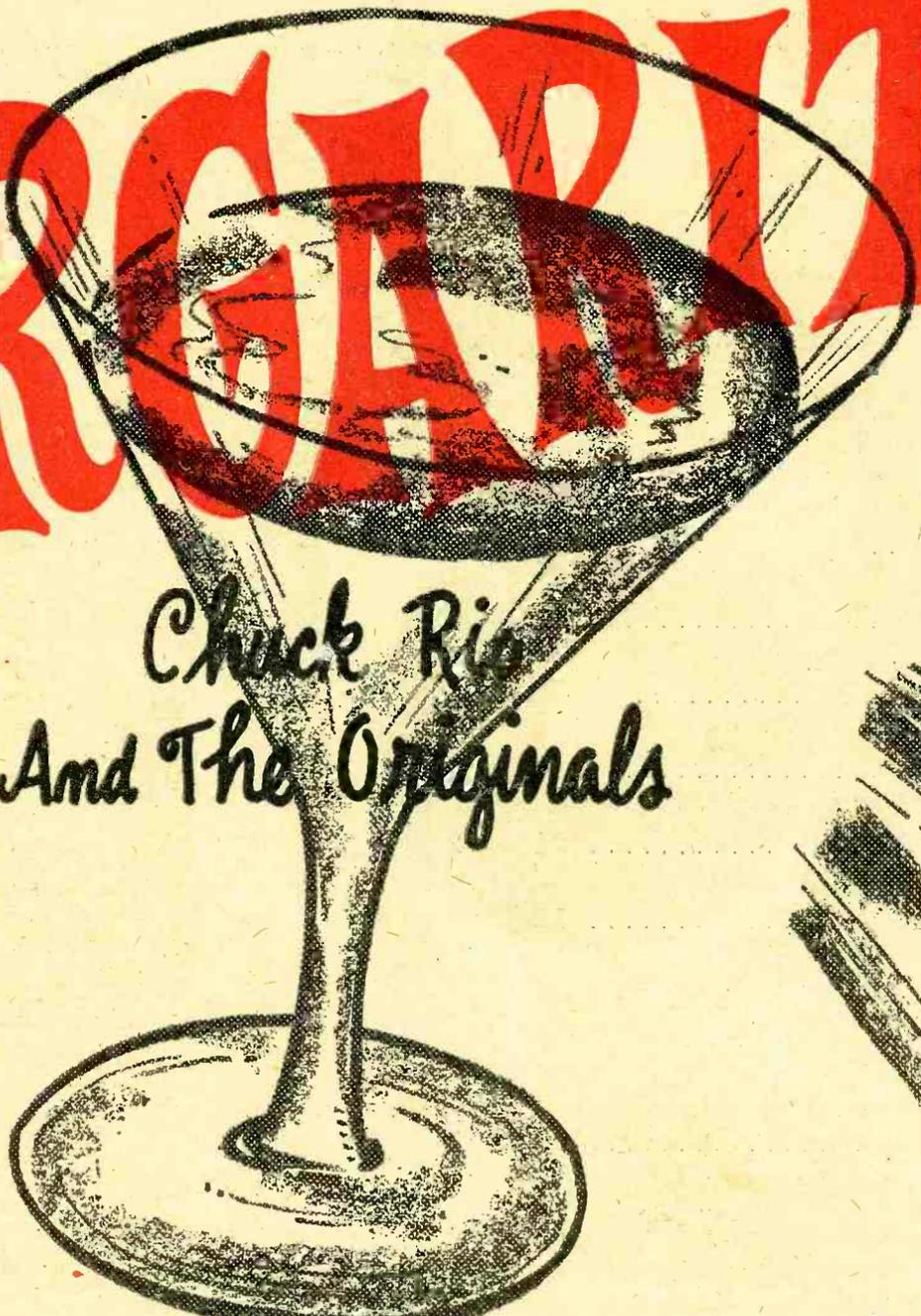


Chuck Rio and the Originals  
"MARGARITA"---

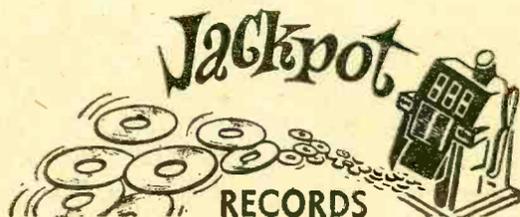
Rio delivers a real swingin' item with lots of zest... a wild rocker that continues to build in sound & excitement!

# MARGARITA

*Chuck Rio  
And The Originals*



#48016



# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING FEBRUARY 21

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

This Week		Last Week	Weeks on Chart
1.	<b>Peter Gunn</b> . . . . .	1	4
	Henry Mancini, RCA Victor LPM 1958		
2.	<b>Flower Drum Song</b> . . . . .	2	8
	Original Cast, Columbia OL 5350		
3.	<b>Come Dance With Me</b> . . . . .	4	4
	Frank Sinatra, Capitol W 1069		
4.	<b>Sing Along With Mitch</b> . . . . .	3	34
	Mitch Miller, Columbia CL 1160		
5.	<b>South Pacific</b> . . . . .	7	49
	Sound Track, RCA Victor LOC 1032		
6.	<b>Open Fire, Two Guitars</b> . . . . .	6	4
	Johnny Mathis, Columbia CL 1270		
7.	<b>From the "Hungry i"</b> . . . . .	11	3
	The Kingston Trio, Capitol T 1107		
8.	<b>More Sing Along With Mitch</b> . . . . .	10	17
	Mitch Miller, Columbia CL 1243		
9.	<b>Tchaikovsky: Piano Concerto No. 1</b> . . . . .	5	31
	Van Cliburn, RCA Victor LM 2252		
10.	<b>The Kingston Trio</b> . . . . .	9	16
	Capitol T 996		
11.	<b>The Music Man</b> . . . . .	8	53
	Original Cast, Capitol WAO 990		
12.	<b>Gigi</b> . . . . .	16	35
	Sound Track, M-G-M E 3461 ST		
13.	<b>The King and I</b> . . . . .	18	127
	Sound Track, Capitol W 740		
14.	<b>Gaite Parisienne</b> . . . . .	13	5
	Boston Pops (Fiedler), RCA Victor LM 2267		
15.	<b>Near You</b> . . . . .	21	2
	Roger Williams, Kapp KL 1112		
16.	<b>Gems Forever</b> . . . . .	12	28
	Mantovani, London LL 3032		
17.	<b>My Fair Lady</b> . . . . .	22	152
	Original Cast, Columbia OL 5090		
18.	<b>Only the Lonely</b> . . . . .	14	23
	Frank Sinatra, Capitol W 1053		
19.	<b>Ricky Sings Again</b> . . . . .	15	5
	Ricky Nelson, Imperial IMP 9061		
20.	<b>Oklahoma!</b> . . . . .	19	257
	Sound Track, Capitol SAO 595		
21.	<b>Have Twangy Guitar, Will Travel</b> . . . . .	—	5
	Duane Eddy, Jamie JLP 3000		
22.	<b>Hymns</b> . . . . .	20	102
	Tennessee Ernie Ford, Capitol T 756		
23.	<b>The Fabulous Johnny Cash</b> . . . . .	23	7
	Columbia CL 1253		
24.	<b>Johnny's Greatest Hits</b> . . . . .	24	47
	Johnny Mathis, Columbia CL 1133		
25.	<b>Billy Vaughn Plays the Million Sellers</b> . . . . .	25	7
	Dot DLP 3119		



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### ----- Pop Albums -----

#### JIMMIE RODGERS—HIS GOLDEN YEAR

Roulette R 25057

This collection of hit singles, cut by Rodgers in 1957 and '58, received a big TV plug when the singer was on "This Is Your Life." That exposure should help sales. Rodgers fans will find all his folk-flavored best-selling sides—"Honeycomb," "Kisses Sweeter Than Wine," etc.



#### FATS DOMINO SWINGS

Imperial LP 9062

Set includes some of Domino's past hit singles—many of which passed the million mark in sales. It's a choice item for his fans. He's real hot again now, so the album should create interest. Numbers include "I'm Walkin'," "My Blue Heaven" and "Blueberry Hill." Good cover shot of artist.



#### THE QUIET HOUR WITH JOHNNY NASH

ABC-Paramount ABC 276

Nash serves up a group of moving inspirational songs with warmth, tenderness and sincerity. A quality package with dual-market appeal—pop and sacred. Selections include "Sometimes I Feel Like a Motherless Child," "Nobody Knows the Trouble I've Seen," etc. Striking cover gives LP solid display value.



### ----- Classical Albums -----

#### RUBINSTEIN AND CHOPIN

Artur Rubinstein, Piano—RCA Victor LM 2277

Rubinstein displays complete authority and mastery in his presentations of the romanticist's piano selections. Technical dexterity and a genuine feeling are evident. His playing of "Berceuse" is especially fine. Sound and cover photo of the pianist are additional sales assets.



#### RAVEL: PIANO CONCERTO; D'INDY: SYMPHONY ON A FRENCH MOUNTAIN AIR

Nicole Henriot-Schweitzer, Piano, with the Boston Symphony Orch. (Munch)—RCA Victor LM 2271

Performance of Nicole Henriot-Schweitzer is particularly impressive on the Ravel piece, sparkling in technique and full of mood. Munch and the Boston Symphony are brilliant thruout, and achieves an ethereal quality in D'Indy's "Symphony on a French Mountain Air."



#### TCHAIKOVSKY: PIANO CONCERTO NO. 1

Leonard Pennario, Piano, with the Los Angeles Philharmonic Orch. (Leinsdorf)—Capitol SP 8417

STEREO & MONAURAL

Even with the flood of recent waxings of the concerto and the numerous available versions, this LP should prove a salable item. Pennario's huge following will approve of his treatment of the familiar work. Shadings are excellent, and the orchestra under Leinsdorf complements capably in assisting the artist on his rather deliberate approach. Lovely cover photo. Sound is excellent.



The fastest, most complete and most authoritative evaluation of packaged records

**SCHUMANN: PIANO CONCERTO**

Artur Rubinstein, Piano, with the RCA Victor Symphony Orch. (Krips)—RCA Victor LM 2256

Here's another powerful sales item by Rubinstein. The pianist again demonstrates his superb technique and sock showmanship on this richly romantic work. There are many fine versions available but — both quality-wise and name-wise, this package is one of the best.



**DVORAK: NEW WORLD SYMPHONY**

The Los Angeles Philharmonic Orch. (Leinsdorf)—Capitol SP 8454

STEREO & MONAURAL

This package offers excellent values for the stereo fan and beginning collectors. A powerful performance of the popular "war horse." Many other versions available, of course, but this one has sock sales potential. Highly effective cover is display-plus.



**GLIERE: ILYA MOUROMETZ**

The Houston Symphony Orch. (Stokowski)—Capitol SP 8402

STEREO & MONAURAL

Excellent sound values and Stokowski's name pull make this package a solid sales entry. There are a couple of other fine recorded versions of this interesting work (including Ormandy's on Columbia), based on folk tales of pre-historic Russia, but this version offers strong competition. Striking cover.



**BRAHMS: VIOLIN CONCERTO**

Henryk Szeryng, Violin, with the London Symphony Orch. (Monteux)—RCA Victor LM 2281

There is formidable competition on this work from Oistrakh, Milstein, Menuhin and others. However, Polish violinist Henryk Szeryng is a brilliant new find with a polished technique and considerable feeling. His rave notices in consumer publications should spark special sales interest in this LP, in addition to the always strong sales pull of Monteux.



**DVORAK: SYMPHONY NO. 4**

The Cleveland Orch. (Szell)—Epic LC 3532 & BC 1015

STEREO & MONAURAL

This straightforward work, with its lovely, flowing Bohemian themes, is given a sensitive performance by George Szell, long an outstanding Dvorak interpreter, who knows when to turn on the force with strength and virility. As the initial stereo release of this work, it should stand up against future competition. The Cleveland orchestra is given strong acoustical support as a result of the rebuilding of Severance Hall.



**INVITATION TO THE DANCE**

Capitol Symphony Orch. (Dragon)—Capitol P 8466

Several dance patterns, including the minuet, a Virginia reel, a polka and a farandole, are provided in the short pieces. The selections from well-known works are given stirring and colorful treatments by the popular orchestra. Set can appeal to classical and light classics enthusiasts. Sound is excellent.



----- **Classical Special Merit Albums** -----

**DANZAS!**

Laurindo Almeida, Guitar—Capitol P 8467

The excellent Spanish guitarist Laurindo Almeida does a superb job on this interesting program of tunes by Latin-American and Spanish composers that express, both rhythmically and melodically, the spirit of the Spanish dance. The Latin-American composers include Gantall, Barroso and Bautista; the Spaniards are Albeniz, Granados and Pedrell. The music suggests dance rhythms, some sad, some bright and happy, but all with an insinuating Spanish rhythm. Almeida's work on guitar is outstanding.



(Continued on page 23)

**ALBUM COVERS OF THE WEEK**



**THE SOUND OF NEW YORK**, ABC-Paramount ABC 2269. The rich, brilliant colors of a New York spotlight set against the soft, contrasting background of the Empire State Building makes for a fetching cover by photog Pete Turner. It effectively registers the flavor of the city and is sure to spark sales.



**RIMSKY-KORSAKOV: LE COQ D'OR, RUSSIAN EASTER FESTIVAL**; **BALAKIREV: ISLAMEY**, Capitol-EMI G 7158. Five charming miniatures in lovely colors depicting episodes in the story of the Golden Cockerel create an attractive and interesting cover. The pictures set an exotic Oriental mood that is reflected in the music and they will certainly heighten sales.



**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING FEBRUARY 21

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

1. RICKY SINGS AGAIN—Ricky Nelson.....Imperial EP 159
2. THE LONELY ONE—Duane Eddy.....Jamie JEP 100
3. THE FABULOUS JOHNNY CASH.....Columbia EPB 12532
4. PETER GUNN—Henry Mancini.....RCA Victor EPA 4333
5. HYMNS—Tennessee Ernie Ford.....Capitol EAP 1-756
6. KING CREOLE, VOL. 1—Elvis Presley..RCA Victor EPA 4319
7. NEARER THE CROSS—Tennessee Ernie Ford.Capitol EAP 1-1005
8. STARDUST—Pat Boone.....Dot DEP 1069
9. MARDI GRAS—Pat Boone.....Dot DEP 1075
10. SING ALONG WITH MITCH—Mitch Miller.Columbia EPB 11601

FROM COLUMBIA

# 3 GREAT SALES-BOOSTING PROMOTIONS!

I'LL BE SEEING YOU—Jo Stafford with Paul Weston and His Orchestra CL 1262\*

Jo Stafford is probably the most listened-to female singer in the world. You know her records sell and sell! And now Jo's great new album will be advertised to an audience of millions on The Bing Crosby Show, Monday, March 2nd, 9:30-10:30 on ABC-TV.



NEWNESS SELLS! AND COLUMBIA IS FIRST WITH NEW IDEAS—NEW SOUNDS—NEW ARTISTS AND NEW PACKAGING.



ALL ALONE BY THE TELEPHONE—Polly Bergen with orchestra conducted by Luther Henderson CL 1300\*

With AT&T, COLUMBIA promotes the inimitable POLLY BERGEN. Inserts in customer telephone bills and displays in telephone offices and publications will pre-sell this album to millions of potential customers!

PAGAN FESTIVAL—Dominic Frontiere and His Orchestra CL 1273\*

Packaged in ALCOA aluminum foil, this exciting new album will be featured on ALCOA PRESENTS, "One Step Beyond," Tuesday, April 21st, 10:00-10:30 on ABC-TV, reaching 25 million viewers!



LOOK TO COLUMBIA FOR THE **BIG** PROMOTIONS THAT MEAN **BIG** SALES FOR YOU!

ALL THIS PLUS THE GREATEST ADVERTISING AND SALES PROMOTION CAMPAIGN IN THE HISTORY OF

GUARANTEED HIGH-FIDELITY AND STEREO-FIDELITY RECORDS BY



\*available in stereo

© "Columbia" (C), Lp, Marca Reg. A division of Columbia Broadcasting System, Inc.

• **Review Spotlight on Albums . . .**

• Continued from page 21

----- **Classical Special Merit Albums** -----

**POULENC: DIALOGUES DES CARMELITES (3-12")**  
**Artists, Choir & Orch. of the Theatre National de L'Opera (Dervaux)—Angel 3585 C-L**

The huge TV audience that saw Poulenc's opera introduced to this country in 1957 will naturally constitute the most immediate prospects for this three-disk album. The terrible, emotional tensions of the opus are beautifully caught. Handsomely packaged, the set is accompanied by a luxurious folder containing the complete French text with a running English translation alongside.



----- **Jazz Albums** -----

**THE FOUR BROTHERS SOUND**  
**Jimmy Giuffre—Atlantic 1295**

This album is undoubtedly a tour-de-force for Jimmy Giuffre. It features the tenorman playing all four tenor parts in this recreation of the "Four Brothers" sound that Giuffre helped create with the Woody Herman Second Herd years ago. On this album Giuffre is accompanied on most selections by the Giuffre Three (B. Brookmeyer and J. Hall), but occasionally he only uses the quadruple tracked tenors. The original "Four Brothers" tune is here, plus three other tunes composed by Giuffre, and there are a group of standards as well. For Giuffre fans this album will be a delight for his musicianship, if not for his emotional context. The new tunes "Ode to Switzerland," "Blues in the Barn" and "Space" are outstanding.



**PURE BLUES**  
**Jimmy & Mama Yancey—Atlantic 1283**

Collectors will find this package hard to put down. The sides are not old—they were made in 1951—but they represent what the title says, that is, pure blues by the man whose bass figures and interpretations have become part of the blues language. Papa is recorded alone on seven selections with Mama doing vocals on five. Mama's style, while relatively untutored, is distinctive, and, to blues lovers, full of depth.



----- **Opera Albums** -----

**RICHARD STRAUSS: ARABELLA (4-12")**  
**George London, Baritone; Otto Edelmann, Bass; Lisa Della Casa, Soprano; Hilde Gueden, Soprano; with Various Artists & the Vienna Philharmonic Orch. (Solti)—London OSA 1404**

**STEREO**

Released a year ago as a monaural package, this album is even more effective in stereo. Strong name values, handsome packaging, and excellent performances. This is the first complete recording of the opera.



**MOUSSORGSKY: BORIS GODOUNOV (4-12")**  
**Boris Christoff, Bass; Various Artists with Choeurs Russes De Paris & Orch. National de la Radiodiffusion Francaise (Dobrowen)—Capitol-EMI GDR 7164**

This beautifully packaged set should be a potent seller. Excellent sound, fine performances and Christoff's sock name appeal make it "must" stock. Colorful cover photo gives set strong display value.



**VERDI: DON CARLO (3-12")**  
**Boris Christoff, Bass; Tito Gobbi, Baritone; Antonietta Stella, Soprano; Elena Nicolai, Mezzo-Soprano; with Various Artists & Orch. & Chorus of the Opera House, Rome (Santini)—Capitol-EMI GCR 7165**

Stellar cast in an outstanding recording that will be an asset to any opera lover's collection. Rome ork is well-rounded, and Santini's direction is imaginative. Christoff sings with presence, conviction and musicianship. Gobbi brings warmth and beauty to his interpretation. Miss Stella displays good technique and full command of a difficult role. Should move.



----- **Folk Albums** -----

**WINE OF GAUL**  
**Marais & Miranda—Decca DL 8791**

Josef Marais and Miranda score again. Their latest album is a collection of folk songs from many nations, covering a time span from 10 decades ago to the present. As ever, their handling of songs sad and comic, romantic and military, no matter the language, is truly extraordinary and diverting. The program and the renditions are bound to please the fans of their many previous albums.



(Continued on page 26)

**Atlantic's new LPs**

**BARBER**



**CHRIS BARBER**  
**HERE IS CHRIS BARBER**

**1292**  
 Available Monaural Only

**GIUFFRE**



**JIMMY GIUFFRE**  
**THE FOUR BROTHERS SOUND**

**1295**  
 Available Monaural & Stereo

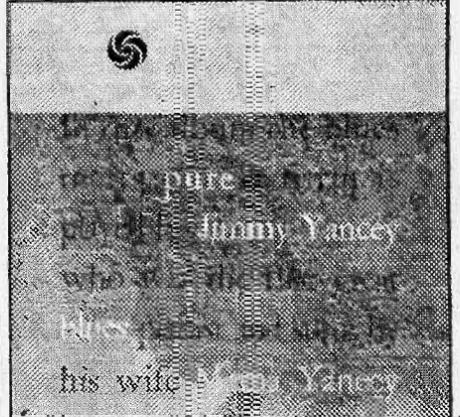
**BYRON**



**GEORGE BYRON**  
**PREMIERE PERFORMANCE**  
 (Jerome Kern Songs)

**1293**  
 Available Monaural & Stereo

**YANCEY**



**JIMMY & MAMA YANCEY**  
**PURE BLUES**

**1283**  
 Available Monaural Only

**ATLANTIC**  
 157 West 57 Street, N. Y. 19, N. Y.



# RECORDS' STEREO DAYS

**YOU'LL AMPLIFY YOUR SALES WITH THESE IN-STORE PROMOTIONAL AIDS!**

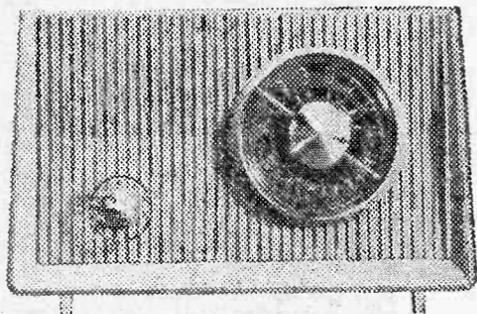
- browser-box!
- window streamer!
- five over-the-wire pennants!
- attractive lapel buttons for your sales force!
- easel-back album listing!
- 8-page mailer with all listings!

**YOU'LL PICK UP EXTRA PROFIT WITH TV COMMERCIALS ON THE STEVE ALLEN AND ELLERY QUEEN SHOWS!**



**SPEAKERS EVERYWHERE WILL BE BOOMING OUT "SAVE-ON-STEREO" RADIO COMMERCIALS!**

- Monitor will carry this exciting stereo story on the entire NBC Radio Network!
- Transcribed spots for your local use are now at your distributor's!



**OVER 200 "LIVING STEREO" ALBUMS TO CHOOSE FROM! CALL YOUR RCA VICTOR DISTRIBUTOR FOR QUICK ACTION.**

**RCA** **RCA VICTOR** **RCA**  
TRADE MARK RADIO CORPORATION OF AMERICA



# Mostville



## Review Spotlight on Albums . . .

Continued from page 23

### Sound Albums

#### THE SOUND OF NEW YORK ABC-Paramount ABC 2269

This handomely-packaged, double-fold album is the label's first in its de luxe Artistic Series. A bound insert features some informative notes and vivid photos of Manhattan. A group of fine jazz men interpret several Gotham-themed standards ("Manhattan," "Take the A Train," etc.) and six Kenyon Hopkins originals—"Taxi," "Coney Island Visit," etc. Sounds recorded on the streets of New York are heard in background. Good nostalgic chatter angle for jocks. Solid sound item for hi-fi bugs.



### Specialty Albums

#### JULIUS MONK PRESENTS DEMI-DOZEN Various Artists—Offbeat O 4015

Here's a smart, topical package, featuring show-wise performances and clever special material that spoofs Madison Avenue and various other aspects of the Manhattan scene. Julius Monk's waxing of other revues presented at his East-Side nitery have done well sales-wise, and this should meet with similar success. A solid item for the chi-chi set.



## Reviews and Ratings of New Popular Albums

### EXPLANATION OF PACKAGE RATING CATEGORIES

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

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

### POPULAR ★★★★★

★★★★ POP HIT PARTY VOL. III  
Various Artists. Columbia CL 1306  
A quantity-plus-quality collection of top Columbia names decorate this package—Tony Bennett, Johnny Cash, Polly Bergen, Vic Damone, Doris Day, the Four Lads, Frankie Laine, Norman Luboff Choir, Johnny Mathis, and Mitch Miller. Included are Cash's best-selling "Don't Take Your Guns to Town" and the Lads' "Girl on Page 44." A powerful rack item.

★★★★ SOME CAME RUNNING  
Sound Track. Capitol SW 1109

### STEREO & MONAURAL

Elmer Bernstein's haunting, jazz-flavored score for the new Frank Sinatra movie has much the same mood as his best-selling film score "Man With the Golden Arm." The picture is a box office hit and this LP should attract sizable sales. Spinnable sides include pretty Cahn-Van Heusen ballad "To Love and to Be Loved," and the exciting jazz instrumental "Smitty's Place."

★★★★ THE EXCITING LLOYD PRICE  
ABC-Paramount ABC 277  
This could be a big seller for Price. It comes on the heels of his smash single, "Stagger Lee," and contains such outstanding performances as "Lawdy Miss Clawdy," "Mailman Blues," etc.; and is concurrent with Price's newest and big selling single.

★★★★ THE TEDDY BEARS SING!  
Imperial LP 12010 & LP 9067

### STEREO & MONAURAL

The Teddy Bears "To Know Him Is to Love Him" is hot in the singles field and this package should find equal favor with their fans. Fem lead, Annette Bard, and the boys (Phil Spector and Marshall Leib) register their usual effective brand of plaintive tenderness on a group of standards and four originals by Spector. They are more effective with the latter—particularly the haunting ballad "Oh, Why." Salable merchandise.

★★★★ SWINGIN' MY WAY  
THROUGH COLLEGE  
Maynard Ferguson Ork. Roulette R 25058  
Ferguson has a swingin', big band sound

on the nicely varied selection of tunes. It's a good package for dancing or listening. The arrangements are good, and the band really wails. Solos by various artists are brief but good thruout. Here's a set that deserves exposure. Tunes include "They Can't Take That Away From Me," "That Old Feeling" and "Tenderly."

### POPULAR ★★★★★

★★★★ MELACHRINO'S MAGIC MOMENTS  
ABC-Paramount ABC 249

The orkster has a pleasant LP of lush pop and semi-classical themes. Lovely versions of "Traumerel," "Humoresque," "A Handful of Stars" and "Sand in My Shoes" are included. Set should please his many fans.

★★★★ PREMIERE PERFORMANCE!  
George Byron. Atlantic 1993

Set boasts three "new" Kern melodies. Dorothy Fields has provided lyrics to the songs, which have not been recorded previously. Also included are some of the composer's loveliest tunes. Lush orking by Andre Previn assists Byron in his presentations. "April Fooled Me" is perhaps the most winning of the newer selections. It's an excellent programming item and with exposure, this should be a good seller.

★★★★ LOVE SONGS A LA ROSA  
Julius La Rosa. Roulette R 25054

The chanter sounds better than ever in his debut LP for this label. Here is La Rosa complete with a maturity of interpretation, controlled tones and phrasing on a fine brace of standards. "When I Fall in Love," "You're My Girl," and "Melancholy Baby" are especially listenable tracks. Healthy prospects.

★★★★ BLUE HAWAIIAN MOONLIGHT  
Alfred Apaka. Decca DL 8820

Alfred Apaka, sometimes known as the voice of the Islands, sings a dozen melodies with typical languid, lazy Island flavor. Apaka has a pleasant, clear, high-pitched style that somehow bespeaks the music of Hawaii, hence the offerings of "Blue Hawaiian Moonlight," "To You Sweetheart, Aloha," have a ring of authenticity. Mighty pleasant listening.

### ★★★ LET'S ALL SING WITH RED FOLEY

With the Anita Kerr Singers & Owen Bradley Ork. Decca DL 78847 & DL 8847

### STEREO & MONAURAL

Foley has a pop package here—a sing along album in which Red "lines out" the lyrics. It's fun and has a good sound. Altho Foley will always have a big sale in c.&w. markets, dealers should realize this package is pop. There are a couple of folk tunes in it—like "On Top of Old Smoky" and "Goodnight Irene," but the others are great old Tin Pan Alley standards—"I Want a Girl," "It's a Sin to Tell a Lie," etc.

### ★★★ MOONBEAMS

Jesse Crawford, Organ. Decca DL 8831  
Another fine album by the "virtuoso of the pipe organ" for organ music fans. This LP contains music by Victor Herbert and Fritz Kreisler. Particularly nice selections are "Moonbeams," "I'm Falling in Love With Someone," "Liebesleid," and "Liebesfreud." Good potential.

### ★★★ PAGAN FESTIVAL

Dominic Frontiere Ork. Columbia CL 1273

Movie-TV composer-arranger Frontiere has written, arranged and conducted a colorful, haunting musical interpretation of ancient Inca rituals. The exotic themes "Temple of Suicide," "God of Seasons" etc., are enhanced by effective non-lyric choral backing. Interesting off-beat jockey wax.

★★★ DAVID ROSE PLAYS MUSIC FROM "WHOO-UP"  
M-G-M E 3746

A bright, orchestral version of the Broadway show score—sometimes lush, sometimes bouncy, and always smartly professional and capturing the mood of the musical play. Dealers should demonstrate and compare with companion M-G-M package by Dick Hyman.

### ★★★ MUSIC HALL BON-BONS

The Radio City Music Hall Symphony Ork. (Paige). Everest LPBR 5024

A fine LP of dramatic showpieces for the orchestra arranged by Rayburn Wright and conducted ably by Raymond Paige. These are the public favorites heard year after year from that magical pit at the Music Hall. Some of them are, "Jazz Pizzacato," "Toy Trumpet," and "On the Trail." Should be strong potential by popular demand.

### ★★★ WHY NOT CHA CHA CHA?

Manny Lopez Ork. Imperial LP 12009 & LP 9066

### STEREO & MONAURAL

Very good Latin dance album by the "Crown Prince" of the Latin beat. Smooth and exciting arrangements of the favorite "Begin the Beguine" and "Cielito Lindo," as well as the Lopez penned "Fantabulous" and "Las Tres Locas," the latter a collaboration with Eddie Cano. Extremely salable LP.

### ★★★ RENDEZVOUS WITH A TANGO

George Mirros Ork. Aristophone LGR 804  
This album was planned for listening as well as dancing pleasure. The deft tango arrangements of Alfredo Mendez are lushly performed by George Mirros' ork. Included are such old faves as "La Cumparsita," "El Choclo" and "Adios Muchachas," but the album also includes a brace of less worn numbers with the instrumentations pleasantly spiced with use of oboe, guitar, mandolin and xylophone.

### ★★★ MY ONE AND ONLY LOVE

Pete Terrace Ork. Tico LP 1057  
Pete Terrace plays vibraphone to the backing of a fine-sounding big ork, using his own arrangements. Tunes are standards—"Indian Love Call," "Yesterdays," "My One and Only Love," etc., all of which have been set to a gentle Latin rhythm. Cover has eye-appeal and this plus the appealing sound of the playing make it a good bet for dancers and for the international market.

### POPULAR ★★

#### ★★ HELLO NICE PEOPLE

Henry Jerome Ork. Roulette R 25056  
Henry Jerome, known to many thousands of dancers via his hotel work and remotes, has put together a thoroughly competent package of suave dance music. Vocals do not impress as much as the instrumental arrangements. Tunes include "All I Do Is Dream of You," "Comes Love," "I Love Paris."

#### ★★ OUR WEDDING SONGS

Bob Manning with Sid Feller Ork. Everest SDBR 1025 & LPBR 5025

### STEREO & MONAURAL

A good album concept—songs which are built around the theme of sacred love. There are many beautiful songs of this type—including some of a pop nature as well as some which have become great standards. Included here are such items as "Oh Promise Me," "Anniversary Song," "I Concentrate on You." Arrangements are lush, and the vocals are in a warm style.

#### ★★ ROMANCE WITH RONNIE

Ronnie Deauville. Imperial LP 12008 & LP 9060

### STEREO & MONAURAL

An LP of love songs with contemporary rhythm and styling by the singer. Nice versions of "The Secret of Love," "Nice Work If You Can Get It," and "The Glory of Love." Fair potential directed at the teenage group.

#### ★★ IN THE MOOD

Helnz Kretzschmar & His Ork. Vox VX 25.830

A combination of Glenn Miller and tunes from the movies conveying various moods for dancing are featured on this LP by the German bandleader. The Miller tunes are always welcome and "Riffi" from the same film and "Gelsomina" from "La Strada" are performed well. Potential weakened by the many disks of this type already on the market.

#### ★★ MISS GLORIA LYNNE

Everest SDBR 1022 & LPBR 5022

### STEREO & MONAURAL

Gloria Lynne, a discovery of Everest & R. head, Raymond Scott, bows on the label with a collection of ballads, blues tunes and jazz items, backed by a fine group of jazz musicians. Miss Lynne shows off a pleasant voice, somewhat in the Dakota Staton groove, altho she is rather stylized and doesn't show much feeling on many of the tunes. However, the backings are excellent.

(Continued on page 28)

## 25 WORDS THAT THE COMMUNISTS FEAR!

They are your words! The 25 words of truth you send to be broadcast behind the Iron Curtain over Radio Free Europe!

That's right! Now you may send your own Truth Broadcast behind the Iron Curtain.

And you may be flown to Europe to broadcast it yourself . . . or you may be awarded one of 200 high-powered Halli-crafters short wave radios! Double your award if you send one dollar (or more) with your entry.

On a plain sheet of paper just complete this sentence in 25 additional words or less . . .

"As an American I support Radio Free Europe because . . ."

Send your entries to:

Crusade for Freedom  
Box 10-P, Mount Vernon 10, New York  
Competition closes March 31, 1959.

All contributions go in their entirety to Radio Free Europe.





*We're making hits at*  
**WARNER BROS.**

**Tab Hunter**

**APPLE BLOSSOM TIME**

No. 5032

**Charlie Blackwell**

**MIDNIGHT OIL**

No. 5031

**Don Ralke**

**77 SUNSET STRIP**

No. 5025

**Pete Candoli**

**77 SUNSET STRIP CHA CHA**

Beer Barrel Conga

No. 5039

**The Mary Kaye Trio**

**BELIEVE IN ME**

Wonder Why

No. 5041

**The Gateway Singers**

**EAST VIRGINIA BLUES**

No. 5034

**The Sugar Buns**

**PAJAMA PARTY**

Nails & Snails

No. 5046

**The Ja Da Quartette**

**GOOD TIME CHARLIE**

My Cutie's Due at Two to Two Today

No. 5036

**The Chateaus**

**I'M AFRAID THE MASQUERADE IS OVER**

If I Didn't Care

No. 5043

**Troyce Key**

**AIN'T I CRIED ENOUGH**

Watch Your Mouth

No. 5035

Order from your  
nearest distributor



**WARNER BROS. RECORDS**

Burbank, California

*The First Name In Sound*

SOUNDS UNLIMITED

# Reviews and Ratings of New Popular Albums

Continued from page 26



## STEREO SHOWCASE!



ST-1183

Now with ring-side realism in a long-awaited package.



SW-1161, SW-1162

Top artists in smash follow-ups to "Big Band Stereo" and "Stars in Stereo."

cellent and the stereo separation is fine. May interest those on the quest for new talent.

### LOW-PRICE POPULAR ★★★

★★★ BEATRICE KAY SINGS GAY 90'S  
Tops L 1655  
Beatrice Kay belts the wonderful old tunes, as only she can. Her brassy command of the numbers are full of her inimitable appeal. Chorus assistance by the Eligibles and sparkling arrangements by Gerald Dolin provide an excellent framework. For the price, the set is a real gem. Tunes include "After the Ball," "My Mother Was a Lady," and "She's More to Be Pitied Than Censured." Excellent rack item.

### ★★★ LET'S ALL SING

The Fireside Gang. Tops L 1651  
The tremendous success of the Columbia "Sing Along With Mitch" sets has inspired a flock of imitations and this is one of the first on a low-price label. This set includes 18 well-known folk and traditional American tunes, mainly P.D., from "Old Black Joe" to "Clementine," pleasantly sung by The Fireside Gang. The lyrics to the tunes are printed on the back cover. A good item for the chains and supermarkets at the \$1.49 price.

### LOW-PRICE POPULAR ★★

★★ DANCE TO THE MAGIC OF BILLY DANIELS  
With the Rhythm Rockers. Tops L 1644  
Despite title, this is primarily a vocal album. Package should do well in the low-price field. Chanting is in the vocalist's well-known night club style—with a lot of verve and dash. Tunes are standards, as "Baby Won't You Please Come Home," "Perfidia," "I've Got the World on a String."

### FOLK ★★

★★ YIDDISH FAMILY ALBUM  
Rita Marlowe — Stanley Laudan & His Ensemble. Fiesta FLP 1241  
There's a "made in Britain" label on this package, but lovers of the genre will find it much like the home-grown product. Besides familiar songs like "Belz" and "Golden Wedding" (known here as "He's 80 and She's 70), there are agreeable original compositions by Mr. Laudan. Both artists sound better in the Yiddish numbers than in their English selections.

### ★★ CZECHOSLOVAK NATIONAL BALLET

Monitor MF 313  
Spirited set of folk and semi-classical selections are presented by soloists and the chorus of the National Ballet of Czechoslovakia. Sound is good. Set, however, will probably have limited appeal.

### INTERNATIONAL ★★★★★

★★★★ LA GUITARRA  
Rolando Veldes - Blain with Rayburn Wright Ork. Roulette R 25055  
Valdes-Blain is a virtuoso of his instrument and here he shows his mettle via a number of attractive Spanish songs and Latin airs. His touch is sure and his tone with the instrument is rich and mellow. In some cases, there is string accompaniment while in at least one other instance, a brother, Alberto, joins in for a duet. A most entertaining set, designed primarily for the international trade.

### INTERNATIONAL ★★★

★★★ GUITAR FLAMENCO  
Gonzalo Ortega & Andres Felix, Guitarr. Bruno BR 50030  
Good; authentic Flamenco which can be recommended to collectors of that genre. The Andres Felix vocals are particularly effective and should be demonstrated to customers who haven't heard Flamenco singing. It could broaden the market for this type of disk.

### INTERNATIONAL ★★

★★ I REMEMBER SWITZERLAND  
Various Artists. Fiesta FLP 1240  
Polkas and waltzes dominate this album, altho it also includes a spirited march and a male choral rendition. Highlight, however, is the solo and group yodelling, in best Swiss tradition, to take it out of the realm of the ordinary.

### ★★ I REMEMBER GERMANY, VOL. II

Various Artists. Fiesta FLP 1239  
German pop tunes, traditional songs and novelties get varied treatment here. The newer generation of performers seem to have been indoctrinated by U. S. pop styles. One male singer borders on rock in one number, while a group called Die Belcantos sounds suspiciously like many American aggregations in their handling of a tune. The old school is best represented by a zither solo and several vocal duets by a team called Susi und Rolf.

### RELIGIOUS ★★★

★★★ CHORAL PRAISES  
Baylor University Chapel Choir (Porter). Word W 3049  
The large Baylor University group renders a series of religious works—hymns, spirituals and anthems—in clean, well-disciplined style. The choral work is handled a cappella. "Onward Christian Soldiers," "The Holy City," "Ezekial Saw De Whell," are samples of the fare. Good prospects in its field.

### RELIGIOUS ★★

★★ THE CADET CHAPEL CHOIR, WEST POINT  
Stereovox STVX 425.590  
STEREO & MONAURAL

The West Pointers offer a program of sacred works of varying styles and periods. There are anthems by Beethoven, Bach and Mendelssohn as well as works by modern day composers, all in the liturgical vein. The singing by the voluntary cadet group, not to be confused with the West Point Glee Club, is satisfactory, if not notable. Recording was made in the chapel at the Point and the stereo helps to capture the chapel effect.

### SOUND ★★★★★

★★★★ SOMETHING FOR BOTH EARS  
World Pacific Stereo HFS 2  
STEREO ONLY

World Pacific has issued this special stereo sampler to demonstrate its jazz recordings at the low price of \$2.98. It contains bands from the album, "Big Band Jazz in Stereo," from Gil Evans' "New Bottles Old Wine," from some of the Gerry Mulligan stereo sets and stereo tracks from  
(Continued on page 29)

SOUNDS



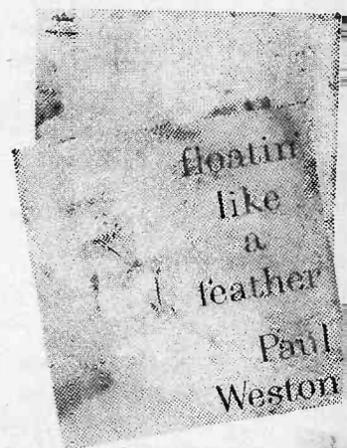
## Stereo and



(S)T-1145



(S)T-1150



(S)T-1153-1154



T-1160

And a swingin' new soundtrack!

UNLIMITED SOUNDS

# PLUS 3 IMPORTANT NEW ARTISTS ON CAPITOL—Jack Fascinato, Teagarden, Pee Wee Hunt, Joe "Fingers" Carr, Jackie Davis...an important new

# SALES U

SOUNDS UNLIMITED SOUNDS UNLIMITED SOUNDS

UNLIMITED

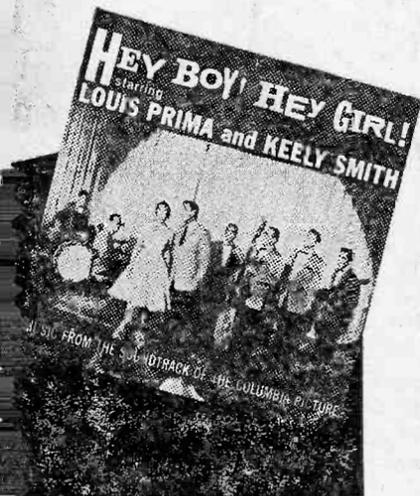
NEW Monophonic!



(S)W-1147



(S)T-1149



Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ PENNARIO PLAYS Capitol P 8469

Leonard Pennario has selected a grouping of shorter works—études, nocturnes, etc., for this set of solo offerings. Rachmaninoff's "Moment Musical," and Chopin's "Revolutionary Etude" and "Nocturne in D Flat," are examples of the nine pieces. Pennario's strong following should turn this into an active piece of merchandise.

★★★★ SHOSTAKOVICH: AGE OF GOLD; BARBER: SOUVENIRS The Philharmonia Orch. (Kurtz). Capitol-EMI G 7146

Fine performance by the Philharmonia Orchestra under Efrem Kurtz of compositions by two contemporary composers. Shostakovich's "Age of Gold" ballet suite, and Samuel Barber's "Souvenirs" ballet suite. They are played with the light, happy spirit both works call for, and the recorded sound is excellent. Certain to please balletomanes and followers of the two composers. The cover is eye-catching.

★★★★ BEETHOVEN: PIANO CONCERTO NO. 3 Rudolf Firkušny, Piano with The Philharmonia Orch. (Suskind). Capitol P 8468

The majestic concerto is interpreted with crisp virtuosity by the pianist, who takes full advantage of all of the showy passages afforded in the work. The orchestra under Suskind responds beautifully. Despite heavy competition, the set should enjoy good sales.

★★★★ POP CONCERT U.S.A. The Cleveland Pops Orch. (Lane). Epc LC 3539 & BC 1013

STEREO & MONAURAL

Plenty for the money here. Selections are representative of much fine material in American music: Bernstein's Overtures to "Candide," Anderson's "Serenata," Gould's "American Salute," Copland's dance episodes from "Rodeo," Piston's Ballet Suite from "The Incredible Flutist." Performance is in the tradition of the fine work of the Cleveland. In addition there are perceptive liner notes.

★★★★ LISZT: TRANSCENDENTAL ETUDES

Jorge Bolet, Piano. RCA Victor LM 2291 These demanding and difficult piano works are played with great fluidity which frequently borders on brilliance by Bolet. He is a musician and a fine technician on this collection of intricate pieces. Etudes performed are numbers 1, 2, 3, 5, 7, 8, 9,

Reviews and Ratings of New Popular Albums

Continued from page 28

Chico Hamilton and The Mastersounds' LP's. They show off the label's stereo recordings with gusto, and will interest a lot of stereo bugs as well as jazz fans. The separation is good and the music is well-recorded. Good value for the money.

SPECIALTY ★

★ "SUDDENLY YOUR MIND SOARS" By Barney Ruffner. Ruffner 1

10 and 11, a rare grouping for a single disk. The splendid performances are worthy additions to the catalog of Liszt repertoire.

CLASSICAL ★★★

★★★ JANACEK: TARAS BULBA; MARTINU: LES FREQUES

The Royal Philharmonic Orch. (Kubelik). Capitol-EMI G 7159

Kubelik, who was the unfortunate victim of an international critics' war during his appearance here last year, excels in the interpretation of works by Czechoslovakian composers. He has caught the fire and drama of the elusive "Taras Bulba" as few have. But in the Martinu work, dedicated to him, he has scored a triumph. He makes this exquisite modern program music live. A major addition to the LP catalog and sure to remain the standard.

★★★ RIMSKY-KORSAKOV: LE COQ D'OR; RUSSIAN EASTER FESTIVAL OVERTURE; BALAKIREV: ISLAMEY

The Philharmonia Orch. (Goossens). Capitol-EMI G 7158

Highlight of this package is the unusual and colorful conception of the cover which depicts in a series of interesting caricature drawings of the fable "Le Coq D'Or." The recording itself projects the moody Rimsky-Korsakov musical setting faithfully in a moderately good recording. Companion pieces are performed attractively.

★★★ ESPANA The London Symphony Orch. (Argenta). London CS 6006

STEREO & MONAURAL

A lively program of "Spanish" works by non-Spanish (with the exception of Granados) composers. All are familiar classics (Capriccio Espagnol, etc.) in sparkling interpretations. Accessible fare that should enjoy a wide audience and very effective stereo.

★★★ HAYDN: SONATAS NOS. 30 & 35; ANDANTE WITH VARIATIONS; BRAHMS: 16 WALTZES

Carl Seeman, Piano. Decca DL 710.007

STEREO & MONAURAL

The German pianist, who made his Town Hall debut last week, has a subtle, elegant style. His detached approach shows to good advantage in the unhackneyed Haydn works offered. However, the same style sounds cold when applied to the familiar Brahms waltzes, where a little more warmth is indicated. The stereo recording gives greater dimension to the sound of the piano.

★★★ FAMOUS OVERTURES — BEETHOVEN

The Vienna Philharmonic Orch. (Munchinger). London CS 6053

Familiar Beethoven in a good recording. These overtures are a stereo "first" and should find a wide audience among listeners with two-channel gear. Good cover shot will attract browsers.

★★★ STRAVINSKY: LE SACRE DU PRINTEMPS

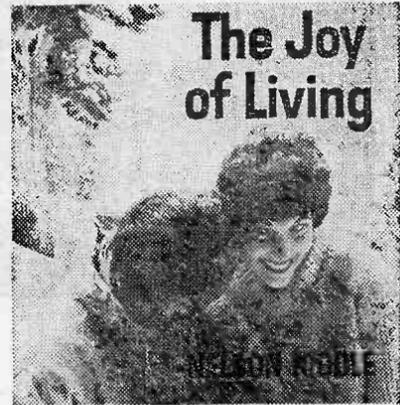
L'Orchestre De La Suisse Romande (Ansermet). London CS 6031

This makes the fourth version of this work in stereo since the inception of two-channel disks. There's a good reason for this. The music has color, dynamics and brilliance. It's a stereo "natural." This London version is as good as we've heard. Demonstrate for almost certain sales.

(Continued on page 30)



TIE-IN PROMOTION!



(S)T-1148

CAPITOL and SCHLITZ BEER in the most fabulous promotion of the year.

Unprecedented national TV, magazine and radio advertising by Schlitz and Capitol to tie-in with the Schlitz theme "Know the joy of good living."

150,000 Schlitz displays, special album jackets and streamers...and much much more. Be sure to check your Capitol representative about this!

Four-color dimensional displays for "Swingin' Pretty," "Hey Boy, Hey Girl," "Sleep Warm," "Dancin' Smooth and Easy" and Paul Weston.

Special disc jockey coverage!

National advertising in the New Yorker, Newsweek, Esquire, Holiday, Time, New York Times, Schwann's, Harrison's, High Fidelity, Downbeat, Seventeen, Photoplay, and Teen.

Kenyon Hopkins and Dorothy Donegan... and more from favorites Jack dance package...and some stereo Hawaiian strings...Capitol's got it all!

UNLIMITED!

UNLIMITED SOUNDS UNLIMITED SOUNDS UNLIMITED

**"THIS SHOULD GO ON FOREVER"**  
**ROD BERNARD**  
 THE ORIGINAL ON AR60 5317

**"JUST ANOTHER LIE"**  
**LINDA BRANNON**  
 CHESS 1720

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

• Continued from page 29

★★★ **CHOPIN: ETUDES (2-12")**  
 Louis Kenner, Piano. Capitol-EMI GBR 7162

In his readings of the Etudes, the "Andante Spianato" and the "Polonaise Brillante," Kenner displays a flair for coloring, lovely tone and carefully controlled dynamics. However, these fine qualities are often spoiled by the pianist's use of every sentimental cliché in the book. At times the Etudes sound like a tempo rubato manual. Heavy competition from Rubinstein, Novas and other masters, but this naturalized Briton has a wide American following.

Wuehrer, who has recorded all five of the Beethoven piano concertos for the label, performs the composition emotionally, supported by the Bamberg Symphony under Jonel Perla. The stereo separation is good, making a nice blend between the piano and orchestra. There are three fine releases of this concerto on other labels which means this set will have strong competition.

★★★ **SCHUBERT: SYMPHONY NO. 9**  
 The London Symphony Orch. (Krips). London CS 6061

STEREO & MONAURAL

A fine rendition of the grandest of Schubert's symphonies, heightened by excellent stereo reproduction. Josef Krips' batoning could have exhibited more strength and sharpness of contour in a few instances, but on the whole this version is splendid. Despite formidable stereo and mono competition, it's certain to be a substantial stereo seller.

★★★ **FRANCK: SYMPHONY IN D MINOR**  
 Orch. National De La Radiodiffusion Francaise. Capitol-EMI G 7157

A handsome and faithful rendition of the oft-recorded work. The sound is well-produced and it's considerably better than some of the other EMI classical releases. Tho there is considerable competition, including a couple of good low-priced editions, the Beecham name and the general high quality of this set can make it a contender.

★★★ **RACHMANINOFF: PRELUDES & TRANSCRIPTIONS**  
 Colin Horsley, Piano. Capitol-EMI G 7136

Colin Horsley, well known as a soloist in England (where he is professor of music at the Royal College of Music in London) and also on the Continent, shows off his splendid piano technique on this recording of some Rachmaninoff's difficult piano pieces. The Preludes include one (No. 6 in E Flat from Opus 23, and seven others from the little recorded Opus 32. The Transcriptions cover the Scherzo from "A Midsummer Night's Dream," Mendelssohn, "Lullaby" by Tchaikovsky, and Rimsky-Korsakov's "The Flight of the Bumble Bee."

★★★ **COPLAND: BILLY THE KID; STATEMENTS FOR ORCH.**  
 The London Symphony Orch. (Copland). Everest SDBR 3915

STEREO & MONAURAL

A beautifully recorded and emotionally performed reading of the Copland Ballet Suite. The Philadelphia Ork version on Columbia is fine in terms of monaural sound but this new stereo version will be hard to beat. Dynamics, from loud, crashing passages to the faintest moody whisper are captured with sheer realism. Certainly as one of the first stereo versions of the suite, it's bound to do well in the long pull. One of the few recordings of Copland's six, short ork pieces, known as "Statements," also receives a rewarding performance.

★★★ **BEEHOVEN: PIANO CONCERTO NO. 4**  
 Friedrich Wuehrer, Piano with The Bamberg Symphony (Perla). Stereovox STVX 510.640

STEREO & MONAURAL

This stereo recording of the Beethoven "Piano Concerto No. 4 in F Major" was previously released monaurally on the label.

★★★ **PAS DE DEUX**  
 The Royal Philharmonic Orch. (Irving). Capitol-EMI G 7160

A most interesting package idea finds a group of classic ballet excerpts performed by the Royal Philharmonic. These are the romantic "pas de deux" segments of such works as "The Sleeping Beauty" and "The Nutcracker," by Tchaikovsky; Chopin's "Les Sylphides," and Prokofiev's "Romeo and Juliet" ballet. There are eight of these  
 (Continued on page 32)

TOO MUCH!



**"CLASS-CUTTER"**  
 b/w  
**"LONELY NIGHTS"**  
**DALE HAWKINS**  
 CHECKER 9 6

**"I'M SORRY"**  
**BO DIDDLEY**  
 CHECKER 914

**"Whatcha Doin' In The Woods"**  
**GLORIA MAY**  
 CHESS 1719

**"A FOOL SUCH AS I"**  
**PAT O'DAY**  
 AR60 5325

CHESS PROD. CORP.

2120 S. Michigan, Chicago 16. CALumet 5-2770.



... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.

**LLOYD PRICE**

IS BACK AGAIN!

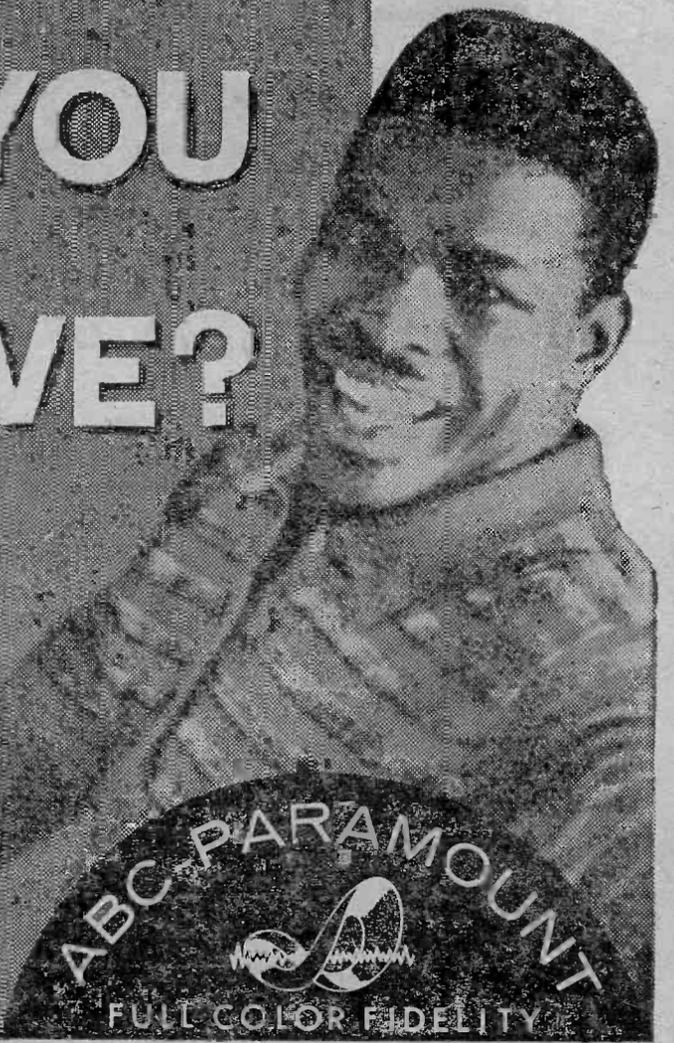
**WHERE WERE YOU**

(ON OUR WEDDING DAY)?

**IS IT REALLY LOVE?**

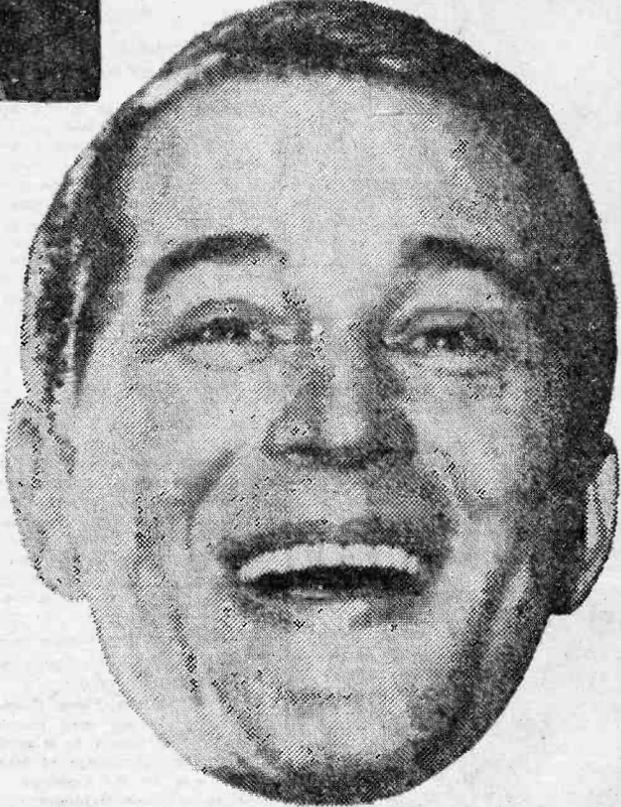
ABC-9997

MORE BIG "PRICE IS RIGHT" NEWS!  
**"THE EXCITING LLOYD PRICE"**  
 NOW AVAILABLE  
 and ALBUM!  
 All these plus  
**"STAGGER LEE"**  
 and 5 more hits!  
**ABC-277**  
**ABCS-277 (stereo)**  
**on EP!**  
 "Lawdy Miss Clawdy"  
 "Just Because"  
 "You Need Love"  
 "Why?"  
**A-277**



**ABC PARAMOUNT**  
 FULL COLOR FIDELITY

**TOMMY**



**BOY**



MINTING MONEY AT RECORD COUNTERS AND IN COIN MACHINES

**PERRY COMO'S "TOMBOY"**

c/w

**"KISS ME AND KISS ME AND KISS ME"**

47/7464



**RCA VICTOR**

TM & ©

RADIO CORPORATION OF AMERICA



# 101 Strings

The World's  
First  
Stereo-Scored  
Orchestra

## HEAR EVEREST

HELEN HAYES

NARRATING

"THE WHITE  
MAGNOLIA TREE"

DRS 828

DESIGN  
RECORDS

PRODUCT OF PICKWICK SALES CORP., B'KLYN 32, N. Y.

MUSIC WANTED

Vocals, Instrumentals, Novelties, Standards, Master Records and Tapes on Royalty Basis. Record Promotion Service Available. (4,000 radio stations).

HALL OF FAME RECORDS

Suite 810, 1697 Broadway, New York City

## Reviews and Ratings of New Classical Albums

Continued from page 30

familiar excerpts in all and they are performed with warm appeal. Delightful background material.

★★★ BEZRODNY PLAYS GERSHWIN. Igor Bezrodny, Violin with Abram Makarov, Piano. Monitor MC 2028

Virtuoso performance of "Three Preludes" by Gershwin as well as works by Bloch, Fuchs, Kreisler, Debussy, Gliere, Respighi, Prokofieff, Elgar, Villa-Lobos, and others mark this new recording featuring the fine Russian violinist Igor Bezrodny. His tone is excellent, and his style is lyric and poetic in the tradition of Russian violinists. The recorded sound is first rate. Bezrodny's recent appearances in the United States should help the sales of this new release.

★★★ BEETHOVEN: FIFTH SYMPHONY, CONSECRATION OF THE HOUSE OVERTURE

The Berlin Philharmonic Orch. (Masszel). Decca DL 71006 & DL 10006

STEREO & MONAURAL

Majestic rendition of the famed Beethoven work by the orchestra. Masszel evokes a dramatic performance which is markedly enhanced by the wide channel separation. Competition, of course, is heavy, but as one of the earlier stereo entries, this can be considered with favor. The seldom-heard "Consecration" also gains in stereo. Monaurally, the disks can attract buys from those who approve of the brisk tempi.

CLASSICAL ★★★

★★ BEETHOVEN: BAGATELLES

George Banhami, Piano. Vox PL 10.680

These Bagatelles or "trifles," are hardly that. Call them "lesser" piano pieces—but even that would not be completely accurate. In composing for the instrument, Beethoven treated it like a full orchestra and his "trifles" demand musicianship. They get it in this interpretation. Recommend to students of the instrument and collectors of piano literature. Nice sounding disk.

★★ MOZART: FLUTE CONCERTOS NOS. 1 & 2

Elaine Shaffer, Flute with The Philharmonic Orch. (Kurtz). Capitol-EMI G 7135

Miss Shaffer turns in poetic readings of

these graceful classics. Since leaving the Philadelphia Orchestra five years ago, she has become a virtuoso flutist, and these performances rank among the best of these works. Also in its favor, despite the heavy competition, is its inclusion of a bonus in K.315, the substitute slow movement which Mozart wrote for the Dutch amateur who found the first concerto's original too difficult.

★★ MANFREDINI: CONCERTI I Musici. Epic LC 3514

The six best concertos of the early 18th century composer's Op. 3 are given beautifully conceived performances. "I Musici" strikes a plausible balance between the stark approach of purists and the more lush modern treatment. Solo violins occasionally suffer from poor intonation. Group has waxed entire opus on two disks for Vox label, but this selection should appeal to baroque buffs.

★★ BONPORTI: CONCERTI A QUARTO I Musici. Epic LC 3542

Four of the 10 O. 11 chamber works by the early Italian whose best inspirations are on a par with Corelli and Vivaldi. I Musici gives these incipient concertos their usual interpretive sophistication and marvellous esprit de corps, but soloists are just a little ragged. Enthusiasts will welcome this addition to the sparsely recorded works of the re-discovered master.

★★ HANDEL: DETTINGEN TE DEUM Various Artists with Choir of the Netherlands Bach Society. Epic LC 3540

This monument to George II's mock battle at Dettingen is an unevenly inspired work with lovely passages alternating with dull stretches. The Dutch soloists are very fine, and blend their voices beautifully with the choir. What's even more unusual is that the male sections of the choir are superior to the staffers. An interesting item for Handel fanciers.

★★ MOZART: PIANO MUSIC FOR 4 HANDS

Ingrid Haebler & Ludwig Hoffman, Piano. Vox DL 432-1

These four sonatas, for four hands at one keyboard, are among Mozart's less imposing works, but they have wit and sparkle and this performance flashes these

in ample quantity. Potent competition on Sonatas 1-3 come from Demus with Badura-Skoda, but this album also includes the first recording of the "Jugend" sonata, K.19D, composed at the age of nine and not re-discovered until 1921. The fundamental, it shows the child's genius and, as such, is important Mozartiana.

★★ BEETHOVEN: MUSIC TO GOETHE'S EGMONT; SYMPHONY NO. 1

Various Artists with The Symphony Orch. of the Southwest German Radio Baden-Baden; Orch. Der Wiener Musikgesellschaft (Van Remoortel). Vox PL 10.870

Beethoven's musical setting of Goethe's drama has not been overly recorded. This album presents an excellent interpretation with wonderful vocal passages by Friederike Sailer. Narrated passages are by Peter Mosbacher. This work will be the prime appeal of the disk, since competition on the symphony is formidable. The opera devotee will find this attractive fare.

★★ PROKOFIEV: STRING QUARTETS NOS. I & II

The Endres Quartet. Vox PL 11.100

Chamber music in the modern idiom. Audience may be somewhat limited by the nature of program, but among serious collectors, the disk will have its champions. It's a fine-sounding set, and the Endres Quartet handles this difficult assignment with appropriate vigor.

LOW-PRICE CLASSICAL ★★★

MINOR; SYMPHONIC VARIATIONS

Eileen Joyce, Piano with The Paris Conservatory Orch. (Munch). Richmond 19022

This can obviously steal some of the play from a current low-price edition of the work now available on the Harmony label. The recording quality sometimes tends to become a bit muddled, the reading is for the most part sympathetic to the lyrical Franck message. The name of Charles Munch, prominently displayed here, can add considerable appeal to the merchandise despite an otherwise unexciting cover. A worthwhile long-term item for racks.

LOW-PRICE CLASSICAL ★★★

★★ A SONG TO REMEMBER

Valeska, Piano. Tops L 1624

Valeska is described in the liner notes as a "22-year-old glamour girl." She has considerable talent too, which she displays in this collection of Chopin piano pieces. Included are "Polonaise in A Flat," "Fantasia Impromptu," and a series of etudes, valse, nocturnes, etc. Lady pianist renders the short selections with polish. A strong rack offering.

GOLDEN CREST

PAUL GRIFFIN ARTIST

"YOU ARE THE RAIN"  
and

"RAG DOLL  
BABY"

CR-511

TOP HITS

PHONE OR WIRE GOLDEN CREST RECORDS  
220 B'WAY HUNTINGTON STATION N.  
Hamilton 3-7090

The Big Hits  
Are On  
Today's Hit  
Trademark

Mercury  
RECORDS

★ ★ ★ ★ ★  
★ FOLKWAYS RECORDS ★  
★ WORLD'S LEADER IN ★  
★ AUTHENTIC FOLK MUSIC ★  
★ NEW HIGH FIDELITY RELEASES ★  
★ EVERY MONTH. ★  
★ Write for a complete catalog of 400 ★  
★ Longplay Record Albums in ETHNIC, ★  
★ AMERICAN, INTERNATIONAL, ★  
★ JAZZ, SCIENCE, INSTRUCTIONAL, ★  
★ CHILDREN LITERATURE. ★  
★ FOLKWAYS RECORDS ★  
★ & SERVICE CORP. ★  
★ 117 West 46th St., N. Y. C. 36, N. Y. ★  
★ ★ ★ ★ ★

RECORD LABELS

are our Specialty • Service our Motto.

PHONE: HYacinth 7-2320

Pressure Sensitive & regular Transcription

labels. We Print LP Covers and Jackets.

EP • 5" LP

Streamers, Varnished or Laminated

PROGRESSIVE LABEL CO.

286-290 Stanhope St., Brooklyn 37, N. Y.

# CLARION RECORD MFG. CO. INC.

OUR

14<sup>TH</sup>

YEAR OF CONTINUED

PROGRESS PROVES

THE QUALITY AND

TECHNIQUE OF

OUR PRESSINGS

We use  
only pure  
virgin vinyl  
at all times.

MONAURAL  
AND STEREO  
CUSTOM  
PRESSINGS OF  
INCOMPARABLE  
QUALITY

## CLARION RECORD MFG. CO. INC.

1021 Ridge Ave., Phila. 23, Pa.  
Stevenson 7-5252  
NAT. NIEDERMAN, Pres.

# ATOMIC!

# TERESA BREWER

*Sings*



# HEAVENLY LOVER

Orchestra and chorus directed by DICK JACOBS  
962084

(AL CHIAR DI LUNA PORTO FORTUNA)



**3 SMASH HITS**  
**BIG MAYBELLE**  
 "Baby, Won't You Please Come Home"  
 #155B  
**THE JIVE BOMBERS**  
 "Star Dust"  
 "You Give Your Love to Me"  
 #156D  
**RONNIE DEE**  
 and the Down Beats  
 "This Should Go On Forever"  
 #1559

**SAVOY RECORD CO.**  
 35 MARKETS  
 NEW YORK 9

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

**JAZZ ★★★★★**  
**★★★★ HERE IS CHRIS BARBER**  
 Atlantic 1292  
 Chris Barber's success with "Petite Fleur" will help this album get a lot of attention that would probably not be its lot otherwise. Altho the Barber combo is one of the most popular jazz combos in England it is merely a good, clean Dixieland crew from an American viewpoint. However its current American tour may help it achieve much attention in the States. Barber is featured on most of the tracks, with clarinetist M. Sunshine, trumpet man P. Halcox and banjoist L. Donegan on others. Thrush Otilie Patterson is heard on "Trombone Cholly" with Barber. Tunes are oldies like "Hush-A-Bye," "Diga Diga Doo," etc.

**JAZZ ★★★**  
**★★★ DICK HYMAN SWINGS MUSIC FROM WHOOP-UP**  
 M-G-M E 3747  
 A brilliant, jazz-oriented album of the Broadway show score, featuring the piano of Dick Hyman. Hyman's Trio is in the background, plus the guitar of Joe Puma. Pianistics of Hyman are tops both in technique and in his smart jazz arrangements. Dealers should demonstrate and compare this package with another good one in the label's release—the David Rose Orchestra version of the same score.

**★★★ MARIAN McPARTLAND**  
 Argo LP 640  
 Set derived from a live recording of a session at Chicago's London House last fall. It includes a group of standards, some seldom-heard tunes and a few of Miss McPartland's originals. She has a lightly-driving sound that should please the mainstream buyer. Sound is good, and readable notes by Dom Cerulli add to appeal.

**★★★ RELAXIN' WITH SANDY MOSSE**  
 Argo LP 639  
 The Chicago tenor sax man has a fine programming item. Backed by a group of very capable jazz artists and lush string choirs, he presents a set of lovely standards. It's a nicely conceived and executed package that features some interesting work by Mosse. Pop buyers will also find this an attractive set. Tunes include "Speak Low," "Fools Rush In" and "My Man's Gone Now." Good prospects.

**★★★ THE 3 SOUNDS**  
 Gene Harris, Piano — Celeste; Andrew Simpkins, Bass; Bill Dowdy, Drums.  
 Blue Note 1600  
 The Three Sounds have built up a good reputation among jazz followers via their recent club appearances in New York. Here, on their first LP, the relatively new group indicates it's a trio to watch. On this LP they come thru with some very attractive performances of a group of standards that could help the album if exposed. The trio consists of Gene Harris on piano, Andy Simpkins on bass and Bill Dowdy on drums. The "Sounds" have a sound, with

both jazz and pop appeal. Good debut wax for the group.

**★★★ JIMMY SMITH'S HOUSE PARTY**  
 With Various Artists. Blue Note 4002  
 Here's a bright new album featuring fine work by Jimmy Smith on organ, and a host of individual stars, including L. Morgan on trumpet, C. Fuller on bone, L. Donaldson and G. Coleman on alto, T. Brooks on tenor, K. Burrell and E. McFadden on guitars and A. Blakey and D. Bailey on drums. There are only four tunes on the set, which allows every musician a chance to blow, and Morgan, Fuller, Burrell and Coleman, backed by the fine organ of Smith, turn in outstanding solos. Donaldson's work on "Lover Man," is superb. A very strong new album for the aficionados.

**★★★ LOCKING HORNS**  
 Joe Newman, Trumpet; Zoot Sims, Tenor Sax, with Various Artists. Roulette R 52009  
 Trumpeter Joe Newman and tenorman Zoot Sims get together for the first time on this driving, swinging album and they show off each other's style and their own in solid fashion. Nothing subtle about the music they play but there's a lot of good commercial jazz here and it should interest many. They are backed by a strong rhythm section consisting of O. Pettiford on bass, A. Acca on piano and O. Johnson on drums. Tunes are all originals. A swinging set.

**★★★ EDDIE DAVIS TRIO**  
 Roulette R 52019  
 A happy, lighthearted album of listenable jazz is the best way to describe this new set featuring tenorman Eddie Davis. With Davis is S. Scott on organ, G. Duvivier on bass and A. Edgehill on drums. They blow and the music moves. Tunes are mainly standards with an occasional original. Best sides include "A Gal in Calico," "Close Your Eyes," and "Now That I Need You." Good funky jazz, not deep nor ingenious but good music.

**JAZZ ★★**  
**★★ STEVE ALLEN AT THE ROUNDTABLE**  
 Roulette R 25053  
 Set was recorded during Allen's stint at the New York nitery last June. Assisting Allen are Terry Gibbs on vibes and members from his rhythm section, G. Bivona on clarinet, M. Lowe on guitar, and D. Severinson on trumpet. Allen's name might create a market for the package which falls into a hybrid category. Production does not quite come off due to the confusion of styles. Cover is attractive.  
 (Continued on page 45)

*Cooke's Fastest Breaking Hit Yet!*

**EVERYBODY LIKES TO CHA CHA CHA & LITTLE THINGS YOU DO**

Keen #2018

**BREAKING IN BALTIMORE, ALBANY, BUFFALO AND CALIFORNIA! AND HEADED TO THE TOP!**

**"WAITING"**

Jan AMBER #157-158

**CLEFF-TONE RECORDS**

117 West 48th St. New York, N. Y. CO 5-9032

DEJAYS... Write us for free copies if you haven't received yours!

DISTRIBUTORS... Choice territories still open

**"PAUL'S TALL"**  
 on the charts!  
 #F 118

**"TALL PAUL"**

DISNEYLAND RECORDS  
 BURBANK, CALIFORNIA

**\$\$\$-MINDED DEALERS ONLY:**

1. FULL INVENTORIES OF 45—EP—LP
2. ROCK-BOTTOM PRICES
3. DEALER OR JUKE OF ORDERS SHIPPED SAME DAY
4. OVERNITE SERVICE TO 33 STATES
5. OUR "BIG 20" HIT SHEETS SPEED ORDERING

**THE MUSIC BOX ONE-STOPS**

1301 W. 79th St. CHICAGO 26, ILL. Ph. ABurden 4-3600  
 1327 Crampton St. DALLAS 7, TEX. Ph. RIVERSIDE 8-6707  
 1805 Sumner St. N.W. ATLANTA, GA. Ph. TRINITY 5-035

**AUDITION**  
 a new selling force  
 ...for dealers  
 ...for manufacturers  
 IN FULL COLOR EVERY MONTH  
 IN THE BILLBOARD

GIVE TO DAMON RUNYON CANCER FUND

"GIT" GOIN'!

"GIT" PLENTY

OF

**GUITAR BOOGIE SHUFFLE**

b/w GUITAR IN ORBIT  
**HUNT**  
 NO. 324

BY

**THE VIRTUES**

OFF AND REALLY RUNNIN' ON THAT HOT

**HUNT**  
 LABEL!

"MOST EXCITING INSTRUMENTAL OF THE YEAR!"

Distributed by AM-PAR Record Corp. Distributed in Canada by Sonar of Canada, Ltd.

# Cut Yourself a BIG Slice of Single Sales!

# Cathy Carr



A Sound Bet . . .  
Buy



# ROULETTE

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES For survey week ending February 21

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Stagger Lee</b>		<b>1</b>	<b>8</b>		
BEST SELLING RECORD: Lloyd Price, ABC-Paramount 9972.					
<b>2. Donna</b>		<b>2</b>	<b>11</b>		
By Ritchie Valens—Published by Kemo (BMI) BEST SELLING RECORD: Ritchie Valens, Del-Fi 4110.					
<b>3. Charlie Brown</b>		<b>11</b>	<b>4</b>		
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6132.					
<b>4. 16 Candles</b>		<b>3</b>	<b>10</b>		
By Deacon-Khent—Published by January (BMI) BEST SELLING RECORD: Crests, Coed 506.					
<b>5. Petite Fleur</b>		<b>8</b>	<b>4</b>		
By Sidney Bechet—Published by Hill & Range (BMI) BEST SELLING RECORD: Chris Barber's Jazz Band, Laurie 3022. RECORDS AVAILABLE: Sidney Bechet, Brunswick 55114; Bob Crosby, Dot 15890; Joe Darensbourg Quintet, Lark 4510; Wilbur De Paris, Atco 2011; Wally Fawkes-Sandy Brown Quintet, London 1858; Lloyd Glenn, Aladdin 3446; Gene Krupa Quartet, Verve 10162; Scamps, Arlan 502; Bob Wilber Jazz Quartet, Cub 9021.					
<b>6. The Children's Marching Song</b>		<b>4</b>	<b>6</b>		
By Sharp-Arnold—Published by Miller (ASCAP) BEST SELLING RECORDS: Mitch Miller, Col 41317; Cyril Stapleton, London 1851. RECORDS AVAILABLE: Ingrid Bergman Orphan Choir, 20th Fox 126; Lennon Sisters, Brunswick 55113; Norman Leyden Child's World Ork, Vic WBY-106.					
<b>7. Hawaiian Wedding Song</b>		<b>9</b>	<b>7</b>		
By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP) BEST SELLING RECORD: Andy Williams, Cadence 1358. RECORD AVAILABLE: Mary Kay Trio, Warner Bros., 5015.					
<b>8. My Happiness</b>		<b>6</b>	<b>11</b>		
By Peterson & Bergantine—Published by Happiness (ASCAP) BEST SELLING RECORD: Connie Francis, MGM 12738. RECORDS AVAILABLE: Ella Fitzgerald, Decca 24446; Mulcavs, GNP 131; Pied Piper, Cap 1628; Ron Roth Trio, Cardinal 1003; Jon Steele & Sondra, Coral 65516; Townsman, Cardinal 1032.					
<b>9. Smoke Gets in Your Eyes</b>		<b>5</b>	<b>14</b>		
By Harbach-Kearns—Published by Harms (ASCAP) BEST SELLING RECORD: Platters, Mercury 71383. RECORDS AVAILABLE: Richard Barrett, MGM 12616; Harry Belafonte, Jubilee 5035; Earl Bostic, King 4570; Connie Boswell, Dec 25055; Carmen Cavallaro, Dec 24185; Dennis Day, Cap 1610; Jerry Gray, Dec 27450; Gordon Jenkins, Dec 27166; Guy Lombardo, Dec 23996; Tab Smith, Argo 5323; Fred Waring, Dec 23728.					
<b>10. I Cried a Tear</b>		<b>13</b>	<b>6</b>		
By Al Julia—Published by Progressive (BMI) BEST SELLING RECORD: LaVern Baker, Atlantic 2007.					

### Second Ten

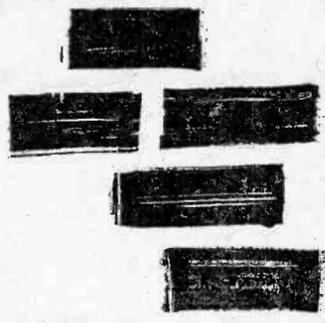
<b>11. Venus</b>		<b>29</b>	<b>2</b>	<b>16. Gotta Travel On</b>		<b>15</b>	<b>13</b>
By Ed Marshall—Published by Rambled-Jimskip (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1031.							
<b>12. All American Boy</b>		<b>7</b>	<b>7</b>	<b>17. I've Had It</b>		<b>20</b>	<b>3</b>
By Bill Parsons-Orville Lunsford—Published by Buckeye (ASCAP) BEST SELLING RECORD: Bill Parsons, Fraternity 835.							
<b>13. Peter Gunn Theme</b>		<b>14</b>	<b>6</b>	<b>18. May You Always</b>		<b>16</b>	<b>7</b>
By Henry Mancini—Published by Northridge (ASCAP) BEST SELLING RECORD: Ray Anthony, Cap 4041. RECORDS AVAILABLE: Embers, Wynne 101; George Kelly, Winley 237; Henry Mancini Ork, Vic 7460; Shelly Manne and His Men, Contemporary 367.							
<b>14. Alvin's Harmonica</b>		<b>27</b>	<b>2</b>	<b>19. Lonely Teardrops</b>		<b>12</b>	<b>12</b>
By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville and the Chipmunks, Liberty 55179.							
<b>15. Tall Paul</b>		<b>10</b>	<b>5</b>	<b>20. It's Just a Matter of Time</b>		<b>25</b>	<b>2</b>
By Bob Roberts-Bob Sherman-Dick Sherman—Published by Music World-Wonderland (BMI) BEST SELLING RECORD: Annette, Disneyland 118. RECORD AVAILABLE: Judy Harris, Surf 5023.							
<b>16. Gotta Travel On</b>				<b>17. I've Had It</b>		<b>20</b>	<b>3</b>
By Paul Clayton—Published by Sanga (BMI) BEST SELLING RECORD: Billy Grammer, Monument 400; RECORDS AVAILABLE: Harry Belafonte, Vic 7445; Janet and Eileen, Testa 103; Bill Monroe and His Blue Grass Boys, Decca 30809.							
<b>17. I've Had It</b>				<b>18. May You Always</b>		<b>16</b>	<b>7</b>
By Carl Boumura-Raymond Ceroni—Published by Brent (BMI) BEST SELLING RECORD: Bell Notes, Time 1004.							
<b>18. May You Always</b>				<b>19. Lonely Teardrops</b>		<b>12</b>	<b>12</b>
By Larry Markes-Dick Charles—Published by Hecht-Lancaster & Buzzell (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 62059.							
<b>19. Lonely Teardrops</b>				<b>20. It's Just a Matter of Time</b>		<b>25</b>	<b>2</b>
By Barry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI) BEST SELLING RECORD: Jackie Wilson, Brunswick 55105.							
<b>20. It's Just a Matter of Time</b>							
By Brook Benton-Hendricks-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mer 71394.							

### Third Ten

<b>21. Goodbye Baby</b>		<b>18</b>	<b>9</b>	<b>26. Manhattan Spiritual</b>		<b>17</b>	<b>10</b>
By Jack Scott—Published by Starfire (BMI) RECORD AVAILABLE: Jack Scott, Carlton 493.							
<b>22. With the Wind and the Rain in Your Hair</b>		<b>19</b>	<b>4</b>	<b>27. (All of a Sudden) My Heart Sings</b>		<b>21</b>	<b>7</b>
By Jack Lawrence-Clara Edwards—Published by Paramount (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15888.							
<b>23. She Say (Oom Dooby Doom)</b>		<b>22</b>	<b>3</b>	<b>28. Lonely One</b>		<b>-</b>	<b>3</b>
By Mann-Anthony—Published by Stratton (BMI) RECORD AVAILABLE: Diamonds, Mercury 71404.							
<b>24. I Got a Wife</b>		<b>24</b>	<b>3</b>	<b>29. The Story of My Love</b>		<b>25</b>	<b>2</b>
By Mascari-Wenzloff—Published by Pure (BMI) RECORDS AVAILABLE: Pee Wee King, Todd 1009; Mark IV, Mercury 71403.							
<b>25. Tragedy</b>		<b>-</b>	<b>1</b>	<b>30. Nola</b>		<b>29</b>	<b>2</b>
By Burch-Nelson & Carr—Published by Bluff City (BMI) RECORD AVAILABLE: Thomas Wayne, Fernwood 109.							
<b>26. Manhattan Spiritual</b>				<b>27. (All of a Sudden) My Heart Sings</b>		<b>21</b>	<b>7</b>
By Billy Naxted—Published by Zodiac (BMI) RECORD AVAILABLE: Reg Owen Ork, Palette 5005.							
<b>27. (All of a Sudden) My Heart Sings</b>				<b>28. Lonely One</b>		<b>-</b>	<b>3</b>
By Rome-Jambian-Herpin—Published by Leeds (ASCAP) RECORDS AVAILABLE: Paul Anka, ABC-Paramount 9987; Karen Chandler, Decca 30381; Kathryn Grayson, M-G-M 30073; Roy Hamilton, Epic 9332; Guy Lombardo, Decca 27504; Fred Waring, Decca 24501.							
<b>28. Lonely One</b>				<b>29. The Story of My Love</b>		<b>25</b>	<b>2</b>
By L. Hazlewood & Duane Eddy—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1117.							
<b>29. The Story of My Love</b>				<b>30. Nola</b>		<b>29</b>	<b>2</b>
By Conway Twitty-Nance—Published by Marielle (BMI) RECORD AVAILABLE: Conway Twitty, M-G-M 12748.							
<b>30. Nola</b>							
By Skylar-Arndt—Published by Fox (ASCAP) RECORDS AVAILABLE: Deep River Boys, Galant 101; Keys and Klef, Colpix 111; Guy Lombardo, Decca 27178; Hack Swain Piano, Cardinal 1029; Morgan Brothers, M-G-M 12747; Three Suns, Vic 0228; Ted Weems, Decca 25105; Billy Williams, Coral 62069; Big Guitar, Hanover 4518; Larry Elgart, RCA Victor 7461; Vincent Lopez, Carlton 503.							

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

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



~~WANTED~~  
**The Smash  
Recording**



**Caught!**

# THE TIJUANA JAIL

# BY THE KINGSTON TRIO

C/W **OH CINDY**

RECORD NO. 4167



The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
MARCH 8

★ THE STAR PERFORMER designation shows the outstanding upward changes of position in The Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the sides which moved up most dramatically or to new entries which first entered the chart at an unusually high position.

★ THE STAR PERFORMER designation shows the outstanding upward changes of position in The Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the sides which moved up most dramatically or to new entries which first entered the chart at an unusually high position.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	13
3	3	2	2		DONNA	Ritchie Valens, Del-Fi 4110	15
29	20	5	3		CHARLIE BROWN	Coasters, Atco 6132	5
2	2	3	4		16 CANDLES	Crests, Coed 506	15
22	13	8	5		PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	8
12	14	6	6		I CRIED A TEAR	LaVern Baker, Atlantic 2007	13
99	53	28	7	★	VENUS	Frankie Avalon, Chancellor 1031	4
17	16	10	8		PETER GUNN THEME	Ray Anthony, Capitol 4041	9
5	5	4	9		ALL AMERICAN BOY	Bill Parsons, Fraternity 835	11
—	70	30	10	★	ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	3
14	11	13	11		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	10
18	12	7	12		TALL PAUL	Annette, Disneyland 118	9
36	25	18	13	A	I'VE HAD IT	Bell Notes, Time 1004	7
7	7	9	14		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	15
38	36	24	15	A	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	6
4	4	12	16		SMOKE GETS IN YOUR EYES	Platters, Mercury 71383	16
6	6	11	17		MY HAPPINESS	Connie Francis, M-G-M 12738	13
8	9	15	18		GOTTA TRAVEL ON	Billy Grammer, Monument 400	15
23	21	23	19		MAY YOU ALWAYS	McGuire Sisters, Coral 62059	9
16	18	17	20		THE CHILDREN'S MARCHING SONG	Mitch Miller, Columbia 41317	8
40	29	22	21	B	SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	6
47	38	32	22	A★	TRAGEDY	Thomas Wayne, Fernwood 109	16
13	15	19	23		THE CHILDREN'S MARCHING SONG	Cyril Stapleton, London 1851	8
9	8	16	24		GOODBYE BABY	Jack Scott, Carlton 493	12
34	28	27	25		I GOT A WIFE	Mark IV, Mercury 71403	6
21	22	21	26		WITH THE WIND AND THE RAIN IN YOUR HAIR	Pat Boone, Dot 15883	8
10	10	14	27		MANHATTAN SPIRITUAL	Reg Owen Ork, Palette 5005	13
60	35	29	28		THE STORY OF MY LIFE	Conway Twitty, M-G-M 12748	6
15	19	20	29		(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 9987	11
26	23	26	30		THE LONELY ONE	Duane Eddy, Jamie 1117	7

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
59	49	33	31	B	APPLE BLOSSOM TIME	Tab Hunter, Warner Bros. 5032	5
11	17	25	32		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	20
33	32	34	33		DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	7
52	33	40	34	C	THERE MUST BE A WAY	Jon! James, M-G-M 12746	7
20	24	31	35		LITTLE SPACE GIRL	Jesse Lee Turner, Carlton 496	9
44	42	37	36	C	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	10
30	34	44	37		LA BAMBA	Ritchie Valens, Del-Fi 4110	10
56	45	38	38	C	PLAIN JANE	Bobby Darin, Atco 6133	6
—	73	53	39	B★	PLEASE MR. SUN	Tommy Edwards, M-G-M 12757	3
61	39	39	40	B	NOLA	Billy Williams, Coral 62069	6
—	—	65	41	A★	NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	2
64	54	46	42		FIRST ANNIVERSARY	Cathy Carr, Roulette 4125	6
89	92	58	43	C★	SEA CRUISE	Frankie Ford, Ace 554	4
24	26	35	44		LUCKY LADYBUG	Billy and Lillie, Swan 4020	11
—	—	82	45	B★	IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	2
27	30	45	46		NOBODY BUT YOU	Dee Clark, Abner 1019	14
19	27	36	47		THE DIARY	Nell Sedaka, RCA Victor 7408	13
31	31	41	48		I'M A MAN	Fabian, Chancellor 1029	8
—	96	76	49	B★	PINK SHOELACES	Dodie Stevens, Crystalette 724	3
88	88	55	50		NOLA	Morgan Brothers, M-G-M 12747	4
45	47	42	51		IT'S ONLY THE BEGINNING	The Kalin Twins, Decca 30807	8
70	67	62	52	D★	MATILDA	Cookie and His Cupcakes, Judd 1002	7
80	79	56	53		THE SHAG	Billy Graves, Monument 401	6
—	72	52	54		WIGGLE WIGGLE	Accents, Brunswick 55100	10
72	64	47	55	E	RAWHIDE	Link Wray, Epic 9300	6
—	76	68	56	F★	WHEN THE SAINTS GO MARCHING IN	Fats Domino, Imperial 5569	3
96	91	59	57		BLAH, BLAH, BLAH	Nicola Paone, ABC-Paramount 9993	4
63	57	43	58		WHO CARES!	Don Gibson, RCA Victor 7437	7
54	52	54	59		LOVERS NEVER SAY GOODBYE	Flamingos, End 1035	7
46	46	48	60		DON'T PITY ME	Dion and the Belmonts, Laurie 3021	11

**THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE**

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared

for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
86	74	61	61	D	TEARDROPS WILL FALL	Dickey Doo and the Don'ts, Swan 4025	5
—	—	67	62	C	TOMBOY	Perry Como, RCA Victor 7464	2
74	66	63	63	E	EVENING RAIN	Earl Grant, Decca 30819	6
75	62	64	64		AMBROSE (PART 5)	Linda Laurie, Glory 290	6
98	75	66	65	E	ARE YOU LONESOME TONIGHT?	Jaye P. Morgau, M-G-M 12752	4
39	41	49	66		RED RIVER ROSE	Ames Brothers, RCA Victor 7413	10
—	81	77	67		TELLING LIES	Fats Domino, Imperial 5569	3
97	95	91	68	★	MIDNIGHT OIL	Charlie Blackwell, Warner Bros. 5031	4
68	58	72	69		THE GIRL ON PAGE 44	The Four Lads, Columbia 41310	9
—	—	—	70	★	NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	1
90	93	83	71		THE HANGING TREE	Marty Robbins, Columbia 41325	5
—	—	—	72	★	WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	1
50	59	50	73		TRY ME	James Brown, Federal 12337	12
—	65	60	74		ANTHONY BOY	Chuck Berry, Chess 1716	3
—	—	—	75	★	IF I DIDN'T CARE	Connie Francis, M-G-M 12769	1
—	—	93	76	★	I'M NEVER GONNA TELL	Jimmie Rodgers, Roulette 4129	2
55	50	51	77		BLUE HAWAII	Billy Vaughn, Dot 15879	9
—	—	94	78	★	BUNNY HOP	The Applejacks, Cameo 158	2
87	89	73	79		THE WORRYIN' KIND	Tommy Sands, Capitol 4082	9
73	84	88	80		RASPBERRIES, STRAWBERRIES	Kingson Trio, Capitol 4114	8
—	—	78	81		HURTIN' INSIDE	Brook Benton, Mercury 71394	2
48	48	69	82		TRUST IN ME	Patti Page, Mercury 71400	8
—	94	85	83		SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	3
—	—	98	84		SHIRLEY	John Fred, Montel 1002	2
51	63	74	85		LET'S LOVE	Johnny Mathis, Columbia 41304	9
69	68	70	86		ALRIGHT, OKAY, YOU WIN	Peggy Lee, Capitol 4115	6
—	—	—	87	★	NO OTHER ARMS, NO OTHER LOVE	Four Aces, Decca 30822	1
41	44	80	88		LOVE YOU MOST OF ALL	Sam Cooke, Keen 2008	16
100	97	90	89		MOONLIGHT SERENADE	The Rivelas, Coed 508	4
49	55	89	90		GOOD ROCKIN' TONIGHT	Pat Boone, Dot 15888	8

**THE BILLBOARD'S BEST BUYS**

These records have shown the greatest national SALES BREAKOUT potential this week for the first time. Action sides are listed in capital letters.



- POP**
- IT DOESN'T MATTER ANYMORE** . . . . . Buddy Holly  
(Spanka, BMI) Raining in My Heart (Acuff-Rose, BMI) Coral 62074
  - NO OTHER ARMS, NO OTHER LIPS** . . . . . The Chordettes  
(Whitney-Kramer-Zaret, ASCAP) We Should Be Together (Cedarwood, BMI) Cadence 1361
  - WHERE WERE YOU (ON OUR WEDDING DAY)?** . . . . . Lloyd Price  
(Pamco, BMI) Is It Really Love? (Mellin, BMI) ABC-Paramount 9997
  - BUNNY HOP** . . . . . The Applejacks  
(Moonlight, BMI) Night Train Stroll (Frederick, BMI) Cameo 158
  - I'M NEVER GONNA TELL** . . . . . Jimmie Rodgers  
(Planetary, ASCAP) Because You're Young (Planetary, ASCAP) Roulette 4129
  - IF I DIDN'T CARE** . . . . . Connie Francis  
(Chappell, ASCAP) Toward the End of the Day (Francon, ASCAP) M-G-M 12769

The above are previous Billboard Spotlight picks

- PINK SHOE LACES** . . . . . Dodie Stevens  
(Pioneer, BMI) Coming of Age (Virgo, BMI) Crystalette 724

**C&W**

- WHITE LIGHTNING** . . . . . George Jones  
(Starrite, BMI) Long Time to Forget (Starday, BMI) Mercury 71406



**R&B**

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91		IT'S LATE	Ricky Nelson, Imperial 9061	1
35	61	79	92		ONE NIGHT	Elvis Presley, RCA Victor 7410	17
—	—	—	93		THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	1
81	90	99	94		MY MAN	Peggy Lee, Capitol 4115	5
—	87	87	95		MISS YOU	Jaye P. Morgan, M-G-M 12752	3
—	—	—	96		THE SEARCH	Dean Reed, Capitol 4121	1
—	—	95	97		I'VE GOT YOU UNDER MY SKIN	Louis Prima and Keely Smith, Capitol 4140	2
—	—	—	98		CITY LIGHTS	Ivory Joe Hunter, Dot 15860	1
94	85	81	99		JUPITER-C	Pat and the Satellites, Atco 6131	4
—	—	—	100		THE ANSWER TO A MAIDEN'S PRAYER	June Valli, Mercury 71422	1

# ROULETTE PIN POINTS THE HITS!



**JIMMIE  
RODGERS**  
BECAUSE YOU'RE  
YOUNG  
b/w  
I'M NEVER GONNA TELL  
R-4129

**JOE  
REISMAN**  
and his Ork.  
SPANISH  
MARCHING SONG  
R-4137

**FRANKIE  
LYMON**  
UP JUMPED  
THE RABBIT  
R-4128

**JULIUS  
LA ROSA**  
WHERE'S  
THE GIRL  
R-4135

**GEORGIA  
GIBBS**  
BETTER LOVED  
YOU'LL NEVER BE  
R-4126

**BUDDY  
JOHNSON**  
and his Ork.  
TUNE  
NO. 1  
R-4134

**THE PLAYMATES**  
STAR LOVE | THE THING-  
A-MA-JIG  
R-4136



**ROULETTE**

### • Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. MY HAPPINESS (Happiness).....	1	8
2. CHILDREN'S MARCHING SONG (Miller).....	3	7
3. MAY YOU ALWAYS (Hecht, Lancaster & Buzzell).....	5	6
4. SMOKE GETS IN YOUR EYES (Harms).....	4	10
5. HAWAIIAN WEDDING SONG (Pickwick).....	2	7
6. GOTTA TRAVEL ON (Sanga).....	6	7
7. WITH THE WIND AND THE RAIN IN YOUR HAIR (Paramount).....	7	5
8. PETITE FLEUR (Hill & Range).....	8	3
9. THERE MUST BE A WAY (Valando).....	9	4
10. NOLA (Fox).....	10	3
11. 16 CANDLES (January).....	11	7
12. DONNA (Kemo).....	13	3
13. PETER GUNN THEME (Northridge).....	14	2
14. YOU ARE BEAUTIFUL (Williamson).....	12	7
15. LOVE LOOK AWAY (Williamson).....	15	4

### • Best Selling Sheet Music in Britain

(For week ending February 21)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

As I Love You—Macmelodies (Northern)	The Wonderful Secret of Love—Lecós (Leeds)
The World Outside—Keith Prowse (Chappell)	Trudie—Henderson (Kassner)
Kiss Me, Honey Honey—Lakeview (Leeds)	Side Saddle—Mills (Mills)
A Pub With No Beer—Good Music (St. Lawrence)	Smoke Gets in Your Eyes—Sterling (Harms)
To Know Him Is to Love Him—Bourne (Warman)	Last Night on the Back Porch—Keith Prowse (Skidmore)
The Day the Rains Came—John-Fields (Garland)	A Certain Smile—Robbins (Robbins)
Apple Blossom Time—Francis Day (Vogel)	Tom Dooley—Essex (Ludlow)
Does Your Chewing Gum Lose Its Flavor—Feldman (Mills)	Problems—Acuff-Rose (Acuff-Rose)
The Little Drummer Boy—Bregman, Vocco & Conn ((Bregman, Vocco & Conn)	Mandolins in the Moonlight—Bron (Roncom)
	It's Only Make Believe—Francis Day (Marielle)
	Someday—Duchess (Leeds)

### • Best Selling Pop Records in Britain

(For week ending February 21)

Printed thru the courtesy of the "New Musical Express," Britain's foremost musical publication.

This Week	Last Week
1. AS I LOVE YOU—Shirley Bassey (Philips).....	1
2. SMOKE GETS IN YOUR EYES—Platters (Mercury).....	3
3. DOES YOUR CHEWING GUM LOSE ITS FLAVOUR?—Lonnie Donegan (Pye-Nixa).....	5
4. I GOT STUNG/ONE NIGHT—Elvis Presley (RCA).....	2
5. A PUB WITH NO BEER—Slim Dusty (Columbia).....	9
6. KISS ME, HONEY HONEY, KISS ME—Shirley Bassey (Philips).....	4
7. TO KNOW HIM IS TO LOVE HIM—Teddy Bears (London).....	6
8. LITTLE DRUMMER BOY—Beverly Sisters (Decca).....	13
9. PROBLEMS—Everly Brothers (London).....	8
10. PETITE FLEUR—Chris Barber (Pye-Nixa).....	14
11. MY HEART SINGS—Paul Anka (Columbia).....	11
12. LITTLE DRUMMER BOY—Harry Simeone (Top-Rank).....	15
12. MY HAPPINESS—Connie Francis (MGM).....	17
14. BABY FACE—Little Richard (London).....	7
15. THE DAY THE RAINS CAME—Jane Morgan (London).....	10
16. GIGI—Billy Eckstine (Mercury).....	—
17. STAGGER LEE—Lloyd Price (HMV).....	—
18. WONDERFUL SECRET OF LOVE—Robert Earl (Philips).....	18
18. TOMBOY—Perry Como (RCA).....	—
20. LITTLE DRUMMER BOY—Michael Flanders (Parlophone).....	—

**MONEY  
SAVING  
SUBSCRIPTION**



Order

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 761

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Type of Business \_\_\_\_\_ Title \_\_\_\_\_

# PALETTE & REG OWEN do it again!

A New Single!

## "DOWN BY THE RIVERSIDE"

and

## "AMBUSH"

by

### Reg Owen

and his Orchestra

PZ 5015

A New Album!

BOTH STEREO and MONAURAL

# "MANHATTAN SPIRITUAL"

12 Sensational

## Reg Owen

recordings!

LPZ 1001

SPZ 1001



**NEW!**

*Singing Sensation*

## FRANKIE BRENT

### "VIBRATIONS"

### "TIME AFTER TIME"

PZ 5016

**NEW!**

*The Greatest Gallic Record of All Times*

## "BISTRO"

and

### "CLOWN ON EIFFEL TOWER"

**ROLAND PALETTE**

AND HIS MULTI-MOODS ORCHESTRA  
WITH THE WHISTLING GALS

PZ 5013

**NEW!**

*Two Hit Parade 'Certs'!*

## PARLEY-

## VOO MARCH

and

## SIERRA

## SUNRISE

by

### JOHNNY ARMENTEER

His Orchestra and Chorus

PZ 5012

Published by  
**ZODIAC MUSIC CORP.**  
1733 Broadway, New York 19, N. Y.  
GEORGE LEE (Gen'l Prof. Mgr.)



Distributed Nationally By  
**JUBILEE RECORDS**  
1721 Broadway, New York 19, N. Y.

Mr. Consistency!

SLIM  
WHITMAN



with a  
**NEW SMASH!**

"I NEVER  
SEE MAGGIE  
ALONE"

b/w

"THE LETTER  
EDGED IN  
BLACK"

# 8320



IMPERIAL RECORDS

5425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

The  
**Billboard**  
**HOT R & B SIDES**

FOR WEEK ENDING MARCH 8

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
-----------------	---------------	--------------	-----------	-------	--------------------------------	----------------

1	1	1	1	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	12
5	3	2	2	I CRIED A TEAR	LaVern Baker, Atlantic 2007	11
11	9	4	3	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	4
2	2	3	4	LONELY TEARDROPS	Jackie Wilson, Brunswick, 55105	16
3	5	5	5	TRY ME	James Brown, Federal 12337	17
4	4	6	6	16 CANDLES	Crests, Coed 506	8
—	20	13	7	CHARLIE BROWN	Coasters, Atco 6132	3
10	11	10	8	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	11
8	7	8	9	THE RIGHT TIME	Ray Charles, Atlantic 2010	9
6	6	7	10	SMOKE GETS IN YOUR EYES	Platters, Mercury 71363	12
12	12	12	11	DONNA	Ritchie Valens, Del-Fi 4110	5
7	8	9	12	NOBODY BUT YOU	Dee Clark, Abner 1019	16
9	10	11	13	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	20
—	—	22	14	PETER GUNN THEME	Ray Anthony, Capitol 4041	2
15	24	18	15	LOVE YOU MOST OF ALL	Sam Cooke, Keen 32006	20
13	13	14	16	MY HAPPINESS	Connie Francis, M-G-M 12738	8
14	15	16	17	GOTTA TRAVEL ON	Billy Grammer, Monument 400	11
—	14	15	18	NO REGRETS	Jimmy Barnes, Gibraltar 101	3
—	—	—	19	VENUS	Frankie Avalon, Chancellor 1031	1
18	16	17	20	ALL AMERICAN BOY	Bill Parsons, Fraternity 835	4
—	—	—	21	TRAGEDY	Thomas Wayne, Fernwood 109	1
—	—	—	22	LOST	Jerry Butler, Abner 1024	1
26	30	23	23	WIGGLE, WIGGLE	Accents, Brunswick 55100	6
—	19	19	24	I TOLD YOU, BABY	Jimmy Reed, Vee Jay 304	6
—	—	—	25	LOVERS NEVER SAY GOODBYE	Flamingos, End 1035	1
—	—	—	26	HOLD IT!	Bill Doggett, King 5149	15
17	—	29	27	ONE NIGHT	Elvis Presley, RCA Victor 7410	15
—	—	—	28	PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	1
16	18	20	29	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	14
9	—	—	30	PEEK-A-BOO	Cadillacs, Josie 846	3

ONE OF AMERICA'S GREATEST  
GOSPEL RECORDING GROUPS!



**THE CARAVANS**

With Their Greatest Record Ever!

**MARY, DON'T YOU WEEP**  
(Parts I and II) #1017

**GOSPEL RECORDS**

Div. of World Wide Records  
SAVOY RECORDS—Sales Agents

Peacock 1790

America's Most Talked About  
Spiritual

**"THE LORD'S PRAYER"**

as sung by  
SISTER JESSIE MAE RENFRO  
b/w

"You've Got To Move"

PEACOCK RECORDS, INC.  
2809 Erastus St. Houston, Tex.

**WHAT  
MAKES YOU  
SO TOUGH**

TEDDY HUMPHRIES  
King 5182

**KING**

Just Released!  
Billy Maxted

**"WEDDING  
BELLS"**

(Are Breaking Up That  
Old Gang of Mine)  
Seeco 6017



89 West 60th Street • New York, N.Y.

COMING UP FAST!

**JUST FRIENDS/LOVER MAN**  
JIMMY SMITH

BLUE NOTE 45-1704

**BYE BYE BLACKBIRD**

b/w  
ON THE STREET WHERE YOU LIVE  
BENNIE GREEN

BLUE NOTE 45-1732

**BLUE NOTE**

47 W. 63rd St. New York 23, N. Y.

A BIG ONE!!

**"MY BIG  
DREAM"**

by the Manhattans

#445

**DOOTO RECORDS**

9512 South Central Ave.  
Los Angeles 2, Calif.

GIVE TO DAMON RUNYON  
CANCER FUND

**GOLDEN CREST**  
 THE THREE GRACES ARTIST  
 "X EQUALS KISS"  
 SELECTIONS and JIMMY JOE  
 CR-515  
**TOP HITS**  
 PHONE OR WIRE GOLDEN CREST RECORDS  
 220 B'WAY HUNTINGTON STATION, N. Y.  
 HAmilton 3-7090

Tommy Mara  
 sings the TV theme  
**"YANCY DERRINGER"**  
 #8561  
**FELSTED RECORDS**  
 539 W. 25th St., New York 1, N. Y.

**BREAKING FAST**  
 Billy Riley  
**NO NAME GIRL**  
 Sun 313

IT'S FLYING HIGH  
**HUMMINGBIRD**  
 by  
**BOBBY ONE**  
 NRC-021  
**NATIONAL RECORDING CORP.**  
 Atlanta 19, Georgia

**ARDCO** Presents  
 ROBERT LUKE HARSHMAN  
 "LOVE, WHATCHA DOIN' TO ME"  
 c/w "STOP TALKIN' START LOVIN'"  
 Radio # R 122  
**ALLIED RECORD DISTR. CO.**  
 1041 No. Las Palmas, Hollywood 38, Calif.

Skeels McDonald  
**BABY, WAIT**  
 Cap. #4147  
**CENTRAL SONGS INC.**  
 6308 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 1-9347

Decca Recording Artist  
**mimi ROMAN**  
 AMONG THE "TOP 10" ON ALL RECORD CHARTS  
 Now Exclusively with  
 Write • Wire • Phone  
**JOLLY JOYCE**  
 Theatrical Agency  
 Philadelphia: 1001 Chestnut Street  
 Phone: WALnut 2-4677  
 New York: Hotel President (2nd Fl.)  
 PLaza 7-1786 & Circle 6-8800

The **Billboard**  
**HOT C & W SIDES**

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
4	2	1	1	DON'T TAKE YOUR GUNS TO TOWN ...	Johnny Cash, Columbia 41313	7
1	1	2	2	BILLY BAYOU	Jim Reeves, RCA Victor 7380	17
11	7	6	3	WHEN IT'S SPRINGTIME IN ALASKA ...	Johnny Horton, Columbia 41308	8
21	11	7	4	WHO CARES?	Don Gibson, RCA Victor 7437	5
2	3	3	5	COUNTRY MUSIC IS HERE TO STAY ...	Simon Crum, Capitol 4073	18
5	6	4	6	COME WALK WITH ME	Wilma Lee, Stony Cooper, Hickory 1085	12
3	4	8	7	LIFE TO GO	Stonewall Jackson, Columbia 41257	18
14	16	16	8	WHICH ONE IS TO BLAME?	Wilburn Brothers, Decca 30787	9
9	5	5	9	GOTTA TRAVEL ON	Billy Grammer, Monument 400	9
7	10	9	10	DARK HOLLOW	Jimmy Skinner, Mercury 71387	7
—	—	18	11	BEYOND THE SHADOW	Browns, RCA Victor 7427	2
8	9	10	12	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	14
17	18	13	13	THAT'S WHAT IT'S LIKE TO BE LONESOME	Ray Price, Columbia 41309	8
10	13	14	14	CITY LIGHTS	Ray Price, Columbia 41191	20
6	8	15	15	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	20
15	15	12	16	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 30773	9
—	—	23	17	YANKEE, GO HOME	Goldie Hill, Decca 30826	2
13	12	11	18	TREASURE OF LOVE	George Jones, Mercury 71373	16
—	22	17	19	MY REASON FOR LIVING	Ferlin Husky, Capitol 4123	3
20	17	20	20	BEST YEARS OF MY LIFE	Carl Smith, Columbia 41290	7
27	26	26	21	WALKING MY BLUES AWAY	Jimmy Skinner, Mercury 71387	6
—	28	29	22	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	3
25	20	22	23	LAST NIGHT AT A PARTY	Faron Young, Capitol 4113	6
—	—	—	24	GOTTA TRAVEL ON	Bill Monroe, Decca 30809	1
12	14	19	25	MY BABY'S GONE	Louvin Brothers, Capitol 4055	19
29	—	—	26	YOU'RE GOING BACK TO YOUR OLD WAYS AGAIN	Hank Thompson, Capitol 4085	3
—	—	28	27	A STRANGER TO ME	Don Gibson, RCA Victor 7437	2
18	19	24	28	SO MANY TIMES	Roy Acuff, Hickory 1090	10
16	25	27	29	A LONG TIME AGO	Faron Young, Capitol 4113	5
—	—	—	30	I TRADED HER LOVE	Roland Johnson, Brunswick 55100	1



*I'm glad you like  
 "A House of Love"  
 Scott Garrett  
 LAURIE O 3023*

## HEADED FOR No. 1

65,000 SOLD IN 3 DAYS!

## FRANKIE FORD "SEA CRUISE"

ACE #554

On All Best Selling Charts  
and GROWING S-T-E-A-D-I-L-Y

MOVING IN ALL AREAS!

## EDDIE BO I'LL KEEP TRYING

ACE #555

**BREAKING!**  
"THE GREAT TRAGEDY"  
b/w "LET'S GET IT ON"  
HERSHEL ALMOND

ACE #558

Breaking Big on the West Coast!

"SNAKE EYES" ALVIN  
"RED" TYLER

ACE #556

Still Going Strong

"DON'T YOU KNOW HUEY  
HOCKOMO" (PIANO)  
SMITH

ACE #553

**ACE RECORDS**  
PHONE 2-6804  
227 CULBERTSON AVE.  
JACKSON, MISSISSIPPI

### PHONOGRAPH RECORDS: WHY PAY MORE?

- 100,000 EP's: Merc, Col, Epic, & others, \$30-C; \$280-M.
- 100,000 45's: Col, Epic, Okeh, ABC, Big, etc., \$9.50-C; \$90-M; \$8.50-10-M.
- 100,000 LP's: Unique, RCA, Camden, asstd., \$1 ea.; \$45 for 50; \$80 per C.
- 50,000 Mercury LP's: \$1.05 ea.; \$100-C. 10,000 10" LP's: \$28 per C.

Naturally we maintain a complete stock of latest pops, LP's, stereos, bags, needles, carrying cases at competitive prices. Inquiries invited.

**RAYMAR SALES CO.**

170-21 JAMAICA AVE. OLYMPIA 8-4012 JAMAICA 32, N. Y.

### 'Open Door'

• Continued from page 3

Victor a.&r. staff two free lance a.&r. men, Sholes pointed out. In addition to Hugo and Luigi, Al Nevins has been a free lance producer for the label for a long time, turning out all Three Suns albums and the Neil Sedaka singles. It was mentioned at the meeting that Hugo and Luigi would bring in their own artists to record and would also have their own promotion men to handle their product at the deejay level. Hugo Winterhalter, formerly on the a.&r. staff, will continue to be an arranger and recording artist for the label but will no longer do a.&r. work.

Sholes said that from now on the a.&r. staff would hit the road at regular intervals to see distributors and deejays. Sholes himself will start the new policy with a swing around the country starting this week. He will be in Los Angeles to attend the opening of RCA Victor's new Hollywood studios, and will also visit San Francisco, Seattle, Portland and Chicago.

Victor has cut down its singles releases to about four a week and has already started to cut down on its pop album product. Albums are being released weekly rather than monthly. As a sign of the times it was noted that RCA is now issuing more albums over the year (in all categories) than single records.

### Trust Fund Suit

• Continued from page 4

panies contributing to the trust fund, which was established by the record companies and the AFM in 1948. Each year the trustee receives payments from companies based on their volume of sales. The suit further sought to enjoin a sum of close to four and one-half million dollars, which will be paid into the fund this June.

Earlier the court had dismissed a move by the plaintiffs which sought repayment of almost 30 million dollars, paid into the fund from 1948 thru 1958. Judge Gignoux in the lengthy opinion sustained the validity of the trust agreements and the administration of the funds by the trustee.

Theodore Kiendl, one of the defending lawyers stated: "The decision represents an important interpretation of the Taft-Hartley Act. The court sustained the validity of the trust agreements in every respect and approved the trustee's management of the trust funds."

Rosenbaum commented that he was gratified that the free service rendered to the public all over the United States and Canada by the trust funds will continue without interruption from harassing litigation.

### R&R Stageshow

• Continued from page 4

ington, WSAR, Fall River, Mass., and WELM, Elmira, N. Y.), plans are now in the works for the stations to sponsor a second show in mid-April.

The late Buddy Holly and Ritchie Valens were originally advertised as headlining the shows. After their tragic accident, Frankie Avalon was booked as a substitute. However, Avalon came down with pneumonia and the bookings were finally split between Paul Anka and Fabian on one day's notice.

Final talent line-up for the "Biggest Show of Stars for '59" package includes Clyde McPhatter, Lavern Baker, Lloyd Price, Coasters, Crests, Little Anthony and the Imperials, Frankie Lyman, Bo Diddley, Chantels, Wade Flemons, Bill Hendricks and emcee Clay Tyson. Five of the artists were in the top six.

### ASCAP '58 Take

• Continued from page 3

themselves to appraise you of the happy or horrible details. You will know then whether the Department of Justice has been mollified or whether the Society faces an action in the courts to dissolve it."

Whatever the outcome, he added, ASCAP must look forward to the day "when we need no longer live under the shadow of illegality." He sees that day coming only after Congress enacts proper legislation "to enable us to exist at peace with our users and with each other." The only solution Yellen can see is in the creation of a special governmental agency similar to the Interstate Commerce Commission "under whose regulation we can live and do business peacefully without fear and the constant menace of threat. It may be a long time in coming, but come it must."

#### Juke Outlook

As to ASCAP's struggle for juke box performance fees, Yellen reported that "the juke box bill is at long last in the Senate hopper, and at a most auspicious time. You read the papers and you know about the Kennedy investigation and its revelations of the billion-dollar industry which for years has been thriving on your songs without paying you a single penny."

Yellen concluded with a stirring and eloquent tribute to Cunningham for waging a tireless battle for legislation which would allow ASCAP to license juke boxes.

### Victor Bash

• Continued from page 3

press during which the new facilities will be dedicated.

RCA Victor records and custom recording execs from the East will attend the ceremonies. The headquarters, located in the Sunset and Vine NBC Radio City Building consists of two large recording studios plus exec offices for RCA Victor's growing Coast corps.

Victor boasts these studios to have "the most advanced sound recording equipment in the world today." During a press conference scheduled earlier in the day, an actual recording session will be underway to demonstrate the facilities in operation.

### Label Deluge

• Continued from page 2

ered that it needs a record manager and clerks to handle the ordering and stocking of the record department. With the many, many labels now on the market, the chain has discovered that it takes too many full-time employees to do the job in locations where there is only a mild record business. Now Woolworth's is keeping a full line record department in their large downtown locations and installing rack operations in the neighborhood stores.

Rack operations, some of which are run, by the way, by regular record dealers, fulfill a need in many chains for a record department with a minimum of trouble. Most racks only stock the hit items, singles, EP's and albums, both regular and low-priced and most rack jobbers offer 100 per cent exchange. But there are some racks that are full line racks, that carry catalog as well as hit merchandise. These exist mainly in big-city downtown locations, or in the immense new shopping centers in suburban America.

Altho racks move from 20 to 25 per cent of all record merchandise, it is noteworthy that on a big hit album, or a smash single, racks will handle as much as 35 to 40 per cent of the total sales. Racks have been increasing their share of "current" or "hot" items at a galloping pace over the past year.

### ASCAP Fee

• Continued from page 2

contract following expiration of the old station-ASCAP agreement last December 31.

At the same time, Emmanuel Dannett, counsel for the All Industry group, filed an affidavit in court in reply to statements made in an earlier application to the court by Oscar Hammerstein II, on behalf of ASCAP's TV-Radio committee.

Hammerstein's application sought a continuation of the old contract terms on an interim basis until such time as the court sets a new fee. In the affidavit, certain references were made to "a so-called All Industry Committee," which allegedly refused to make public the identity of its membership.

In Dannett's affidavit of today (27) the complete membership of the Committee was listed plus statements to the effect that had anyone asked, the membership would have been made available at anytime. The affidavit also pointed out that the Committee membership included such as the Storz, Hearst and McClendon station chains plus such leading indies as WNEW and WQXR, New York.

The Hammerstein motion for an interim fee is returnable March 4.

### N. Y. War Brews

• Continued from page 2

accounts. Roulette is now handled entirely by indie distributors.

Morris Weissman, also formerly with Mercury, will be Klayman's assistant. Klayman was with Decca Records from 1936 to 1954, when he joined Mercury. He opened and operated Mercury's New York branch for one and a half years and became Eastern sales chief in September, 1956.

With a flock of indie line distributors already active in New York, (Alpha, Cosnat, Ideal, Porten, Malverne, Melody, Superior, etc.) the New York distribution picture shapes up as one of the most competitive in the country.

Chips, which currently is looking for Manhattan headquarters and lining up office personnel, reportedly already has "personal commitments" to handle lines here. All State, now actively soliciting labels for distribution, distributes Mercury, London, M-G-M, and Verve in New Jersey.

### Penn Dealers

• Continued from page 2

the distributor has been changed and his return rights are not honored.

"This problem is a very serious one to our clients, the retailers. We feel that the manufacturers should accept the responsibility for remedying this condition in the industry. A uniform practice concerning returns adopted by all distributors would be a solution.

"We would be very anxious to sit down with you or your representative to discuss ways of improving the above situation. We would appreciate hearing from you at your earliest convenience."

### Dealer Blasts

• Continued from page 4

month, whereas a store has unlimited selections of material."

Solomon said his firm's study of the book field where book clubs have been in existence for years show that the clubs have actually stimulated book sale. He expressed his confidence that record clubs will similarly generate enthusiasm for record buying. He said new collectors will turn to the record stores to complete their disk libraries.

**Spotlight on**

**COME TO ME**  
b/w WHISPER  
UA #160  
**MARV JOHNSON**

**UNITED ARTISTS RECORDS, INC.**  
729 SEVENTH AVENUE NEW YORK, N. Y.

The Miracle Sound of  
**THE HARRY SIMEONE CHORALE**  
**IN THE VALLEY OF LOVE**  
From the 20th-Century Fox  
Production  
"The Sheriff of Fractured Jaw"  
c/w  
**THE BEAT OF MY HEART**  
Fox #130

look to...  
**20 FOX**  
for the greatest!

Record Processing & Pressing  
We process quantities of 25 and up  
from your tape or master.  
"Superior Workmanship with the  
Personal Touch."  
**SIDNEY J. WAKEFIELD**  
Rt. 2, Box 2060, Phoenix, Arizona  
For Fast Service Dial Phoenix: WI 3-9557

**CUSTOM MOULDING**  
**CAPACITY AVAILABLE**  
Large, modern plant. Extensive experience in stereo and transcription.  
**BOX 197, The Billboard**  
1564 Broadway New York, N. Y.

when answering ads . . .  
Say You Saw It in The Billboard

# AUDITION

## THE MONTHLY MUSICAL SHOPPING GUIDE

MARCH 2, 1959 • SUPPLEMENT TO THE BILLBOARD

### BEST SELLING LPS

1. Flower Drum Song—Original Cast.....Columbia OL 5350
2. Sing Along With Mitch—Mitch Miller...Columbia CL 1160
3. Tchaikovsky: Piano Concerto No. 1—  
Van Cliburn .....RCA Victor LM 2252
4. More Sing Along With Mitch—Mitch Miller.Columbia CL 1243
5. The Music Man—Original Cast.....Capitol WAO 990
6. South Pacific—Sound Track.....RCA Victor LOC 1032
7. Only the Lonely—Frank Sinatra.....Capitol W 1053
8. Peter Gunn—Henry Mancini.....RCA Victor LPM 1956
9. Stardust—Pat Boone.....Dot DLP 3118
10. The King and I—Sound Track.....Capitol W 740
11. The Kingston Trio.....Capitol T 996
12. Oklahoma!—Sound Track.....Capitol SAO 595
13. My Fair Lady—Original Cast.....Columbia OL 5090
14. Gems Forever—Mantovani.....London LL 3032
15. Gaiete Parisienne—  
Boston Pops (Fiedler).....RCA Victor LM 2267
16. South Pacific—Original Cast.....Columbia OL 4180
17. Johnny's Greatest Hits—Johnny Mathis...Columbia CL 1133
18. Open Fire, Two Guitars—Johnny Mathis...Columbia CL 1270
19. Have Twangy Guitar, Will Travel—  
Duane Eddy.....Jamie JLP 3000
20. Come Dance With Me—Frank Sinatra...Capitol W 1069
21. Film Encores—Mantovani.....London LL 1700
22. Hymns—Tennessee Ernie Ford.....Capitol T 756
23. Ricky Sings Again—Ricky Nelson.....Imperial IMP 9061
24. Concert in Rhythm—Ray Conniff.....Columbia CL 1163
25. Victory at Sea, Vol. II—  
RCA Victor Symphony (Bennett).....RCA Victor LM 2226
26. Around the World in 80 Days—Sound Track.Decca DL 9048
27. But Not for Me—Ahmad Jamal.....Argo LP 628
28. Warm—Johnny Mathis.....Columbia CL 1078
29. Gigi—Sound Track.....M-G-M E 3641 ST
30. Belafonte Sings the Blues—  
Harry Belafonte.....RCA Victor LOP 1006
31. The Fabulous Johnny Cash.....Columbia CL 1253
32. Strauss Waltzes—Mantovani.....London LL 685
33. Billy Vaughn Plays the Million Sellers.....Dot DLP 3119
34. When You Come to the End of the Day—  
Perry Como.....RCA Victor LPM 1885
35. The Late, Late Show—Dakota Staton.....Capitol T 876
36. Continental Encores—Mantovani.....London LL 3095
37. Come Fly With Me—Frank Sinatra.....Capitol W 920
38. Swing Softly—Johnny Mathis.....Columbia CL 1165
39. 'S Marvelous—Ray Conniff.....Columbia CL 1074
40. Ahmad Jamal.....Argo LP 636
41. Spirituals—Tennessee Ernie Ford.....Capitol T 818
42. Swingin' on Broadway—  
Jonah Jones Quartet.....Capitol T 963
43. The Edcy Duchin Story—Sound Track.....Decca DL 8289
44. From the Hungry I—The Kingston Trio.....Capitol T 1107
45. Mufec Jazz—Jonah Jones.....Capitol T 839
46. Till—Roger Williams.....Kapp KL 1081
47. Tchaikovsky: 1812 Overture—  
Minneapolis Symphony Orch. (Dorati).....Mercury MG 50054
48. Elvis' Golden Records—Elvis Presley...RCA Victor LPM 1707
49. Lawrence Welk Presents Dick Kessner..Brunswick BL 54044
50. Nearer the Cross—Tennessee Ernie Ford...Capitol T 1005
50. Carousel—Sound Track.....Capitol W 694

### CLASSICAL

1. Tchaikovsky: Piano Concerto No. 1—  
Cliburn, Orch. directed by Kiril Kondrashin...RCA Victor LM 2252
2. Offenbach: Gaite Parisienne; Khachaturian: Gayne  
Ballet Suite—Boston Pops (Fiedler).....RCA Victor LM 2267
3. Tchaikovsky: 1812 Overture; Capriccio Italien—  
Minneapolis Symphony (Dorati).....Mercury MG 50054
4. Grieg: Piano Concerto in A Minor; Rachmaninoff: Rhapsody  
on a Theme of Paganini—  
Entremont, The Philadelphia Orch. (Ormandy).....Columbia ML 5282
5. Copland: Appalachian Spring; Billy the Kid—  
The Philadelphia Orch. (Ormandy).....Columbia ML 5157
6. Grofe: Grand Canyon Suite—  
The Philadelphia Orch. (Ormandy).....Columbia ML 5286
7. Rachmaninoff: Piano Concerto No. 2; Liszt: Piano Concerto  
No. 1—Rubinstein, Chicago Symphony Orch. (Reiner); RCA  
Victor Symphony Orch. (Wallenstein).....RCA Victor LM 2068
8. Beethoven: Symphonies Nos. 1 & 9—  
MBC Symphony Orch. (Toscanini).....RCA Victor LM 6009
9. Favel: Bolero; Rimsky-Korsakov: Capriccio—  
Detroit Symphony (Paray).....Mercury MG 50020
10. Rimsky-Korsakov: Scheherazade—  
Pittsburgh Symphony Orch. (Steinberg).....Capitol P 8305
11. The Organ Concertos of Handel—  
Biggs, The London Philharmonic Orch. (Boult).....Columbia K2L 258
12. Grieg: Piano Concerto in A Minor; Rachmaninoff: Rhapsody  
on a Theme of Paganini—  
Penarrio, Los Angeles Philharmonic (Leinsdorf).....Capitol P 8441
13. Saint-Saens: Symphony No. 3—  
Dupre, Organ; Detroit Symphony Orch. (Paray).....Mercury MG 50167
14. Tchaikovsky: The Swan Lake Ballet—  
The Philadelphia Orch. (Ormandy).....Columbia ML 5201
15. Delibes: Coppelia—  
L'Orchestre de la Suisse Romande (Ansermet).....London LL 1717/18
16. Mendelssohn: Symphonies Nos. 4 & 5—  
Boston Symphony Orch. (Munch).....RCA Victor LM 2221
17. Shostakovich: Symphony No. 5—  
National Symphony Orch. (Mitchell).....RCA Victor LM 2261
18. Mahler: Symphony No. 2—Soloists; Westminster Choir  
(Williamson); New York Philharmonic (Walter).....Columbia M2L 256
19. Tchaikovsky: Sleeping Beauty—  
Philharmonia Orch. (von Karajan).....Angel 3579 B
20. Starlight Waltzes—  
The Hollywood Bowl Symphony Orch. (Slatkin).....Capitol P 8456

### JAZZ

1. Peter Gunn—Henry Mancini.....RCA Victor LPM 1956
2. But Not for Me—Ahmad Jamal Trio.....Argo LP 628
3. Ahmad Jamal.....Argo LP 636
4. Swingin' on Broadway—Jonah Jones Quartet.....Capitol T 963
5. I Want to Live—Gerry Mulligan Jazz Combo..United Artists UAL 4006
6. No Sun in Venice—Modern Jazz Quartet.....Atlantic LP 1284
7. Swingin' at the Cinema—Jonah Jones Quartet.....Capitol T 1083
8. The Hi-Lo's and All That Jazz.....Columbia CL 1259
9. Jazz Impressions of Eurasia—Dave Brubeck Quartet.Columbia CL 1251
10. My Fair Lady—Shelly Manne & His Friends...Contemporary C 3527

The material shown on this page—as well as the lists carried on the inside pages of AUDITION—are valuable monthly supplements to the important buying and inventory helps provided elsewhere in every weekly issue of The Billboard. Dealers are advised to use AUDITION'S monthly Best Seller list as an inventory check . . . and to view AUDITION'S advance LP release data as an order guide based on the musical tastes and buying habits which prevail within their own

# LONG PLAY ALBUMS

All releases are 12-inch long play records unless otherwise indicated. Suggested list prices are shown in a special listing on page 6.

## POPULAR

ADAMS, EYDIE—Music to Listen to Records By  
MGM E3751 (M)  
STEREO 33751 (S)

ANGELI, PIER—Italia Con Pier Angeli  
ROULETTE SR-25051 (S)

ALLEN, DAVID—I Only Have Eyes for You  
WARNER BROS. W 1268 (M)  
WS 1268 (S)

ALLEN, STEVE, SEXTET—Steve Allen at the Roundtable  
ROULETTE R-25053 (M)  
SR-25053 (S)

APAKA, ALFRED—Blue Hawaiian Moonlight Island Favorites  
DECCA DL 8820 (M)

ARMEN, KAY—Golden Songs of Tin Pan Alley  
DECCA DL 8835 (M)  
DL 78835 (S)

ARMSTRONG, LOUIS—Satchmo in Style  
DECCA DL 8840 (M)

BACCALONI, SALVATORE—Salvatore Baccaloni Sings Popular Italian Songs  
GRAND AWARD GA 33-394 (M)  
GA 230 SD (S)

BAILEY, PEARL—Pearl Bailey Sings Porgy & Bess and Other Gershwin Melodies  
ROULETTE R-25063 (M)  
SR-25063 (S)

BAKER, HAROLD (SHORTY)—The Broadway Beat  
KING KSD 608 (S)

BARRY SISTERS—At Home With the Barry Sisters  
ROULETTE R-25060 (M)  
SR-25060 (S)

BASILE, JOE—Argentine Tangos  
AUDIO FIDELITY AFLP 1869 (M)  
AFSD 5869 (S)  
Viennese Waltzes  
AUDIO FIDELITY AFLP 1868 (M)  
AFSD 5868 (S)

BAXTER, LES & ORK—African Jazz  
CAPITOL T-1117 (M)

BELAFONTE, HARRY—Love Is a Gentle Thing  
RCA VICTOR LPM-1927 (M)  
LSP-1927 (S)

BENET, VICKI—Sing to Me of Love  
LIBERTY LRP 3103 (M)  
LST 7103 (S)

BERNHART, MILT—The Sound of Bernhart  
DECCA DL 9214 (M)

BIG BOPPER, THE—Chantilly Lace  
MERCURY MG 20402 (M)

BLACK, ALAN—Harmonica Spectacular  
GRAND AWARD GA 33-395 (M)  
GA 231 SD (S)

BLACK, STANLEY—Music of Lecuona  
LONDON PS 153 (S)

BLACKWOOD BROTHERS QUARTET—The Stranger of Galilee  
RCA VICTOR LPM 1892 (M)

BLAINE, ROLANDO VALDES—La Guitarra  
ROULETTE R-25055 (M)  
SR-25055 (S)

CALVI, PINO—Italia Mia  
CAPITOL T-10199 (M)

CADILLACS, THE—Crazy Cadillacs  
JUBILEE JLP 1089 (M)

CALI, JOHN—The Banjo Minstrel Man  
MERCURY SR 60056 (S)

CARROLL, DAVID AND ORK—Repercussion  
MERCURY SR 60029 (S)  
The Feathery Feeling  
MERCURY SR 60026 (S)

CAVALLARO, CARMEN—Dancing in the Dark  
DECCA DL 8813 (M)

CHARLES, RAY SINGERS—Sunrise Serenade  
DECCA DL 8838 (M)  
DL 78838 (S)

CLARY, ROBERT—Gigi  
MERCURY SR 60042 (S)

CLINTON, LARRY & ORK—Dance Along With Larry Clinton and His Orchestra  
KAPP KL 1124 (M)  
K 1124-5 (S)

COLE, NAT KING—Welcome to the Club  
CAPITOL W-1120 (M)

COLLINS, TOMMY—Light of the Lord  
CAPITOL T-1125 (M)

CONTINO, DICK—Polka Time  
MERCURY SR 60055 (S)

COSSACK, DON CHOIR—Choral Masterpieces of the Russian Orthodox Church  
DECCA DL 9403 (M)  
DL 79403 (S)

COSTANZO, JACK—Bongo Fever  
LIBERTY LRP 3109 (M)  
LST 7109 (S)

CRAWFORD, JESSE—Moonbeams  
DECCA DL 8831 (M)  
DL 78831 (S)

DANIELS SINGERS—The Daniels Sing the Gospel  
APOLLO LP 483 (M)

DARIN, BOBBY—That's All  
ATCO LP 33-104 (M)  
LP SD33-104 (S)

DARLING, DENVER—Songs of the Trail  
AUDIO LAB 1507 (M)

DAVISON, WILD BILL—Wild Bill Davison Plays the Greatest of the Greats  
GNP DJ 508 (M-S)

DENNY, MARTIN—Exotica Vol. 1  
LIBERTY LST 7034 (S)

DEUTSCHMEISTER BAND—The Hi-Fi Deutschemesters  
WESTMINSTER WST 15030 (S)

DE WITT, GEORGE—George De Witt Sings That Tune  
EPIC LN 3562 (M)  
BN 531 (S)

DI MARA SISTERS—Cha Cha Italiana  
ROULETTE R-25062 (M)  
SR-25062 (S)

DORSEY, JIMMY AND TOMMY—Sentimental and Swinging  
COLUMBIA CL 1240 (M)

DUNSTEDTER, EDDIE—Mister Pipe Organ!  
CAPITOL T-1128 (M)

DUVAL, JOSE—Emotions of Jose Duval  
ROULETTE R-25061 (M)  
SR-25061 (S)

EASTMAN-ROCHESTER POPS—Music of LeRoy Anderson  
MERCURY SR-90043 (S)

EASTMAN WIND ENSEMBLE—March Time  
MERCURY SR-90170 (S)  
Marching Along  
MERCURY SR 90105 (S)  
Ruffles and Flourishes  
MERCURY SR-90112 (S)  
The Spirit of '76  
MERCURY SR-90111 (S)

EDDY, NELSON AND JEANETTE MAC DONALD—Favorites  
RCA VICTOR LPM 1738 (M)  
LSP 1738 (S)

ELGART, LARRY ORK—Larry Elgart and His Orchestra  
RCA VICTOR LPM 1961 (M)  
LSP 1961 (S)

ENGEL, LEHMAN & ORK—The Chocolate Soldier  
RCA VICTOR LOP 1506 (M)  
LSO 1506 (S)

ENGEL, LEHMAN & ORK—The Chocolate Soldier  
RCA VICTOR LOP 1506 (M)  
LSO 1506 (S)

ENGEL, LEHMAN & ORK—The Chocolate Soldier  
RCA VICTOR LOP 1506 (M)  
LSO 1506 (S)

ENGEL, LEHMAN & ORK—The Chocolate Soldier  
RCA VICTOR LOP 1506 (M)  
LSO 1506 (S)

FARNON, ROBERT & ORK—From the Emerald Isle  
LONDON LL 3050 (M)

FERGUSON, MAYNARD & ORK—Swingin' My Way Thru College  
ROULETTE R-25058 (M)  
SR-25058 (S)

FERNANDEZ, JORGE—Mexican Rancheras  
ORFEON 12-29 (M)

FITZGERALD, ELLA—For Sentimental Reasons  
DECCA DL 8832 (M)

FITZPATRICK, HORACE—Music for Hunting Horn  
GOLDEN CREST CR-4014 (M-S)

FLORENCE, BOB—Name Band 1959  
CARLTON LP 12-115 (M)  
STLP 12-115 (S)

FOLEY, RED—Let's All Sing With Red Foley  
DECCA DL 8847 (M)  
DL 78847 (S)

FOLEY, RED—Let's All Sing With Red Foley  
DECCA DL 8847 (M)  
DL 78847 (S)

FREEMAN, BOBBY—Do You Wanna Dance  
JUBILEE JLP 1086 (M)  
SDJLP 1086 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

FRIENDLY SONS OF ST. PATRICK GLEE CLUB—The Glee Club of the Friendly Sons of St. Patrick  
RCA Victor LPM-1931 (M)  
LSP-1931 (S)

JONES, JONAH QUARTET—Jonah Jumps Again  
CAPITOL T-1115 (M)

JORRIN, ENRIQUE ORK—Tropical Fiesta  
ORFEON 12-26 (M)

KAMES, BOB—Songs I'm Sure You Remember  
KING 612 (M)

KAYE, MARY TRIO—Jackpot  
WARNER BROS. W 1263 (M)  
WS 1263 (S)

KELLY, MONTY—Porgy and Bess  
CARLTON LP 12-111 (M)  
STLP 12-111 (S)

KEYES AND KLEFF—Hearing Double  
COLPIX CP 403 (M-S)

KING, SUNNY—For Losers Only  
COLPIX CP 402 (M)

KING, WAYNE—The Sound of Wayne King and His Orchestra  
DECCA DL 8823 (M)  
DL 78823 (S)

KOCZE, ANTAL—The Gypsy and His Violin  
WESTMINSTER WP 6103 (M)

KOSTELANETZ, ANDRE—A Hundred Million Miracles  
COLUMBIA CL 1280 (M)  
CS 8095 (S)

LARKINS, ELLIS—Blue and Sentimental  
DECCA DL 9211 (M)

(M) following record number indicates Monaural  
(S) following record number indicates Stereo

GANNON, BILL—Sweet Singing Swing  
CARLTON LP 12-114 (M)  
STLP 12-114 (S)

GARLAND, JUDY—Judy Garland at the Grove  
CAPITOL T-1118 (M)

GERACI, VINCENT—Accordion Reveries  
CONCERT-DISC CS 38 (S)

GIOVANNINI, CAESAR—Caesar Flays  
CONCERT-DISC CS 40 (S)

GOLD, MARTY ORK—By the Waters of the Minnetonka  
KAPP KL 1125 (M)  
K 1125-5 (S)

GOODWIN, RON—Music in Orbit  
CAPITOL T-10188 (M)

HALLORAN, JOHN CHOIR—Come to the Fair  
CONCERT-DISC CS 41 (S)

HARRIS, PHIL—The South Shall Rise Again  
RCA VICTOR LPM 1985 (M)  
LSP 1985 (S)

HARTLEY, RAY—For Lovers  
RCA VICTOR LPM 1870 (M)  
LSP 1870 (S)

HARTMAN, JOHNNY—And I Thought About You  
ROOST LP-2232 (M)  
SLP-2232 (S)

HI-LO'S, THE—The Hi-Lo's and All That Jazz  
COLUMBIA CL 1259 (M)  
CS 8077 (S)

HOGAN, BRENDAN—St. Patrick's Night in Dublin  
CAPITOL T-10201 (M)

HOLMES, LEROY ORK—Music From the Modern Screen  
MGM E 3753 (M)  
STEREO E 3753 (S)

HUGO & LUIGI—When Good Fellows Get Together  
ROULETTE SR-25044 (S)

JACKSON, MAHALIA—No Matter How You Pray  
APOLLO LP 482 (M)

JAMES, JONI—100 Men and a Girl  
MGM E 3755 (M)  
STEREO E 3755 (S)

JEROME, HENRY & ORK—Hello Nice People  
ROULETTE R-25056 (M)  
SR-25056 (S)

JOHNSON, BUDD ORK—The Big Beat Dance Party  
STEREO-O-CRAFT RCS 509 (S)

LA ROSA, JULIUS—Love Songs a la Rosa  
Roulette R-25054 (M)  
SR-25054 (S)

LASZLO, ALEXANDER—Memories aux Bruxelles  
Carlton LP 12/112 (M)  
STLP 12/112 (S)

LEE, PEGGY—I Like Men  
Capitol T-1131 (M)

LE FEVRE, RAYMOND—Moulin Rouge  
Kapp KL 1121 (M)  
K 1121-5 (S)

LEVY, LOU—Lou Levy Plays Baby Grand Jazz  
Jubilee JLP 1101 (M)  
SDJLP 1101 (S)

LEWIS, LEROY—Pipe Organ Music  
Jubilee JLP 1103 (M)  
SDJLP 1103 (S)

LIEBER, JERRY, BAND—Scooby Doo  
Kapp KL 1127 (M)

LIGHT, ENOCH—The Roaring 20's, Vol. 3  
Grand Award GA 229 SD (S)

LIGHT, ENOCH—Show Spectacular  
Grand Award GA33-393 (M)  
GA 228 SD (S)

LIGHT, BEN—Ben Light in the Limelight  
GNP 39 (M-S)

LOCO & QUINTET, JOE—Cha Cha Cha  
Fantasy 3277 (M)  
8022 (S)

LOMBARDO, GUY—Dancing Room Only  
Capitol T-1121 (M)  
Instrumentally Yours  
Decca DL 8843 (M)

LOPEZ, VINCENT—Nola & Other Fiano Instrumentals  
Carlton LP 12/303 (M)  
STLP 12/302 (S)

LUBOFF CHOIR, NORMAN—Reverie  
Columbia CL 1256 (M)  
CS 8074 (S)

LYTTLETON & ORK, HUMPHREY—I Play As I Please  
London LL 3101 (M)

MACDONALD, JEANETTE, & NELSON EDDY—Favorites  
RCA Victor LPM 1738 (M)  
LSP 1738 (S)

MACHITO & ORK—Mi Amigo Machito  
LP-1053 (M)  
Tico  
SLP-1053 (S)

MAIZE & HIS CORDSMEN, JOE—Hawaiian Dreams  
Decca DL 8817 (M)  
DL 78817 (S)

MARAI, JOSEF AND MIRANDA—Wine of Gaul and Folk Ballads of Other Lands  
Decca DL 8791 (M)

Josef Marais and Miranda Revisit the South African Veld With the Bushveld Band  
Decca DL 78811 (S)

MARTERIE, RALPH, AND HIS MARLBORO MEN—College Dance Favorites  
Mercury SR 60035 (S)

MARTIN, FREDDY, & ORK—Salute to the Smooth Bands  
Capitol T-1116 (M)

MARTIN, SKIP, & ORK—8 Brass, 5 Sax, 4 Rhythm  
MGM E3743 (M)  
Stereo E3743 (S)

MATHIS, JOHNNY—Open Fire, Two Guitars  
Columbia CL 1270 (M)  
CS 8056 (S)

McRAE, CARMEN—Birds of a Feather  
Decca DL 8815 (M)  
DL 78815 (S)

MELGARD, AL—Chicago Stadium Organ, Vol. 2  
Audio Fidelity AFLP 1887 (M)  
AFSD 5887 (S)

MILLER, NIVEN—Presenting Niven Miller  
London LL 1729 (M)

MILLER, PAUL & ORK—Concert in the Park  
Fantasy 3276 (M)  
8023 (S)

MILLS BROTHERS—Glow  
Decca DL-8827 (M)

MONTEZ—Hollywood Themes in Cha Cha Cha  
GNP 38 (M-S)

MOONEY, HAL—Dreamland . . . U. S. A.  
Mercury SR 60047 (S)

MOORE, FRANK—The Frank Moore Four  
Capitol T-1127 (M)

MOORE, PHIL—Moore's Tour—An American in England  
MGM E3752 (M)  
Stereo E3752 (S)

MORALES, NORO—Noro Morales at the Harvest Moon Ball  
Roulette SR-25045 (S)

MORENO, JESUS—Continental Favorites  
Panart 3046 (M)

MORGAN, RUSS—Songs Everybody Knows  
Decca DL 8828 (M)  
DL 78828 (S)

MORROW, BUDDY & ORK—Dancing Tonight to Tomorrow  
RCA Victor LPM 1925 (M)  
LSP 1925 (S)

MOSHAY, JOE—Joe Moshay and His Debutante Ball Orchestra  
GNP 37 (M-S)

NICHOLS AND MAY—Improvisations to Music  
Mercury SR 60040 (S)

NORVO, RED & ORK—Red Norvo  
RCA Victor LPM 1711 (M)  
LSP 1711 (S)

OLAY, RUTH—Easy Living  
Mercury SR 60069 (S)

OWEN, REG—Manhattan Spiritual  
Palette LPZ 1001 (M)  
SPZ 1001 (S)

PALMER, JIMMY & ORK—The Palmer Method of Dancing  
Mercury SR 60033 (S)

PATE, JOHNNY—A Date With Pate  
King 611 (M)

PINEAPPLE, JOHNNY & ISLANDERS—Hawaii  
Audio Fidelity AFLP 1850 (M)  
AFSD 5850 (S)

PLATTERS, THE—The Flying Platters Around the World  
Mercury SR 60043 (S)

PRESLEY, ELVIS—For LP Fans Only  
RCA Victor LPM 1990 (M)

RAM, BUCK—The Magic Touch  
Mercury SR 60067 (S)  
MG 20392 (M)

REDMAN, DON—Dance, Dance, Dance  
Urania UJ 1211 (M)  
USD 2001 (S)

REEVES, JIM—God Be With You  
RCA Victor LPM 1950 (M)  
LSP 1950 (S)

REVELERS, THE—Salty Sea Chanties  
Urania UR 9020 (M)

# NEVER BEFORE SUCH CRITICAL ACCLAIM!

TOP CRITICS HAIL EVEREST AS THE PEAK OF ACHIEVEMENT IN RECORDING . . .  
THE ULTIMATE IN SOUND . . . THE BEST IN PERFORMANCE

"Everest engineers are introducing new standards to the industry . . . the significantly lower noise level of the new equipment used is easily noticeable on a playback system of top design . . . a product for the perfectionist. . ."

CHESTER SANTON, *Radio Electronics*

#### Shostakovich—Symphony No. 6

"Sir Adrian's performance is colossal and the recording is surely one of the richest ever made . . ."

ALFRED FRANKENSTEIN, *High Fidelity*

#### Antill—Corroboree Ballet Suite

"Everest Records should be congratulated . . . this company will make itself felt all over the country . . . the performance proceeds on its splendid way to a prize-winning effect . . . if you have some sympathy for fresh new music of importance buy this record. It is a credit to the catalog and to the industry."

JOHN THORNTON, *HiFi Review*

". . . the new company makes a fine sounding disc, brilliant, with smooth surfaces and no distortion even in the loudest fortissimo sections. . . Everest is to be congratulated on the quality of its first recordings.

HAROLD C. SCHONBERG, *The New York Times*

#### Hindemith—Symphony in E Flat (Billboard Spotlight Winner)

". . . one of the most spectacular examples of fine stereo now available. . . A fine demonstration record for dealers and a great buy for the discerning sound enthusiast."

*Billboard*

"There is nothing finer than the new Everest discs . . . the recorded sound is uniformly some of the most exact and tonally rich you can buy."

PAUL HUME, *The Washington Post*

#### Respighi—Feste Romane

". . . some of the highest quality sound to be found on discs today . . . the monophonic and stereo versions offer not only an extremely wide tonal range, completely free from distortion, but also plenty of full volume which never blasts. . . Goossens gives the work a truly exciting reading."

PAUL AFFELDER, *High Fidelity*

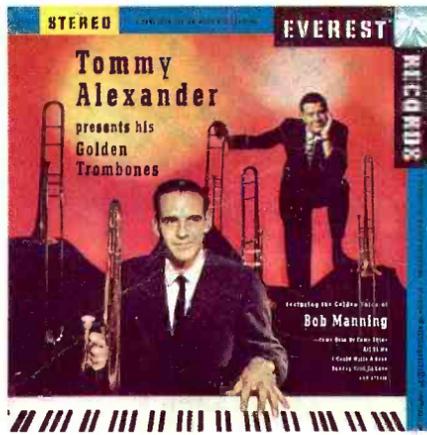
Blockbuster reviews like these, in hundreds of newspapers and magazines across the country, are lavishing praise on EVEREST'S great pop and classical recordings! Discriminating record enthusiasts everywhere feel the same way.

EVEREST'S unbeatable combination—a fresh, unhackneyed repertoire and the greatest sound engineering in recording history—are winning thousands of loyal new friends every month. Why don't you climb on the fast-moving, best-selling bandwagon? Just flip the page and feast your eyes on the most distinguished catalog of hits in the industry!





The Jo Jones Trio. Jo Jones (Drums), Ray Bryant (Piano) and Tom Jones (Bass) cover happy ground in "Sweet Georgia Brown," "My Blue Heaven," and other standards. LPBR-5023 SDBR-1023†



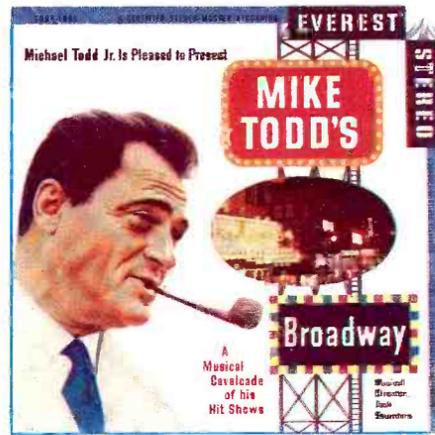
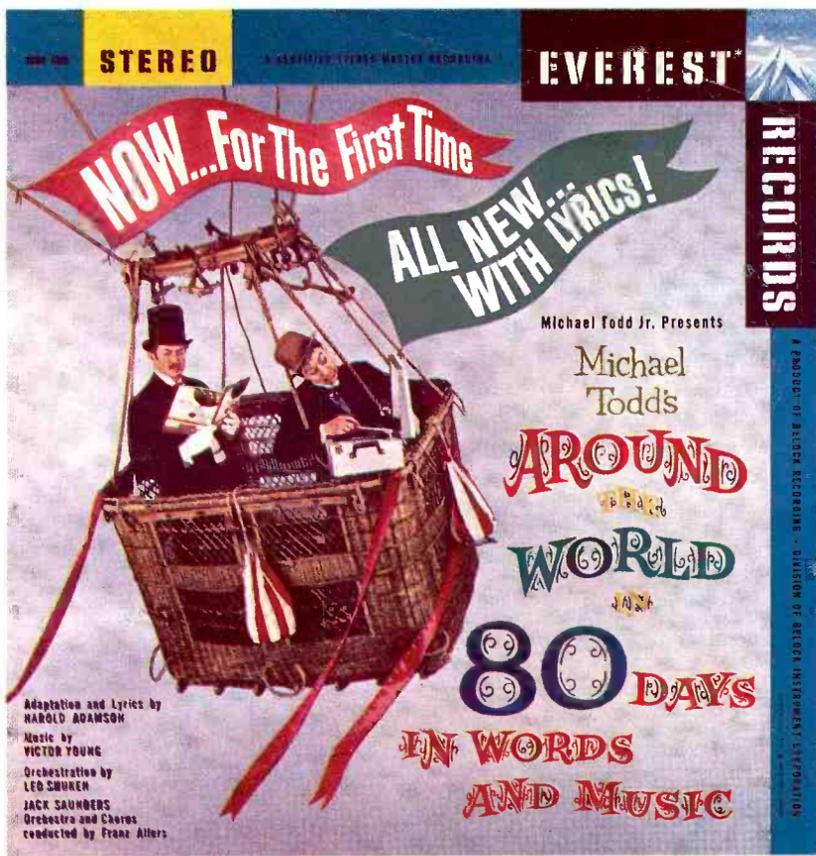
Tommy Alexander Presents His Golden Trombones. Swinging versions of "Come Rain Or Come Shine," "All of Me" and such—with the added gold of Bob Manning's voice. LPBR-5019 SDBR-1019†



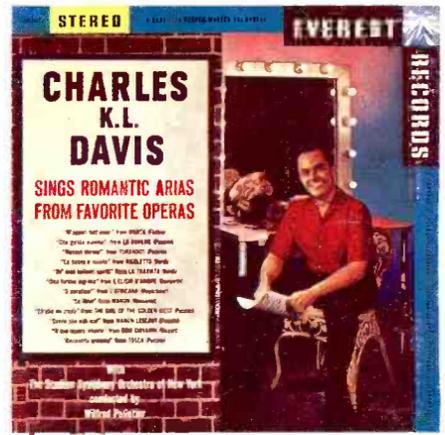
Music Hall Bon-Bons . . . Raymond Paige Conducts the Radio City Music Hall Symphony Orchestra. Opulent orchestral work in "Holiday for Strings," "Blue Tango," and others. LPBR-5024 SDBR-1024†\*\*



We Three—a congenial group consisting of Marty Napoleon, Mickey Sheen and Chubby Jackson with a lively new approach to Stereo recording. A fine sound. LPBR-5029 SDBR-1029†



Mike Todd's Broadway. A brightly lighted cavalcade from 10 Mike Todd hit shows—"Peep Show," "Up in Central Park," etc., plus "Around the World in 80 Days." LPBR-5011 SDBR-1011†\*\*



Charles K. L. Davis Sings Romantic Arias From Favorite Operas. Arias by Puccini, Verdi, Mozart and others. Wilfred Pelletier, the Stadium Symphony Orchestra of New York. LPBR-6012 SDBR-3012†\*\*

### MIKE TODD'S BIG DREAM COME TRUE

A man of many dreams—all big ones—Mike Todd long planned a musical-lyrical version of his spectacular movie, "Around The World In 80 Days." Here, Michael Todd, Jr. proudly presents his father's great expectation . . . created largely by the same men who participated in the original Academy Award-winning production . . . recorded in brilliant Everest Sound. LPBR-5020 SDBR-1020†\*\*

Adaptation & Lyrics by  
Harold Adamson

Music by  
Victor Young

Orchestration by  
Leo Schuken

Orchestra & Chorus  
conducted by  
Franz Allers

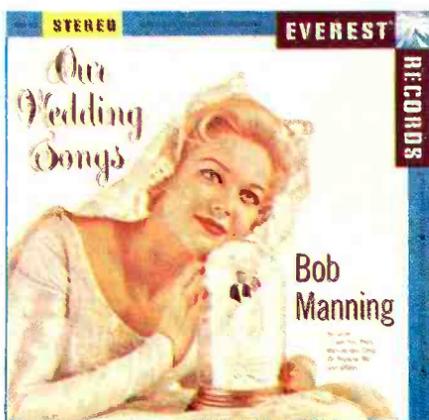
Produced and  
directed by  
Jack Saunders

## Mastery and magic

Everest is proud to present the performances of these great conductors. Hear them on Everest . . . in the high quality of sound their enormous talents deserve. The latest motion-picture recording techniques, exclusive *Belock-Engler Equalization*, careful craftsmanship and fine musicianship

# EVEREST

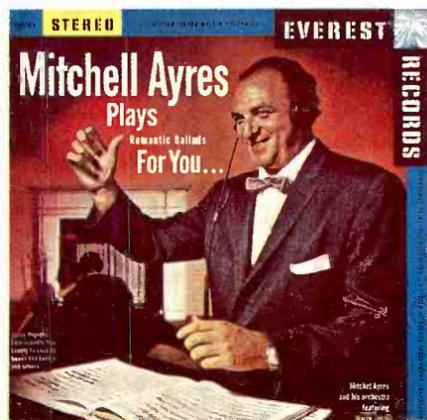
Product of Belock Recording Co., Division of Belock Instrument Corp.



Our Wedding Songs. Bob Manning singing the memorable romantic songs. "Because," "Oh Promise Me," "An Affair To Remember" and others. Orch. cond. by Sid Feller. LPBR-5025 SDBR-1025†



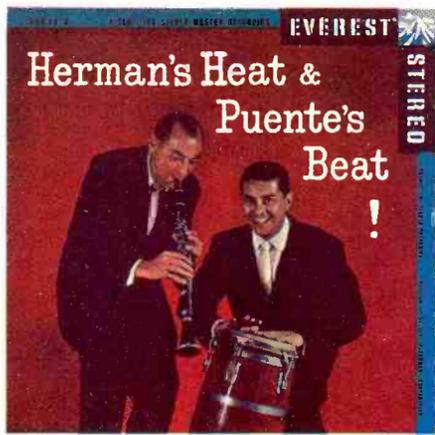
Miss Gloria Lynne . . . A haunting new voice with a jazz and gospel background; in fine songs: "April in Paris," "I Can't Give You Anything But Love." More. LPBR-5022 SDBR-1022†



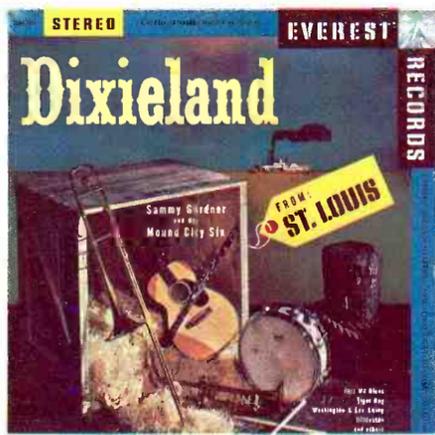
Mitchell Ayres Plays Favorite Ballads for You. A large orchestra in songs like "Embraceable You," "Love Walked In" and others. Featuring Harry Terrill, alto sax. LPBR-5016 SDBR-1016†\*\*



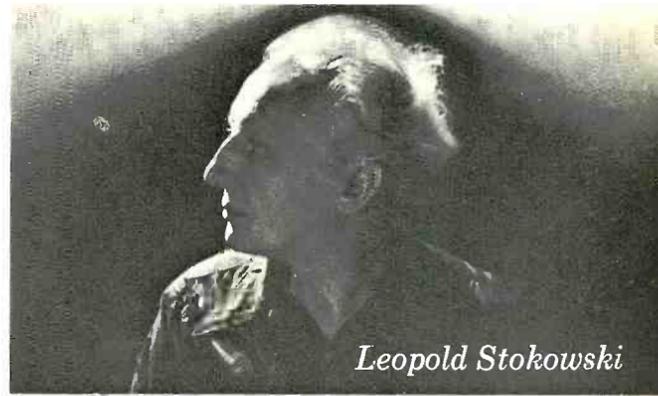
The Heavenly Touch of Assunta at the Piano—with orchestra conducted by Andy Sannella. Unforgettable: "Laura," "September Song," "Love For Sale" and more. LPBR-5030 SDBR-1030†



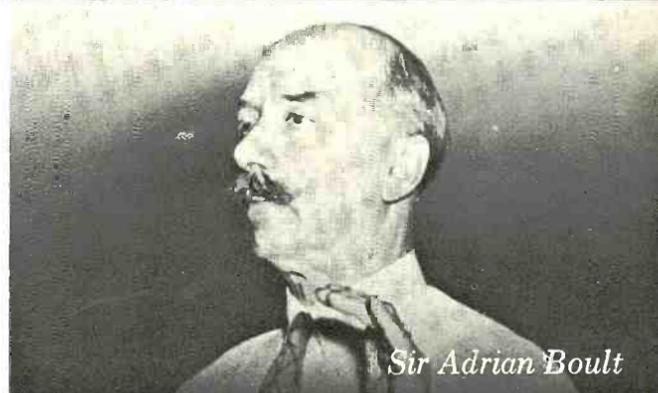
**Herman's Heat & Puente's Beat.** Woody Herman, the "Herd" and Tito Puente's rhythm section team up for extra rhythmic readings of the latest swing classics.  
LPBR-5010 SDBR-1010†\*\*



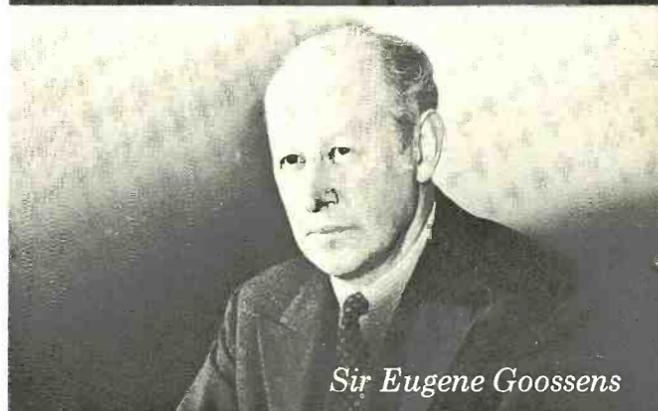
**Dixieland From St. Louis.** Sammy Gardner and his Mound City Six. A group of happy jazz favorites—"Jazz Me Blues," "Tiger Rag," "Tin Roof Blues" and such.  
LPBR-5002 SDBR-1002†



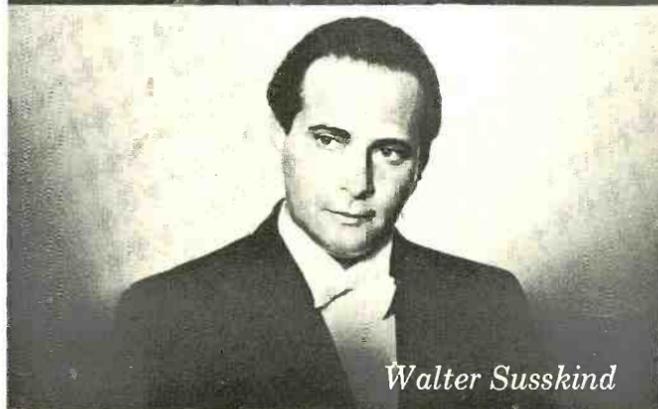
*Leopold Stokowski*



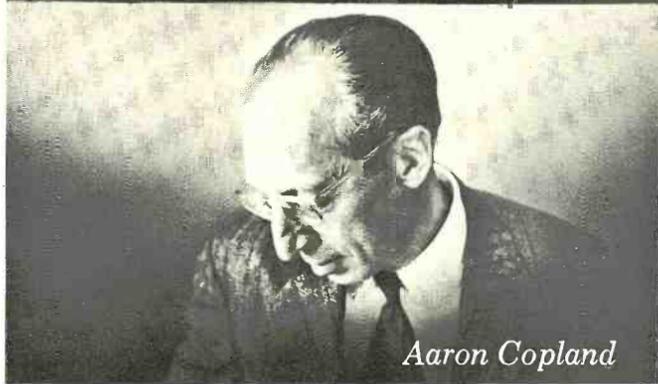
*Sir Adrian Boult*



*Sir Eugene Goossens*

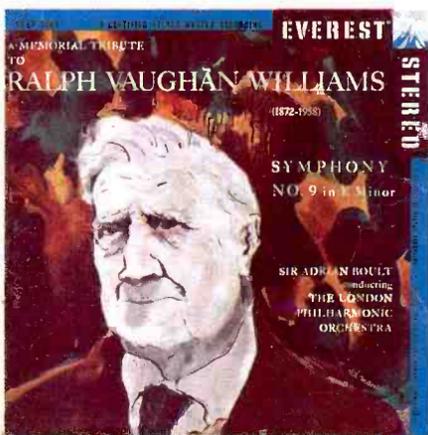


*Walter Susskind*

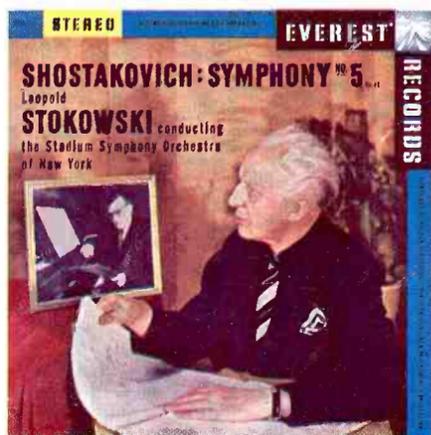


*Aaron Copland*

Photo of Mr. Susskind: Anni Landes, Tel-Aviv.



**Vaughan Williams: Symphony No. 9 in E Minor.** Premier recording of a modern masterpiece. Sir Adrian Boult conducting the London Philharmonic Orchestra.  
LPBR-6006 SDBR-3006†\*\*



**Shostakovich: Symphony No. 5 in D Major, Opus 47.** A brilliant performance of a great work. Leopold Stokowski, The Stadium Symphony Orchestra of New York.  
LPBR-6010 SDBR-3010†\*\*

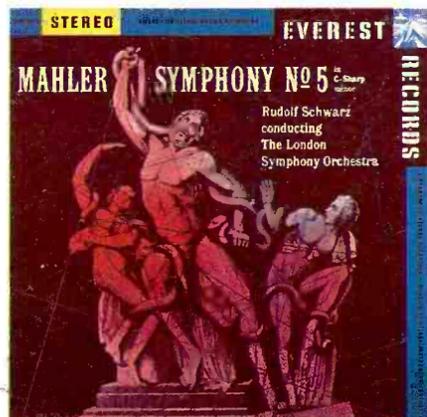
## *in fabulous Everest Sound*

combine in all Everest records and tapes. Critics everywhere are acclaiming Everest Sound . . . record stores everywhere are reporting Everest's success. The Everest library of symphonies, ballets, jazz and popular music continues to grow . . . and so does the list of enthusiastic Everest listeners.

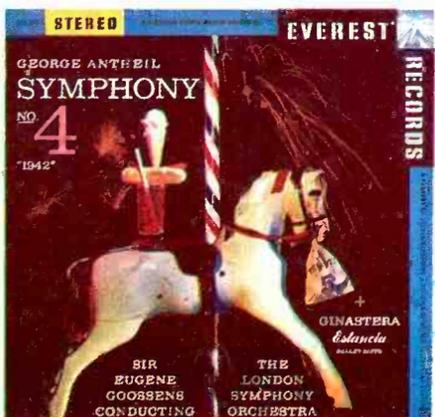
# RECORDS



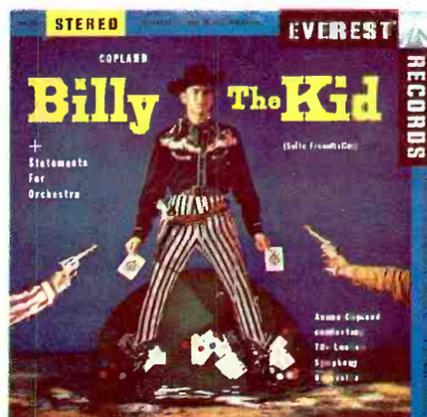
DISTRIBUTED BY DECCA DISTRIBUTING CORP. \*T.M. †Stereo recording. \*\*Also available on stereo tape.



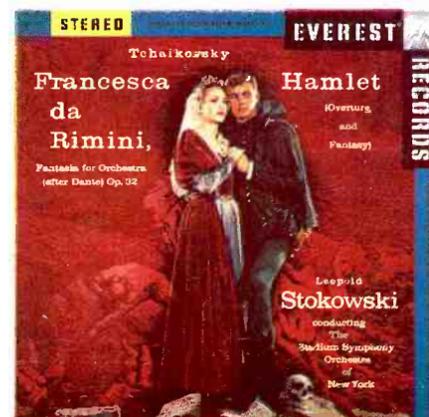
**Mahler: Symphony No. 5 in C-Sharp Minor.** A two-disc recording of a majestic, important symphony. Rudolf Schwarz, the London Symphony Orchestra.  
LPBR-6014-2 SDBR-3014-2†\*\*



**Antheil: Symphony No. 4 (1942); Ginastera; Estancia — Ballet Suite.** A distinguished coupling. Sir Eugene Goossens, the London Symphony Orch.  
LPBR-6013 SDBR-3013†\*\*



**Copland: Billy the Kid; Statements for Orchestra.** Two modern favorites, definitely conducted by the composer himself. Aaron Copland, the London Symphony Orchestra.  
LPBR-6015 SDBR-3015†\*\*



**Tchaikovsky: Francesca da Rimini; Hamlet — Fantasy Overture.** Brilliantly performed! Leopold Stokowski, the Stadium Symphony Orch. of New York.  
LPBR-6011 SDBR-3011†\*\*

(Continued from page 2)

WALTHER, FRANCIS—At the Emerald Ball  
Golden Crest CR-3045 (M-5)

WARD, BILLY & ORK—Pagan Love Song  
Liberty LRP 3113 (M)  
LST 7113 (S)

WARREN, GUY—Themes for American Drums  
RCA Victor LPM 1864 (M)  
LSP 1864 (S)

WARING, FRED—Praise Him  
Capitol T-1122 (M)

WHITE, ALBERT & ORK—Over There  
Fantasy 3273 (M)  
8020 (S)

WINDING, KAI—The Swingin' States  
Columbia CL 1264 (M)  
CS 8062 (S)

WILLIAMS, BUDDY & ORK—Swingin', Marchin' & Whistlin'  
Roulette R-25064 (M)  
SR-25064 (S)

WILLIAMS, GRIFF—We Could Have Danced All Night  
Mercury SR 60021 (S)

WYLER, GRETCHEN—Wild-Wyler-Wildest  
Jubilee JLP 1100 (M)  
SDJLP 1100 (S)

ZACHARIAS, HELMUT—Hi-Fi Fiddler's Delight  
Decca DL 8822 (M)

ZENTNER, SI—Swing Fever  
Bel Canto BCM-36 (M)  
SR-1014 (S)

ZIELINSKI, BRUNO—Polka Festival  
Liberty LST 7026 (S)

**POPULAR MISCELLANEOUS**

AND THE BANJOS SING, VOL. 2—  
GOLDEN CREST CR 3046 (M)

CHILDREN'S STORIES IN SPANISH—  
CAPITOL T 10200 (M)

DANNY KAYE FOR CHILDREN—Various Artists  
DECCA 8726 (M)

LA FIESTONA, VOL. 2—  
PANART 2029 (M)

MONAURAL JUBILEE SAMPLER—Vocal and Instrumental  
JUBILEE MSJLP 804 (M)

POP HIT PARTY—Various Artists  
COLUMBIA CL 1306 (M)

ROCK 'N' ROLL RECORD HOP—Various Artists  
ROULETTE R 25059 (M)

SAN REMO FESTIVAL—  
ODEON 8029 (M)

SEA CHANTIES—Various Selections. Roger Wagner Chorale (Wagner)  
CAPITOL SP 8462 (S)

SONGS OF OLD RUSSIA—  
MONITOR MP 560 (M)

SOUNDTRACKS, VOICES AND THEMES—Various Artists  
COLPIX CP 503 (M)

SPAIN AND HER PASODOBLES—  
ODEON 8031 (M)

STEREOSONIC JUBILEE—SAMPLER, VOL. 1. Instrumentals  
JUBILEE SSJLP 801 (S)

STEREOSONIC JUBILEE—SAMPLER, VOL. 2. Vocals  
JUBILEE SSJLP 802 (S)

YODLERS FROM AUSTRIA—  
WESTMINSTER WST 15033 (S)

**POPULAR LOW PRICE**

ARNOLD, EDDY—  
CAMDEN CAL 471 (M)

BLACK, STANLEY, & ORK—Soft Light and Sweet Music  
RICHMOND B 20031 (M)

CRYSTAL STUDIO STRINGS—Strings  
WALDORF MHK S.D. 1409 (S)

DALY, WILLIAM—Organ Rhapsody  
CROWN CST 127 (S)

FARNON, ROBERT, & ORK—Light and Easy  
RICHMOND B 20033 (M)

FRANCIS, ARLENE—Tells Bible Stories for Children  
LION L 70101 (M)

GARSON, GREER—Baby Sits With Stories and Songs  
LION L 70102 (M)

HEATH, TED, & ORK—Big Band Beat  
RICHMOND B 20034 (M)

HUTCHINSON, BILLY—Organ Encores  
RICHMOND B 20036 (M)

JUAREZ, FERNANDO, & ORK—Cha Cha's, Vol. 2  
WALDORF MHK S.D. 1411 (S)

MARTINELLI, LOUIS—Cocktails for Two  
CROWN CST 126 (S)

MOON IS BLUE, THE—Original Score  
CROWN CST 130 (S)

NORWEGIAN MILITARY BAND—Favorite Marches  
CAMDEN CAL 474 (M)

ROS, EDMUNDO, & ORK—Samba!  
RICHMOND B 20032 (M)

THREE SUNS—Lead, Kindly Light  
CAMDEN CAL 472 (M)

VIENNA POLICE BAND—March Time in Vienna  
RICHMOND B 20035 (M)

WALLER, FATS—The Fats Waller  
CAMDEN CAL 473 (M)

**CLASSICAL**

ALBENIZ—Iberia Falla. The Three Cornered Hat. National Opera Theatre Orch., Paris (Rosenthal)  
WESTMINSTER XWN 18798 (M)

BACH—Mass in B Minor. Swabian Chorale. 35th German Bach Festival Orch. (Grischkat)  
VOX VBX 7 (M)  
STPL 511.283 (S)

Three Chorale Partitas. Noehren, Organ  
URANIA UB 8012 (M)  
USD 1016 (S)

BALAKIREV—Islamey Rachmaninoff. Piano Concerto No. 2 in C Minor, Op. 18. Katchen, Piano  
LONDON SYMP. ORCH (SOLTI)  
LONDON CS 6064 (S)

Islamey Tchaikovsky. Piano Concerto No. 1. Cziffra, Piano. National Radio Fusion Francaise (Dervaux)  
ANGEL 35612 (M)

BARTOK—Divertimento Hindemith—Mathis Der Maler, Phil. Orch. (Silvestri)  
ANGEL 35643 (M)

Quartet Nos. 1 and 2. Fine Arts Quartet  
CONCERT DISC CS 207 (S)

Quartets Nos. 3 and 4. Fine Arts Quartet  
CONCERT DISC CS 208 (S)

Quartets Nos. 5 and 6. Fine Arts Quartet  
CONCERT DISC CS 209 (S)

BEETHOVEN—Quartet in B Flat Major, Quartet in F Major. Fine Arts Quartet  
CONCERT DISC CS 212 (S)

Quartet in C Major, Quartet in Minor. Fine Arts Quartet  
CONCERT DISC CS 211 (S)

Quartet in D Major, Op. 18; Quartet in C Minor. Fine Arts Quartet  
CONCERT DISC CS 210 (S)

Music for Cello and Piano. Schuster, Cello; Wuehrer, Piano  
VOX VBX (M)  
STPL 511.300

Piano Concerto No. 2; A Major, No 2; Piano Concerto No. 3; C Major, No. 3. Gieseking, Piano  
ANGEL 35654 (M)

Piano Concerto No. 3 in C Minor, Op. 37. Badura-Skoda, Piano, Vienna State Op. Orch. (Scherchen)  
WESTMINSTER WST 14047 (S)

Piano Sonata Nos. 4, 5, 6. Gieseking, Piano  
ANGEL 35655 (M)

Septet, E Flat Major, Op. 20. Mendelssohn, Octet, E Flat Major, Op. 20. Chamber Music Ens. Bamberg Sym.  
VOX PL 11.230 (M)

String Trio No. 1. Kogan, Barshai, Rostropich  
MGM GC 30007 (M)

Symphony No. 3 in E Flat Major, Op. 55. Vienna State Op. Orch. (Scherchen)  
WESTMINSTER XWN 18800 (M)

Symphony No. 5 in C Minor. Berlin Phil. Orch. (Maazel)  
DECCA DL 10,006 (M)  
DL 710,006 (S)

Symphony No. 6 in F Major, Op. 68. Vienna State Op. Orch. (Scherchen)  
WESTMINSTER WST 14049 (S)

Three Equals for Four Trombones. Hindemith, Morning Music for Brass.  
Rimsky-Korsakov, Concerto for Trombone and Military Band. Members of NBC Sym. Orch.  
MMO CE 1041 (M)

BIZET—Carmen Suite. Ravel, Bolero. Virtuoso Sym. London (Wallenstein)  
AUDIO FIDELITY FCS50.005 (S)

L'Arlesienne Suites No. 1 & 2; Carmen Suite No. 1. Phil. Orch. (Karajan)  
ANGEL 35618 (M)

BORODIN—Dance of the Polovetsian Maidens, Moussorgsky, Night on Bare Mountain. Smetana, Marche. Slave Glinka, Kamarinskaya. Pittsburgh Sym. Orch. (Steinberg)  
CAPITOL SP 8450 (S)

BRAHMS—Clarinet Quintet in B Minor, Op. 115. Fine Arts Quartet  
CONCERT DISC CS 202 (S)

Concerto No. 1 in D Minor. Graffman, Piano, Boston Sym. Orch. (Munch)  
RCA VICTOR LM 2274 (M)

Lieder Schumann, Frauliebe and Leben Forrester, Contralto  
RCA VICTOR LM 2275 (M)

Song of Destiny, Op. 54. Academic Festival Overt. Liszt, Psalm XIII. Beecham Choral Society, Royal Phil. Orch. (Beecham)  
ANGEL S 35400 (S)

Symphony No. 1 in C Major, Op. 68. Vienna Phil. Orch. (Kubelik)  
LONDON LL 3008 (M)

BRUCKNER—Symphony No. 4, E Flat Major. Vienna Sym. Orch. (Klemperer)  
VOX PL 11,200 (M)

DVORAK—Symphony No. 4 in G Major, Op. 88; Carnival Overt., Op. 92. Bamberg Sym. (Reinhardt)  
VOX PL 11.050 (M)  
STPL 511.050 (S)

Sym. No. 5 in E Minor, Op. 95. Los Angeles Phil. Orch. (Leinsdorf)  
CAPITOL SP 8454 (S)

FALLA—The Three Cornered Hat. Albeniz, Iberia National Opera Theatre Orch., Paris (Rosenthal)  
WESTMINSTER XWN 18798 (M)

GLIERE—Concerto for Voice and Orch. Gordelli, Flute Concerto. Manevich, Clarinet Concertino. Pakhmutova, Trumpet Concerto. Leningrad Phil. & State Radio Orch.  
MONITOR MC 2030 (M)

Symphony No. 3 in B Minor, Op. 42. Houston Sym. Orch. (Stokowski)  
CAPITOL SP 8402 (S)

GLINKA—Kamarinskaya. Borodin, Dance of the Polovetsian Maidens. Moussorgsky, Night on Bare Mountain. Smetana, Marche Slave. Pittsburgh Sym. Orch. (Steinberg)  
CAPITOL SP 8450 (S)

GORDELLI—Flute Concerto. Manevich, Clarinet Concertino. Pakhmutova, Trumpet Concerto, Gliere, Concerto for Voice and Orch. Leningrad Phil. & State Radio Orch.  
MONITOR MC 2030 (M)

HANDEL—8 Overtures. Bamberg Sym. (Reinhardt)  
VOX PL 11.300 (M)  
STPL 511.300

HANDEL-HARTY—Water Music. Royal Fireworks Music, London Sym. (Dorati)  
MERCURY SR 90158 (S)

HAYDN—Concertos for Piano and Cello. Pressler and Greenhouse  
MGM GC 30008 (M)

Sonata No. 35 in E Flat Major. Seemann, Piano  
DECCA DL 10,007 (M)  
DL 10,007 (S)

HINDEMITH—Mahtis Der Maler. Bartck, Divertimento. Phil. Orch. (Silvestri)  
ANGEL 35643 (M)

Morning Music for Brass. Rimsky-Korsakov, Concerto for Trombone and Military Band. Beethoven, Three Equals for Four Trombones. Members of NBC Sym. Orch.  
MMO CE 1041 (M)

KHACHATURIAN—Gayne Ballet. Offenbach, Gaité Parisienne. Boston Pops Orch. (Fiedler)  
RCA VICTOR LM 2267 (M)  
LSC 2267 (S)

LALO—Namouna Suite No. 1. Strauss, R., Dance of the Seven Veils. Schmitt, Tragedy of Salome. Detroit Sym. (Paray)  
MERCURY SR 90177

LEHAR—The Merry Widow. Vienna State Op. Chorus and Orch. (Stolz)  
LONDON A-4233 (M)  
OSA 1205 (S)

LISZT—Psalm XIII. Brahms, Song of Destiny, Op. 54. Academic Festival Overt. Beecham Choral Society, Royal Phil. Orch. (Beecham)  
ANGEL S 35400 (S)

6 Etudes. Brendel, Piano  
VOX PL 10.800 (M)

MAHLER—Kindertotenlieder West, Contralto. Vienna State Op. Orch. (Scherchen)  
WESTMINSTER XWN 18842 (M)

MANEVICH—Clarinet Concertino. Pakhmutova, Trumpet Concerto. Gliere, Concerto for Voice and Orch. Gordelli, Flute Concerto. Leningrad Phil. & State Radio Orch.  
MONITOR MC 2030 (M)

MENDELSSOHN—Octet, E Flat Major, Op. 20. Beethoven, Septet, E Flat Major, Op. 20. Chamber Music Ens. Bamberg Sym.  
VOX PL 11.230 (M)

Symphony No. 4 in A Major. Tchaikovsky, Capriccio Italien. der Wiener Musikgesellschaft Orch. (Remoortel)  
VOX PL 11,210 (M)  
STPL 511.210 (S)

Violin Concerto in E Minor. Tchaikovsky, Violin Concerto in D Minor. Ferras, Violin, Phil. Orch. (Silvestri).  
ANGEL S 35606 (S)

MOUSSORGSKY—Night on Bare Mountain. Smetana, Marche Slave. Glinka, Kamarinskaya. Borodin, Dance of the Polovetsian Maidens. Pittsburgh Sym. Orch. (Steinberg)  
CAPITOL SP 8450 (S)

MOZART—The Abduction From the Seraglio. Beecham Choral, Royal Phil. (Beecham)  
ANGEL S 3555B/L (S)

Clarinet Quintet in A Major. Fine Arts Quartet  
CONCERT DISC CS 203 (S)

Cesi Fan Tutte. Vienna Phil. Orch. (Bohm)  
LONDON OS 25047 (S)

Die Zauberflote. Vienna Phil. Orch. (Bohm)  
LONDON OS 25046 (S)

Eine Kleine Nachtmusik. Tchaikovsky, Serenade for Strings in C Major. Israel Phil. Orch. (Solti)  
LONDON CS 6066 (S)

Piano Concerto 27; Piano Concerto 17. Brendel, Piano, Wiener Volksooper Orch. (Angerer)  
VOX PL 11,260 (M)  
STPL 511.260 (S)

Piano Music for Four Hands. Haebler & Hoffman, Piano  
VOX DL 432-2 (M)

Quintet in E Flat; Quartet in F. Fine Arts Quartet  
CONCERT DISC CS 204 (S)

**SUGGESTED LIST PRICES**

Only those labels represented in the review and/or releases section are listed below.

Table with 2 columns: Label Name and Price. Includes entries like Angel, Decca, RCA Victor, etc.

Serenades, Vol. 4  
MGM GC 30006 (M)

Sym. No. 25 in G Minor; Sym. No. 40 in G Minor. Phil. Orch. (Klemperer)  
ANGEL S 35407 (S)

OFFENBACH—Gaité Parisienne. Khachaturian, Gayne Ballet. Boston Pops Orch. (Fiedler)  
RCA VICTOR LM 2267 (M)  
LSC 2267 (S)

PAKHMUTOVA—Trumpet Concerto. Gliere, Concerto for Voice and Orch. Gordelli, Flute Concerto. Manevich, Clarinet Concertino. Leningrad Phil. and State Radio Orch.  
MONITOR MC 2030 (M)

POULENC—Dialogues Des Carmelites, Theatre National Paris (Dervaux)  
ANGEL 358C/L (M)

PROKOFIEV—Cinderella, Op. 87. Royal Phil. (Irving)  
ANGEL S 35529 (S)

PUCCINI—Turandot. Orch. and Chorus of Santa Cecilia Rome (Erede)  
LONDON OSA 1308 (S)

RACHMANINOFF—Piano Concerto No. 2 in C Minor, Op. 18. Balakirev, Islamey. Katchen, Piano. London Sym. Orch. (Solti)  
LONDON CS 6064 (S)

RAVEL—Bolero. Bizet, Carmen Suite. Virtuoso Sym., London (Wallenstein)  
AUDIO FIDELITY FCS 50.005 (S)

RIMSKY-KORSAKOV—Concerto for Trombone and Military Band. Beethoven, Three Equals for Four Trombones. Hindemith, Morning Music for Brass. Members of NBC Sym. Orch.  
MMO CE 1041 (M)

ROSSINI—William Tell; La Gazza Ladra. Weber, Oberon; Der Freischutz; Abu Hassan. Frankfurt Sym. Radio Orch. (Leconte)  
MONITOR MC 2031 (M)  
MCS 4001 (S)

SCARLATTI—Sonatas for Harpsichord Vol 22. Valenti, Harpsichord  
WESTMINSTER XWN 18814 (M)

SCHMITT—Tragedy of Salome. Lalo, Namouna Suite No. 1. Strauss, R., Dance of the Seven Veils. Detroit Sym. (Paray)  
MERCURY SR 90177 (S)

SCHUBERT—Mass No. 5 in A Flat Major. North German Phil. Chorus and Orch. (Bamberger)  
URANIA UX 128 (M)  
USD 1028 (S)

The Trout Quintet. Members of Fine Arts Quartet.  
CONCERT DISC CS 206 (S)

SCHUMANN—Carnaval, Op. 9; Papillons, Op 2; Kinderszenen, Op. 15. Novaeas, Piano  
VOX PL 11.160

SHOSTAKOVICH—Symphony No. 11. Radio Fusion Francaise Orch. (Cluytens)  
ANGEL 3586 3S/L (M)

SIBELIUS—Symphony No. 2 in D Major, Op. 43. Phil. Orch. (Kletzki)  
ANGEL S 35314 (S)

(Continued on page following Audition)

SMETANA—Marche Slave. Glinka, Kamarinskaya. Borodin, Dance of the Polovetsian Maidens. Moussorgsky, Night on Bare Mountain. Pittsburgh Sym. Orch. (Steinberg)  
CAPITOL SP 8450 (S)

Ma Vlast. Vienna Phil. Orch. (Kubelik)  
LONDON CSA 2202 (S)

SPAHR—Nonette in F, Op. 31. Fine Arts Quartet, N. Y. Woodwind Quintet (Siegel, Double-Bass)  
CONCERT DISC CS 201 (S)

STRAUSS, J.—Waltzes. Hollywood Bowl Sym. Orch. (Slatkin)  
CAPITOL SP 8421 (S)

Waltzes. Virtuoso Sym., London (Vardi)  
AUDIO FIDELITY FCS50.013 (S)

STRAUSS, R.—Dance of the Seven Veils. Schmitt, Tragedy of Salome. Lalo, Namouna Suite No. 1. Detroit Sym. (Paray)  
MERCURY SR 90177 (S)

Der Rosenkavalier Suite; Till Eulenspiegel's Merry Pranks. Minne. Sym. (Dorati)  
MERCURY SR 90043 (S)

TCHAIKOVSKY—Capriccio Italien. Mendelssohn, Symphony No. 4 in A Major. Der Wiener Musikgesellschaft Orch. (Remoortel)  
VOX PL 11,210 (M)  
STPL 511.210 (S)

Piano Concerto No. 1 in B Minor, Op. 23. Pennario, Piano, Los Angeles Phil. Orch. (Leinsdorf)  
CAPITOL SP 8417 (S)

Piano Concerto No. 1. Balakirev, Islamey Cziffra, Piano, National Fusion Francaise Orch. (Dervaux)  
ANGEL 35612 (M)

Serenade for Strings in C Major. Mozart, Eine Kleine Nachtmusik. Israel Phil. Orch. (Solti)  
LONDON CS 6066 (S)

Symphony No. 3 in D Major. Vienna State Opera Orch. (Swarowsky)  
URANIA U X 126 (M)  
U SD 1026 (S)

Symphony No. 5, E Minor, Op. 64. Bamber Sym. (Hollreiser)  
VOX STPL 510.380 (S)

Symphony No. 6. Virtuoso Sym. London (Wallenstein)  
AUDIO FIDELITY FCS 50.002 (S)

Violin Concerto in D Major. Mendelssohn, Violin Concerto in E Minor. Ferras, Violin, Phil. Orch. (Silvestri)  
ANGEL S 35606 (S)

VIVALDI—The Four Seasons. Stuttgart Chamber Orch. (Munchinger)  
LONDON LL 3070 (M)

WAGNER—Great Scenes for Bass-Baritone. Vienna Phil. Orch. (Knappertsbusch)  
LONDON OS 25044 (S)

Rhine Journey. Parsifal Prelude. Detroit Sym. (Paray)  
MERCURY SR 90107 (S)

WEBER—Oberon; Der Freischutz; Abu Hassan. Rossini, William Tell; La Gazza Ladra. Frankfurt Sym. Radio Orch. (Leconte)  
MONITOR MC 2031 (M)  
MCS 4001 (S)

STEREOSONIC DISCS

Table with 2 columns: Label Name and Price. Includes entries like Angel, Audio Fidelity, etc.

STEREOSONIC TAPES

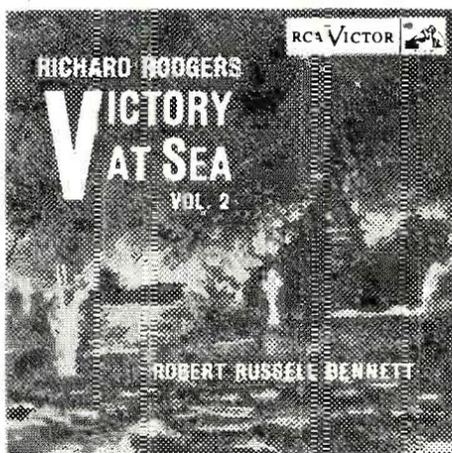
Table with 2 columns: Label Name and Price. Includes entries like Bel Canto, RCA Victor, etc.

# When did this ever happen?

## 3 RED SEAL HIT "TOP 25" ON POP CHARTS!



LM/LSC-2252

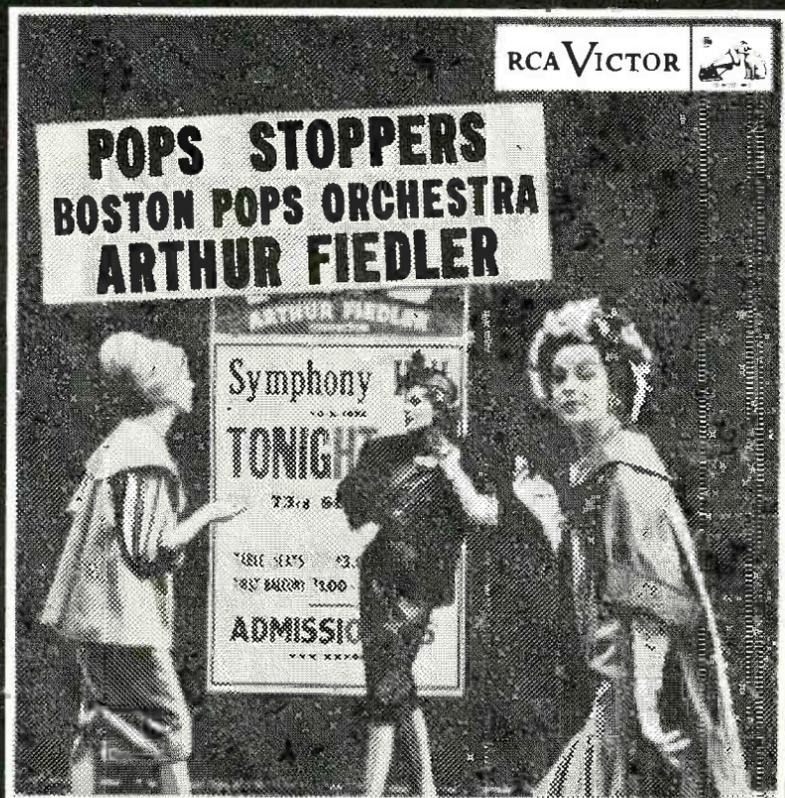


LM/LSC-2226

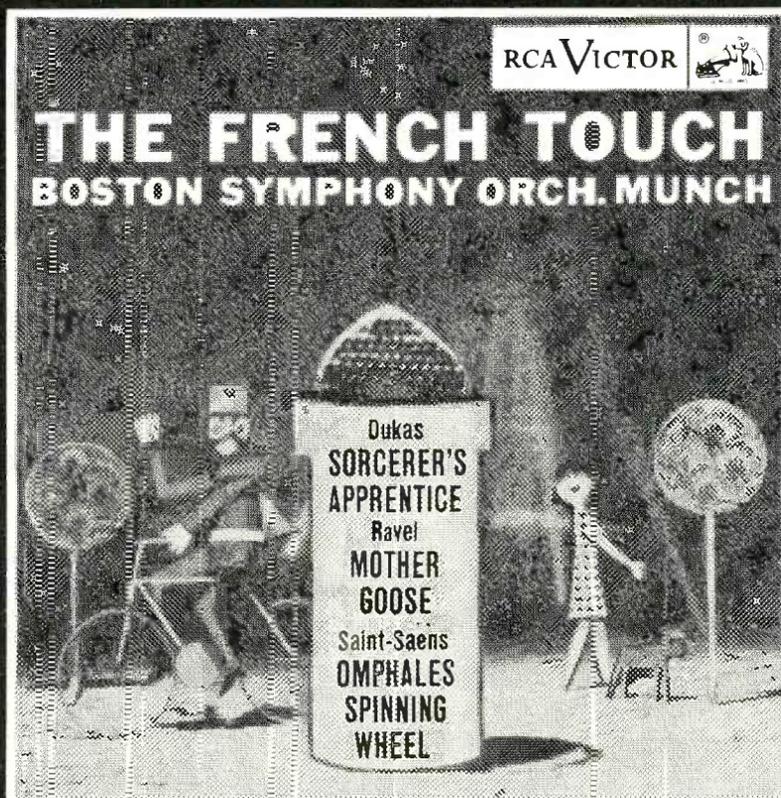


LM/LSC-2267

## ...AND LOOK WHAT'S COMING UP!



Show-stoppers in absolutely stunning sound. Eight of the most applauded compositions in anybody's repertory. Can't miss! LM/LSC-2270



Famous French program music by Dukas, Saint-Saëns and Ravel. Every one certain to have strong appeal to a wide variety of tastes. Fabulous sound! LM/LSC-2292

### 4 BRAND-NEW MARCH RELEASES!

1. Mozart Sonatas. Landowska, pianist. LM-2284
2. Shostakovich Symphony No. 5. LM/LSC-2261
3. Bjoerling in Opera. LM-2269
4. Pomp and Circumstance Marches. LM/LSC-2257

### 7 BIG ONES NOW IN LIVING STEREO!

1. Lucia (Complete). LSC-6141
2. Rachmaninoff Concerto No. 3—Janis. LSC-2237
3. Sleeping Beauty—Monteux. LSC-2177
4. Rachmaninoff Concerto No. 2—Rubinstein. LSC-2068
5. La Gioconda (Complete). LSC-6139
6. La Gioconda (Abridged). LSC-2249
7. Brunnhilde's Immolation—Eileen Farrell. LSC-2255

**COMING IN APRIL!** The Greatest Red Seal Novelty Album of the Last Five Years!



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





# ANNOUNCING...

## THE

# NEW AUDIO

# FIDELITY

# 1<sup>ST</sup>

# COMPONENT

# STEREO SERIES\*

### STATEMENT OF POLICY PLEASE READ CAREFULLY

*Axiom: The first and most important component of a High Fidelity Stereophonic phonograph system is the phonograph record.*

It is a little known fact that until now the dynamic range of phonograph records has been restricted by the inadequacies of certain cartridges and pick-up arms. Since this new series was successfully recorded with tremendously increased dynamic range and since Audio Fidelity does not wish to compromise the full potential of this recording project to accommodate inadequate equipment, we announce with great pleasure and infinite satisfaction the new Audio Fidelity First Component Series\*.

Since Audio Fidelity desires to raise still further the high quality standards of its product and to maintain the Highest Standard of High Fidelity in this industry, we decided to increase the dynamic and frequency range, and level of sound of the records in this new series—and state therefore that we can certify *only* the highest quality cartridges and arms to track the First Component Series. We do not recommend that you buy these records unless your equipment is of the first rank. If you are in doubt, the Audio Fidelity First Component Stereo Test Record (FCS 50,000) provides a ready means of determining the tracking ability of your high fidelity stereo equipment. The following arms and cartridges have been found by Audio Fidelity to be capable of tracking its First Component Series records:

**ARMS:** Audax-KT16; Elac; ESL-310S, P-100; Fairchild-282; Garrard-TPA/12; G. E.-TM-2G; Grado; Gray 212; Pickering 140; Rekokut: S-120, S-160; Shure Dynetic.  
**MAGNETIC CARTRIDGES:** Dynaco B & O Stereodyne; ESL Gyro/Jewel; Fairchild XP-4; General Electric GC-5, GC-7, CL-7; Grado; Pickering 371; Scott-London 1000 matched arm and cartridge; Shure M3D Professional "Dynetic"; Stereotwin (Elac) 200; Weathers FM Stereo Cartridge and matched tone arm.

**NOTICE TO INDUSTRY:** The First Component Series is original and unique. Any attempt at infringement or plagiarism will result in prompt and vigorous prosecution.

**FREE: WRITE FOR CLASSICAL BROCHURE & TECHNICAL DATA**

**AUDIO FIDELITY, INC.** 770 Eleventh Ave., New York 19, N.Y.

© AUDIO FIDELITY, INC. 1959 \*REG. APPD FOR

**MARCHES FROM OPERAS**  
Berlioz "DAMNATION OF FAUST"; Bizet "CARMEN"; Borodin "PRINCE IGOR"; Glinka "WIZARDS MARCH"; Meyerbeer "THE PROPHET"; Mozart "FIGARO"; Rimsky-Korsakov "COQ D'OR"; Verdi "AIDA"; Wagner "MEISTERSINGER"; Wagner "TANHAUSER"  
conducted by Arthur Winograd  
FCS 50,008

**TCHAIKOWSKY SYMPHONY VI**  
(PATHÉTIQUE) in B Minor - Opus 74  
conducted by Alfred Wallenstein  
FCS 50,002

**RUSSIAN COMPOSER MASTERPIECES**  
Moussorgsky: Pictures at an Exhibition (Boris Kodoumoff); Rimsky-Korsakov: Russian Easter Overture, Dance of the Bells; Borodin: Polovtsian Dances, (Prince Igor) - Gaiety, Sailors' Dance  
conducted by Arthur Winograd  
FCS 50,009

**RAVEL BOLERO**  
**BIZET CARMEN SUITE**  
conducted by ALFRED WALLENSTEIN  
FCS 50,005

**STRAUSS WALTZES**  
TALES FROM THE VIENNA WOODS; EMPEROR WALTZ; WIENERBLUT; BLUE DANUBE  
conducted by EMANUEL VARDI  
FCS 50,013

**STEREO TEST RECORD**  
FCS 50,000

Sugg. Retail — \$6.95 each AUDIO FIDELITY STEREO DISC

**NEW RELEASES**

(Continued from page 6 AUDITION)

**CLASSICAL  
MISCELLANEOUS**

**ANTIQUA PLAYERS** — Florentine Carnival Songs  
MMO CE 1042 (M)

**CATCH THAT CATCH CAN**—New York Catch Club  
EXPERIENCE ANONYMES  
EA0312 (S)

**CLAIR DE LUNE**—Various Selections; Lewenthal, Piano  
WESTMINSTER WST 14053 (S)

**DEBUT**—John Browning, Piano  
CAPITOL P 8464 (M)

**FIESTA**—Various Selections; Hollywood Sym. Bowl Orch. (Dragon)  
CAPITOL SP 8335 (S)

**FIVE CENTURIES OF SPANISH SONG**—Victoria De Los Angeles  
CAPITOL G 7158

**MARCHES FROM THE OPERAS**—Virtuoso Sym. London (Winograd)  
AUDIO FIDELITY FCS50.008 (S)

**NOCTURNE** — Various Selections; Hollywood Bowl Sym. Orch. (Dragon)  
CAPITOL SP 8363 (S)

**OISTRAKH ENCORES**—Various Selections; Oistrakh, Violin; Yampolsky, Piano  
ANGEL S 35354 (S)

**OPERATIC ARIAS**—Phil. Orch. (Ferrer)  
ANGEL 35635 (M)

**OPERA OVERTURES**—Phil. Orch. (Leinsdorf)  
CAPITOL P 8465 (M)

**PALESTRINA/MONTEVERDI** — Netherland Chamber Choir (Nobel)  
ANGEL 35667 (M)

**RUSSIAN COMPOSER MASTERPIECES** — Virtuoso Sym. London (Winograd)  
AUDIO FIDELITY FCS50.009 (S)

**SADLER'S WELLS BALLET SILVER JUBILEE**—Various Selections, Royal Op. House Orch. (Irving)  
ANGEL S 35521 (S)

**SYMPHONY OF THE DANCE**—Musical Arts Sym. Orch. (Sorkin)  
CONCERT DISC CS 42 (S)

**CLASSICAL  
LOW PRICE**

**BRAHMS**—Symphony No. 3, Concertgebouw Orch., Amsterdam (May)  
RICHMOND B 19050 (M)

**CATALANI**—La Wally; VERDI: I Vespri Siciliani; Nabucco; PUC-  
CINI: Manon Lescaut; DONIZETTI:  
Don Pasquale; ROSSINI: L'Italiana  
in Algeria; New Sym. Orch. (Erede)  
RICHMOND B 19048 (M)

**DONIZETTI**—Don Pasquale; ROS-  
SINI: L'Italiana in Algeria; CATA-  
LANI: La Wally; VERDI: I Vespri  
Siciliani; Nabucco; PUC-  
CINI: Manon Lescaut; New Sym. Orch.  
(Erede)  
RICHMOND B 19048 (M)

**GOUNOD**—Faust; THOMAS: Mign-  
non; PONCHIELLI: La Gioconda;  
Paris Conservatory Orch. (Fistou-  
lari)  
RICHMOND B 19046 (M)

**HUMPERDINCK** — Hansel and  
Gretel; VERDI: La Forza Del  
Destino; SMETANA: The Bartered  
Bride; STRAUSS, R.: Der Rosen-  
kavalier; London Phil. Orch. (Col-  
lins, Solti, Kisch)  
RICHMOND B 19047 (M)

**PONCHIELLI**— La Gioconda; GOU-  
NOD: Faust; THOMAS: Mignon;  
Paris Conservatory Orch. (Fistou-  
lari)  
RICHMOND B 19046 (M)

**PUCINI**—Manon Lescaut; DONI-  
ZETTI: Don Pasquale; ROSSINI:  
L'Italiana in Algeria; CATALANI:  
La Wally; VERDI: I Vespri Sicil-  
iani; Nabucco; New London Sym.  
Orch. (Erede)  
RICHMOND B 19048 (M)

**RACHMANINOFF** — Piano Concerto  
No. 2; Oslo Phil. Orch. (Fjeldstad)  
CAMDEN CAS 475 (S)

**ROSSINI** — L'Italiana in Algeria;  
CATALANI: La Wally; VERDI: I  
Vespri Siciliani; Nabucco; PUC-  
CINI: Manon Lescaut; DONIZETTI:  
Don Pasquale; New Sym. Orch.  
(Erede)  
RICHMOND B 19048 (M)

**SMETANA**—The Bartered Bride;  
STRAUSS, R.: Der Rosenkavalier;  
HUMPERDINCK: Hansel and Gretel;  
VERDI: La Forza Del Destino;  
London Phil. Orch. (Collins, Solti,  
Kisch)  
RICHMOND B 19047 (M)

**STRAUSS, R.**—Der Rosenkavalier;  
HUMPERDINCK: Hansel and Gretel;  
VERDI: La Forza Del Destino;  
SMETANA: The Bartered Bride;  
London Phil. Orch. (Collins, Solti,  
Kisch)  
RICHMOND B 19047 (M)

**THOMAS** — Mignon; PONCHIELLI:  
La Gioconda; GOUNOD: Faust;  
Paris Conservatory Orch. (Fistou-  
lari)  
RICHMOND B 19046 (M)

**VERDI**—I Vespri Siciliani; Nabuc-  
co; PUC-  
CINI: Manon Lescaut;  
DONIZETTI: Don Pasquale; ROS-  
SINI: L'Italiana in Algeria; CATA-  
LANI: La Wally New Sym. Orch.  
(Erede)  
RICHMOND B 19048 (M)

**La Forza Del Destino; SMETANA:**  
The Bartered Bride; STRAUSS, R.:  
Der Rosenkavalier; HUMPER-  
DINCK: Hansel and Gretel; London  
Phil. Orch. (Collins, Solti, Kisch)  
RICHMOND B 19047 (M)

**JAZZ**

**ARNOLD, HARRY, & ORK**—Harry  
Arnold-Big Band-Quincy Jones  
MERCURY SR-80006 (S)

**BARBER, CHRIS**—Here Is Chris  
Barber  
ATLANTIC LP 1292 (M)

**BASIE, COUNT, & JOE WILLIAMS**—  
Memories Ad Lib  
ROULETTE R-52021 (M)  
SR-52021 (S)

**BIVONA, GUS, AND BAND**—Ballads,  
Bounce and Bivona  
WARNER BROS. W 1264 (M)  
WS 1264 (S)

**BRYANT, RAY**—Alone With the  
Blues  
NEW JAZZ NJLP 8213 (M)

**BYRD, DONALD**—Off to the Races  
BLUE NOTE 4007 (M)

**BYRON, GEORGE**—George Byron  
Sings New and Rediscovered  
Jerome Kern Songs  
ATLANTIC LP 1293 (M)  
LP SD 1293 (S)

**CARY, DICK**—Hot and Cool  
STEREO-O-CRAFT RTN 106 (S)

**COBB, ARNETT**—Blow Arnett, Blow  
PRESTIGE PRLP 7151 (M)

**COLE, BUDDY**—Sleepy Time Gal  
WARNER BROS. W 1265 (M)  
SW 1265 (S)

**COLLETTE, BUDDY**—Buddy Col-  
lette's Swinging Shepherds  
MERCURY SR-80005 (S)

**DAVIS, EDDIE, & TRIO**—Count  
Basie Presents The Eddie Davis  
Trio  
ROULETTE SR-52007 (S)

**EDDIE DAVIS TRIO**—  
ROULETTE R-52019 (M)  
SR-52019 (S)

**DO-RAY-MI TRIO**—The Do-Ray-Mi  
Trio  
STEREO-O-CRAFT RCS 508 (S)

**DRAPER, RAY**—A Tuba Jazz  
JUBILEE JLP 1090 (M)

**DUPREE, JACK**—Blues From the  
Gutter  
ATLANTIC LP 8019 (M)  
LP SD 8019 (S)

**EDISON, HARRY "SWEETS"** —  
Sweetenings  
ROULETTE R-52023 (M)  
SR-52023 (S)

**EVANS, GIL**—New Bottle Old Wine  
WORLD PACIFIC WP STEREO 1011  
(S)

**GARLAND, RED**—All Kinds of  
Weather  
PRESTIGE PRLP 7148 (M)

**GELLER, HERB**—Stax of Sax  
JUBILEE JLP 1094 (M)

**GETZ, STAN**—Long Island Sound  
NEW JAZZ NJLP 8214 (M)

**GIUFFRÉ, JIMMY** — The Four  
Brothers Sound  
ATLANTIC LP 1295 (M)  
LP SD 1295 (S)

**HAWKINS, COLEMAN** — Coleman  
Hawkins/Soul  
PRESTIGE PRLP 7149 (M)

**HOLMES, MARTY**—Art Ford's Party  
for Marty  
JUBILEE JLP 1099 (M)  
SDJLP 1099 (S)

**HUG, ARMAND**—Armand Hug Plays  
New Orleans Piano  
GOLDEN CREST CR-3045 (M)

**HUTTON, BETTY**—At the Saints and  
Sinners Ball  
WARNER BROS. W 1267 (M)  
SW 1267 (S)

**JACKSON, MILT**—Bags & Flutes  
ATLANTIC LP 1294 (M)  
LP SD 1294 (S)

**JAZZPICKERS, THE**—The Jazz-Pick-  
ers for Moderns Only  
MERCURY SR-800013

**LACY, STEVE**—Reflections  
NEW JAZZ NJLP 8206 (M)

**LEGRAND, MICHEL, & ORK**—  
LeGrand Jazz  
COLUMBIA CL 1250 (M)  
CS 8079 (S)

**LEVY, LOU**—Lou Levy Plays Baby  
Grand Jazz  
JUBILEE JLP 1101 (M)  
SDJLP 1101 (S)

**LEWIS, GEORGE**—Concert  
BLUE NOTE 1208 (M)

**MANNE, SHELLY**—Shelly Manne &  
His Men Play Peter Gunn  
CONTEMPORARY C 3560 (M)

**MASTERSOUNDS** — Flower Drum  
Song  
WORLD PACIFIC WP 1252 (M)  
WP STEREO 1011 (S)

Kismet  
WORLD PACIFIC WP STEREO  
1010 (S)

**McLEAN, JACKIE**—Fat Jazz  
Jubilee JLP 1093 (M)  
McLean's Scene  
NEW JAZZ NJLP 8212 (M)

**RICHARDSON, JEROME**—Midnight  
Oil  
NEW JAZZ NJLP 8205 (M)

**ROACH, MAX**—A Symphony in Per-  
cussion  
MERCURY MG-36144 (M)

Max Roach With the Boston Per-  
cussion Ensemble  
MERCURY SR-80015 (S)

**ROLLINS, SONNY**—Newk's Time  
BLUE NOTE 4001 (M)

**SHANKAR, RAVI**—Ravi Shankar  
WORLD PACIFIC WP 1248 (M)

**STITT, SONNY**—The Saxophones of  
Sonny Stitt  
ROOST LP 2230 (M)

**TAYLOR, SAM (THE MAN)**—Jazz  
for Commuters  
METROJAZZ E 1008 (M)  
STEREO E 1008 (S)

**WALDRON, MAL**—Mal 4/Trio  
NEW JAZZ NJLP 8208 (M)

**WASHINGTON, DINAH** — Dinah  
Washington Sings Fats Waller  
MERCURY SR-8011 (S)

**WILLIAMS, JOE, & COUNT BASIE**—  
Memories Ad Lib  
ROULETTE R-52021 (M)  
SR-52021 (S)

**YANCEY, JIMMY, & MAMA**—Pure  
Blues  
ATLANTIC LP 1283 (M)

**JAZZ  
MISCELLANEOUS**

**ANOTHER MONDAY NIGHT AT  
BIRDLAND**—Various Artists  
ROULETTE R-52022 (M)  
SR-52022 (S)

**FREE BLOWN JAZZ**—Various Artists  
CARLTON LP-12-113 (M)  
STLP-12-113 (S)

**IN A MINOR GROOVE** — Various  
Artists  
NEW JAZZ NJLP 8209 (M)

**LOCKING HORNS**—Various Artists  
ROULETTE R-52009 (M)

**NEW YORK SCENE, THE**—Various  
Artists  
NEW JAZZ NJLP 8207 (M)

**SEVEN AGES OF JAZZ, THE**—  
Various Artists  
METROJAZZ 2-E1009-2-12"-(M)

**SOMETHING FOR BOTH EARS**—  
Various Artists  
WORLD PACIFIC STEREO HFS-2(S)

**JAZZ  
LOW PRICE**

**DAVIS, MAXWELL & ORK**—Salute  
To Stan Kenton Ork  
CROWN CST 128 (S)

**A TOAST TO BENNY GOODMAN**—  
Various Artists  
CROWN CST (S)

**A TRIBUTE TO CHARLIE BARNET**—  
Various Artists  
CROWN CST 131 (S)

**EXTENDED  
PLAY**

**CAVALLARO, CARMEN & ORK** —  
Cocktails With Cavallaro  
DECCA ED 72631 (S)

**COLE, NAT KING** — Welcome to  
the Club  
CAPITOL EAP 1120 (M)

**DAVIS, JIMMIE**—Hail Him With a  
Song  
DECCA ED 2642 (M)

**DAY, DENNIS** — That's an Irish  
Lullaby  
COLUMBIA EPA 5084 (M)

**DEE, LENNY**—Mellow Dee  
DECCA ED 72628 (S)

**DORSEY, TOMMY & ORK**—Tea for  
Two Cha Cha  
DECCA ED 72637 (S)

**FOLEY, RED**—Let's All Sing  
DECCA ED 2644 (M)

**My Keepsake Album**  
DECCA ED 2632 (M)

**FOUR ACES**—The Swingin' Aces  
DECCA ED 72636 (S)

**GRANT, EARL**—The End  
DECCA ED 72639 (S)

**HALEY, BILL**—Bill Haley's Chicks  
DECCA ED 72638 (S)

**JONES, JONAH & ORK** — Jonah  
Jumps Again  
CAPITOL EAP 1-1115 (M)

**KING, WAYNE & ORK**—Dream Time  
DECCA ED 72587 (S)

**LOMBARDO, GUY & ORK**—Dancing  
Room Only  
CAPITOL EAP 1121 (M)

**RAY CHARLES SINGERS**—Love and  
Marriage  
DECCA ED 72624 (S)

**SANDS, TOMMY**—This Thing Called  
Love  
CAPITOL EAP 1123 (M)

**SHEARING, GEORGE & ORK**—Blue  
Chiffon  
CAPITOL EAP 1124 (M)

**TUBB, ERNEST**—The Importance of  
Being Ernest  
DECCA ED 2643 (M)

**WAKELY, JIMMY**—Enter and Rest  
and Pray  
DECCA ED 2614 (M)

**WILFAHRT, JOHN WHOOPEE** —  
Whoop With Whoopee  
DECCA ED 2595 (M)

**TAPES**

**BEL CANTO**

**ZENTNER, SI & ORK**—Introducing  
SI Zentner  
STB/43

**LACEY, FRAN**—Fran  
STB/44

**FREEMAN, EVELYN**—Didn't It Rain  
STB/46

**ZENTNER, SI & ORK**—High Noon  
Cha Cha Cha  
STB/47

**ZENTNER, SI & ORK**—Swing Fever  
STB/50

**RCA VICTOR**

**THREE SUNS**—Love in the After-  
noon  
APS 210

**HARTLEY, RAY & ORK**—For Lovers  
BPS 206

**NORVO, RED & ORK**—Red Norvo in  
Stereo  
CPS 204

**ENGEL, LEHMAN & ORK**—The Choc-  
olate Soldier  
FPS 175

**DESTINATION STEREO**—  
KCS 2001

**VIENNA** — Chicago Sym. Orch.  
(Renier)  
KCS 4006

**WINTERHALTER, HUGO & ORK**—  
Hugo Winterhalter Goes Latin  
KPS 3030

**THREE SUNS**—Love in the After-  
noon  
KPS 3033

**STEREOTAPE**

**STEFANO, AL & ORK**—Mambo in  
Stereo  
21

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

• Continued from page 34

**LOW-PRICE JAZZ ★★★**

★★★ JAZZ AT THE DOWNSTAIRS  
CLUB

The Revelers, Rondo-lette SA 50

STEREO & MONAURAL

A lightly swingin' set of cocktail jazz  
approaches on an attractive set of stand-  
ards are provided by the trio. Wide sep-  
aration stereo is effective for the small  
group. Low-price tag should be a lure for  
the economy buyer. Tunes include "Get  
Happy," "I Found a New Baby" and "Fly-  
ing Home." Good prospects on the racks.

**AUDITION**  
a new selling force  
...for dealers  
...for manufacturers  
IN FULL COLOR EVERY MONTH  
IN THE BILLBOARD

**Cosnat Aids N. Y. Dealers**

• Continued from page 3

Rondolette, Concert Disc, Commo-  
dore, Apollo, Gala, Monogram,  
Stephany, International and 49th  
State. The plan will kick off with  
a page and a half ad in the New  
York Times and a full page ad in  
the New York Daily News. The  
ad will stress the prizes that cus-  
tomers can win at contests being  
run at their local "Record Round-  
up Dealer's" store. Then it will  
tell about the albums available at  
the "Record Roundup Dealer"  
shops, from the participating  
labels. There will also be point of  
sale merchandise ready for dealers.  
These include window streamers,  
aisle signs, newspaper mats, flyers  
and stuffers, contest material, sug-  
gestions for radio spot commercials  
and TV spot commercials. Any  
dealer can participate in the plan  
who purchases \$300 of stock, and  
this minimum order must include  
at least five units of each partici-  
pating member's catalog.

When the dealer receives his  
stock he will receive kits with the

point of sale material, plus flashy  
stars, hangers, window cards, and  
other gimmicks that he can exhibit  
throughout the store, as they do in  
grocery stores or supermarkets to  
plug various food products. With  
each order that a dealer places he  
will receive 10 per cent worth of  
free goods, and a bonus check for  
an additional 2 per cent cash dis-  
count for participating in the pro-  
gram. The dealer's name will be  
included in the ads to be placed  
in the newspapers by Cosnat.

There will also be a window  
display contest which will enable  
dealers to compete for a cash prize  
of \$100, plus a second and third  
place prize of \$50 and \$25 respec-  
tively. There will also be a dealer  
drawing at the end of the promo-  
tion and the winning dealer will  
get a free vacation for two at a  
resort in New York or Nevada.  
There are also prizes for salesmen.

When dealers receive their kits  
they will also receive entry blanks  
for the contests being run for their

retail customers. Customers will fill  
out these blanks and return them  
to dealers, who in turn will send  
them to Cosnat. Winners will re-  
ceive free vacations for two at  
New York or Las Vegas resorts, a  
new phonograph, a night at the  
Copacabana night club in New  
York, etc. There will be a new  
contest every week for the four  
weeks that the promotion runs.  
Winners will be selected via a  
drawing.

This is the general outline of the  
contest. In conceiving the promo-  
tion Cosnat is striving to bring  
more customers into the retail re-  
cord shop via the contests and the  
razzle-dazzle technique used suc-  
cessfully by other retail outlets  
over the years. It is estimated that  
the launching of this contest for  
New York will run Cosnat close to  
\$25,000 all told. It is estimated  
that it will cost the participating  
manufacturers a similar sum. Elliot  
Blaine stated that he expects the  
program to double or triple album  
sales for the lines that participate.  
And he expects it to greatly benefit  
the dealer.

**GIVE TO DAMON RUNYON CANCER FUND**

**Sears' Discount**

• Continued from page 4

arrives—theoretically at least—at its  
basic price of \$2.07.

With a selling price of \$2.18, the  
store even has an 11-cent leeway  
for covering the cost of its ad, and  
in exchange for sacrificing a profit  
on one album title it has hired  
hordes of record customers thru its  
doors.

"I'm not saying," Kassman con-  
cluded, "that that's how Sears  
figured it. But it's obvious that  
any dealer can work it that way.  
So where's the big secret?"

**Goody Sales Fiasco**

• Continued from page 10

cal sales reception. Sales staffers  
confessed they they never figured  
on getting such "discount opposi-  
tion" here, never realizing until  
now that they would have to offer  
something more than discounts to  
create any real sales shock here.

## The Billboard Reviews

## THIS WEEK'S SINGLES

## • Reviews of New Pop Records

## EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

**SPOTLIGHT**—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

## JAMES O'GWYNN

★★★★ **Were You Ever a Stranger**

MERCURY 71419—O'Gwynn, a fine traditional artist, gives this weeper much heart, and he's backed by quivering fiddles. A solid chanting effort which can score in the rural markets. (Glad, BMI)

★★★★ **How Can I Think of Tomorrow**

The artist has something of the sound of Webb Pierce with his high tones on this moderate-paced ballad effort. Has dual track harmony spots. A nice side. (Cajun, BMI)

## BOBBY HAMILTON

★★★★ **Lonesome Blues**

DIANA 100—Feelingful reading by Hamilton on catchy pop-blues. Watch it. Label is owned by publisher Sid Mills. (Diana, ASCAP)

★★★★ **Hu-Huh Baby**

Warbler, who has appealing style, scores on this novelty-blues, with strong assist from fem on the title phrase. Either side could step out. (Diana, ASCAP)

## JOHNNY CASH

★★★★ **Thanks a Lot**

SUN 316—Strong warble on an effective country ballad. Fine rhythm backing. Side should take off in both pop and c.&w. markets. (Hi Lo, BMI)

★★★ **Luther Played the Boogie**

Typical "Sun" sound supports Cash on this medium-beat tune. Tune tells of a cat who plays a mean boogie. Fine switch for the artist. Also a dual-market entry. (Hi Lo, BMI)

## RON HARGRAVE

★★★★ **Drive-In Movie**

CUB 9025—Hargrave is asking about a chick who flips him. She was found on a date at a drive-in movie. Tune is a rocker. Kids could take to it. (Penron, BMI)

★★★ **Buttercup**

Mild rocker-blues is softly chanted by Hargrave with a chorus assist. Good talent. (Penron, BMI)

## JERRY WALLACE

★★★★ **Off Stage**

CHALLENGE 59040—The cat is shouting that all the world is a stage and that he's been waiting off stage to win his unrequited love. It's a cute tune, and Wallace handles it with appeal. This can be a contender. (Les Kangas-Jat, BMI)

★★★ **A Touch of Pink**

Wallace has a smooth vocal on the much-recorded movie title tune. It's a fine warbling stint that can create interest. (Northern, ASCAP)

## THURSTON HARRIS

★★★★ **Hey, Little Girl**

ALADDIN 3450—Exuberant rendition of a catchy rhythm tune with strong teen-appeal lyrics. This has a chance. (Obie, BMI)

★★★ **My Love Will Last**

Catchy rhythm item with solid r.&r. beat & handed attractive reading by Harris and group. Both sides are dual market entries. (Aladdin & Eden, BMI)

## SUNNY FULTON

★★★★ **No Not Now**

SUNBEAM 125—Frantic chanting by Fulton on equally frantic rocker with solid beat and good assist from Mixmasters chorus. Strong dual market entry. (Sunbeam, BMI)

★★★ **Fingerprints**

Moving rockabilly with interesting lyrics is sung with fervent feeling by Fulton and group. Watch it. (Columbine, BMI)

## FRANKIE SARDO

★★★★ **No Love Like Mine**

ABC-PARAMOUNT 10003—Frankie comes thru with a solid reading of a bright rocker backed in strong fashion by a chorus and ork. The tune swings and SarDO sells it winningly. Strong wax. (Flame, BMI)

★★★ **Oh Linda**

On this side the chanter sings of the love he bears for his little Linda who is the apple of his eye. Good side, too, and both have a chance for coins. (Flame, BMI)

## RICHARD ROME

★★★★ **Bluebird of Happiness**

SWAN 4021—Rome plays this old tune with colorful arpeggios up and down the keyboard, somewhat in the Roger Williams style. A big ork arrangement which builds to quite a classy finish. Watch this. (Harms, ASCAP)

★★ **Leaf in the Wind**

A lush, concertoish instrumental featuring cascading piano sounds up front. (Arch, ASCAP)

## CHRIS BARBER'S JAZZ BAND

★★★★ **Hush-a-Bye**

ATLANTIC 2016 — Barber has a smash single on the Laurie Label—"Petite Fleur" and this moody instrumental has much the same appeal. It's a big hit for Barber in Europe. Both sides are from Atlantic's new Barber LP. (Hollis, ASCAP)

★★ **You Don't Understand**

Happy jazz instrumental with an authentic-sounding flapper-age flavor. Flip, tho, is commercial side. (Pickwick, ASCAP)

## THE CAPS

★★★★ **The Red Headed Flea**

WHITE STAR 102—Honking baritone is featured on the rocker blues. Chorus chimes in with vocal gimmicks periodically. Interesting side with possibilities. Also a danceable item. (White Star, BMI)

★★ **Daddy Dean**

The lads tell all about a real cool cat on this side. It's a blues somewhat on the gut-bucket order. Flip appears the side. (White Star, BMI)

★★★★

## SERGIO BRUNI

★★★ **Cia Cia Bambina**

CAPITOL 4166—The newest prize-winning Modugno song gets a pleasant, expressive reading by Bruni in a style reminiscent of Modugno himself. Nice chanting and arrangement. (Feist, ASCAP)

★★★ **Io Sono Il Vento**

The second prize winner song at San Remo has a catchy quality about it and Bruni gives it a salable reading. He waxes in an operatic style on the side. Two good sides. (Miller, ASCAP)



## Pop Records

## JACK SCOTT

★★★★ **BELLA** (Starfire, BMI)★★★★ **I NEVER FELT LIKE THIS** (Starfire, BMI)

These strong sides should keep Scott's hit string alive. "Bella" is a gypsy-type tune, which is handed a class reading over mandolin support. "I Never," the flip, is an equally potent medium-beater with a minor flavor, chanted in the artist's winning, deep-voiced style. Carlton 504

## THE BIG BOPPER

★★★★ **WALKING THROUGH MY DREAMS** (Glad, BMI)★★★★ **SOMEONE WATCHING OVER YOU** (Glad, BMI)

These two chart contenders by the late artist are sure to reap heavy spins. "Walking" has the Bopper on a fine performance of a moderate rocker. "Someone" is a sacred offering with simple, but effective choral backing. Both can score. Mercury 71416

## THE AMES BROTHERS

★★★★ **ONLY YOUR LOVE** (Winneton, BMI)★★★★ **DANCIN' IN THE STREETS** (Winneton, BMI)

The Ames follow their hit "Red River Rose" with two excellent sides. Both have appeal and can register. "Love" is a pretty waltz that is wrapped up in pleasant harmonies. "Dancin'" is more of a spirited tune with a gospel flavor and a danceable rhythm. RCA Victor 7474

## DALE WRIGHT

★★★★ **THAT'S SHOW BIZ** (Buckeye, ASCAP)★★★★ **THAT'S MY GAL** (Buckeye, ASCAP)

Wright, who has been dormant for a spell, could be headed for the charts again with these catchy sides. "Show Biz" starts with a phone call from an eager, young cleffer who's pleading with a record man to cut his song. Tale is told with a rockin' beat. Flip, "That's My Gal," is about a guy who discover's he's been stood up. Teens can take to either. Fraternity 837

## JERRY LEE LEWIS

★★★★ **BIG BLON' BABY** (Alamo, BMI)★★★★ **LOVIN' UP A STORM** (Figure, BMI)

The pumpin' piano cat has two frantic sides. His energetic vocals on each have the hit sound. "Big Blon' Baby" is a rockabilly song that's given a driving vocal. "Lovin'" is performed at a slower clip, but is rendered with equal excitement. Strong c.&w. appeal also. Sun 317

## EYDIE GORME

★★★★ **I'M YOURS** (Algonquin, BMI)★★★★ **DON'T TAKE YOUR LOVE FROM ME**

(Witmark, ASCAP)

Miss Gorme comes thru with two quality thrushing efforts on the pretty tunes. Lush backing by Don Costa helps on both. She could register in a big way with her classy reading. ABC-Paramount 10006

## BILLY ADAMS

★★★★ **RETURN OF THE ALL AMERICAN BOY**

(Stella Lane, BMI)

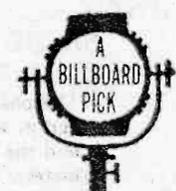
Adams has an answer disk to Bill Parson's "All American Boy." This is a narrative of a pop singer who's currently in the Army in Germany. The "All American Boy" caught on in a big way, and this could follow suit. Flip "That's My Baby" (Stella Lane, BMI). Nau Voo 803

## HERSHEL ALMOND

★★★★ **LET'S GET IT ON** (Ace-Merico, BMI)★★★★ **THE GREAT TRAGEDY** (Ace-Merico, BMI)

Almond, a new artist, has a strong platter in his initial wax stint. Top side is a wild rocker that is handled in fine fashion with a knockout, chorus assist. Flip, "Tragedy," is a tribute to the recently deceased record artists. Either could click. Ace 558

Donna Hightower's Capitol record of "Ain't That Love" (Progressive, BMI) b/w "Forgive Them" (Trinity, BMI) was erroneously omitted from last week's Spotlight reviews. It should have been included among the Pop Disk Jockey Programming selections.



The fastest, most complete and most authoritative evaluation of this week's new releases

THE KINGSTON TRIO

TIAJUANA JAIL (Falstaff, BMI)  
OH CINDY (Beechwood, BMI)

"Tiajuana Jail" is a racy, calypso-type side that tells of the unfortunate plight of some Americans who are in a Mexican gambling den, when the joint is raided. Flip, "Cindy," is a nice change of pace on a swift reading of the old folk tune. Lots of fine banjo and guitar work on this side. Either can go all the way. Capitol 4167



Pop Talent

THE CARLOS BROTHERS

TONIGHT (Kemo, BMI)  
COME ON LET'S DANCE (Kemo, BMI)

The boys have two good sides for their debut disk. "Tonight" is a pounding rockaballad with a strong teen message. It's a danceable item that can catch on. Flip, "Come On," is a medium-beat blues that also gets a fine treatment. Both bear watching. Del-Fi 4112



RICHARD CANNON

YOU'LL NEVER WALK ALONE (Harms, ASCAP)  
TONIGHT I AM A KING (Beechwood, BMI)

Cannon acquits himself impressively on these debut sides. He renders the Rodgers and Hammerstein oldie with sincerity with effective chorus and ork support. "Tonight I Am a King" is also nicely sung against mild rock backing, bolstering the attractive chanting stint. Capitol 4150



Pop Disk Jockey Programming

JIMMY RICKS

SECRET LOVE (Remick, ASCAP)  
IF IT DIDN'T HURT SO MUCH (Coblin, BMI)

The chanter sings "Secret Love," the pretty movie tune of a few seasons ago in a deep-voiced, rhythmic tempo. Flip, "If It Didn't," is a weeper, and the artist chants it with emotion. Both sides offer fine programming material. Felsted 8560



EDDIE LAYTON

BAKED ALASKA (Bourne, ASCAP)

Layton's bouncy organ treatment of the cute theme should go well with listeners. He puts lots of colorful work into the presentation, and he's given smart rhythm support. Flip is "More Bread" (Actual, BMI). Mercury 71421



AL MARTINO

TWO HEARTS ARE BETTER THAN ONE (Cini, BMI)  
I CAN'T GET YOU OUT OF MY HEART (Southern, ASCAP)

"Two Hearts" shows a strong warble by Martino on a finger-snappin' theme that sounds folk-based. It's a great reading. With exposure this could step out sales-wise. Flip, "I Can't Get You," is a Neapolitan-type waltz that is sung in big-voiced style with lush string and mandolin support. 20th Fox 132



WALLY PATE

THE WASHBOARD SONG (Jones, BMI)  
THE WASHBOARD POLKA (Jones, BMI)

Two infectious sides that will provide fine listening. Top side cute theme with a nonsense lyric that is cheerfully presented by a chorus over intriguing, washboard support. Flip, "Polka," features the chorus humming a similar-type melody. Both are unusual enough to break thru saleswise also. Carlton 499

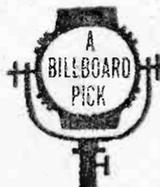


C&W Records

HANK LOCKLIN

WHEN THE BAND PLAYED THE BLUES (Cedarwood, BMI)  
FOREIGN CAR (Western Hills, BMI)

Locklin is, as usual, in great form on two powerful c.&w. sides. "When the Band" shows a fine bleeding performance on a clever weeper tune. "Foreign Car" is a bit more pop than some of his other sides. Tune tells of the "perils" of foreign cars, as far as love is concerned. Both should score. RCA Victor 7472



CARL SMITH

IT'S ALL MY HEARTACHE (Cedarwood, BMI)  
I'LL KISS THE PAST GOODBYE (Cedarwood, BMI)

Two great sides from the fine artist. The weeper tunes are read against traditional c.&w. backing with lots of emotion. Both offer much for the market and should easily make the charts. Columbia 41344



DICK JACOBS ORK & CHORUS

\*\*\* A Touch of Pink  
CORAL 62086—From the U-I flick comes the pretty song. It's a marching tempo, with the Jacobs ork and chorus giving it a crisp martial air. (Northern, ASCAP)

\*\*\* Happy People of Monterey

Jacobs has put another in march tempo on this side. It's a bright, lively piece. With the flip, makes a fine disk. (Forrest-Cambella & LeBill, BMI)

THE TRUMPETEERS

\*\*\* Tea and Trumpets  
SPLASH 800—The Trumpeteers bow on the new label with a wild, driving reading of a pulsating riff effort that moves. The sound is good, the band is good and the side could get plays. (Saxon, BMI)

\*\*\* A String of Trumpets

Here's another good side by the band, with trumpets featured in the section and on solos. It jumps from the opening bar. Both sides have a chance for exposure. (Portrait, BMI)

THE THREETEENS

\*\*\* X + Y = Z  
REV 3522—The Threeteens turn in an attractive reading of a tune telling of their difficulties of trying to keep up with their dates and do their arithmetic too. Cute side. (Trinity, BMI)

\*\*\* For the Love of Mike

"We would die for 'The Love of Mike'" sing the Threeteens on this medium tempo side. Two listenable sides on this record that could catch if exposed. (Desert Palms-Trinity, BMI)

JIMMY BECK ORK

\*\*\* Blue Night  
CHAMPION 1002—The combo develops a good down-to-earth sound with this blues. There's a great boogie piano backing the horn solo. Good dancing material for the teens. (Babb, BMI)

\*\*\* Pipe Dreams

An interesting rockin' side which features horns in harmony. There's a pounding beat here which will attract. Good wax both sides. (Babb, BMI)

JERRY MURAD'S HARMONICATS

\*\*\* Chattanooga Cha-Choo  
MERCURY 71417—Interesting cha-cha treatment of the vevful standard. Good deejay side. (Fest, ASCAP)

\*\*\* The Cha-Cha King

Another cha-cha instrumental for jocks based on haunting classical theme. (Weiss & Barry, BMI)

DIANE MAXWELL

\*\*\* Jimmy Kiss and Run  
CHALLENGE 59039—The thrush hands the pretty ballad a warm reading over chorus and light ork support. She wants to know why her fellow always kisses and runs. Talented chick. (Sherman, BMI)

\*\*\* Date Bait

Rockabilly go on a cute, topical teen theme. Chick is telling that she's date bait for her fella and that she'll always be true. Flip appears a bit stronger. (Jat, BMI)

SONNY TIL & THE ORIOLES

\*\*\* Tell Me So  
JUBILEE 5363—Attractive ballad with beat is wrapped up to good effect by the gang. Cat wants to hear how his chick really feels about him. It can move. (Recco & Benell, BMI)

\*\*\* At Night

Wailing alto is spotted in the backing on this pretty rockaballad that is rendered with appeal by TH and the Orioles. It can collect pop and r.&b. coin. (Benell, BMI)

HOWIE & THE SAPPHIRES

\*\*\* More Than the Day Before  
OKEH 7112—Celestial-type rockaballad is given a feelingful warble by Howie with soft crooning by the Sapphires in support. Tune is read against light rhythm support. It's worth watching. (Roosevelt, BMI)

\*\*\* Rockin' Horse

Unusual sound by the group on this cute novelty rocker. It has a sound, and it can offer stiff competition to the flip. (Abbott, BMI)

JEANNIE THOMAS

\*\*\* Needless to Say  
SEECO 6018—Pretty rockaballad is rendered softly by Miss Thomas over mild rock backing. Talented gal. (Hap, ASCAP)

\*\*\* There's Yes Yes in Your Eyes

Cute Bonnie Baker-type vocal by the chick on the oldie. The thrush has a real smile in her voice in her smart handling of the tune. Good chorus and ork backine help. Good Jockey side. (Remick, ASCAP)

STARFIRES

\*\*\* Fender Bender  
APT 25030—The group comes thru with a driving, rocking reading of a screaming instrumental effort featuring screams along with sax and guitar solos. A good side. (David, BMI)

\*\*\* Camel Walk

Wild instrumental in walking tempo is handed a pulsating reading by the Starfires featuring a growling sax and some good rhythm work. Two good sides. (David, BMI)

THE FONTANE SISTERS

\*\*\* Billy Boy  
DOT 15908—Gals wrap up the haunting theme in a catchy, uptempo rhythm version. Good guitar solo work. Effective Jockey wax. (Chappell, ASCAP)

\*\*\* Third Man Theme

Gals wrap up the haunting theme in a catchy, uptempo rhythm version. Good guitar solo work. Effective Jockey wax.

RUSTY DRAPER

\*\*\* The Sun Will Always Shine  
MERCURY 71418—Draper piles a lot of feeling into this good rocker song. It has a gospel sound with a fine arrangement and Draper could score with it. (Meridian, BMI)

\*\*\* He Li Lee Li Lee Li

The chanter offers a strong folkish tune, which has been cut in other interpretations recently. Draper gets a good, solid exching sound. (Actual, BMI)

THE JOHNNY OTIS SHOW

MEL WILLIAMS—VOCAL  
\*\*\* You  
CAPITOL 4156—Smart hunk of material is sung warmly by Mel Williams over listenable backing by the Johnny Otis combo. Side is insinuating and has a chance. (El Dorado, BMI)

\*\*\* My Dear

On this side the authoritative-voiced Williams turns in another attractive vocal, this time on a rockaballad. Both sides are well made and competitive. (El Dorado, BMI)

BOB AND EARL

\*\*\* That's My Desire  
CLASS 247—New waxing of their old click by the pair. It's given a smooth, rockaballad treatment that can cop buys in pop and r.&b. marts. (Mills, ASCAP)

\*\*\* You Made a Boo-Boo

Blues, novelty-rocker is belted with plenty of vocal gimmicks by the energetic duo. This side can also attract, the flip appears a bit stronger. (Recordo, BMI)

ALAN KALANI

\*\*\* A Touch of Pink  
ORBIT 538—From the U-I flick "The Wild and the Innocent" comes the tune, which is distinctive and charming. Performance with female voices answering the male vocal, is a strong one. (Northern, ASCAP)

THE SURFERS

\*\*\* Mambo Jambo  
Mambo, essentially an instrumental. Side is relaxed and flowing, and picks up excitement as it goes along. (Judson, BMI)

(Continued on page 48)

# Reviews of New Pop Records

Continued from page 47

## CHRIS CONNOR

★★★ Fly-By Home  
ATLANTIC 2017—Lieber and Stoller put together these special lyrics for the old Goodman-Hampton tune and Miss Connor makes the side swing with fine backing by a chorus and band. Fine programming fare. (Regent, BMI)

## ★★★ Circus

The tune has recently been revived by others. Miss Connor gives it an okay whiff but the song is not her kind of material. Flip is considerably more interesting. (Massey, ASCAP)

## THE CHECKER DOTS

★★★ Alpha Omega  
PEACOCK 1688—Side has a message for teens. It's a pretty rockaballad that deals with young love. Nice harmonies by the group with good backing gives this a sound that can attract. "Alpha Omega" is the beginning and end. (Lion, BMI)

## ★★ All I Hear

Tune is on the order of "Yakety Yak." It doesn't quite come off, however. Flip appears top side. (Lion, BMI)

## FRANK YANKOVIC & HIS YANKS

★★ Ya Ya Wunderbar  
COLUMBIA 41338—Polka with Continental flavor. Chanted chorus in German is very fetching. Merits good deejay play. (Sheldon, BMI)

## ★★ Eine Kleine Cha Cha

A polka cha cha, done by ork and chorus. A lively item and fine for dancing.

## GERRY GRANAHAN

★★★ A Ring, a Bracelet, a Heart  
SUNBEAM 127—Peppy, Latin theme is neatly sold by the chanter with smart ork and chorus support. Good warbling stint could pay off. (Sunbeam, BMI)

★★★ "A" You're Adorable  
GranaHan revives the oldie in rockin' fashion. It's a danceable side that offers much to attract the kids. With plugging this could bring him back. (Laurel, ASCAP)

## ART LUND

★★★ The Tennessee Volunteer  
CORAL 62087—Civil War type ditty begins with a rousing bugle call. Lund handles the march-tempo tune against good chorus and bright ork backing. It can move. (Drake & LeBill, BMI)

## ★★ My Girl Is Just Enough

Woman for Me  
Pleasant, medium-tempo go by the chanter on a pretty tune from "Redhead." Quality warble rates jockey attention. (Chappell, ASCAP)

## JUDY ALLEN

★★★ Sentimental Me  
LAURIE 3025—The familiar oldie is sung with warmth by the lass, helped by chorus and ork support. It could grab spins. (Ross Jungnickel, ASCAP)

## ★★ Don't Sit Under the Apple Tree

Young thrush sings the standard pleasantly, while the band and chorus pound out the song behind her. (Robbins, ASCAP)

## THE TURBO-JETS

★★★ Bingo  
FEDERAL 12349—Swinging reading of a new (yet somewhat familiar) tune by the Turbo-Jets who really go to town on this one. Could get juke loot. (Armo, BMI)

## ★★ In Reverse

On this side the Turbo-Jets turn in another solid instrumental reading of a wild rocker. Both sides are strong box wax. (Armo, BMI)

## BEN HEWITT

★★★ I Ain't Givin' Up Nothin'  
MERCURY 71413—Okay rockabilly ditty sung with verve by Hewitt. Dual market appeal. (Eden, BMI)

## ★★ You Break Me Up

Personable warbling stint by Hewitt on catchy rocker. (Actual, BMI)

## DON ELLIOT

★★★ Spanish Marching Song  
JOSIE 858—Another version of the much-recorded tune used by the rebel Castro forces. Lots of colorful effects are used in presenting the catchy theme. (Patricia, BMI)

## ★★ Fontaine Blues

Mildly funky organ approach on a medium blues provides an easy-listening side. Good deejay item. It can move. (D & D, BMI)

## FRANK ORTEGA TRIO

★★★ 77 Sunset Strip  
JUBILEE 5365—Theme from the TV show is handed a smart performance by the group that is featured on the TV show. One record of the tune on WB is already moving. This version could get some loot. (Witmark, ASCAP)

## ★★ 77 Sunset Strip Cha Cha

On this side the band plays the theme in cha cha tempo for a listenable contrast. Flip appears stronger. (Witmark, ASCAP)

## JERRY LANGFORD

★★★ Still of the Night  
DEL-FI 4113—Feelingful warble by Langford on a celestial-type rockaballad. Great sound on this side. Big chorus helps in backing. This could take off. (Malapl, BMI)

## ★★ Tell Me

Medium-paced rockabilly is given a fair belt by the singer. Strumming guitars assist. Fair prospects. (Malapl, BMI)

## GEORGE BRUNS ORK & CHORUS

★★★ Paul Bunyan  
DISNEYLAND 119—From the new Walt Disney picture "Paul Bunyan" comes this version of the traditional tune. It is sung by a male chorus with good ork backing by the George Bruns crew. Good side. (Disney, ASCAP)

## ★★ Tonka

This tune is from the forthcoming Disney flick "Tonka" and it is handled brightly by a chorus and orchestra conducted by George Bruns. (Disney, ASCAP)

## STEVE LAWRENCE

★★★ (I Don't Care) Only Love Me  
ABC-PARAMOUNT 10005—Swinging tune receives a happy reading from Lawrence on his debut cutting for Am-Par. He sings it with verve helped by a driving trumpet and choral group in the backing. Could get spins. (Leeds, ASCAP)

## ★★ Loving Is a Way of Living

Steve Lawrence bows on his first recording for the label with a pleasant reading of a

new ballad with a best, helped out by a clever arrangement and a choral group. (Famous, ASCAP)

## TONY BELLUS

★★★ Robbin' the Cradle  
NRC 023—They say he's robbing the cradle because he's in love with a very young chick. Perhaps a musical version of the "Lolita" complex, this is a well-recorded side. (Wonder, BMI)

## ★★ Valentine Girl

Tune devoted to Valentine's Day is a rocker, which gets a good performance. (Wonder, BMI)

## DANNY WINCHELL

★★★ We're Gonna Have a Rockin' Party  
RECORTE 410—Bouncy, vengeful rocker with okay vocal and solid dance tempo. (Beam, BMI)

## ★★ Don't Say You're Sorry

Tender rockaballad is sung with sincerity by Winchell. Flip has more spin-appeal. (Beam, BMI)

## MARIO & THE FLIPS

★★★ Once in Awhile  
CROSS COUNTRY 100—The pretty oldie is done in rockaballad fashion by the group. It's a tasty side that could step out, if plugged. Jocks can take to this. (Witmark, ASCAP)

## ★★ Nobody's Sweetheart Now

Shuffle-pace go on the oldie with theme carried by tenor sax and the group echoing instrumental phrases. This, too, can attract. (Mills, ASCAP)

## DICKY STOP

★★★ Class Cutter  
B.E.A.T. 1007—Amusing r.&r. novelty with teen-styled lyrics and catchy backing is sung neatly by Stop and effective chorus. Spinnable wax for jocks with teen-audiences. Dale Hawkins has cut tune with same title. (Bel-Aire, BMI)

## ★★ Ruth Ann

Chanter and group sing with warmth and feeling on wistful rockaballad. (Bel-Aire, BMI)

## JACK PLEIS ORK.

★★★ Theme From "Compulsion"  
DECCA 30850—Here's another effective jazz theme (this time from the movie based on the Loeb-Leopold murder trial). Colorful instrumental side for hip jocks. (Weiss & Barry, BMI)

## ★★ Romantico

Attractive Latin-styled instrumental treatment of romantic theme. Nice jockey wax. (Northern, ASCAP)

★ ★

## HAL SMITH

★★ Thank You for the Invitation  
YUCCA 106—Hal Smith, another singer on the Johnny Cash kick sings this sad tale of a love that is over, with feeling and warmth. If the chanter can get over his Cash style he could get attention. (Fairway, BMI)

## ★★ The Ballad of the Travelin' Kid

On this side Hal Smith sings of a travelin' kid who is wilder and meaner than Jesse James. (Fairway, BMI)

## HERB BOHLER

★★ Annabelle  
TORE 1006—The chanter tees off on a "Riders in the Sky" type piece of material and sells it with vigor helped by a vocal and pounding ork backing. Could get spins. (Bobby, BMI)

## ★★ True to You

Bohler sings this medium tempo ballad pleasantly to slight effect over vocal backing. (Bruce, ASCAP)

## LINDA LEIGH

★★ Move Out  
RENDEZVOUS 103—The thrush comes thru with a bright reading of a novelty rock and roller on which she tells off her boy friend for giving her a hard time. (Lizann, BMI)

## ★★ It's Real

Linda Leigh sells this new rockaballad sweetly over routine backing by the ork. (Lizann, BMI)

## FOUR OF A KIND

★★ I Care for You  
BOMARC 302—Pretty ballad is intoned smoothly by the Four of a Kind over attractive ork support by the Peter DeAngelis crew. Good jocks side. (Mo-Kell-Debmar, ASCAP)

## ★★ It's Better That Way

Same comment. (Debmar, ASCAP)

## JOHNNIE MC CORMICK

★★ Tumble in Down  
TIARA 6125—Instrumental has an unusual sound which will capture some deejay play. (Scheror, BMI)

## ★★ Pink Lady

Instrumental featuring McCormick's trumpet. Good solo effort. (Scheror, BMI)

## THE FLAMINGOS

★★★ Whispering Stars  
CHECKER 915—Rockaballad. Lead singer does a good vocal. Side lags midway, when it becomes a semi-recitative. (Ara, BMI)

## ★★ Dream of a Life Time

Rockaballad with a very romantic vocal and fancy imagery. Fair. (Int. Music, ASCAP)

## PAUL GRIFFIN

★★ You Are the Rain  
GOLDEN CREST 511—A love song with an inspirational quality in the lyric and in the manner of performance. (Gamut, ASCAP)

## ★★ Ragdoll Baby

Uptempo blues. Griffin shouts this one effectively, backed by a jumping arrangement. (Gamut, ASCAP)

## OITS RUSH

★★ Double Trouble  
COBRA 1057—Rush tells of his troubles in finding work, love and food on this sad tale of life in the raw. It has a real funky sound. Could get some coins in the South. (Arnel, BMI)

## ★★ Keep on Loving Me, Baby

Otis Rush turns in a pleading vocal on this blues-oriented effort. He shouts out his passion while the hand riffs along behind him. (Arnel, BMI)

## DON CARROL

★★ Teardrops on Your Letter  
NRC 5005—A bluesy ballad with the chanter backed by a chorus giving a church effect. (Jay & Cee, BMI)

## ★★ That Leads to Other Things

A rhythm song, with an infectious quality. Arrangement is quite tasteful. (Lowery, BMI)

## RICK MARTEL

★★ Love, Return to Me  
ARWIN 119—Melody line is unusual, with Latin and gypsy qualities. Arrangement includes castanets. Good vocal. (Faire, BMI)

## ★★ Blue Days, Endless Nights

A bluesy one with a dirge-like quality. It's in slow tempo, and the female voices behind the male vocal sound like the wind in the storm-tossed trees. (Daywin, BMI)

## LOUIS PRIMA ORK.

★★ The Happy Wanderer  
DECCA 29128—The fine marching song gets a stylized performance, with Prima having plenty of personality in his vocal. (Fox, ASCAP)

## ★★ Until Sunrise

A vocal exchange between Louis and Keely Smith opens the performance. The chanter takes up the vocal for the final chorus. (Leeds, ASCAP)

## KEITH WILLIAMS

★★ Stardust Cha Cha  
COAST 9022—Okay ork reading in cha cha tempo of the standard. Could be for some boxes but side lacks sparkle of many competitors in this vein. (Mills, ASCAP)

## ★★ Sugar Blues

A good rocking version of the oldie with trumpet solo emulating that of Clyde McCoy in the heyday of the song. Good dancing fare. (Pickwick, ASCAP)

## DUANE GRAY

★★ Come Home  
MAJESTIC 2196—A frantic plea is voiced in shouting rockabilly style by Gray with fem group vocal support. Backing is on the thin side but Gray, a belter in the Presley style, gives it a good ride. (LeBill, BMI)

## ★★ I Wanna Know

The gal group again backs the chanter nicely in his deeply felt ballad vocal. Fair chances. (LeBill, BMI)

## KEITH WILLIAMS

★★ Night Train  
COAST 9021—A good, gitty ork reading of the well-known rock tune. This could attract dancers. Band has a good juke box sound. (Lewis, ASCAP)

## ★★ Cocktails for Two Cha-Cha

Another oldie gets the up-to-date cha cha rhythm treatment. Nice band sound qualifies for dancers. (Famous, ASCAP)

## GUY LOMBARDO

★★ Silver Dollar  
CAPITOL 4152—Bouncy, terpable interpretation of the bright oldie by Lombardo and vocal trio. (Hampshire House-Rialto, ASCAP)

## ★★ La Valse Jolie

Pretty instrumental treatment of delicate waltz theme. (Leeds, ASCAP)

## CHESTER McDOWALL

★★ Baby Don't Leave Me  
DUKE 302—Plaintive warbling stint on wistful blues with churchy-flavor. Dual market side. (Lion, BMI)

## ★★ I Wonder Why

Solid reading by McDowall and group on attractive blues-flavored item, with dual-market quality. (Lion, BMI)

## JOHNNY OLENN & THE BLOCKBUSTERS

★★ My Sweetie Pie  
ANTLER 1101—An upbeat novelty side by the group comes thru for fair results. (Argo, BMI)

## ★★ For the First Time

The Buck Ram group sings the oft-recorded Italian tune with English lyrics. (A.M.C., ASCAP)

## HERB JEFFRIES

★★ Buenas Noches, Mi Amor  
M-G-M 12767—Jeffries renders the Latin beat theme in big voice with bright chorus and ork backing. It's a fine chanting stint. If exposed, this could create interest. (Leeds, ASCAP)

## ★★ A Picture No Artist Can Paint

Rockaballad is lushly backed. The artist sings the pretty theme against mild rock backing and big chorus sound. Potential appears similar to flip. (Alamo, ASCAP)

## TEEN TONES

★★ I'll Never Change  
CREST 1057—Pretty, medium-beat tune is handled with pleasant harmony by the Teen Tones. Song has a nostalgic flavor. With exposure this could start something. (American, BMI)

## TOMMY DEE

★★ Three Stars  
Countryish waltz is softly chanted by Dee with a fem voice outstanding in support. Side should go as well as the flip. (American, BMI)

## THE THREE GRACES

★★ X Equals Kiss  
GOLDEN CREST 515—Three thrushes turn out a moderately cute "after school" type of ditty. Has an okay sound with interesting harmonic structure. Spinnable. (Gamut, ASCAP)

## ★★ Jimmy Joe

The fem threesome thrush an upbeat harmony item which is a tribute to Jimmy Joe. Side has something of the sound of "Summertime, Summertime," by the Jamies. Side has a chance. (Gamut, ASCAP)

## JACK KELSO

★★ Straight as an Arrow  
SIGNET 251—Pleasant theme is wrapped up in an attractive instrumental interpretation with good sax solo work. Nice jockey side. (Thunderbird, ASCAP)

## HEINIE BEAU ORK.

★★ Chico's Theme  
Melodic, Latin movie theme is handed a

**Warren Storm**  
**TROUBLES, TROUBLES**  
(Troubles on My Mind)  
Nasco 6025  
Deejays — If you haven't received your sample copy, contact us.  
**NASHBORO**  
Record Co., Inc., Nashville, Tenn.

Sensational New Young Star!  
**Bobby Rydell**  
**"PLEASE DON'T BE MAD"**  
Cameo #160  
**CAMEO RECORDS**  
157 West 57th St. New York, N. Y.

On the Way to the Top!  
**NO OTHER ARMS, NO OTHER LIPS**  
Cadence #1361  
**cadence RECORDS**

MEMO:  
Sweeping the East and Midwest!  
**COME SOFTLY TO ME**  
Richard Barrett  
Gone #5056  
**GONE RECORDS**  
1650 BROADWAY (Udson 6-1060) N. Y.

Great New Release!  
**PEE WEE KING**  
SLOW POKE I GOT A WIFE  
CHA CHA WIFE  
45-1009  
**TODD RECORDS**  
101 West 55th Street New York 19, N. Y.  
Circle 5-9260-1

**A HIT!**  
**DON RONDO**  
**MY FOOLISH HEART**  
b/w  
**LEAVE YOUR TROUBLES ON MY LIPS**  
JUBILEE #5364

Bound for the Charts!  
**Tony Middleton**  
**"I JUST WANT SOMEBODY"**  
Triumph #600  
**TRIUMPH**  
224 W. 49th St.  
NEW YORK (JU 6-0420)

Low-stepping instrumental treatment with terzable beat. (Music Prod., ASCAP)

**ALLEN ROBERTS**

★★ Angel in My Life  
KING 2009—Latin-styled r.&r. ditty is sung with rhythmic effectiveness and a solid beat. (Commodore, BMI)

★★ Give Me Your Hand

Feelingful reading by Roberts on expressive rockaballad. A dual market item. (Commodore, BMI)

**THE ESCAPADES**

★★ Rockin' the Blues  
POPPY 2002—A slow-moving instrumental in the blues groove which starts with a guitar which is joined later by a horn in harmony. Fair wax. (American, BMI)

★★ Tomcat

The upbeat side. It features a tenor on the lead spot backing by a rhythm combo. Horn man wails on this. (American, BMI)

**MURRAY ARNOLD**

★★ It's All Over But the Memories  
KING 5185—The oldie receives a warm vocal from the legit-voiced singer. (Shapiro-Bernstein, ASCAP)

★★ I Talk to the Trees

The Lerner-Loewe tune is sung pleasantly by the warbler. (Chappell, ASCAP)

**DALIDA**

★★ The Gypsies  
FELSTED 8558—The thrush sings this wild gypsy-Latinish air neatly in Spanish over exotic ork support. (Southern, ASCAP)

★★ If Only I Could Live My Life Again  
Thrush comes thru with a warm reading in English of the tune also recorded by Jane Morgan. Could get spins. (Ashland, BMI)

**THE TABBYS**

★★ Yes I Do  
TIME 1008—Okay shout by the lead with gimmicky answers to his questions by members of the group. (Steinway, BMI)

★★ My Darling

Rockaballad is belted to fair effect by the gang. Pounding rhythm backing supports. Fair prospects. (Danbury, BMI)

**ONIE WHEELER**

★★ Tell 'Em Off  
SUN 315—Wheeler sounds a bit like Johnny Cash on this country tune that is rendered against plucked string backing. (Knox, BMI)

★★ Jump Right Out of This Juke Box  
A sort of traditional country sound assists the artist on this snappy country theme. Fair prospects. (Hi Lo, BMI)

**NORM RICHARDS**

★★ Datin' With You  
IMPERIAL 5567—Smooth handling of a pretty rockaballad by the singer. Chorus support and rhythm accompaniment help. It can attract. Good teen message. (Travis, BMI)

★★ Tease Me

Rockier is given a good belt by Richards with involved chorus chirping in backing. Potential appears similar to flip. (Travis, BMI)

**THE PEPPERMINTS**

★★ Believe Me  
HOUSE OF BEAUTY 111—Rockaballad with soft backing is warmly rendered by the group with flute and guitar prominent in support. Fair prospects. (B&B, BMI)

★ Teen-Age Idol

Only fair rocker is given an adequate sing by the gang. (B&B, BMI)

**THE RAVONS**

★★ I'm a Fugitive  
DAVIS 464—Haunting, minor-keyed ballad with beat is expressively rendered by the Ravons. Interesting side rates exposure. (Chilton, ASCAP)

★ Don't Ever Break Your Baby's Heart  
So-so rocker is belted to fair effect by the lead with okay group assistance. Flip appears more potent. (Davis, ASCAP)

**RITA PAUL**

★★ Happy Music  
PROTONE 107—Uptempo item, with an old-fashioned flavor of some charm. (Protone, ASCAP)

★ I'll Do Anything You Say  
Chick promises anything, but side lacks effectiveness. (Protone, ASCAP)

**HOWARD MARREN**

★★ The Phantom Strikes Again  
FARGO 1006—Youngster handles the cute theme with charm. It's told against a quiet Latin beat. Jocks may take to this. Idea is adapted from an old joke. (Instant, BMI)

★ I'm Getting To Be a Big Boy Now  
The kid is tired of playing with toys and

being treated like a child. Tune is a moderate ditty. Flip appears more likely. (Sarah, ASCAP)

**RAZZIE BAILEY**

★★ Keep Singin' and Look Ahead  
B & K 103—"I've got nothin' but troubles," sings Bailey, "but they don't get me down." Listenable side that could get some coins if exposed. (D & K, BMI)

★ Once We Loved

The chanter tells of a love that is in the past on this nostalgic item. (D & K, BMI)

**TONY ORLANDO**

★★ Ding Dong  
MILE 101—Gimmicked arrangement places this in the novelty groove. Vocal gets into occasional high and falsetto breaks, in a fashion once more popular than now. (Queen, BMI)

★ You and Only You

A ballad, which doesn't come off. (Clover, BMI)

**DUKE DICKSON**

★★ Is You Is, or Is You Ain't?  
GLOBAL 720—A good blues in the rocking tradition. Side employs a fem chorus which lends atmosphere. Dickson has a good sound and the backing generates good excitement. Worth a hearing. (Chris, BMI)

★ Her Love Belongs to Me

A slow rockaballad with Dickson giving it him all. Fem chorus again helps out. Flip side would have a better chance. (Chris, BMI)

**JOHN WORTHAN & CHARMETTES**

★★ Awake or Dreaming  
PEACH 0567—Okay ballad side by Worthan has the Charmettes humming and aching in the background. Song gets a slow, soft rock backing. Chanter has a nicely dedicated sound. (Lowery, BMI)

★ Dream, Boy, Dream

An okay ballad side rendered with feeling by Worthan, again with support from the Charmettes. (Lowery, BMI)

**INTERVALS**

★★ Please Come Back to Me  
AD 103—Routine rockaballad is sung nicely by lead singer of group. (Gold Medal, ASCAP)

★ Don't Leave Me

Lead warbler again registers well on so-so ballad. (Gold Medal, ASCAP)

**ROCKY ROY**

★★ Always Together  
SPANN 415—Lad sings with feeling on okay rockaballad. (Grasco, BMI)

★ Screamin' Mimi

Gal screams at intervals on this bouncy rockabilly side. (Central Songs, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

**THE CANDETTES:** My Only Love/It's Misery—Vita 182

**RAY COLEMAN:** Fools Don't Care/Toodle-oo-Bamboo—Skyrocket 1002

**BOBBY D'FANO:** Uncertain Love/Castanets—Star Satellite 1005

**BRIDIE GALLAGHER:** It's a Sin to Tell a Lie/I Found You Out—London 1854

**JIMMY LLOYD:** Lonesome Tonight/Baby Won't You Listen—Air 1003

**PAT MONTAINE:** Steady Bound/Little Girl—Counterpoint 011

**THE PETITE TEENS:** My Singing Idol & Poor Little Fool/We're in Our Teens—Brunswick 55119

**BILL RASE:** It's You for Me/Where the Blue of the Night Meets the Gold of the Day—G & G 122

**TOMMY WADE:** Ain't Misbehavin'/Sweet Devil Woman—Thunderbolt 811

**Jazz**

★★★★

**ART BLAKEY & THE JAZZ MESSENGERS**

★★★★ Moanin' Parts I & II  
BLUE NOTE 1735—Fine offering from Blakey and the Messengers. It's a smart tune that features fine solos over Blakey's gentle, percussive urging. Pop jockey may also find these spinnable sides. (Totem, BMI)

**SONNY CLARK**

★★★★ Gee Baby Ain't I Good to You  
BLUE NOTE 1731—Pianist Clark has a smooth styling of the oldie. Listenable side can score with pop and jazz jocks and buyers. Fine ivory tinkling with rhythm accompaniment. (Goldsen, ASCAP)

**BLACK VELVET**

The old Illinois Jacquet click from which "Don't Cha Go Away Mad" is derived is given a moderate-beat pacing by the trio. Also fine wax for pop and jazz deejays. (Connelly, ASCAP)

**JIMMY SMITH**

★★★ Lover Man  
BLUE NOTE 1704—Colorful, ballad approach on the pretty tune should appeal to buffs. Smith is all over the keys on this one. (Pickwick, ASCAP)

★★★ Just Friends

This is a side from the organist's "Small's Paradise" LP. He really swings on this. The standard undergoes a finger-snapping pacing by the trio. (Robbins, ASCAP)

**LOU DONALDSON**

★★★ The Masquerade Is Over  
BLUE NOTE 1720—Great blowing by Donaldson on tenor on this pretty evergreen makes for a fine jazz side. It's done slightly up. It should score with the jazz buyer. (Chappell, ASCAP)

★★★ Blues Walk

Fairly funky blues tune is also given a stirring go by the crew. Both rate play. (Groove, BMI)

**Novelty**

★★★★

**ANDY GRIFFITH**

Hamlet (Parts I & II)  
CAPITOL 4157—Griffith delivers a monolog about the play in country drawl. It's a smartly written bit that jocks might enjoy spinning. Audience laughter is heard thruout the side. (Andick, BMI)

**Sacred**

★★★

**LESTER FLATT, EARL SCRUGGS & THE FOGGY MOUNTAIN BOYS**

★★★ A Million Years in Glory  
COLUMBIA 41336—The boys develop a fine hill sound on this medium tempo sacred song. Fine lyrics to the song and the performance is just as good. Salable material for the market. (Peer, BMI)

★★★ Jesus Saviour, Pilot Me

The boys give a hill type reading of the hymn, and it rates just as appealing as the flip. Can score in the right markets. (Peer, BMI)

★★★

**LOIS WATERS**

★★ There'll Be a Judgment Day  
PEACH 0563—Sweet-voiced country-type thrush Lois Waters sings a medium rhythm scared song. It's full of a tone of warning about that great day to come. Easy-going guitar and rhythm backed wax. (Songs of Faith, BMI)

★★ Help Me Lord

This side has the same rhythm as the flip with Miss Waters taking a dual-track, harmony vocal. Pleasant wax. (Song of Faith, BMI)

**Spiritual**

★★★★

**PRINCESS STEWART**

★★★★ I'm a Child of the King  
SPECIALTY 913—Slow hymn is expressively rendered by the artist with light organ and piano accompaniment. She has a lovely alto voice. Warm, tender vocal makes this a strong side for the market. (Venice, BMI)

★★★★ Tired, Lord

The artist is assisted by a chorus on this familiar hymn. It's an equally strong side, and her delivery shows as much feeling as on the flip. (Davis, BMI)

**THE ARGO SINGERS**

★★★★ Bring Back Those Days  
SPECIALTY 912—Wonderful reading of a slowly paced gospel. Lead fem voice sings the hymn with feeling, and the chorus assists beautifully. Fine platter for this market. (Martin & Morris, BMI)

★★★★ What Did He Say

The answer to the question posed by the singers is that "You Must Be Born Again." It's a happy gospel effort that is sung with gusto by the group. Both sides will attract buys from lovers of spirituals. (Martin & Morris, BMI)

**Country & Western**

★★★★

**"LITTLE" JIMMY DICKENS**

★★★★ The Honeymoon Is Over  
COLUMBIA 41340—Solid country novelty, with a bright lyric and terrific vocal by Dickens. Arrangement is strictly country, with strings and a strong beat. (Coaxial, BMI)

★★★★ When Your House Is Not a Home  
A weeper in the old tradition. Lyric tells an emotional story which will be very effective with lovers of the hillbilly field. (Tree, BMI)

**SLIM WHITMAN**

★★★★ I Never See Maggie Alone  
IMPERIAL 8320—Personable warbling by Whitman on amusing tune with bouncy tempo. Good c.&w. jockey wax. (Horne, ASCAP)

★★★★ The Letter Edged in Black

Plaintive weeper is sung with heart and feeling. Another solid jockey side. (Sharon, BMI)

**SKEETER DAVIS**

★★★★ Set Him Free  
RCA VICTOR 7471—Side begins with a narrative by a court official to establish the setting of this partly song, partly spoken country narrative. Also a strong side. (Gaylord, BMI)

★★★ The Devil's Doll

The fine country thrush has a listenable side in her dual track reading of this medium-beater. Tune tells of a cheatin' chick. Strong possibilities. (Fairway, BMI)

★★★

**CARL BELEW**

★★★ Such Is Life  
DECCA 30842—His girl left him behind—such is life. Side is a strong c.&w. entry, both in song and in the performance. Belew chants it in the traditional style. (Four-Star, BMI)

★★★ Am I That Easy to Forget

A strong, tear-drenched weeper. Lyric is a good one, and Belew sings it with plenty of emotion. Side is full of c.&w. feeling. (Four-Star, BMI)

★★★

**ANDY QUINN**

★★ Sharon Lee  
DECCA 30843—This one is in the currently popular folk groove. Melody line has a haunting quality. (Woodward, ASCAP)

★★ Can'tcha See

Rockaballad, making a strong contrast to the flip in material and in performance. (Arc, BMI)

**CONNIE HALL**

★★ A Hundred Hearts or More  
MERCURY 71420—Miss Hall has a sound similar to that of Kitty Wells in this traditional wax about the breaking of hearts. Good down home wax which should interest jocks in that field. (Starrite, BMI)

★★ You Deserved Your Invitation to The Blues

The thrush tells the lad off in no uncertain terms in this heart-rending effort. Two pleasant sides for the market. (Starday, BMI)

**BILL BROCK**

★★ My Brother's Memory  
TOPPA 1005—A recitation has a terribly tragic tale to tell. Brock tells the story of the death of a little boy along the side of the road. A morbid experience which would be fodder for the National Safety Council. (Mixer, BMI)

★★ Promise I Couldn't Keep

A quaking, broken-voiced treatment of a weeper ballad. Fair traditional side by Brock. A real tear-jerker. (Mixer, BMI)

**WALLY BLACK**

★★ Court Trial  
TOPPA 1004—Drenched with tragedy is this story of a jury finding the wrong man guilty—and the real villain springing forward to pay the price. (Mixer, BMI)

★ What's It to You

She turned his love down and he's locking around. (Mixer, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

**GORDON JENNINGS:** My Sweet Love Ain't Around/I Saw You Cheatin' Last Night—Skyrocket 1003

**JIMMIE LESTER:** Granny Went Rockin'/Oh! Barbra Jean—Canon 224

**TED & JOHNNY:** Teenage Party/Just Like You—Peach 0565

**FARIN WEST:** Honeymoon Waltz/Of Course It's Fine—Allstar 7179

**OTIS WHITE:** I Should Have Known/Shape Up—Gala 101

**Rhythm & Blues**

★★★

**LARRY LAWRENCE & HUB CAPS**

★★★★ Dorky  
KING 5183—The guitar opening here has a weird, underwater like sound. It's low-

down stuff with a good horn passage. Slow, steady beat can make this appeal. (True Blue-Surrey, ASCAP)

★★★ Blue Guitar

More of the strongly appealing Larry Lawrence sound. Slightly more upbeat in rhythm, this side has a way of building. Two fine juke sides and both are good for programming as well. (True Blue - Surrey, ASCAP)

**TEDDY HUMPHRIES**

★★★ Guitar Pickin' Fool  
KING 5182—Humphries rocks in enthused style as he tells about the guitar picker who stole his chick away. Fem vocal group is heard in support. A well-made side that could attract some exposure. (Jay & Cee, BMI)

★★★ What Makes You So Tough

Humphries hands this gospel-inspired side a fine reading. Gals in the backing give the side a churchy blues sound. Humphries is a talented cat and rates a listen. (Jay & Cee, BMI)

★★★

**LAVERN STOVALL**

★★ Your Love  
KIP 400—A plea for the gal's love. "He must have it," according to the tune. Stovall sings for but fair results. (Lion, BMI)

★ Dream World of My Own

A slow and pulsing ballad effort which doesn't go very far. (TNT, BMI)

11 meeting rooms accommodating 10 to 800 persons

No Charge for Meeting Rooms when sleeping rooms are used

Heart of the LOOP CHICAGO

800 SLEEPING ROOMS

Single . . . \$5 to \$10  
Double . . . \$8 to \$12  
Twins . . . \$10 to \$15

Inquiries promptly answered—Write to Bob Kliek, Convention Sales Manager.

**THE NEW HOTEL Hamilton**  
20 SOUTH DEARBORN

**HOTEL Duane**  
MADISON AVENUE at 37th STREET  
NEW YORK

LOCATION . . . in the heart of quiet Murray Hill section . . . a few streets from Grand Central and Penn R.R. Stations and Airline Terminals . . . adjacent to all business districts.

ACCOMMODATIONS . . . light, spacious rooms and suites . . . furnished throughout . . . delightfully air conditioned . . . TV and Radio too!

RATES . . . singles, doubles and suites . . . attractively low priced.

Write for illustrated brochure  
• RESERVATIONS SUGGESTED •

5,000 Sq. Ft. (App.)  
STREET ENTRANCE  
HIGH CEILING  
SUITABLE FOR:  
THEATRE, REHEARSAL, DANCE,  
VOCAL, PHOTOGRAPHIC STUDIO  
OR PRIVATE SCHOOL

**Great Northern Hotel**  
118 West 57th Street  
New York City  
Call Manager CI 7-1906

**MINSTREL COSTUMES & ACCESSORIES**  
Circulars Free  
**DANCE & CLOWN COSTUMES**  
For all other occasions get in touch with  
**THE COSTUMER**  
238 State St. Phone: FR 4-7442. Schenectady, N. Y.

## Allentown, Pa., Fair Signs Strates Midway

Marks First Time for Eastern Show; Set Two Matinees for Rogers Troupe

ALLENTOWN, Pa. — The James E. Strates Shows will be on the midway of the Greater Allentown Fair this year for the first time.

Formal closing of the contract with the Strates Shows was made Tuesday night (24) at a meeting of the fair board.

Under terms of the contract, Strates will have a Mouse Ride, a Rotor Ride and a Double Ferris Wheel in the line-up. Besides rides and shows, Strates will have some games concessions, Ed Leidig, fair secretary, said.

The show will move in on a Friday, set up the following day, and be ready to operate Sunday. Rides and food concessions only will work on Sunday, with other segments of the operation swinging into operation on Monday.

## Mass. Fairs Count Totals 1,312,837

Year's State Aid Amounts to \$86,659; Plan Work Shops

BOSTON—Attendance at Massachusetts fairs totaled 1,312,837 last season, according to Dan Reidy, director of the Division of Fairs for the State's Department of Agriculture. State prize money allotted to fairs for agricultural ex-

(Continued on page 53)

## SAN ANTONIO SHOW HITS NEW HIGH

Dale Robertson, Colburn Stock Viewed By 117,000; Chalk Up 11 Sellouts

SAN ANTONIO—A Dale Robertson-headed, Everett Colburn-produced rodeo set a new attendance record at the San Antonio Fat Stock Show and Rodeo, which closed here Sunday (22). The 15-performance rodeo played to 117,000 persons to top the old attendance mark of 101,000, set in 1953.

Eleven of the shows were sellouts, with 8,231 paying standees during the run. Prices were scaled from \$1.50 to \$3.60.

Attendance to the grounds was announced at 273,000 by Jim Battersby, publicity chief. The 10-day event was given five days of good

weather and as many days of cold or rainy weather.

Bill Hames Shows were on the midway.

## Greensboro Fair to Utilize New Layout

GREENSBORO, N. C.—When the Greensboro Agricultural Fair kicks off its nine-day run here September 28, it will do it on what is virtually a new fairgrounds.

An improvement program since last year has included leveling and paving of grounds, installation of sewers and establishment of parking areas. The assembly hall has been roofed and plumbing installed. The new coliseum, currently being constructed, will be used instead of the grandstand, and the track area is being paved for parking.

Contractors say the project will be completed for the fair. Bob Kent is manager of the coliseum on a year-round basis.

Mr. and Mrs. Clyde Kendall are in charge of the fair operation, which will have a GAC-Hamid show and the World of Mirth Shows on the midway.

## Brockton Fair Plant Gets More Updating

Frank Fallon Heads Press Department; Eats, Drinks to Plymouth Catering

BROCKTON, Mass. — Complete renovation of Home Show Building exhibit space is underway on the Brockton Fairgrounds. The modernization is one of a string of improvements undertaken since George L. Carney Jr. became president.

Carney is going into his third season. Both president and general manager, he is assisted by his brother, Joseph F. Carney, treasurer.

Also on the fair staff are Frederick Reynolds, secretary, and Lowell Gray, in charge of space sales. For publicity the event has retained Frank Fallon, former publicist for the Boston Red Sox. Reynolds succeeds Harold McNeill who has retired after 35 years with the fair, George Carney reported.

Plymouth Awarded Food

Plymouth Catering Company, which took over the food catering for the 1958 fair, will have the concession again, it is reported. This award was made after expiration of the contract of George Bush. Returning on the midway in 1959 will be the World of Mirth Shows.

One of the measures instituted by the Carneys was a free gate for all children up to age 12, and this will be retained. In addition, there will be a kids' day on Tuesday of fair week, which is scheduled to

run Sunday thru Sunday, September 13-20.

With pari-mutuel racing providing an important source of revenue, the fair will furnish the new tote board begun last year, plus the addition of new betting windows. Also accomplished will be new roadway blacktopping and flower bedding.

## Buck Kidd Dies at 67

SPRINGFIELD, Ill.—James E. (Buck) Kidd, 67, auto race and motorcycle promoter, died here Saturday (21), apparently from a heart attack.

For many years he was in charge of auto races and motorcycle racing at Illinois State Fair and Du Quoin (Ill.) State Fair. In addition, some years ago he operated races at Toronto, Davenport, Ia., and Shreveport, La.

His body was found in his room at the St. Nicholas Hotel here, where he had lived for many years. Survivors include four children.

## INDIO, CALIF., FAIR HITS 188,303 HIGH

Sets Record Despite Bad Weather; Train Excursion Set-Up Clicks

INDIO, Calif.—Attendance at the 1959 Riverside County Fair and National Date Festival set a new record of 188,303 during its 10-day run ending here Monday (23). R.M.C. (Bob) Fullenwider, secretary-manager, said.

The mark beat the previous high of 182,718 set two years ago. The 1959 total was 26,000 above the 1958 attendance.

The new record was especially appreciated by the fair management in view of the bad weather that plagued the run. On Monday (16), the Arabian Pageant, the perennial feature, had to be canceled. Rain hit in outlying areas on that Monday as well as the second and final Saturday. Event draws more than 70 per cent of its gate from Los Angeles, 130 miles away; San Bernardino, and Orange and San Diego counties.

The event successfully tried excursions from Los Angeles this year. On the first Saturday (14), a special train brought 500 customers against an expected 300. Bus trips were also used.

Entertainment featured Hugo Zacchini's cannon act, Anden's Dogs, Al Lyons and his electric accordion, and Bobo (Jack McAfee) the clown. They performed daily

in the horse show arena. Acts were booked by Jo and Carolina Brunson of the Hollywood Theatrical Agency.

Frank W. Babcock United Shows were featured on the midway.

Harry Harper, Riverside press director, handled publicity for the first time.

## Prairie Fair Circuit Firms Attractions

MEDICINE HAT, Alta.—Firm attraction plans for the four members of the Prairie Fair Circuit were announced here last week by D. A. Scholten, manager of the

(Continued on page 52)

### NEW HIGH

## Calgary Ex Posts 676 Rodeo Purse

CALGARY, Alta.—Cowboys at this year's Calgary Exhibition and Stampede will share the biggest cash purse ever offered for a six-performance rodeo in North America.

Cash purses totaling \$52,310 offered by the exhibition, plus entry fees in excess of \$14,445, will bring the grand total close to \$67,730, an all-time high.

In addition, bronze trophies fashioned by Western sculptor Charles A. Beil, of Banff, and valued at thousands of dollars, will be presented to the champions.

The net purse offered by the exhibition board will be an increase of more than \$5,000 over the previous high in 1958. Largest single purse will be \$23,680 for the chuck wagon races which are expected to draw a record entry of 36 outfits. Highest purse for a

(Continued on page 52)

## Midwest Fair Assn. Adds Three Members

KANSAS CITY—Members of the Midwest Fair Association Friday (27) at its annual meeting here at the President Hotel voted to expand its membership to include fairs from a line north and south of the eastern edge of Kentucky to a line north and south of the western border of Nebraska.

Three new fairs admitted to membership were the Kentucky State Fair, Louisville, represented by Clyde Reeves; the Indiana State Fair, Indianapolis, represented by Earl Bailey, and the Alabama State Fair, represented by R. H. McIntosh.

The association also voted to set up two committees, one to study fair dates, the other to survey the possibility for tie-ins with national advertisers on grandstand

attractions, free attractions, advertising, etc.

The committee to study fair dates was created after James P. Stewart, manager of the State Fair of Texas, Dallas, announced, that in planning for years ahead, he was considering setting the annual starting date of his fair as the first Saturday in October, regardless of the date that the Saturday would fall upon.

If the Dallas fair decided in future years to go ahead with the first Saturday in October as its opening date, the dates of other fairs would conflict. The alternative to such conflicts would be to have other fairs similarly set their respective dates by day rather than by dates as in the past.

(Continued on page 52)

## San Antonio Boat Show Inks Richiardi Act

SAN ANTONIO — Richiardi, the illusionist; Jimmy Dee, recording artist, and Professor Backwards will play the Sport and Boat Show here at the Joe Freeman Coliseum, March 3-8.

# Orlando Up 28%; Bickford Retires

## Parrish to Take Reins in July; Big Missile Display 1959 Feature

ORLANDO, Fla. — C. T. Bickford is calling it quits this year as manager of the Central Florida Fair. This was the 47th annual edition and Bickford has been associated with 32 of them. Attendance was 28 per cent ahead on the first three days and seemed sure to set a new record.

The veteran fairman had a lot to be proud of this time. Military officials termed the fair's missile display the largest ever assembled for public viewing. A dozen of the space vehicles were shown, ranging in size up to the Army's gigantic Redstone.

Smaller missiles were shown in the auditorium, as was a space capsule produced by General Electric Corporation, having space for two human inhabitants. Elsewhere, there was considerable pride in the fair's two State 4-H shows, from which winners will advance to national competition. These were in dairy, and poultry and eggs.

Bickford said the decision to retire was made some time ago, and that H. H. Parrish, who has been

assistant manager, will take over as manager of the fair at Exposition Park on July 1. Bickford's possessions have been moved to the home he has owned for 15 years in Englewood, below Venice, Fla., and he will transplant himself there for "a future of sport fishing."

### Rain Hits Mid-Week

Rain fell on Wednesday (25) at 6 p.m., breaking up the night play. But turnouts for the first three days starting Monday (23) were still comfortably ahead of 1958, when the fair suffered from cold weather thruout the week.

First three days this year pulled attendances of 49,276, 18,492 and 11,271 for a total of 79,039. Last year's figures were 37,558, 9,840 and 9,139 for a total of 56,537 or about 28 per cent less than 1959.

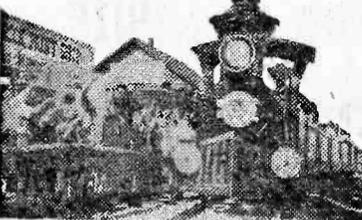
The fifth annual boat show held forth in front of the grandstand. There was no talent show either there or in the auditorium this season. The James E. Strates Shows continued on the midway as usual.

**VARIUS JERMAIN, SPRINGVILLE, N. Y., SAYS:**

"I have sold my No. 5 BIG ELI Wheel. The new owner expects to operate in a Park this summer. Parting with my Wheel is like losing an old friend. I wish to continue receiving BIG ELI NEWS, and thank the ELI people for all nice things in the past. Thank you, Mr. Jermain, for your statements about BIG ELI service. Satisfied customer friends are our best advertisement. You can be a satisfied owner of a profit-earning BIG ELI Wheel. Write for information, including Price List A-23, TODAY.

**ELI BRIDGE COMPANY**  
Builders of Profit-Earning Riding Devices Since 1900  
800 Case Avenue Jacksonville, Illinois

**New Ideas ...**  
draw bigger crowds,  
make bigger money



Mine Trains • Antique Cars  
Dark Cars • Streamline Trains

Be sure to get information on Arrow unusual rides. Special attention to custom requirements.

**ARROW DEVELOPMENT CO.**  
243 Moffett Blvd. Mountain View, Calif.

**GARBRICK RIDES**

42 Ft. Ferris Wheel  
36 Ft. Ferris Wheel

20 Ft. Chair Swing  
16 Ft. Chair Swing

FLYING SAUCER  
Merry Mixer

Trailer Mounted Kiddie Rides  
**GARBRICK MFG.**  
Lewis H. & Lewis A. Garbrick  
Centre Hall, Penna.  
Phone: Empire 4-1403

**FOR TOP PROFITS  
SMITH & SMITH RIDES**

ADULT FERRIS WHEEL  
ADULT CHAIRPLANE  
KIDDIE SPACE PLANE  
TRAILER-MOUNTED AUTO RIDE  
ATOMIC JET FIGHTER  
SPEED BOAT RIDE  
KIDDIE CHAIRPLANE

Send for complete information  
**SMITH AND SMITH, INC.**  
SPRINGVILLE, ERIE CO., NEW YORK

**Rock-o-Plane**  
Roll-o-Plane  
Fly-o-Plane  
Octopus  
Midge-o-Racer  
Bulgy the Whale

**WANTED TO BUY**  
Schiff high Coaster or a Tilt.  
**CARL PULINE**  
532 Nevada Dr. Erie, Pa.  
Phone: 64-529

## CIRCUS REVIEW

# Pat Anthony, Beckett Pace Hamid-Morton

By TOM PARKINSON

MILWAUKEE — Hamid-Morton this season has fielded a satisfying circus that gets its strength from the wild animal act of Pat Anthony and the aerial thrill job of Clay Beckett.

The show played to good business in Memphis and Milwaukee, its first two regular stands following a date in the Dominican Republic. George A. Hamid, owner, was on deck here to launch the date at the Milwaukee Arena for the Shrine Temple. Charles Basile is assistant director and Joe Basile has the band. Robert Atterbury is the general superintendent.

After Shrine processional and circus tournament, Vernice and Shirley Atterbury work loop-the-loops over side rings. Then Anthony brings in his cats. There are 10 lionesses, a male lion and two beautiful tigers. They and Anthony put on a wonderful showing. There is globe rolling, flame hoop leaps and more. But three highlights set the act up. One is the fighting with plenty of roaring and tight squeaks, and cats knocking the chair from Anthony's hand. Another is a roll-over lioness that is really doing side somersaults in the air. The series of flips takes the cat twice around the steel arena in business this observer has not seen in any other cat act. Thirdly, the male lion does a hind-leg walk that is the finale of the act.

### Beckett Clicks

When caught here, the next act was Clay Beckett, but he since has been moved to the closing spot on the performance, and justly so.

His rigging is a giant arm that revolves on an axle. Weights on one end of the arm keep it revolving while Beckett performs in and on the cylinder at the other end. As the whole thing revolves, for example, Beckett walks along the outside of the cylinder, speeding up as the arm moves faster. This has the man standing free on top of a high and moving rigging, taking some fast turns, grabbing hold just right and giving everyone a thrill. It is a proper closing act, one of the strongest on this bill and

considerably better in effect here than when caught on an open-air date a few seasons ago.

Clowns with Hamid-Morton are better than usual and come up with some more original stuff than most. Charlie Cheer starts it with balloon tricks as come-in, aided by the Sylvesters. In the show several good entries are made by the alley that includes Dime and Connie Wilson, Rudy Dockey, Frank Cain and others.

### Lacy, Kayarts, Tuck

The Lacy Troupe, rolling giant globes up a ramp, have the center spot as the sides are worked by the Wilson Sisters, juggling, and the Santiagos and the juggling display of the Fredericks (Conleys). Clowns follow with Dockey's comic dance with a dummy and his musical balloon novelty. Both go over well.

The Kayarts have a good balancing number, featuring ladder walkovers in foot-to-head balancing.

Matt Tuck combines barrel juggling with light patter and has the arena to himself for it. Clowns come before and after. The next display has the Bonelly (Lacy) knockabout comedy, Dime Wilson's table rock, and the Stans, a second act by people from the teeterboard troupe.

The Rudis (3) do head and chair balancing on a single trapeze, and included is a stunt in which the man sits on a chair that's balanced on the trap while two girls stand on shoulders to make it a three

(Continued on page 53)

**MERRY-GO-ROUNDS**

1959 Jumping Carousels in 3 standard sizes—kiddie 20 ft.; teen-age, 30 ft.; adult 32 ft.; larger sizes on special order. Also KIDDIE RIDES: Ferris Wheels, Airplane Ride, Water Boat Ride.

**THEEL MFG. CO.**  
Phone MU 2-4351  
Leavenworth, Kansas



**KIDDIE BOAT RIDE**

**41,432 RIDERS IN 11 DAYS**

**THAT'S WHAT E. M. HAWORTH, KIDDIELAND AMUSEMENT, INC., PORTLAND, OREGON, REPORTS:**

"Yes, sir," he says, "we had 41,432 riders in 11 days at the P. N. E. in Vancouver. The Kiddie Boat Ride is just fine."

**SUMNER RITTENBERG, BOSTON, MASS., SAYS:**

"Of all the Kiddie Rides we have, the Allan Herschell Boat Ride is outstanding. Boats gliding over actual water create a wonderful illusion for children. The allurements and appeal of this ride are fantastic and thus our grosses are high. We also like the ride because it is fast loading and safe."

**LLOYD D. SERFASS, STROUDSBURG, PA., REPORTS:**

"The portable Boat Ride which I purchased from Allan Herschell more than paid for itself in less than a season."

MERRY-GO-ROUND • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • HELICOPTER • MAD MOUSE • "1865" LOCOMOTIVE • BROWNIE TRACTOR • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • 18-CAR CAT • RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.

**ALLAN HERSHELL COMPANY, INC.**

"World's largest manufacturer of amusement rides"

104 OLIVER STREET PHONE: LUDLOW 4300  
NORTH TONAWANDA, NEW YORK

**A TON OF FUN with Tommy Turtle**  
another new ARC ride

SPORT CAR BOAT  
MERRY-GO-ROUND  
SEA HORSE  
JET PLANE FERRIS WHEEL

**AMUSEMENT RIDES COMPANY**  
A Division of Carpenter-Hetzler Company  
5327 Shella Street Los Angeles, California ANgelus 1-2173

**NEW MODERN AMUSEMENT EQUIPMENT**

KIDDIE RIDES  
ADULT RIDES  
MINIATURE TRAINS  
ROLLER COASTERS  
FERRIS WHEELS  
MERRY-GO-ROUNDS  
SHOOTING GALLERIES  
FUN HOUSES

Write today for complete catalog  
EASY TERMS: 25% down, three seasons on the balance.

**KING AMUSEMENT CO., INC.**  
P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

**MINIATURE TRAINS**

5 models with capacities from 14 children to 240 adults

Write for FREE details  
MINIATURE TRAIN DIV.  
ALLAN HERSHELL CO.  
North Tonawanda, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**

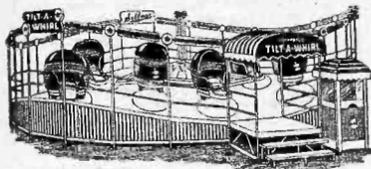
# IT'S THE NEW Satellite FOR '59



The Newest and Most SENSATIONAL Ride on the Midway. Tested and Proven to be a Repeater.

Manufactured By ALBANY MACHINE & SUPPLY CO. ALBANY, OREGON P.O. Box 182 Phone WAbash 89441

## TILT-A-WHIRL



Lots of Flash for Your Midway Thrills that make it a Repeater. Simple Operation, Lasting Value and Year after Year a Consistent Top Money Ride.

Write, Wire or Phone Us

P. O. Box 306 Phone: Edison 4-5584

**SELLNER MFG. CO.**

Fairbault, Minnesota

### NEW

## PARATROOPER RIDE

500 PASSENGERS PER HOUR

New version of the traditionally successful Spitfire. Unique seating arrangement. Adaptable to any Spitfire with conversion kit. New, truck-mounted units with built-in handling equipment or standard units for ground installation available. Ground units may be transported on 28-foot semi.

FRANK HRUBETZ & CO., INC. 2880 S. 25th St., Salem, Oregon Phone 4-6847

### High Quality

## KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS— GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

**OTTAWA ROCKETLINER**  
B-14  
UP TO 70 ADULT CAPACITY  
EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944  
OTTAWA AMUSEMENT COMPANY 145 N. ST. FRANCIS WICHITA, KANSAS

**FOR KID APPEAL PUMP-IT HANDCAR RIDE**  
PROVEN FINEST IN ITS FIELD also OTTAWA AM TRAINS

## POPCORN—COTTON CANDY—SNO-KONES—APPLES

WE HAVE EVERYTHING YOU NEED  
WRITE NOW FOR OUR 120 PAGE CATALOG  
GO "GOLD MEDAL" ALL THE WAY

## GOLD MEDAL PRODUCTS CO.

World's Largest Manufacturer of Concession Equipment and Supplies  
313 E. 3rd ST., CINCINNATI 2, OHIO

ADVERTISING IN THE BILLBOARD SINCE 1904

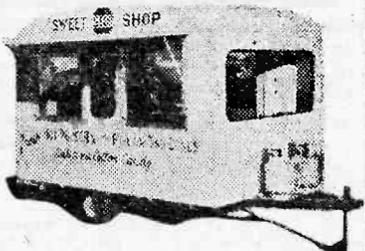
## ROLL OF FOLDED TICKETS

CASH WITH ORDER PRICES - TICKETS 10M \$15.00 - ADDITIONAL 10M SAME ORDER \$2.00  
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK ROLL TICKETS** \$1.75 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL  
**WELDON, WILLIAMS & LICK** FORT SMITH, ARKANSAS

## CONCESSION TRAILERS OF ALL TYPES STATE YOUR NEEDS CALUMET COACH CO.

11575 S. Wabash Chicago 28, Ill. Phone: WAtterfall 8-2212  
Catalogs available on request



## F-I-R-E-W-O-R-K-S

Displays of all types by ILLINOIS. The brightest and most genuine fireworks in the land. Contact us for your display. Catalog now ready.

"The Nation's Finest Fireworks"  
ILLINOIS FIREWORKS CO., Inc. P. O. Box 792, Danville, Ill. Phone 1716

## FOR SALE

Large Dantzel Carousel—Fifty-two animals, thirty-six jumpers, two chariots; good condition, only needs painting. Now in operation. No reasonable offer refused.

**MORRIS GOLD** 160 Beach 120 St. Rockaway Park 94, N. Y. Phone: GRanite 4-2439

# COMING EVENTS

**Arizona**  
Douglas—Jaycee Rodeo, March 1-8. Ed Eicks.  
Phoenix—Phoenix Rodeo, March 12-16.  
Phoenix—Flower Show, March 21-22.  
Tucson—Cutting Contest, March 12-16.

**California**  
Chowchilla—Chowchilla Team Roping & Calf Roping Contest, March 27-29.  
Clovis—Clovis Rodeo, April 25-28.  
Los Angeles—Calif. Intl. Trade Fair (Great Western Exhibit Center), April 1-12. Fred Imhof.  
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 2-12. H. Werner Buck.  
Napa—Napa Valley Horse Show, May 3. E. N. Munk.  
Oakland—Spring Garden and Home Show, April 18-26. John L. Hennessy.  
Red Bluff—Red Bluff Rodeo, April 18-19.  
San Francisco—Custom, Rod and Antique Auto Show (Brooks Hall), April 16-19.  
Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.  
San Francisco—Pacific Automotive Show (Civic Aud.), March 12-13. J. Leonard Gibson, 714 Olympic Blvd., Los Angeles.  
San Francisco—San Francisco National Sports & Boat Show (Cow Palace) Feb. 27-March 8. Thomas Rooney.  
Santa Monica—Garden and Home Show (Civic Aud.), May 6-10.

**Colorado**  
Denver—Colorado Sports, Boat & Travel Show (Coliseum), March 1-8. Robt. G. Langswalter.  
Denver—Denver Auto Show, April 6-11, 1959.

**Connecticut**  
Hartford—National Autorama (Armory), March 4-8. Joe Klzis.

**District of Columbia**  
Washington—National Capital Flower & Garden Show (Armory), March 6-12.

**Florida**  
Daytona Beach—Volusia Co. Home Show (Armory), March 14-18. Mrs. Robbie Jensen, 533 Heineman.  
Fort Myers Beach—Beach Shrimp Festival, March 2-7.  
Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959.  
Miami Beach—Miami Beach Sports & Vacation Expo (Miami Beach Exhibit Hall), March 14-22. Frank Jenkins.

**Georgia**  
Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 27-March 6. Martin P. Kelly.

**Illinois**  
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 27-March 8. H. Werner Buck.  
Chicago—Modern Living Home & Flower Show (Navy Pier), March 7-15. Home Builders' Assn. of Chicagoland.  
Chicago—World Flower Show (Intl. Amphitheater), March 14-22. Frank Dublinsky.

**Indiana**  
Indianapolis—Indianapolis Sports, Vacation & Boat Show (Fairgrounds), March 13-22. Melvin T. Ross.

**Iowa**  
Cedar Rapids—Home Show (Fairgrounds) April 9-12.  
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), March 31-April 5. Martin P. Kelly.

## Midwest Assn.

Continued from page 50

In the discussion which preceded the vote, it was brought out that many fairs use Labor Day to determine their own dates, either ahead or after that holiday, and that as a result their dates vary from year to year.

### Clarify Opening

The advantage of setting the opening by day, it was brought out, would establish clearly in the minds of patrons when a fair opened.

Stewart, Douglas K. Baldwin, manager of the Minnesota State Fair, St. Paul, and association officers will serve on the committee. The officers—all re-elected for another year—are Willard (Bill) Masterson, Wisconsin State Fair, Milwaukee, president; Ed Schultz, Nebraska State Fair, Lincoln, vice-president, and Maurice Fager, Mid-America Fair, Topeka, secretary-treasurer.

C. G. (Pete) Baker, Oklahoma State Fair, Oklahoma City, was named to head the committee which will study possible tie-ins with national advertisers. Also named to this committee were Masterson and Fager.

In other action the group voted that the annual meeting here next year be extended to two days.

Attraction representatives present Carruthers Theatrical Enterprises, Chicago; George A. Hamid Sr., Ernie Young, and Frank Taylor, GAC-Hamid Inc.; Eldred Stacy, Music Corporation of America; Frank and Jack Duffield, Thearle-Duffield Fireworks Company, Chicago; auto race promoters Al Sweeney and Frank Winkley, and Earl Newberry and Leo Overland, Tournament of Thrills.

## Louisiana

Baton Rouge—Baton Rouge Rodeo, March 7-14.  
Baton Rouge—L.S.U. Livestock Show & Rodeo, March 7-14. W. M. Babin, Box 8637, University Station.  
Delhi—Delhi Stock Show, March 1-6.  
Shreveport—Holiday in Dixie Festival, April 30-May 3. James Griffith.

**Massachusetts**  
Boston—Herald-Traveler Fishing & Hunting Show (First Corps Cadets Armory), March 19-22. Robert Duffy.

**Michigan**  
Bay City—Bay City Better Homes Show (Armory), March 20-24. Jack Davis, Box 12.  
Bay City—Bay City Sports & Boat Show (Armory), April 3-5. Jack Davis, Box 12.  
Detroit—Detroit Boat Show (Artillery Armory), March 14-22. Jack Ferguson.  
Detroit—Detroit Sportsman's Holiday Show (Fairgrounds), April 4-12. Richard Schehr.  
Ecorse—Ecorse Celebration, May 22.  
Pontiac—Pontiac Boat, Sports & Travel Show (Armory), March 26-29. National Sports & Travel Shows, Inc. 15336 West Warren Ave., Dearborn 1, Mich.

**Minnesota**  
Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud.), March 27-April 5. F. W. Kahler.

**Mississippi**  
Bay Springs—Jasper Co. Fair & Livestock Show, March 24-26. W. C. Jeffcoat.  
Canton—Madison Co. Fair & Livestock Show, March 19-20. R. L. Smith.  
Forest—Southeast Miss., Dist. Livestock Show, March 18-21. Floyd Noblin.  
Greenville—Washington Co. Fair & Livestock Show, March 13-14. G. A. Vanderford.  
Greenwood—Delta, Miss. Dist. Livestock Show, March 18-21. E. H. Blackstone.  
Hattiesburg—Forrest Co. Fair & Livestock Show, March 13-14. W. W. Kennedy.  
(Continued on page 63)

## Convention Hall Reports Budget

ATLANTIC CITY — A budget for Convention Hall anticipating \$615,000 income for 1959 was passed on final reading by the City Commission last week. The budget totals \$1,010,000 to operate the big hall and service conventions. To make it up, the City Commission will provide \$165,000 out of general funds and \$230,000 will be taken from previous appropriations.

## Prairie Fair

Continued from page 50

Medicine Hat Exhibition and Stampede, who was recently elected president of the loop.

Siebrand Bros. Shows will provide the midway attractions at all four events, Medicine Hat and Lethbridge in Alberta, and Moose Jaw and Swift Current in Saskatchewan. In addition, Siebrand will bring in night grandstand shows for Lethbridge and Moose Jaw while the other two fairs will have a show produced by Bob DiPaolo's KBD Enterprises.

Dates are: Medicine Hat, July 16-18; Lethbridge, July 22-25; Swift Current, July 1-3; Moose Jaw, July 8-10.

Circuit vice-presidents are Irving Hansen, Swift Current, and W. T. Hill, Lethbridge. C. E. Parry, secretary-manager of the latter fair, is also secretary of the loop. The circuit will hold its meeting in conjunction with the Western Canada Fairs Association (B Circuit) in the fall.

## Calgary High

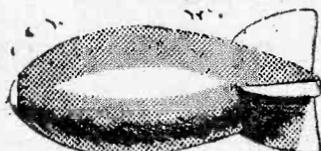
Continued from page 50

single arena event will be \$5,400 for saddle bronk riding.

Entry fees for calf roping and steer decorating have been upped to \$100 and \$50 to attract better contestants for the events, each with cash purses of \$4,610.

Cash awards this year, with 1958 prizes in brackets, are: Saddle bronk riding, \$5,400 (\$4,800); calf roping, \$4,610 (\$4,100); steer decorating, \$4,610 (\$4,100); novice bronk riding, \$950 (\$950); bareback bronk riding, \$4,610 (\$4,100); bull riding, \$4,610 (\$4,100); boys' steer riding, \$1,000 (\$1,000); wild cow milking, \$1,050 (\$1,050); wild horse race, \$1,790 (\$1,790); chuck wagon race, \$23,680 (\$21,050).

## GIGANTIC SAVINGS NEW GOVT. SURPLUS



## NEW U. S. ARMY 25 FOOT BLIMPS

A great attraction getter. Made of aluminized rubber-coated fabric. Inflates with 1150 cubic ft. of helium, hydrogen or illuminating gas. Comes complete in original cases with 2 sets of stabilizer fins. Ideal for carnivals, sales promotion, etc. Can be seen for miles when air-borne. Shipping weight approx. 400 lbs.

COST GOVT. \$800.00 EA. \$75.00 EACH

**NEW U. S. AIR FORCE ALUMINUM 6-GAL. WATER COOLERS**  
Comp. with faucet, carry handle, gasketed lid and tie-down loops.  
Fraction \$7.75 2 for \$15.00 of Govt. Cost

Made of heavy gauge aircraft aluminum, stands 26 inches high, 8 inches square. Has push-type faucet. A fine container for water or for dispensing chilled drinks. Shipping weight approx. 10 lbs. each.

## NEW U. S. NAVY 10-MAN WALL TENTS

Comes complete with ropes, pins and poles. Finest hard-textured double-filled cotton canvas, 12 1/2 ounces before treatment. Waterproof, mildew proof and fire resistant. 11 ft. high, 14 ft. 6 in. wide, 14 ft. 3 in. long, with 34 in. high side walls. Both ends open, side walls roll up.

APPROX. 1/2 GOVT. COST \$75.00 EACH

**NEW U. S. ARMY OPEN MESH NETS**  
22x22 Ft. with 2" mesh. Made of heavy cotton cord with canvas binding and tie loops. Treated to be fire resistant & mildew proof.  
Cost \$7.50 Govt. \$50.00. Ea. 2 for \$14.00.

**NEW U. S. ARMY FIRE RESISTANT STEEL CHESTS**  
20 1/2 x 17 x 10 in. Comes complete with hinged lid hasps and handles. Heavy gauge steel O.D. enamel finish. Ideal for storage, shipping, etc. Weighs 35 pounds each. Original Cost \$35.00 Ea. 4 FOR \$8.00

**NEW U. S. Air Force High Altitude 15 ft. Circumference WEATHER BALLOONS**  
Made of finest lightweight neoprene. Inflate with helium, hydrogen or illuminating gas. A real attention getter, fast seller. Comes in original shipping carton.  
Limited \$2.25 Offer. Ea. 2 for \$4.00.

**NEW U. S. ARMY RADIANT PANELS**  
12 Feet Long, 30 inches wide. Heavy waterproof material with canvas hem and ties. Brilliant fluorescent orange front and pure white back. Fine for displays, signs, etc.  
Fraction \$3.75 of Govt. Cost. Ea. 2 for \$7.00.

Send Cash, Check or Money Order. All Shipments F.O.B. Phila.

J. JACOB SHANNON & CO. 214 N. 22nd St. Phila. 3, Pa. Oldest Equip. House in Phila.

## PORTABLE POWER CORD



## NEW! TOP QUALITY!

#6 3/c 133 Strand Portable Cord in 150' Lengths—\$ .40 ft.  
#8 3/c 133 Strand Portable Cord in 225' Lengths—\$ .28 ft.

Many Other Cables Available From Our Chicago Stock.

Call Us For All Your Electric Wire Needs. UNIVERSAL WIRE & CABLE CO. 2933 N. Paulina Street, Chicago 13, Ill.

## U. S. Exhibit For Moscow Signs 89 Firms

WASHINGTON — Moscow's oldest public park will see America's newest home and hobby output, as the number of firms scheduled to exhibit at the American National Exhibition in Sokolniki Park rises to 89, and represents 14 States. An S. O. S. has gone out from the exhibition office here for Russian-speaking American guides for the exhibit—preferably youngish and knowledgeable in matters of U. S. and Soviet affairs.

The exhibition, which will open in Moscow this summer, will be under government sponsorship, to showcase American culture, science and industry for the Soviet citizens. While Russians view our wares, Soviet displays will be on view in New York's Coliseum.

Latest contributions lined up for the exhibit include everything from photographic to kitchen equipment, clocks to pickles. New faces among the exhibitors include Sunbeam, Knapp-Monarch, Mark Cross Luggage, Underwood, Eastman Kodak, Graflex, Corning Glass, Ampex, Zenith Radio, Whirlpool, RCA, Campbell Soup, H. J. Heinz, and Sears, Roebuck.

## Mass. Fairs Count

Continued from page 50

hibits was \$86,659 and fairs themselves paid out \$91,806.

The combined figure is \$178,465 paid to the 74,641 agricultural exhibits at all fairs.

Commissioner Charles H. McNamara and Reidy have been informing fair people of a series of regional workshops to be held this spring. All events requesting State prize money are asked to send representatives. To be held in co-operation with Extension Services, the workshops will seek to improve fairs thru training.

Fair secretaries and managers will be instructed in making proper entries, records and other notations. Discussions will highlight agriculture, home economics and youth departments. Standard premium lists for grange, community and youth fairs will be distributed, the use of which is required this year.



**MAKE \$200 A DAY**  
On Candy Floss

Our NEW PERFECTION has EVERYTHING; write for literature.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
P. O. Box 478 1416 Lebanon Rd.  
Nashville, Tenn.

## SHOW TENTS

HARRY SOMMERVILLE  
516-518 East 18th St.  
Kansas City 6, Missouri  
Phone: Harrison 3026

## CENTRAL Canvas Company

## Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.  
**H. W. TERPENING**  
137-139 Marine St. Ocean Park, Calif.

GIVE TO DAMON RUNYON CANCER FUND

## ARENAS & AUDITORIUMS

### Ice Show, Rodeo Point Up Trends in Arena Business

By TOM PARKINSON

TWO EVENTS IN the Southeast last week pointed up current trends in the arena field. One was the run of "Holiday on Ice" at the Atlanta Municipal Auditorium. The other was the rodeo at the Greenville, S. C., Memorial Auditorium.

Atlanta's "Holiday" date is another on the growing list of record-breakers this year. Ice business has been consistently good for the three major organizations. At Atlanta, building Manager H. H. Niebruegge reports a string of big turnouts marked by premium-priced tickets for the first night, S.R.O. the second, sellouts the first weekend plus a full house for an extra show tied in with a bakery, a turnaway on a Monday as well as other weekdays, and finally a sellout for the seven shows on Friday, Saturday and Sunday. The big run was credited to a good performance and good promotions and publicity.

Greenville succeeded with its indoor rodeo produced by Glenn C. Moose and R. L. Kerr. Rodeo, once limited largely to the classification of a Western outdoor spot, continues to move both indoors and eastward. In the building opened recently under management of Herman Penn the rodeo drew 16,000 people for four performances. There were 86 entries by 56 cowboys, and there were some 70 head of stock. Committees and building managers from other cities were on hand to see the success and consider transplanting it to their own locations.

PHILADELPHIA TRADE and Convention Center has been deep in one of those marathons of activities that frequently mark successful modern building operation. Executive Director Harry Ferleger tells it this way:

National Association of Secondary School Principals' convention and trade show closed February 11 and the next day was devoted to move out. February 13 the building had 10,000 people in for The Philadelphia Inquirer charity track meet. February 14 was clean-up plus a night schedule of boxing matches. February 17 brought a quick switchover to the important Mummies String Bands Concerts, which had a three-day run that night thru February 19. The next day was clean-up and Police Academy graduation exercises. February 21 was a Warriors' basketball game, and after that midnight the move-in started for the big Motorboat and Sportsman's Show which opened February 23.

And that, says Ferleger, is just the beginning of the season of the biggest shows and heaviest attendance.

AMERICAN BAPTIST CONVENTION has scheduled its locations for the next several annual sessions, Duncan Dunbar, manager, announces. The 1959 convention will be at the Veterans' Memorial Coliseum, Des Moines. The 1960 meeting is set for Community War Memorial Building, Rochester, N. Y., and in 1961 they plan to meet at the new Exposition and Recreation Center, Portland, Ore. Candidates for 1962 include Kansas City, Omaha and Detroit.

## Hamid-Morton at Milwaukee

Continued from page 51

high. Thrill finale for the act has each girl jumping from one end of a platform in a breakaway dive. The two swing toward each other from opposite directions, one passing between the ropes on which the other is suspended.

The Riding Fredericks have a big riding act in the center ring. They are strong on both people and horses and come up with a variety of riding routines varying from pyramids to comedy. At each side is a ring of Howard (Suesz) ponies in drill. Clowns follow and then comes Darlene and Jinx, single chimp act that was out at the time the show was caught.

Aerial ballet has plenty of girls on webs, and featured is Nina Karpowa, whose value is in her billing as a Russian discovery.

Klausser Bear act is here and making a strong appearance. Act includes rolling globe work, high stilt bike riding and two powered cycles, all with bears aboard.

The Flying Malkos, famed for their triple, tried twice for that trick, completed a two-and-a-half and closed with a passing leap. Act's election to the Circus Hall of Fame is announced. Personnel includes Mike and June Malko, Tony Steele, and part time, Trudy Wilson.

The Staneks are a fine looking Hungarian teeterboard troupe that does outstanding work. They flip a duo to another man's shoulders. Two are flipped and one of them goes into a three-high while the other goes to a two-high. Young topmouncer in the act has audience appeal and earns it with good performing. He closes with a blind-folded flip to make a four-high. Clowns follow.

Elephants are worked by Al Vidbel. The routine is standard, but the act is set apart by the art work on the bulls. Each is decorated by an intricate pattern of flowers, butterflies, scrolls and more in various colors. The designs cover the legs, forehead and sides in a manner that seems to have been inspired by recent National Geographic Magazine photos of elephants at ceremonies in India. It's a good novelty here.

Finale has flag bearers, an American flag that unfurls over the center ring and some brief fireworks. Prior to trading places with Beckett, the finale included Cosmos' aerial motorcycle act, with one man riding a cycle out on a high wire while two other people (Kayarts) are performing on rigging suspended beneath the motorcycle.

Milwaukee promotion now is handled by the Shrine, and Roy Bauer continues as circus chairman. The program booklet here had 12 pages rather than the big number of the past, and the entire book this time was sold to Oldsmobile and dealers.

Vet pitchman Frank L. Sullivan is in Arkansas Baptist Hospital, Little Rock, awaiting leg surgery and would like to hear from friends. In past seasons he has tramped with Prell's Broadway, Marks, Gladstone, Don Franklin, Virginia Greater and Page Bros. shows.

Lou Pease reports that he has booked shows on the Leeright Midway Shows, which opened recently in Ajo, Ariz., to fair business. Also on the show with their cookhouse will be Mr. and Mrs. Ted Lapp.

## Graham-Paige Controls More Garden Stock

NEW YORK — Another 130,000 shares of Madison Square Garden stock has been acquired by the Graham - Paige investment-firm which bought up 40 per cent recently. The firm now controls 65 per cent, or 349,350 shares for which it paid a reported \$6,250,000.

The new operating group reported interest in introducing pay TV to New York for sports events, while retaining its involvement in free home television, such as the Friday night fights sponsored by Gillette. It also wishes to put other events into the Garden, and named the Roller Derby, bike racing and soccer, among others.

## Dallas Veep Gets Award

DALLAS—C. A. Tatum, vice-president of the State Fair of Texas and long an outstanding businessman and civic leader here, has been presented the annual Linz Award for his service to Dallas.

## COTTON CANDY A PROBLEM!

Not when you use the new WHIRLWIND



This is the ONLY machine to buy. It's the only one that gives you all these necessary features:

1. More production per pound of raw sugar.
2. More cones per hour or per day.
3. Exclusive Spring Suspension eliminates all vibration.
4. Sturdier construction throughout.
5. Better component parts from spinner head to plug.
6. Easier to get perfect results all the time.
7. Preferred by all the successful operators in the U.S.A. and all over the world.
8. Completely guaranteed for full satisfaction or your money back by world's most dependable manufacturer of Concession Equipment and Supplies.

And: 20 more construction features. All this value, yet only \$275.00 complete!

Write for complete brochure and information so you can order your Whirlwind soon. YOU'LL BUY IT SOONER OR LATER—BUY IT NOW AND SAVE MONEY.

**GOLD MEDAL PRODUCTS CO.**  
816 E. Third St., Cincinnati 2, Ohio

## Poppers has Everything!

WRITE TODAY FOR NEW 1959-60 CATALOG  
Home of the famous ALL-IN-ONE Candy Apple-Mix

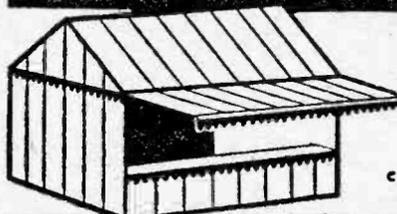


Yes, Poppers has everything you need for profitable sales of Popcorn, Pizza, Caramel Corn, Snowballs, Peanuts, Candy Cotton, Candy Apples and Other Concession Specialties... all equipment (new or used)... all types of supplies!

## POPPERS SUPPLY CO. of Phila.

OUR ONLY LOCATION 1211 N. 2nd STREET PHILADELPHIA 22, PA.  
24 Hour Phone Service — GARfield 6-1616

## ANCHOR TENTS



### The Showman's Choice

Finest materials—60 Yrs. Experience. Flameproof and New Nylon Fabrics. Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bings—Merry-Go-Round—Cookhouse Tops. Phone: Harrison 5-8105.

## ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

## AMERICA'S FINEST SHOW TENTS

## O. Henry Tent & Awning Co.

- CONCESSION TOPS
- SHOW TENTS
- RIDE CANVAS
- BANNERS

**BERNIE MENDELSON**  
4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.  
Field Representative: G. C. "MITCH" MITCHELL

## UNITED STATES TENT

AND AWNING CO. Established 1870  
Over 88 Years of Specialized Experience  
MAIN OFFICE & FACTORY: SARASOTA, FLORIDA  
1230 N. EAST AVENUE PHONE: RINGLING 6-6316  
Circus — Carnival — Concession — Any Size — Any Type  
THE LOWEST PRICE CONSISTENT WITH QUALITY  
S. T. JESSOP Write to GEO. W. JOHNSON

## TICKETS

ROLL OR MACHINE FOLDED, PAD STRIP AND RESERVED SEAT TICKETS—ALSO PARKING TAGS FROM 1/2 TO 100 NUMBERS, COUPON BOOKS, WAITER CHECKS AND LAUNDETTTE TICKETS. — ALL FORMS OF TRANSPORTATION TICKETS!  
**ELLIOTT TICKET CO.**  
409 Lafayette St., N.Y.C. 6349 N. Western Ave., Chicago 1015 Chestnut St., Phila.

## SEASONAL OR YEARLY INSURANCE NEEDS

FOR

- CARNIVAL RIDE OPERATORS
- PARK OPERATORS
- KIDDIELANDS
- CONCESSIONAIRES

## NATION WIDE CLAIM SERVICE

SEND FOR DETAILS

CALL or WRITE

"MIKE" LAW

## LAW BROTHERS

133 E. LaSalle St., Chicago, Illinois  
Phone: Financial 6-1210

## JOHN BUNDY

President & General Manager

YOUNG-BUNDY MOTORS, INC.  
CHRYSLER-PLYMOUTH AGENCY

806 St. Louis Ave., East St. Louis, Ill.  
Phone: Bridge 5313

## ED MURPHY

Showmen's Representative  
Several Makes and Models of

NEW AND USED  
TRUCKS AND TRAILERS

"Special Finance Plan for Showmen"  
See Us for a Good Deal on a  
NEW OR USED CAR

NOTHING BUT THE BEST IS GOOD

ENOUGH FOR OUR CUSTOMERS

For Insurance  
Carnivals, Parks,  
Individual  
Operators  
Phone, Wire,  
Writer

CHARLES A. Lenz & ASSOCIATES

"The Showman's Insurance Men"  
1452 Fourth St., North  
P. O. Box 7038, St. Petersburg, Fla.  
Phones: 5-3121-7-5914

## CHAIRS • TABLES

IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING

ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES

Adirondack Chair Co. Dept. T-4

104 West 17th St. (Nr. 6th Ave.)  
New York 11, N. Y. • WAtkins 4-3170

## INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## CONCESSION TRAILERS

New catalog just out showing many new models. Finest possible workmanship and new modern designs. Sold factory direct to you at the lowest possible prices. Terms arranged.

KING AMUSEMENT CO., INC.  
Mt. Clemens, Mich.

## INSURANCE

For the Amusement Industry

SAM SOLOMON

"The Showfolk's Insurance Man"  
5017 N. Sheridan Road, Chicago, Illinois  
Phone: Longbeach 1-5555 or 5576

## Carnival Routes

Big State: Raymondville, Tex., 2-15.  
Blue Grass: Plant City, Fla.  
Burkharts: Delhi, La.; Greenville, Miss., 9-15.  
L. & L.: Natchez, Miss.  
Merchants Jubilee: Copperas Cove, Tex.  
Page Combined: Clowiston, Fla.  
Pan American: Baton Rouge, La.  
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 2-25.  
Strates, James E.: Winter Haven, Fla., 7-14.

## Circus Routes

Davenport, Orrin: St. Paul, Minn., 9-15; Dayton, O., 12-21; Columbus 30-April 4.  
Hamid-Morton: Kansas City, Mo., 2-8; Wichita, Kan., 9-15; Wilkes-Barre, Pa., 18-21; Baltimore, Md., 28-April 4.  
Polack Bros.: Chicago, Ill., 4-22.

## Legitimate Shows

Dark at the Top of the Stairs: (Shubert) Detroit, Mich., 2-7.  
Gay Felons, The: (Ford) Baltimore, Md., 2-7.  
Girls-in 509, The: (Civic) Chicago, Ill., 2-April 4.  
Li'l Abner: Lincoln, Neb., 2; Sioux City, Ia., 3; Lawrence, Kan., 4; Topeka 5; Wichita 6-7; Oklahoma City, Okla., 9.  
Look Back in Anger: (American) St. Louis, Mo., 2-7.  
Lovely Star, Goodnight: (Shubert) Boston, Mass., 2-4.  
Music Man, The: (Shubert) Chicago, Ill., indefinite run.  
My Fair Lady: (Riviera) Detroit, Mich., 2-21.  
Perfect Evening: (Forrest) Philadelphia, Pa., 2-14.  
Raisin in the Sun: (Blackstone) Chicago, Ill., 2-7.  
Romanoff and Juliet: Charleston, W. Va., 2; Wheeling 3; Hershey, Pa., 4; Hartford, Conn., 5-6; Geneseo, N. Y., 7; Utica 9-10.  
Two for the Seesaw: (Michael Todd) Chicago, Ill., indefinite run.

## Ice Shows

Holiday on Ice of 1959: Winston-Salem, N. C., 3-8; Memphis, Tenn., 10-15; Birmingham, Ala., 17-24; Montgomery 25-28; Miami Beach, Fla., 30-April 5.  
Ice Capades, 18th Edition: Kitchener, Ont., 3-7; Halifax, N. S., 10-14; Bangor, Me., 16-22; Evansville, Ind., 30-April 5.  
Ice Capades, 19th Edition: Detroit, Mich., 2-15; St. Louis, Mo., 16-22; Milwaukee, Wis., 23-31.  
Shipstads & Johnson's Ice Follies of 1959: Cleveland, O., 3-15; Rochester, N. Y., 17-22; Buffalo, N. Y., 31-April 5.

## Miscellaneous

McLean's, Buck, Six-Gun Law Show: Lakeland, Fla., 2-7.  
Matchstick City: Tallahassee, Fla., 2-7.

## Ringling Wins At Huntington

HUNTINGTON, W. Va. — Ringling Bros. and Barnum & Bailey Circus drew good houses steadily here Tuesday and Wednesday (24-25) at Memorial Field House. Local promoter Harry Lascinsky brought the show into the 7,500-seater. First day drew houses of 4,000 and 4,500 while the second day had 4,500 and 5,000, according to local reports.

## NO AID \$\$

## Pari-Mutuel Bill Fails In Indiana

INDIANAPOLIS—For at least another two years, or until the Indiana General Assembly meets again in January, 1961, Indiana county and State fairs will have to exist without revenue from pari-mutuel betting.

With only two weeks remaining before legislative adjournment, the widely heralded bill to legalize betting on running and harness racing is expiring quietly in the Public Policy Committee of the House of Representatives. Had it been enacted, a bulk of its anticipated multimillion-dollar yield in taxes would have been disbursed in support of fair activities.

At this point of the session (22), the bill is virtually without a chance of passage.

The Indiana Constitution limits the biennial meetings of the Assembly to 61 days. Thus the Legislature must adjourn on March 9. That leaves only 13 more working days for the lawmakers now convened here.

Moreover, under a rule of the Assembly, no bills could be considered on third or final reading after March 6.

## Church Group Against N. Y. Bingo Change

ALBANY, N. Y. — A vigorous debate on bingo law amendments is being conducted by the State Legislature here. At issue is a bill introduced in the Senate by John H. Cooke, Erie County Republican, which is opposed by the State Council of Churches, a Protestant organization.

Cooke's measure would liberalize the law which allows the holder of a bingo license to hold up to six sessions monthly, each of no more than 35 games and with a flat \$1 admission fee which lets the player participate in all regular games. For special, big-prize games, an extra \$1 can be charged.

The council says Cooke's bill is hand-made for county fairs. It would let the license holder who wants to hold only one session annually, the right to charge 15 cents a game for any number of games, for up to 10 consecutive days.

## Avalon Starts In Mid-March

CINCINNATI — Preparations are under way here for the annual excursion jaunt of the Steamer Avalon, the only large excursion steamer remaining on inland waters. The Avalon, operating from March 13 thru October 24, covers the Ohio, Kanawha, Cumberland, Tennessee, Mississippi, Illinois, St. Croix and Missouri rivers.

The twin-stacked stern-wheeler has a capacity of 1,370 people and has four decks, two of which are glass-enclosed and heated. The Marine Ballroom deck offers an eight-piece orchestra for afternoon and evening dancing. One of the Avalon's unique features is its steam calliope. The instrument is one of about eight or nine remaining in the United States, a fact which makes it extremely difficult to locate an operator for it, says Ernest A. Meyer, president of Steamer Avalon, Inc.

## THE FINAL CURTAIN

BILLINGSLEY—Ira B., February 28. Survived by his widow, Alice.

CAMPBELL—Mollie Chestnut 66, wife of Jimmie Campbell, longtime outdoor showman, February 23 in Chicago. She was a member of Caravans, Inc. Burial was in Bloomfield, Ind.

HOBSON—Homer D., 88, retired bareback rider, who was featured with his family on principal circuses. He began tramping with his father in 1880 and retired in 1938. Survivors are two sons, Homer Jr., and Herbert, both of Chicago (Details in Circus section.)

KIDD—Buck, 67, promoter of auto and motor-

## BIRTHS

HARDMAN—A daughter, Karen Cecile, February 7 in Valdosta, Ga., to John and Betty Hardman. Father is a concessionaire with Cetlin & Wilson Shows. Mother is the former Betty Berman, of Chicago and Milwaukee.

HOWARD—A son, Robert Allen, born Sunday, February 22, to Al Howard and Camille (Pulaski) Howard, in Prospect Heights Hospital, Brooklyn. Father is vice-president and general agent of the I. T. Shows, Eastern carnival. Infant weighed six and a half pounds and is their first child.

KAUFMAN—a daughter, Beth, to Mr. and Mrs. Herbert Kaufman February 21 in New York. Father is with American TV Bureau. Grandfather is Al Kaufman, long-time concessionaire with Jimmy Sullivan's World's Finest Shows.

McSPADDEN—A son, John Richard, February 4 in Brunswick (Ga.) Hospital to Dickie and Vinita McSpadden.

## MARRIAGES

FLANDERS-OVERMYER—G. Norman (Spike) Flanders, formerly of Fox Valley Kiddieland, Mills Bros. Circus and Dispensa & Sons Shows, and Mary Beth Overmyer, recently in Naperville, Ill.

## Staff Named For Laden's Water Revue

NEW YORK — Additional staff people for Lenn Laden's "Holiday Watercade" include Jess Lyons, sales and promotion manager. Laden's equipment is under construction and rehearsals will be in full swing on April 1.

Several weeks of dates will have been played by the time the unit shows at the Great Western Dairy and Livestock Show grandstand, June 17-22, in Los Angeles. Eddie Gillen, veteran diving act, is working on properties and consulting with engineers of water tank products.

Bob Laden will be company manager. Other staffers are Bernard Gurtman, assistant to the producer; Martha Ann Bentley, choreography; George Chergotis, staging and direction, and Adele Lioi, costume design. Line performers and acts are being assembled.

cycle races at Midwest fairs, February 21 in Springfield, Ill. (Details in Outdoor section.)

LAYDEN—Earle, 32, driver in auto races sponsored by the Eastern North Carolina Drivers' Association, February 22 in a crash at the Naval Air Strip, Elizabeth City, N. C.

MILLER—Bill, 71, oldest member of the Four Millers, February 15 at Springfield, Mo. The Miller Circus Family started in 1912 with Morrow Bros. Wagon Circus. Survivors include three sisters, Myrtle and Nan Miller and Cora Anderson; and two brothers, Mack and Jack. Burial was in Springfield.

RICKERT—Mrs. Lorretta L., former actress known professionally as Lorretta Karr and widow of the late Dr. Fred Karr, magician and mentalist, February 10 in Omaha. Survived by a daughter, Mrs. Alice Carlisle, Portland, Ore.; a sister and three brothers. Burial in Linden Cemetery, Rockport, Mo.

WARD—Murt C., magician, February 15 at Leslie, Mich.

WILLIAMS—Maple, 70, concessionaire for over 40 years, February 19 at Portland, Tex. (Details in Carnival section.)

## BUYS GROUNDS

## Rocky Hill's Manager to Revive Fair

EAST GREENWICH, R. I. — The manager of the former Rocky Hill Fair has agreed to buy the property for \$30,000 and promote the event himself while seeking State support.

Richard E. Hamilton, 47-year-old retired dairyman, was director-manager of the fair for 20 years until it folded last season when the Legislature failed to pass its annual appropriation. His offer won instant encouragement from John L. Rego, State director of agriculture and conservation.

Rego said he will work for a State stipend for prize money. Previously, the State allotted an annual sum, which was \$11,000 in 1957. Hamilton expressed confidence that agriculture-minded people in Rhode Island would support him.

Mr. and Mrs. Herb Walters, Mr. and Mrs. Ross McKay and Mr. and Mrs. Obert Miller, all of Hugo, Okla., caught the Ringling-Barnum circus at Shreveport, La., February 14. . . . Floyd Bradbury, band leader of the Famous Cole Circus, Hugo, Okla., has been doing his magic and vent act for clubs around Hugo. Charles Rex, transportation superintendent, has the trucks ready for the April 10 opening. John C. Frazier has the press book made up. The show is nearly all painted in white enamel with red trim.

## SPECIALS

2 29 FT. MOBILE HOMES

1958 Models

Pick up payments and assume balance of note.

FLOYD VINCENT

4902 E. Belknap Ft. Worth, Tex.  
(Phone: Terminal 4-0035)

## DENVER COMBINE PLANS \$500,000 ICE RINK

DENVER—Plans for a \$500,000 indoor ice-skating rink to be built in Southeast Denver have been announced.

The rink will be built by Colorado Ice Skating Center, Inc., with Walter Chapman, Denver engineer, as president. The firm eventually plans for an indoor and outdoor swimming pool as well as the ice-skating rink at a location near East Evans Avenue and South Holly Street. Financial leaders interested in the development include William Coors, of Adolph Coors Company, vice-president, and Ray M. Thompson, Denver geologist, secretary-treasurer. Members of the board include John C. Davis III, of Davis Bros., Inc., and Palmer Hoyt, publisher of The Denver Post.

Details of the project were released by George Wester, commercial department head of Koelbel & Company, Denver.

The land on which the rink will be built has been rezoned from agricultural to commercial. Space is approximately three-and-one-half acres, bought at a price of \$45,000.

The land extends for 430 feet on one side and a full city block on the other, providing space for separate swimming pools indoors and outdoors, plus the ice rink. There will be a general recreation area, a snack bar, a parking area for between 200 and 300 cars and concession space.

## ROLLER RUMBLINGS

### Detroit's Negro-Only Rollery Hits Jackpot

DETROIT—Business has been consistently good at Duke Roller Rink, newest in the metropolitan area, since its September opening. In fact, patronage has held up so well that plans for special promotions as a business stimulant have been dropped.

The Duke differs from the typical operation in this area in that it caters entirely to Negro clientele, and is believed to be the largest such rink in Michigan.

Herein lies both a paradox and opportunity: Detroit's Negro population has been about the hardest hit of any group economically in the year-long recession (in Detroit it is called depression), so that opportunities for free-choice amusement spending are limited.

#### Patron Appeal

However, the Duke offers size and a de luxe operation that appeals to these people who are turning out in satisfactory numbers. Recently, despite sleet, 450 skaters were clocked. Skaters come regularly from all parts of Detroit, from distant suburbs and from cities as much as 60 miles away, such as Port Huron, Mich., and Toledo. Concentration upon a policy of offering attractions of a well-managed rink have paid off handsomely.

Owner of the Duke is Eldon Godfrey, Flint, former owner of Flint (Mich.) Park Rink. It is in charge of his brother, Orville. Formerly operator of Arcadia Rink, Detroit, Orville about two years ago opened Liberty Roller Rink in the northeastern suburb of Center Line. His son, James, was a partner in this venture and took over full ownership when his father went to the Duke.

The Duke is housed in the former Duke Theater, a relatively new 1,800-seat house which failed to draw adequately with films. It is at Eight Mile and Wyoming roads in the northern suburb of Oak Park.

General structure of the theater has been preserved, including box office, lobby and foyer. The auditorium area was filled in after seats were removed, and a maple floor was installed at stage level, about flush with the foyer. The stage is being used as the skateroom. The modern decorative scheme gives an atmosphere of quality.

#### Negro Staff

The entire staff, with the exception of Godfrey, consists of Negroes. This is a rink operated, in effect, by and for these people, and it has built up a following, accordingly. A visit to the rink reveals an orderly, well-behaved crowd. It is noticeable that skaters tend to be a little older.

Youngsters are catered to at Saturday and Sunday matinees. These draw 500 to 600 skaters, ages one to 10, with a sprinkling of adults. The preponderance of small fry,

## FOREST PARK SELLS FOR 185G

PHILADELPHIA — Forest Park, at Chalfont, has been bought by Alfred A. Gilbert, Philadelphia realtor, for \$185,000. The 125-acre park, one of the oldest amusement parks in the country, has belonged to Richard F. Lusse since 1928.

There are several dwellings, amusements, a swimming pool and a Frontier Town on the property which is on U. S. 202. Gilbert said he will continue to operate the park and may develop some of the unoccupied land for both residential and commercial usage. He also plans improvement of existing facilities.

## FAST RE-RIDES

### English Buy Disc-Operated Auto Scooters

LONDON—A new look in auto scooters was demonstrated here recently at the Amusement Trades Exhibition by Whittaker Bros., of England. The device consists of a slot in each car into which the rider drops a plastic disc to set the car in motion. The discs are bought by the customers at a cash desk, eliminating long delays between rides. The system simplifies the handling of re-rides.

The master control consists of a panel on which there is a time control device and press buttons to start the cars in conjunction with the insertion of the discs and also stop their movement. A horn and flashing red light on the panel would indicate the end of a ride.

Two new sets of these auto scooters have already been delivered, one set to Blackpool and the other to Rhyll, according to The World's Fair, trade paper.

of course, discourages active adult patronage at matinees, and they are, therefore, tailored for youngsters.

To encourage attendance of small fry, a sweepstakes program of races for boys and girls is being held weekends for eight weeks. Championship events will conclude the promotion.

The Duke is open six nights a week for public skating. On Mondays it is reserved for school and church organizations, and has been booked solid well in advance for these events.

On alternate Fridays a special is conducted for the dating crowd—a moonlight session after regular skating hours, from 11:30 p.m. to 2 a.m.

Thursday nights is being given a little extra push with a door prize. Each night a pair of Chicago shoe skates is given away as a door prize.

#### Had to Adjust

Operating conditions are much different from those in the usual rink, Godfrey says, and he found that he had to adjust operations to meet the special requirements of his new patrons in "their own" rink.

"We have had less trouble here than in any rink we ever ran," Godfrey said, citing, for instance, the clean condition of washroom equipment.

There is little interest in typical skate dancing, and a revamped policy of skate events and music is

## ARROW SELLS TRAINS TO AGAWAM, NANTASKET

MOUNTAIN VIEW, Calif.—A custom design theme train and new park ride effects are on the current program at Arrow Development Company here, Walter Schultze, firm's secretary, said.

An Arrow 36-inch Mine Train featuring a theme of old mining towns is under construction for early delivery to Ed Carroll of Riverside Park, Agawam, Mass. Carroll and his wife visited the plant recently in connection with extensive changes being made in his park.

Lawrence Stone and Mrs. Stone of Paragon Park, Nantasket Beach, Mass., also were plant visitors. They have on order a new 19th Century train with open-air excursion coaches, and a Magic Mine, a dark ride. The new dark ride effects include bubbling pots, falling rocks, and mine explosions.

A 30-gauge 19th Century train with three excursion type coaches is being made for Peter Helland of the Riverboat Lines, Wisconsin Dells. A 24-inch gauge four-car streamliner train was recently delivered to T. Green at Belmont Park, Mission Beach, Calif.

Other orders currently in production include a tractor farm-type train with six coaches for Child Life, Pleasure Island Park, Wakefield, Mass., and a caterpillar theme trackless train, with electronically guided mechanism for steering, for Municipal Kiddieland Park in San Jose, Calif.

## Franklin Tells Plans to Sell N. J. Kiddieland

RIVER EDGE, N. J.—Kiddieland Wonderland, 11-ride kiddieland in operation since 1951, is expected to be sold, according to J. Louis Franklin, president.

He said the funspot will be put on the market because of the pressure of other businesses on the owners. He said they operate a dozen other enterprises, not in the park business, and growth in recent years forces them to relinquish some responsibilities.

The park is on a nine-acre tract in Bergen County in a highly populated area and adjacent to a State museum and the site of a new major shopping center. Two other large shopping centers are within a three-mile radius. The park has operated on a limited basis, he said, and grossed over \$50,000.

The Kiddie Wonderland list of rides includes a National train, Herschell Merry-Go-Round, Schiff Coaster and Ferris Wheel, Hampton Handcar and others.

Franklin is well-known among kiddieland operators and has been active in some group activities in the kiddieland field.

## Park Assn. Sets Boston Meeting

BOSTON — The 33d annual convention of the New England Association of Amusement Parks and Beaches will be held April 2, at the Parker House, here, according to Fred L. Markey, secretary.

**THE MOST SUCCESSFUL**  
MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE  
**HOLMES COOK MINIATURE GOLF CO.**  
583 10th Ave., New York 36, N. Y.  
(3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

**KIDDIE CAR RAILROADS**  
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y., 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

ATTENTION! — PARKS — ATTENTION!  
AVAILABLE FOR 1959  
**"BARNUM'S MUSEUM OF LIVING FREAKS"**  
Would like to book outstanding Park for coming season. Top grosser in following parks: Palsades Park, N. J., 1958; Riverside Park, Springfield, Mass., 1957; Jefferson Beach, Detroit, Mich., 1956. All replies:  
**CHARLES H. HODGES, Box 235, Coldwater, Mich. (Phone: BR 8-2465)**

**RINK-COTE**  
The surfacer with traction to preserve new roller skating floors and add life to old floors.  
Immediate delivery from  
**CURVECREST, INC.**  
Muskegon, Michigan  
(Home Office)  
Write for names of distributors in your area

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP  
GET NEW REVOLVING  
**HOLLYWOOD SPOTS-LITE**  
EASILY INSTALLED  
BETTER'N A CRYSTAL BALL  
NO MIRRORS TO BREAK WASH OR POLISH  
GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.  
Write For Complete Free Details  
**HOLLYWOOD SPOTS-LITE CO.**  
Dept. B 3619 N. 16th St. Omaha 10, Nebraska

**SKATING RINK TENTS**  
42 x 102 IN STOCK  
53 x 122 AT ALL TIMES  
NEW SHOW TENTS MADE TO ORDER  
**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

MAKE REAL MONEY WITH  
**Porto-Bilt**  
TENT COVERED RINKS  
Write  
**W. T. SHACKELFORD**  
Box 425, Smyrna, Ga. Phone: HE 5-5978  
Phone 8-2183, Marietta, Ga.

**WANTED**  
3 experienced Portable Rink Managers. Will open soon. Prefer Man and Wife to take complete charge and operate same. Must be able to furnish reference. Have used Rink for sale.  
**LACY MYERS**  
Box 524, Marlan, Ky. Phone 749

## 2,000-Plus Cavort At Annual Picnic Of Miami Showmen

### Hundreds Register; Activities and Refreshments Stimulate Active Day

MIAMI — Crandon Park was the scene of a heavily attended showmen's picnic on Sunday (22), with an estimated 2,000 members and friends of the Miami Showmen's Association taking part. Every section of the country was represented, as were Canada, Mexico and Cuba.

More than 600 of the merry-makers were able to register despite the busy program of activities. One of these was a women's original hat contest, with 15 Ladies' Auxiliary members taking part. Marie Vivona took the honors with a straw painted headpiece, decorated with a bunch of grapes, string beans, celery, and even a live fish.

#### Last Fling for Many

For many of the funmakers it was a last fling before the rigors of winter quarters work demand an increasing amount of their time. The show population of Florida will be dwindling steadily from now on, this year.

Other events included sack racing for the youngsters, a crawling race, 40-yard dash for all ages,

pie-eating contest, and hula-hooping. Prizes distributed included wrist watches, pen and pencil sets, ukuleles, toy guns, nurses' kits and games. In one event the men and women fought to a 19-19 tie in softball. There was seemingly no end to the refreshments.

Sam Generallo headed the committee, aided by Joe Ross, Hymie Rosenberg, Mike Roman and Larry Alviti. John Vivona, president, heaped praise on everyone involved for their efforts in making the outing one of the biggest social functions of the outdoor show world. Roy Jones extended the usual Pepsi-Cola courtesies.

#### Hundreds Register

The following persons registered: Joe, Aggie and Gary Ross; Lottis and Fred Perkins, Mrs. Marie E. Shaw, Harry Elvin, Barney Phillips, Wayne Phillips, Helen

(Continued on page 59)

## Tinsley Unit Readies for March 16 Bow

GREENVILLE, S. C.—A ride unit of Johnny T. Tinsley Shows will kick off the season here March 16 on a downtown location and will then spend two weeks at various locations here under Sertoma Club auspices. Five major rides and four kid devices are set for the early tour.

Inclement weather has held up other preparations here at the winter base. R. F. McLendon, contracting agent, has been here most of the winter and reports plans to play nine fairs starting in August.

Show recently closed for the new Stephens County Fair, Toccoa, Ga. This event is scheduled to be operated on an annual basis by the Stephens County Farm Bureau with J. Fred Newman, county agent, in charge of agricultural exhibits. Fairgrounds is being laid out near Toccoa Speedway on the Lavonia Highway.

Mrs. Mayo Tinsley will expand her concession operation this year and plans to add a bingo in addition to other stores.

## Blue Grass Draws Okay Fla. Weather

### Operating 25 Rides, Eight Shows; Mad House Scheduled for Delivery

DE LAND, Fla.—Good weather continues to benefit the winter fair tour of Blue Grass Shows. With Palmetto and Fort Myers already played, four spots remain following Volusia County Fair here. Next is Largo (Pinellas County Fair), then Plant City, Eustis and Sarasota.

The staff, headed by owner C. C. (Specks) Groscurth, remains the same as in former years, and Harry Schrieber continues as business agent. The regular summer season opens in mid-May.

Present ride line-up has 15 major and 10 kiddie attractions plus live ponies. Newly purchased is a Jump-

in' Jupiter ride, and delivery of a Wild Mouse was to be made Monday (23). About 80 concessions are on the front end with eight shows in back, mostly office-owned. Among the top grossers at De Land was the Marcello Globe of Death. The Minstrel Show and Girl Revue were not in operation.

Making winter spots with Blue Grass is the Raybuck big bull show and Siamese Twin attraction, and Irene Burton's Wild Life. The Groscurth chimps, dogs and ponies are used as a free act.

Concessionaires include Frank Dunoan, Helman Lampkin and Hopkins with the Arcade. Dick Coleman, of Coleman Bros. Shows, was a recent visitor, as were insurance men Phil Cook and Bob Walkup.

The 1959 route will follow the usual pattern—Illinois and Indiana, with stands in Tennessee, Mississippi and Louisiana during the latter part of the season. Fairs start after July 4.

## Gooding Adds Roscoe Ates As Feature

COLUMBUS, O. — Floyd E. Gooding, president of the Gooding Amusement Company, has confirmed a report from the West Coast that Roscoe Ates, stuttering comedian of movie note, had been signed to head a Western show on Gooding's No. 1 unit.

Negotiations for Ates were conducted by Hal Eifort, manager of the Gooding No. 1 unit.

Ates will join for the unit's first fair date — Missouri State Fair, Sedalia, and will remain on it for 12 weeks, Gooding said.

Eifort returned here recently after a vacation in Mexico.

## RAS Pacts J. M. Brown For Back End

TAMPA—Johnny Mack Brown of movie note will head the Western show on the Royal American Shows during the coming season.

Brown, who last year toured with the Gooding No. 1 unit, will be on the Royal American at all of the show's fair dates, Carl Sedlmayer, the Royal's owner, said.

Sedlmayer reported that the new dark ride currently being built in the show's winter quarters "definitely would be ready" for the show's opening date at the Memphis Cotton Carnival.

The Royal this year will have an 11-day layoff between Superior, Wis., fair and Minnesota State Fair, St. Paul, because of the way those dates fall, Sedlmayer said.

"As yet," he added, "we have not closed for a still date between the Memphis Cotton Carnival and Davenport, Ia." Reports are that the show will play such date in the St. Louis area.

## Williams Signs With King Reid

MANCHESTER CENTER, Vt. — Lawrence Williams, Memphis operator of minstrel units, will be back on the King Reid Shows this year for the fifth season with a greatly expanded line-up of performers in his attraction, said owner King Reid last week.

The Williams production, always a top grosser at Reid's Canadian and Eastern fair dates, will again be presented in "Club 17," a 400-seat tent, and will feature Pee-Wee Williams and a six-girl line, a Dixieland band, Lawrence and Torrence, comedy; Memphis Mickey, knockabout dance stylist; Baby Doll Betty, and TV Mama, a 450-pound vocalist billed as "Last of the Coal Black Mamas."

This winter the unit has been appearing at night clubs in Memphis, Little Rock, Hot Springs and Columbia, S. C. While on the road two new sleeper units will house personnel and wardrobe.

## Babcock Gross Off At Nat'l Date Fete

INDIO, Calif. — Altho the Riverside County Fair & National Date Festival drew a record attendance of 188,302, which was 26,000 more than last year, during the 10-day run which ended here Monday (23), per capita spending on the Frank W. Babcock United Shows midway was down.

Frank W. Babcock, head of the carnival organization, said that business was about 12½ per cent under last year. He attributed this to bad weather, which plagued the areas from which the fair draws.

Twelve major rides were used on the main midway along with 57 concessions as against 75 in 1958. Shows included Clyde Rawlings' Motordrome, Bob and Jenny Perry's Monkeydrome, Pete Kortez' Side Show, and Harry Bryant's Arcade. Three major and nine small rides were featured in the kiddieland, managed by Rose Ferris.

Martin E. Arthur is manager of the show with Cecil Cutler, secretary. Gene Bain is lot supervisor; Bob Payne, electrician, and Clarence Grimme, mechanic. Harold Hunting has the cookhouse.

Concessions for the date included

Cecchini & Levaggi, 7; Sam Wexler, food stand; Alex Freedman, monogrammed hats; Wally O'Connor, Coke pitch; Phil Silvers, 3; Sam Silver, 3; Virgil Matthews, food stand; Joe Blash, 3; Redmond and Murphy; and Sid Lief, Derby.

## Fix-Up and Additions Stir Va. Greater Hq.

SUFFOLK, Va. — Eleven men are at work in Virginia Greater Shows' winter quarters, and projects are under way which should be completed in plenty of time for the opening in mid-April. Manager Rocco Masucci and Mrs. Masucci vacationed briefly in Florida after the Southern fair meetings and he is now back in quarters.

A new marquee top is on order for the front gate, as is a top for the Side Show. Also to be built are two Girl Show fronts and a pair of ticket boxes for the rides.

Virginia Greater Shows will have cream-colored rolling stock this year, with bright red trimmings.

Two semis are to be purchased, Masucci reports, and new lighting equipment will be installed along the midway.

Expected in quarters before the opening will be Bill McCoy with his string of concessions. Also returning for the 1959 season will be Bud and Betty Monroe, Roller Coaster, candy apples, popcorn and floss; Mr. and Mrs. Hap Arnold, concessions and front gate ticket sales; Calvin Nelson, electrician; Mrs. Calvin Nelson, concessions, and Professor Vidalia, Harlem Minstrels.

William C. Murray, general agent, was in quarters all winter, taking charge during Masucci's absence. Still dates are shaping up fairly well, with several contracts in. While in Florida the Masuccis visited Florida State Fair, Tampa,

## Gooding Awarded Street Fair Pact

FARMLAND, Ind. — Gooding Amusement Company has been awarded the midway contract for the Farmland Lions Club Street Fair, June 1-6, with Warren's J. & W. Concessions also getting a contract to supply snowballs, cotton candy and caramel corn at the event. Warren's stands will open with the Cetlin & Wilson Shows in early August at the Ionia (Mich.) Free Fair.

## Burkhart Bows At Delhi, La., Stock Show

DELHI, La.—Burkhart Shows kicked off its '59 season here Monday (2) at the Delhi Fat Stock Show with a new Mad Mouse and Big Dipper Roller Coaster.

In addition to the two major additions to the ride line-up, K. L. Ritchie, owner-manager, recently purchased a new light plant from Lewis Deisel Company which will be operated by Tex Fetta and Rudy Daricek. Other rides to be carried include a Merry-Co-Round, Ferris Wheel, Octopus, Tilt-a-Whirl and four kid rides.

Early arrivals here at the winter base were Eddie Moran, business manager; Al Summers, Leo (Slim) Welch, Jim Reed, Hank Snow, W. C. Bowden, Cecil M. Allen, M. McDowell, Joe Jones, Guy W. (Pop) Cain and the Joe Moreno family.

## SLA Remembers Cody; Plans St. Pat Party

CHICAGO — The Showmen's League of America paid tribute to its first president — William F. (Buffalo Bill) Cody — and announced plans for its St. Patrick's party at its Thursday (26) meeting.

President Bill Carsky delivered a eulogy to Cody, whose 113th birthday was marked on Thursday.

Plans for the St. Patrick's party were announced. The event will be held Saturday, March 14 at 8:30 p.m. under supervision of Charles Zemater Sr., and Dick Ware, assisted by Al Sweeney and Jack Duffield.

Featured guest will be Sally

Rand, currently playing a nitery here. Corned beef and cabbage will be served and favors and entertainment is planned.

On the sick list were Abe Raymond and Art Briese, resting at home; Sam Arenz, surgery at Alexian Bros. Hospital, and Frank Miller.

Dave Halper is a new member. Clubroom visitors included Vernon McReavy, Johnny Meyers and Jorgen Christiansen. Morris Haft left for California; Hadji Delgarian back from Florida and Noble Case back from a trip. Harry Heftman served supper after the meeting.

There's No Trick . . .

to finding

GOOD

BUYS

in

Used

Equipment . . .

just look over the many

ads in the

Classified Section

this issue



## PCSA Donates Quick \$1,000 To City of Hope

LOS ANGELES—A fund for the City of Hope, Duarte, Calif., was swelled to more than \$1,000 in a few minutes at the Monday (23) meeting of the Pacific Coast Showmen's Association. The fund-raising followed a report by Nina Levine and Helen Vaughn, who recently visited the medical center.

The meeting was conducted by Art Andersen, president, assisted by Steve Vaughn and Joe (Red) Dauer, vice-presidents, and Al Flint, acting secretary. Also on the platform were Jack Christensen, president of Show Folks of America; Matt Herman, Sam Abbott and Ray Holding.

Joseph Anthony Giorgio and Ewell (Slim) Harrison have been reinstated. Vaughn reported Harry Fink improving at home, Mike Kirby in a Long Beach hospital for surgery, and I. B. McCoy released from the hospital. President Andersen, said that George DeChionno underwent surgery.

## St. Patrick's NSA Party to Honor McKee

NEW YORK — "A' McKee Night" will be celebrated with a St. Patrick's party in the National Showmen's Association club-rooms. Angelo Peppe is committee head and chief chef for the affair, set for Saturday evening (14).

Tickets are \$3 per person and facilities include barbecued chicken, all manner of trimmings, beer, music, dancing and entertainment.

The party announcement was the chief order of business at Wednesday's (25) meeting, presided over by Al McKee, president. Also on the dais were Joe Prell, first vice-president; Max Tubis, second vice-president; Leo Willens, treasurer, Louis D. King, chaplain, and Sol Levine, attorney. Later arrivals included Charley Rubenstein, secretary.

## Maple Williams Passes at 70

TAFT, Tex.—Funeral services were held here Sunday (22) for Maple Williams, 70, a concession operator for more than 40 years. Williams passed away at his home in Portland, Tex., Thursday (19), following a short illness.

Starting on the road with the Tom W. Allen Shows in 1914, he continued with the John Francis Shows from 1918 to 1930, the C. A. Vernon Shows from 1930 to 1936 and the George Loos Shows from 1937 to 1948. Williams has operated bingo, cookhouses, and a string of concessions with the Bill Hames Shows from 1949 up to this winter, prior to his passing.

Survivors include his widow, Laura, a son, Joe Williams; a sister and a grandson.

Over 150 outdoor show people from Laredo, Portland, Corpus Christi, San Antonio, Houston, and Beeville, Tex., attended the funeral. Pallbearers were Jack Edwards, Tye Kolbe, Harry Lanze Jr., Art Martin, Clyde Hill and Bill Myler. Interment was at Seaside Memorial Park in Corpus Christi, Tex.

**GIVE TO DAMON RUNYON CANCER FUND**

## Gatto Charts Upper Darby April 23 Debut

TRENTON, N. J. — Opening date for Gatto Amusements is set for April 23 in Philadelphia's Upper Darby section, at 69th Street and Baltimore Pike. The show will play a season of still dates, mostly in Eastern Pennsylvania, then has five fairs in New York and New Jersey.

Winter quarters is on the fairgrounds here. Roxy Gatto, now 68 years old and going into his 48th year in the carnival business, is aided by son, Mike, as business manager.

For still dates the unit will carry 13 or more rides, including seven or eight from the Reithoffer organization, plus 35-40 concessions. A promising date is the July Fourth hospital celebration on the Lehigh-ton (Pa.) Fairgrounds. Gatto also claims the July 16 Mount Carmel Church Fiesta in Hammantown, N. J., one of the East's better still dates.

## Phoenix Club Picks Banquet Site, Dates

PHOENIX, Ariz.—The Arizona Showmen's Association will hold its banquet and ball December 14 in the Riverside Ballroom, it was announced at the regular meeting here last week. J. M. Stone is chairman of the committee and will appoint members at a later date.

It was also disclosed that memorial services will be held the day before the banquet at the burial plot in Greenwood Cemetery.

President Ann Horstman conducted the regular meeting with all officers present except Don Hanna, treasurer, who was recently released from a hospital after surgery. J. B. Austin is also home after surgery. Thomas J. Hughes was here recently to visit Loyd Wilson. Mr. and Mrs. Charles E. McDonald visited the clubrooms. Mr. and Mrs. Paul Pesicka left to join Capell Bros. Shows.

Earl Salter, long-time ad manager for the Siebrand Shows, is back with it this season. M. M. Buckley is doing okay in a local rest home. Martha Rodgers arrived here from Boston to join the Siebrand organization. Tommy Thompson and Harold Bradley came in some time ago.

## Volunteer Preps Rides, Adds Gear For March Opener

ATHENS, Ala.—John Reid is busy getting the Volunteer Shows ready for its March 21 opening, and rides, shows and trucks are being painted under supervision of Tom Gibbs. The shows are owned by W. E. Page, owner of the shows bearing his name.

Two tractors and semis have been delivered to quarters here by a local firm and a new front gate has been built and painted in the shows' colors of red, white and blue.

A new office truck is being constructed and a new transformer truck is ready to go. Ground cable was received here from John (Sheik) Lempart.

Winter-quarter visitors included Jimmy Bush, Mac House, Johnny Cousins, Marion Shelton, Bill Geren and Ollie Baucherm.

AMERICAN CANADIAN ROUTE

# KING REID SHOWS

SEASON OF 1959

10TH ANNUAL INTERNATIONAL TOUR

We open May 25th in Northern New England, crossing the border June 1st for ten sensational weeks in CANADA. Our Canadian dates include three Agricultural Fairs, the famous Woodstock, N. B., "Old Home Week" and two Celebrations honoring the visit of HER MAJESTY THE QUEEN. Then back to the States for our sensational route of State and County Fairs. We will carry not less than twelve Major Rides, eight Kiddie Rides, ten Shows, six Giant Light Towers and thirty Concessions. Publicity will be handled by a Press Agent, two Billposters and our two Modern Sound Cars.

### LIST OF FAIRS

ORMSTOWN, QUEBEC	SKOWHEGAN, MAINE
LACHUTE, QUEBEC	UNION, MAINE
WOODSTOCK, N. B., OLD HOME WEEK	CHAMPLAIN VALLEY EXPOSITION
ST. JOHN, N. B., SUMMER FESTIVAL	LEWISTON, MAINE, STATE FAIR

EASTERN STATES EXPOSITION — SPRINGFIELD, MASS.

**WANT!!! WANT!!! WANT!!! WANT!!!**

**RIDES:** Octopus, Round-Up, Fly-O-Plane, Scrambler, Twister, Spinaroo, Roll-O-Plane, Tubs of Fun, Helicopter.

**SHOWS:** Circus Side Show, Motordrome, Snake Show, Glass House and Grind Shows of all kinds.

**SHOWFOLKS:** Capable Operators and Talkers for the following office units: Monkey Speedway, Funhouse, Girl Show unit, and Organist with own organ.

**CONCESSIONS:** HAVE BOOKED, Bingo, Jewelry, Arcade, Diggers, and all Food Concessions.

**WANT:** Novelties, Photos, Scale & Age, Long Range Gallery, Hi-Striker, Ball Games, Duck Ponds, Pitches, Cork Galleries, Dart Games and Hoop-La.

**FLASH!** CANADIAN CONCESSIONAIRES—PLEASE CONTACT US—WE WILL BE GLAD TO BOOK YOU FOR OUR ENTIRE CANADIAN ROUTE.

**RIDE HELP:** Need Ride Superintendent and capable Foremen on all Rides.

Will the following Concessionaires please contact us: CHARLIE ROTH, GABE NOVAK, HABER NOVELTIES, AND LESIOWSKI.

KING REID, KING REID SHOWS, Manchester, Vermont. Telephone Manchester 444

## NORTHERN EXPOSITION SHOWS

Northwest's Finest

**WANT WANT WANT WANT**

For entire Montana "B" Circuit of Fairs and Wolf Point Wild Horse Stampede, plus early June Fairs in North Dakota and usual strong Spring Route. Opening second week in May.

**CONCESSIONS:** Will give Ex. on Long and Short Ranges, Hi-Striker, Roman Targets, Arcade, Basketball. Pitches — Bear, Glass, Ducks, Birds or any Hanky Pank non-conflicting. We book only one of a kind. NO Mitt Camps or Grind Stores. Must stay until Sept. 7.

**SHOWS:** Will book any good, clean Show with own equipment and transportation. Want panel front Girl Show, Snake, Mechanical, 10-in-1, Animal or any new, novel Attractions.

**HELP:** Can place Foremen on Wheel, Roll-o-Plane, Octopus. Can use several Second Men, must be semi drivers, sober and reliable. Can use married men's Wives as Ticket Sellers. No personal cars, can park them at winter quarters for season.

WINTER QUARTERS NOW OPEN

PHONE: ESSEX 2-2000 or write BOX 68, WORTHING, SO. DAK.

MIKE SMITH, Owner

WM. G. AVERILL, Concession Manager

## GREATER KASTL SHOWS

OPENING MARCH 10, HOBBS, NEW MEXICO; THEN CARLSBAD, NEW MEXICO. Both downtown, followed by towns in New Mexico en route to Band Festival, Grand Junction, Colo. Playing Fiestas, Rodeos and Fairs in New Mexico, Colorado, Wyoming, Montana and North Dakota, including Newton, No. Dak., for 3-day Fourth of July Celebration, Biggest in Northwest.

Have 26 weeks booked now and stay out until November. We carry 6 Major Rides and 5 Kiddie Rides. Will buy one Major Ride.

**RIDE HELP:** Ellis Walker, Supt., wants First and Second Men at once. Also Electrician.

**CONCESSIONS:** Need all Hanky Panks and Stock Concessions only. Cookhouse, Bingo and Nickel Pitches sold. Want Bingo Help.

**SHOWS:** Want family-type Shows of all kinds. Doc Snow wants Second Men to hustle banners and put up window cards. Contact

DOC SNOW, GEN. AGENT

Hardin Hotel  
Hobbs, New Mex.

or

E. J. KASTL

Western Union, Hobbs, New Mex.  
Permanent Address: Box 1276, El Paso, Tex.

# Club Activities

## Heart of America Showmen's Club

KANSAS CITY, Mo.—President Jess Wrigley opened the regular meeting. Carl F. Theel and Marion (Mel) Gwinn were added to the membership.

C. J. Qualls is at the Leeds (Mo.) TB Hospital. Russell L. Beamer, owner of a carnival supply company, is at Menorah Hospital. F. W. (Boxie) Warfield, past-president, is convalescing at his home following a serious accident.

COMING SOON

# Spring Special

WATCH FOR IT!!

## HARRY BURKE SHOWS

Now booking for 1959 season, beginning week of April 6 with Centennial and Crawford Capital of the World Celebration, Breaux Bridge, La., followed by St. James Parish Free Fair and Horse Show, Litcher, La., April 27-May 3. Will book any legitimate concessions working for stock. No flats or alibis. We are playing our regular proven route of bona fide Fairs and Celebrations. Benny Acker can use reliable, experienced Ride Help. Reply by mail:

HARRY BURKE SHOWS  
General Delivery      Amite, Louisiana

## POPCORN TRAILER FOR SALE

21 ft. long, tandem axle, Cretors popper, Carmelcorn kettle and furnace, candy apple kettle and furnace. Fully enclosed with glass, stainless steel from counter down, fluorescent and neon lights. Will book on show for season if desired.

BOB ROBINSON  
BOB ROBINSON GREATER SHOWS  
1019 S. 8th St.      Clear Lake, Iowa  
Phone: FLeetwood 7-2333

## FOR SALE

Allan Herschell 32-ft. Little Beauty Merry-Go-Round, 20 aluminum horses, 4 chariots, fluorescent lights. This ride is just like new, 1958 model, can be seen up. Must be seen to be appreciated. Cost new \$13,500; this is a steal for \$8,500.00 cash. All replies  
BOX 201, VALDOSTA, GA.  
Phone: Cherry 2-9913

## ROLLER COASTER

ALLAN HERSHELL

Newly painted, \$5,000.00 Cash.  
18 H.P. LeRoi Gas Engine, \$100.00.  
JOSEPH DISPENZA  
1 South 131 Route 83 and Butterfield Rd., Elmhurst, Ill.

## PAGE COMBINED SHOWS

Want for Riviera Beach Fair, March 9-14; followed by Okeechobee Fair and Cape Canaveral Missile Fair, then Fort Rucker, Ala., March 31-April 4.

CONCESSIONS that work for stock—Penny Arcades, Grab, French Fries, Ice Cream, Sno Cone, Novelties and Direct Sales.  
SHOWS—Motor or Monkey Drome, Fun House, Mechanical City and high-class Girl Show. Also any well-framed family-type Show.  
RIDES—Merry-Go-Round, Tilt, Octopus, Spinaroo, Flyplane, Rockplane, Roundup, Scooter, Train and any Kiddie or major Rides not conflicting.  
Sober Ride Help who have license and drive on all rides.  
All replies to ROLAND PAGE, Clewiston, Fla.  
P.S.: Can place most of the above equipment for the entire season.

## NORTHERN STATE SHOWS

NOW BOOKING FOR '59 SEASON

Can use a few more concessions not conflicting—Scale and Age, Jewelry, Novelties, Photos, Hoop-La, Direct Sales, Popcorn or what have you. Legitimate only. We do not carry many concessions and no racket, so concessions must be of high merit; good transportation and good canvas. Ex. on concessions including Fairs. We have a guaranteed proven route. Open middle of May, close September 20. Playing Northern Nebraska, South and North Dakota and Montana. Can place one show—Animal Fun House, 10 or 5-in-One or any Show of merit; good show territory.  
For Sale—Chevy Vanette walk-in Popcorn Machine, large popper, bottle gas, all white, good shape, photo on request; also have a Show Trailer, 14 ft. long, 8 ft. wings, total length 26 ft., all fluorescent lighting, ticket box, a credit to any midway. Good for Snake or Animal Show, a walk-in Pit Show or could be changed.  
Can use Merry-Go-Round Foreman, ride 2 years old. Second Man on new Tilt and new Coaster. This will be the only ad this spring.  
JOHN MURPHY, Owner  
Box 1104, Williston, No. Dak., or until March 15 write to 110 2nd St., Hot Springs, Ark.

## PAN-AMERICAN SHOWS

Playing 2 best lots in Baton Rouge, this week Highland Rd., followed by Airline & Plank Rd., then best spring route. Want Hanky Panks of all kinds including Bear and Glass Pitches, Long & Short Range Lead Galleries, Age & Weight, Fishpond, Pitch-Tilt, You-Win, Hi-Striker, Ball Games, Basketball, Balloon Darts, 6-Cats, Novelties, Penny Arcade, Want Agents for Pez Pool, Pan Game and Buckets. Place Concession Help, Acts for Side Show, Operator for Fun House. Will book Snake and Illusion, Wild Life, Athletic Show or any family-type Show. (Ray Wheelock, get in touch.) Will book, buy or lease Coaster, Pony Ride, Paratrooper or Spitfire. Want Help, good, sober, reliable Mechanic and Ride Superintendent who can produce, with tools. Want Foremen for Wheel, Tilt, Rolloplane and Kiddie Rides. Place sober Second Man, who drive, on all rides. Long arm Octopus for sale. (Gene Bain and Tilt Foreman Tomlin, get in touch.) All replies JOHN R. WARD, Phone DI 4-9731, P. O. Box 562, or CARL ANSTEAD, Istrouma Hotel, Baton Rouge, La.

Closing date for regular weekly meetings has been set for March 27, and opening of fall meetings was set for October 16. Coming events include the Ladies' Auxiliary pot luck dinner March 13 and their annual birthday dinner February 27 at the Aladdin Hotel.

## Miami Showmen's Association

Ladies' Auxiliary

The meeting was called to order by President Kay Leisure with five officers and 85 members present. Thank-you cards were read from Dora Covington, Lois Hanson, Louise Endy, Hot Springs Club, Bob Marlin and Regina McLindios.

Members attending their first meeting were Germaine Lollar, Elizabeth Murphy, Rosemary Zolin, Anna Benjamin and Pearl Norman. On the sick list are Bea Prell, Ina Weiss, Mary Nein, Virginia Fineman and Mary Lou Juitskik. Charles Schultz sent a letter of thanks.

The officer's card party Tuesday (17) was a success. The dark horse was taken by Ann Macoacio.

## Show Folks of America

SAN FRANCISCO—The regular Monday (23) meeting was called to order by President Harry Myers. Attending officers included Earl Leonard, Mary Richards, Charlotte Porter, Lola Cox and Bonnie Townsend. Albert Roche was invited to the rostrum.

Preparations are in full swing for the Hi-Jinks with Earl Leonard as chairman. Corn beef and cabbage will be served. Joe Barell was reported in the Veterans Hospital, Oakland. Walter Russell discharged from the San Francisco Hospital after a long illness.

Murals on clubroom walls are nearly completed. Jac Brown and Eddie Burke were credited with doing the job.

## Hot Springs Showmen's Association

Ladies' Auxiliary

The regular meeting was called to order by Acting President Kay Rocco. Also on the rostrum were Evelyn Rinaldi, Carolyn McJunkins and Rose Marie Stein.

Attending their first meeting were Ella Mills, Irene Ogle, Elsie Powell and Millie Wilson. Billie Owens reported on the Tampa club installation. Alice Hennies, who underwent surgery at St. Lukes

Hospital, Houston, is reported doing well.

Ollie Shelford and Jackie Wilcox were in charge of the February 26 buffet. March 13 is the date set for the Irish Sweepstakes Party and dance. Geneva Hazen is general chairman.

Many members attended the wedding of Sharon Gamble, daughter of Eddie and Virginia Gamble, to Wayne Bailey at Hope, Ark., on February 20. Club Mother Daisy Fritts celebrated her 77th birthday February 22 and received gifts and cards from all members.

## Greater Tampa Showmen's Association

Ladies' Auxiliary

The regular meeting was called to order by President Mary Wenzik. Invocation was by Chaplain Ella Stophel. Officers present also included Egle Sedlmayr, Esther Groscurth, Grace Fillingham and Elsie Owens.

Peggy Junkin and Eleanor Thompson attended their first meeting. Barbara Moody, Evelyn Clain, Rose Logan, Mrs. George Foster and Margaret Milton were reported on the sick list. A jamboree is planned on Blue Grass Shows at Largo, Fla., Esther Groscurth reported.

Egle Sedlmayr took the dark horse. Refreshments were served by Carol Abraham and Gee Gee Stophel.

## NEW PREZ

# Calif. State Fair Renames Fortin Mgr.

SACRAMENTO — Dudley T. Fortin was again reappointed manager of the California State Fair and Exposition by the board of directors.

H. C. Maginn, San Francisco, was installed as president of the board of directors, succeeding Earl Lee Kelly. Maginn was appointed to the post by Governor Edmund G. Brown.

Fortin was named fair manager in 1955 to succeed E. P. (Ned) Green. Prior to assuming the post, he was a local businessman and had been active in the political campaigns of former Governor Earl C. Warren and former Governor Goodwin Knight. Fortin is also active in civic and fraternal affairs.

At the board meeting at which Fortin was re-appointed, retiring President Kelly received an engraved plaque in recognition of his services. Earl L. Erwin of West Sacramento was seated as a director, being a recent appointment of Governor Brown.

March 18 was set for the opening of bids for the carnival and novelty contracts for the 1959 fair.

Mrs. Pearl Evans, who, with her sons is owner of the Evans United Shows, is spending a month vacationing with friends at Palm Springs, Calif.

Visiting Mr. and Mrs. Paul La Cross in Florida were Roy Hemmingway, brother of Mrs. La Cross, and her cousin, Mrs. Jane Raine, both of Swanton, Vt.

Pat Bonta, a cancer patient for seven months at John Sealy Hospital, Galveston, Tex., would like to hear from friends who may write to her at 712 First Street, Dallas, according to Pearl Vaught.

# MIDWAY CONFAB

Billy Stets Jr., son of William Stets, ride foreman on Amusements of America Shows, was recently the subject of an entire column by Joe M. Butler, sports editor of The Scranton (Pa.) Times. The column dealt with the younger Stets' boxing accomplishments in the Army where he recently won the novice welterweight championship in a service tournament in Okinawa. The budding pugilist, the editor recalled, was outstanding in football and track and field events while attending Technical High School in Scranton.

G. J. Flournoy, long-time news correspondent for The Billboard in Mobile, Ala., is recuperating from an injured ankle suffered when he was struck by an automobile. . . . W. A. White posts from New Orleans that Mr. and Mrs. E. A. Hymes left for a Miami vacation following the Mardi Gras.

Al Kaufman, long-time concessionaire on World's Finest Shows, became a grandfather for the second time February 21 when his son, Herbert, was presented with a daughter, Beth, in New York. The younger Kaufmans also have a son.

Alice and Bill Porter, former bingo and glass pitch operators, recently celebrated their 29th wedding anniversary, marking the occasion with purchase of a Majestic trailer at their trailer court on Eastex Freeway, Houston. Their last season on the road was 1954 with Greater Dixieland Shows.

Red Simpson, having finished a four-year hitch in the Navy, will be back with Al and Tom Zeller's concessions this season. . . . Carl Herrick is recuperating from surgery at 437 East 38th Street, Indianapolis, and would like to hear from friends, especially Bennie Baker.

Paul (Flamo) Gordon writes that he's booked his fire eating and magic with Charlie Hodges' Side Show. Billy Logsdon also infers that he'll have his illusions on the show and will emcee and have his Devil Child as the No. 2 annex.

Claude H. (Jacky or Skippy) Elringer or his relatives are requested to write C. E. Mott Jr., Industrial Claim Department, American National Insurance Company, Galveston, Tex., in connection with the estate of Lovie Elringer, who died June 19, 1951.

Al Howard of the I. T. Shows and wife Camille Howard became parents of a boy, their first child, on Sunday (22) in a Brooklyn Hospital. Baby will be christened Robert Allen Howard.

William G. Catlett has recovered from his recent asthma-heart attack. He recently took his parents on a tour of the Rio Grande Valley and Catlett's new winter quarters in La Feria, Tex. A crew is working at quarters under supervision of Charles L. Witt.

Former trouper James (Dad) Fisher, 83 years old, would like to hear from folks with whom he formerly worked. They may write to him at P. O. Box 261, Venice, Calif.

Diamond Tooth Billy Arnte, who has two shows playing thru the Carolinas, observed his 79th birthday February 9. He would like to hear from friends who may write to him at 1819 Gregg Street, Columbia, S. C.

Recent visitors to the Page Combined Shows include Turner Scott, Ben Braunstein, Charley Lentz, Ernie Sylvester and Bill Dyer. . . . A Friday 13 baby was born to Mrs. Lenora Knorr, oldest granddaughter of Edward K. Johnson, in Germantown (Pa.) Hospital. The in-

fant's parents already have four daughters and named him Lenard Francis. Johnson has another great-grandchild, a four-year-old girl. He is an active concessionaire and former agent for the Cetlin & Wilson Shows.

Russell C. Harms has left Philadelphia to spend the rest of the winter in Miami with his brother, George. . . . Fund contributions at the New England club recently came from Nat Waterman for the plaque fund, and Charles Tampone and Is Gross for the general fund.

Steve and Helen Vaughn entertained Mr. and Mrs. R. J. Dixon, of the Canadian National Exhibition in Toronto on their first trip to Los Angeles and Southern California recently. Dixon, who is secretary and concessions manager of the CNE, took advantage of the trip to view some of the West Coast operations. They visited with the Velare brothers in Long Beach and with Mr. and Mrs. John C. (Jack) Ray at Belmont Park. The tour also included Disneyland and Pacific Ocean Park. The Dixons made stops in Palm Springs, Las Vegas and San Francisco on their way back to Canada.

A Valentine party was staged by the Ladies' Auxiliary of the Pacific Coast Showmen's Association in Los Angeles February 14. Hostesses, in addition to President Fay Prosser, were Mae Mortensen, Rose Westlake Dodson, Betty Kent, Clara Andersen, Grace Merkel, Elsie Kennedy, Nell Ziv, Myrtle Hutt and Betty G. Coe. Games were enjoyed under the direction of Clara Andersen, with the assistance of Ruth Saffro's granddaughter, Sandra. Awards contributed by Sally Flint, Dolly Mintzer, Nina Levine, Clara Zeiger and Mrs. Snobar were made to Mae Mortensen, Peggy Steinberg, Estelle Rosenthal, Grace Merkel, Berta Harris, Kathryn Doolan, Margaret Farmer, Fay Prosser and Eva DeMarrs.

Mr. and Mrs. H. L. Scott, Aransas Pass, Tex., have announced the engagement of their daughter, Toni, to Jules G. Cartarzi, Sarasota, Fla. The wedding is to take place in Sarasota in November.

G. C. (1,000-Sheet) Loomis expects to return to his home in North Hollywood, Calif., about March 27 after spending the winter in the Philippine Islands with his daughter and son-in-law, the G. H. Lovells. Loomis returned to Manila after a tour that included stops at Saigon, Singapore, Malaya States, Rangoon, Bangkok and Hong Kong. Upon his arrival in the United States, he will rest for a while before taking up his duties of posting more than 1,000 sheets for West Coast Shows, Oregon unit.

Rolla (Brownie) Smith is in King County Hospital, Seattle, and would like to hear from friends. He has had his right foot amputated. . . . Raymond Barber, of Inland Empire Shows, has purchased a Mix-Up, Paratrooper and Ferris Wheel. James Barber Sr. is recuperating from his heart attack of a year ago.

F. J. Stafford's Belarcade at 1624 Belmont Avenue, Chicago, was destroyed by fire during Christmas week. Stafford may be contacted at the Dasher Hotel, 1632 Belmont Avenue, by owners of property stored at the Arcade. . . . Guy E. Peterson is in New Orleans Charity Hospital and would like to hear from friends.

Isabel and Harry Myers, of the West Coast Shows, spent their vacations in Los Angeles.

Harry Trock is in Jewish Memorial Hospital, Townsend Street, Roxbury, Mass., and would like to hear from friends.

# 2,000-Plus at Miami Picnic

Continued from page 56

Phillips, Orville Evans, Hazel Evans, Mike, Dorothy and Michael Thomas, Lester and Essie Tate, Larry and Ann Marcasio, Melton and Ann Broom, Mrs. Katherine Vogel-gong, Bob and Nona Wolf, Lew and Rose Lange, Mike and Hilda Roman, Bucky and Dixie Allen, Hymie Rosenbloom, Joe and Ann Dernoga, Harry and Helen Modele, Charles and Esther Ginsberg, Louis and Helen Ginsberg, Charles Mickles, Mrs. Theo Lunt, Frank and Emily Lathrop, Bill and Grace Gross, Leo and Peggy Hirsch and Karen, Ben Glass, Earl Bennett, Harry and Swanama Jones, Peggy McDonald, Mr. and Mrs. Ed Davis, Joe and Ruby Marchiano Jr., Eddie Horwitz, Salami Sam, Joe Green, Charles Zuker.

Also, Mickey and Ella Timins, Phil and Sol Cook, Tom Sharkey, F. A. Woods and family, Evelyn Pash, Minnie Simmons, Nan Rankin, Mrs. T. Rankin, Whitey Reynolds, Petey Glynn, Happy Kirwan, Tiny Libak, Norman LaChance, Florence Yancy, Agnes Kirby, Robert Kelly, Carmel Ross, Emile Ross, Louise Ruggerio, Augustine Ruggerio, Dicky Ross, Jack Nevins, Chet Moran, John, Marie and A. D. Vivona, Frank Prestler, Monroe and Dot Eule, Kathy Surtos, James and Evy Surtos, Louis H. Ginsberg and Helen Israel Ginsberg, Charlene Surtos, Charlie and Vi Roth, A. W. Saltus, William Wolper and family.

Also, Mr. and Mrs. Orey Jansen, Mr. and Mrs. Red Burk, Mr. and Mrs. Charles Owens, Mr. and Mrs. Claude Hughes, Larry Albini, Abe Fabricant, Paul Smith and family and David, Mr. and Mrs. Stombaugh, Mr. and Mrs. Shore, Arlene Sakalow, Mrs. Jacobson, Lew and Ann Kramer and Kitty, Joe Boston and Tirza, Bobby Clements, Jenny Clements, Virgil Webb, Ben Carney, Paul and Ollie Sprague, Sydney and Eva Daniels, Jerry and Toots Thomas, Virginia and Walt Heppner, Eddie and Carol Miller, Eitel Stager and Kids, Irene Moore, Mr. and Mrs. Lionel Abrams, Mr. and Mrs. Rhody Riding, Mr. and Mrs. Bob Parker, Mr. and Mrs. Jack Essner, Helen Simons, Tom and Gene Kaslin, Jack and Glendora Daniels, Paul Vilcko, Estelle T. Bell, Heidi Bell, Barbara Ann Bell, Beatrice Tarbus, Rita Link.

Also, Jack Link, Greg Link, Al Davidson, Mr. and Mrs. Bill Leisure, Mr. and Mrs. Eldon Lesh and Dick, Mr. and Mrs. Ma-chetti and family, Mr. and Mrs. Harry

Wilson and family, Mrs. Schoff, Mr. and Mrs. Abrams, Ted Lewis and family, Irv and Helen Eule, Otto and Letha Arlt and Rusty, Mae Nelson and Frank Glynn, George and Charlotte Sleeman, Mark and Lil Reilly, Mr. and Mrs. John Stonson and family, Joe and Dorine Rosen, Toni and Butch, Jack Rose, George Regan, Mr. and Mrs. Ed Sopenar, Mr. and Mrs. Newell Taylor, Mr. and Mrs. John Canole, Mr. and Mrs. Nelson Wilkins, Mr. and Mrs. Clarence Sellers, Gene Panipinto, Bob King, Al Bell, Bea Stark, H. E. Stahlen and Polly, Cemil Spear, Micky Karr, W. S. Brown, Bill, Myrtle, Joan and Jean (Cindy Lou) Duncan, Elwood and Kitty Brow, Mr. and Mrs. Eddie Edwards, Mr. and Mrs. Harry Schriber, Mr. and Mrs. W. E. Taylor.

Also, Johnny Green, Frank Neilan, Fred Giordano, Mr. and Mrs. Hymen Feldman, Morris Lipsky, Mr. and Mrs. Whitey Byus, Lou Weinstein, Mr. and Mrs. Slim Barry, Mr. and Mrs. Jimmie Stabile and Jim Jr., Mr. and Mrs. Russell Erdell, Brownie Garver, Mr. and Mrs. Ep Glosser, Eddie Alsop and family, Mr. and Mrs. Joe Marchiano Sr., Mrs. Gannon, Alton and Dora Piersdn, Al Blumenthal, Caesara Buzzella, Ernest Buzzella, Rose Raymond, Fisher, Mr. and Mrs. Barney Tassell, Mr. and Mrs. Bob Rubin, Hy Rubin, Marty and Lois Weiss, Ian and Bobby Weiss, Mr. and Mrs. Al Yost and family, Maxie Glynn, Mr. and Mrs. Bill Bryant, Mr. and Mrs. Glickman, Mother Lee, Irene Barnes, Viola Kadell, Ida Sincly, Dorothy Karst, Charles Karst, Mr. and Mrs. L. I. Thomas.

Also, Miss Longo, Mr. and Mrs. J. J. Gilliard, Mr. and Mrs. Harry Simonds, Max Brantman and wife, Bonnie Keilman, Lorraine Keliman, Nacille C. Anzalone and daughters, Mr. and Mrs. Peter J. Irieri, Whitey Tara, Alex Maskin, Mr. and Mrs. J. Donald Frisbie, P. W. Lane, David Thomas, Francis Parise, Goldie Ormond, Irvin Hotel, Stanley and Leona Plaz, Isabelle Friedenheim, Jack Eicholz, Mr. and Mrs. Louis Weinstein and family, Mr. and Mrs. J. E. Knippenberg and family, Mr. and Mrs. J. B. Howard and family, Mr. and Mrs. Louis Amintrona, Polly Baysinger, Ann and William Tara, Lee Korhn, Edna Yates, Donna Yates, Lester Morton, Morris and Brent Lipsky, Mr. and Mrs. Harry Katz, John Leupant, Al Gevand.

Also, Joe and Millie Straus, Mose (Rip) Weinkle, Edna Smith, Johnny and Elinor Miller, Mr. and Mrs. Sam Glickman, Mr. and Mrs. O. T. Pleasant, Chuck Miller, Mary Cavaliere and family, Joseph and Bertha Arceri, Mr. and Mrs. Loman Dell and Bob, Mr. and Mrs. Danny Dell, G. C. Mitch Mitchell, Mr. and Mrs. George Hart-ley, Mr. and Mrs. Charles Baldwin, Eliza-beth Murphy, Mr. and Mrs. James O'Con-nor, Mr. and Mrs. Martin Barry, Al Ros-sman, Lou Leonard, Mr. and Mrs. Charley Owens, Joe Aarons, Nate Cutler, D. D. Simmons, Henry Kaufman, Joack Forstate, Mr. and Mrs. Ray Tanner, Mr. and Mrs. Buster Westbrook, Mr. and Mrs. Al Beck, Frances B. Holtzman, Rita P. Bouck, Harry Dennis, Mr. and Mrs. Dukie Geffen, Henry Michaelson, Cecil Brudnick, Mac Prell, Mr. and Mrs. Sam Rothstein.

Also, Mr. and Mrs. Harold Feldman, Mrs. Dottie Gould, Mr. and Mrs. Izzy Biscow, Mr. and Mrs. David Brooks, Mr. and Mrs. Larry Osborn, Margaret Lan-dram, Grace M., George Storte and family, Mr. and Mrs. H. M. Sandefur, Mickey Hawkins, Mr. and Mrs. Al Stewart, Mr. and Mrs. Frank Pope, Mr. and Mrs. Muriel Deemer, Bobbie and Billy Hargroves, Elsa Cupps, Mr. and Mrs. Bernie Renn, Mr. and Mrs. Walt Silverberg, William Baker, Sam Prell, Mr. and Mrs. B. E. McGrean, Mr. and Mrs. P. J. Rothenberger, Mr. and Mrs. Jerry Lee Tinsman and children, Mr. and Mrs. Harry Ryan, Mr. and Mrs. Martin Black, Mr. and Mrs. Donald Wat-son, Mr. Art Lewis, Charles Lenz, Ronald Grucky, Mr. and Mrs. Bernie Mendelson, Mr. and Mrs. John Campi, Mr. and Mrs. Ross Manning, Mr. and Mrs. Willie Stein, Mr. and Mrs. Abe Prell, Sparkey Nissen-baum, Meyer Meyerson.

Also, Harry Ryan, Carl and Helen Lauther Edward P. Withers, Mr. and Mrs. Bill Tucker, Mr. and Mrs. Herb Pickard, Dave Endy, Syd Markham, Margaret Farris, Mr. and Mrs. Ed Crowell, Bobby Glotz, Mr. and Mrs. Sam Crowell, Joe Galvin, Kitty Glosser, Doc Fischer, Harry Weiss, Harry Mattisof, Mr. and Mrs. Leo Bistany, Jim Zabriskie Jr. and wife and son, W. J. Schmal, Mr. and Mrs. George Priest, Ber-nie Feldman, Mr. and Mrs. I. Merson, Mr. and Mrs. Sol Nuger, Mr. and Mrs. Ralph Endy, Mr. and Mrs. Lew Keyers, and Mr. and Mrs. Martin Black

FARGO, N. D.—With 14 fairs, seven of which are new to the route, and 16 celebrations signed for 1959, William D. Stanley, owner of the William D. Stanley Shows, says he has set up the strongest route in the shows' history.

Fairs new on the route are the annuals at Sauk Centre, Morris, Perham, Barnum and Litchfield, Minn.; Forman, N. D., and Web-ster, S. D.

New in the shows' line-up are a Spitfire, Schiff Coaster and two kiddie rides, making a total of 14 rides to be carried. The show kicks off the season May 16 here, its home base.

## SJM Fiesta Reports Okay Biz Thus Far

HOLTVILLE, Calif.—Business for SJM Fiesta Shows thus far in 1959 has been fair, Stephen J. Merten, owner-manager, said as the show closed here Sunday (22) at the annual Carrot Festival.

Show opened in Niland, Calif., at the Tomato Festival and then moved to Calexico.

Merten took delivery on a new Rock-o-Plane and three semis shortly before the season opened. Also new are matched ticket boxes and two diesels. All rides were repaired and painted in winter quarters in Fontana.

Matched fluorescent light towers are now under construction. A stain-less steel popcorn and candy floss concession was added last week.

Vivian Reeh is handling the show's promotion.

## Deggeller Staffers Spin Fish Tales

MARATHON, Fla.—Personnel of Deggeller Amusement Company did plenty of fishing and swim-ming while playing Monroe County Fair here last week. Employees chartered a fishing boat during the stand and brought in a bumper haul of fish.

Among visitors with the Deg-gellers and General Agent John Leedy and Mrs. Leedy here were Mr. and Mrs. Rupert Otterbacher, concessionaires, Valley City, O.; Mr. and Mrs. Melvin Otterbacher, Toledo; Mr. and Mrs. Lee Becht, Marathon; Mr. and Mrs. William Phile, Arcade operators, Garretts-ville, O.; Mr. Pickings, candy man of Ashland, O., and Mr. and Mrs. Roy Cole, Toledo TV entertainers. Cole is currently working with the Deggellers.

Back with the show is Cessil Steffy, painter, after a short stay in Mound Park Hospital, St. Peters-burg, Fla. Deggeller rides are scheduled to play St. Petersburg for the next two weeks.

# GOLD MEDAL shows

Opening early in April downtown Charleston, West Virginia

### CAN PLACE

For season of 1959 for 20 bona fide fairs beginning at Shelbyville, Ky., June 22, ending Panama City, Fla., November 7. Big 4th of July Celebration, Ripley, W. Va.

SHOWS—With or without own equipment. Sell X on two Girl Shows; have complete equipment for one, you furnish one. Rex Allen, get in touch. Will book any other family type Show. Book Side Show with or without own equipment.

RIDE HELP—Want A-1 Ride Superintendent to handle 16 office owned rides, must know your business; top salary. Can place foreman and Second Men on all rides. Also A-1 Mechanic with own tools. Winter quarters open, Ride Help, come on in.

CONCESSIONS—Hanky Panks of all kind. Good opening for Bingo. Sell X on Photos, Novelties, Jewelry, Age & Weight, Short Range & Long Range Gallery. Sell X on American Mitt Camp. No Gypsy Camps. Want Cookhouse Help, also Show Builder & Scenic Artist. Write

JOHNNY DENTON, Box 919, Rand, W. Va.

## GATTO AMUSEMENTS

WANT FOR SPRING OPENING, APRIL 23

Ride Foremen, must be semi drivers; Show Electricians. Will book Boomerang and Round-Up for season. Watch for our Route. Scott Howard, Bill Martin, Kid Bagby, Frank in Tampa, and Paul McColley, contact at once.

MIKE GATTO, Bus. Mgr., or ROXY GATTO, Owner  
13 Church Lane Fernwood, Pa.  
Clearbrook 9-0707

## \$200.00 CASH REWARD

for location of DON or SELMA HILLIARD

Now reported some club around Miami, Fla. Probably will head for Georgia soon. Pin Stare Agent?

For reward call collect.  
GEO. TURNER  
Oklahoma City, Okla.  
Phone: Victor 2-9888

## AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK  
CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA

## WANTED

Short-armed Octopus Ride, must be in good condition and priced right for cash money and quick sale. Be sure to give complete information in first letter.

Contact  
J. W. MAHAFFEY  
Erie, Kansas

## FOR SALE

Light Plant—Diesel power, Caterpillar D-33000, 75 kw., good condition, mounted in special built semi. Opens all around. \$4,500.00 cash. King Boat Ride, no tank, \$500.00 cash. Electric Train, \$500.00 cash. All replies:  
BOX 201, VALDOSTA, GA.  
Phone: Cherry 2-9913

## Thank You CHARLES CASELLA

Concessionaire  
Kenn Penn Amusements  
for your Oldsmobile purchase.  
"Save Money With Johnny"  
JOHNNY CANOLE  
8861 N.W. 18th Ave., Miami, Fla.  
Phone: Plaza 1-0206

## FOR SALE

3 DODGEM BULL PENS, BALL GAMES, COMPLETE.  
Used 2 years. Price, \$150.00 each or all 3 for \$300.00.

LOUIS BERRY  
6252 Berthold St. Louis 10, Mo.  
(Phone: Mission 7-2739)

## FOR SALE WHIP

All Mechanical and Electrical Parts  
Including Streamlined Cars,  
\$2,000.00.

JACK GARRAHAN  
845 Anthracite Ave. Kingston, Pa.

## RIDE OPERATORS CONCESSIONAIRES—SHOWS

Space available in the very heart of the amusement area  
TOP LOCATION AT CONEY ISLAND, NEW YORK  
50,000,000 Visitors Every Season

Will buy for cash any worthwhile and ready to go ride or will place flat or percentage

A REAL NATURAL FOR ANY NEW OR SENSATIONAL RIDE  
UNLIMITED POTENTIAL FOR DOUBLE SKY WHEELS  
If operating in one spot all season appeals to you

Contact DAVID ROSEN  
4016 Atlantic Avenue, Sea Gate, Brooklyn 24, N. Y. Tel.: ESpanade 2-2178

## JACK LINDLE SHOWS

JACK LINDLE Phone 632 BEARDSTOWN, ILL.  
Want for May 18 Opening at Beardstown, Ill.  
RIDES & SHOWS—Fun House and family-type Show (none ever over route), reason-able privilege.

CONCESSIONS—Long and Short Range, Scale and Age, Novelties, Hats, Bird and Dish Pitches, Big Tom Photo, Cat Rack, Hoop-La, Bumper, Slum Spindle, Coke Bottle, Balloon Dart, other Hanky Panks and Stock Concessions. No flats or gypsies.

WANT FLASHY BINGO, will work 70% of time.  
FOR SALE—Spitfire Tubs, 1 or 10, \$30.00 each; P.D.Q. Camera and Booth, \$250.00; Lovers Tub for Merry-Go-Round, \$35.00.

## WILLIAM D. STANLEY SHOWS

14 FAIRS—OPENING MAY 16, FARGO, NORTH DAKOTA—16 CELEBRATIONS

Due to change in some concession personnel, have many choice concessions open—Hanky Panks, Alibi Joints, etc. Can use one or two Shows of merit. Also will book for season—One or two Kid Rides that do not conflict with my Airplane, Auto and Pony Cart.

Can use responsible Tilt Foreman for new Tilt, also Ride Help for Rolloplane, Wheel, Spitfire, Octopus, Coaster, Merry-Go-Round. Want Electrician for transformer. (Jack Thorne, would appreciate hearing from you if interested. Winterquarters open April 1, Fargo, North Dakota.) Mr. Cook, can use your Pony Ride. All concessions with agreements please acknowledge at once. Deposit required on all Concessions with agreements. Route cards sent out March 1.

Want to buy—Some No. 2 Three Conductor Ground Cable. All inquiries to  
WM. D. STANLEY SHOWS, 1522 15th St., South, Fargo, North Dakota.

## JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT FOR SEASON 1959

Legitimate Concessions of all kinds except Eats and Drinks. SHOWS—Girl Show with or without equipment, also family-type Grind Shows. RIDES—Dark Ride, Round-Up, any new or novel Ride. (Britt, answer.) HELP—Ferris Wheel Foreman, experienced Show Carpenters, Welder, Truck Mechanic with tools, Show Painter (ABC Fritz, contact us). Experienced Searchlight Operator. Can always place dependable, experi-enced Carnival Help. FOR SALE—Eight-car Mangels Whip, Allan Herschell Little Dipper; both rides in good condition. WILL BUY 14-car Flat Scooter, must be in good condition, with or without transportation.  
Address all replies: P. O. BOX 771, RICHMOND, VIRGINIA.

## SUNSET AMUSEMENT COMPANY

OPENING APRIL 23, EXCELSIOR SPRINGS, MO.  
HELP: Want to hear from Joe Sweetpea, Bob Coughill and Tom Libby. Can use Electrician, Foreman and Second Men, single, sober and semi drivers who can get to Winter Quarters, Excelsior Springs, by April 1.  
SHOWS: With own equipment, Snake, Geek, Athletic, Circus Side Show, Animal, Mechanical or others.  
Address: P. O. BOX 10245, Wilton Manors, Ft. Lauderdale, Fla.

## WILL BOOK

Jumpin' Jupiter, Flying Coaster, Rock-O-Plane, Caterpillar and Helicopter Rides and what have you for permanent Amusement Park locations.  
MILTON KAUFMAN  
469 OCEAN AVENUE REVERE 51, MASSACHUSETTS  
Phone: REvere 8-9190

## Edmonton to Spend \$3.5 Mil On Sports Building, Stables

Part of \$5 Million, Three-Year Plan; New Building to Cost \$2,464,585

EDMONTON, Alta. — Final plans and appropriation of funds for a \$3,500,000 expenditure on an ultra-modern sports building and increased racing stable facilities at the exhibition grounds have been approved by the Edmonton Exhibition Association board.

Work on the expansion program is not expected to start until near the end of July because most of the buildings destined to be torn down to make way for the new additions will have to be used during this year's exhibition.

The plans are part of a three-year \$5,000,000 expansion program announced by the board in March, 1958, the costs and designs of the multi-purpose sports building have more than doubled since the preliminary presentation.

The program also calls for: A ring road around the outer boundary of the grounds, additional exits and entrances to ease traffic congestion, redesigning of the grounds to provide for maximum parking; treed, grassed and flowered areas; all roadways and parking areas to be hard-surfaced, increased emphasis on youth programs for both urban and rural young people on a year-round basis, new buildings to be designed for year-round use, increased emphasis on the agricultural features of the exhibition, and immediate provision to be made for an enlarged five-furlong race track, with consideration to be given to a six-furlong track later.

### Plan 3,000 Seats

The Sports Exhibition Building will house a 3,000-seat, six-sheet curling rink, first of its kind in Canada; an artificial ice hockey

rink for minor leagues, and club rooms, kitchen and cafeteria in its split-level structure.

The original estimated cost was \$1,906,600, but recent soil tests have boosted the estimated cost of construction and equipment to \$2,464,585. Electrical and service costs alone will total about \$233,370, while heating, refrigeration and miscellaneous equipment for

the building will cost an additional \$275,000.

Soil test results showed it would be necessary to install a storm sewer, \$37,000; excavate five feet down and fill with gravel, drain the existing water table, install sewerage, construct 30-foot pile-type foundations, \$30,000, and that it was neither practical nor feasible to construct the curling and hockey rinks on the lower level because of frost conditions and possible damage to the building.

A new draft for the barn plans was submitted by the architect after the race committee asked that the size of the winter stalls be enlarged.

### Revise Plans

The larger race horse stalls will result in a deduction of 25 stalls and five tack rooms from the original requirements. The over-all accommodation of the new construction will be 582 summer stalls, 102 summer tack rooms, 118 winter stalls, 19 winter tack rooms, 85 summer accommodation units and 40 winter accommodation units.

The revised cost estimate now totals \$1,085,200, including an \$81,600 horsemen's cafeteria and lounge; \$25,000 landscaping around the stall area, and a \$5,000 public address system.

The meeting accepted the development committee's proposal that the board spend \$500,000 in 1959 on the program and that the remainder be paid over a four-year period.

The board gave the midway committee approval to spend \$7,000 on decoration of the grounds for exhibition week. Biggest individual item will be the erection of portable fountains.

Decision was made to stage a horse sale for the first time. It will be held on the last day of the indoor rodeo this spring.

## CCE Names Chairmen and Committees

OTTAWA—Committees for the Central Canada Exhibition Association were appointed at the recent annual meetings. The various chairmen are as follows:

Advisory and finance, Alderman Don Reid, CCE president; agriculture and engineering, W. M. Crokery; cattle, Dr. W. A. Taylor; demonstration building, Donald Charboneau; dog show, John Powers; general purpose, Alderman Jules Morin; grandstand, Omar Armstrong; grounds and recreation, Alderman A. E. Campbell.

Hobby show, Alderman James McAuley; horse department, Stuart Whyte; horse show and ring, Clarke Mansfield; horticulture, Omar Armstrong; junior agriculture, W. E. Burton; manufacturers' annex, Alderman George Sloan; manufacturers' building, George Pingle; H. H. McElroy Building, F. O. Plant; membership, Earl Armstrong.

Parade, Alderman Howard Henry; poultry, Thomas Dolan; publicity, Gordon Band; pure food, Alderman Roland Wall; reception, Controller Hamilton; sheep and swine, Thomas Keenan; special attractions, Thomas Argue, and women's handicraft and women's institutes, Mrs. S. W. Rathwell.

## BAY STATE FAIRS GET 13 CATTLE SHOW HINTS

WORCESTER, Mass.—A program designed to stimulate cattle exhibits at fairs was put before the Massachusetts Agricultural Fairs' Association meeting by Allen N. Crissey, field man for the Holstein-Friesian Association of America. He said that with greater interest by cattle breeders to show at fairs than ever before, fairs should offer encouragement in the form of conveniences and accommodations.

Crissey's 13 points, putting forth the dairyman's point of view, are as follows:

1. Weekly passes to make it easy for dairymen to enter and leave grounds during the week.
2. A good place to take pictures.
3. A good show ring with level ground.
4. Place for spectators to sit and watch judging.
5. Increase in premium money or, if increase in first money is not possible, extension of prize money down to fourth and fifth places.
6. Printed or mimeographed catalog showing names of animal, sire and dam, and exhibitor.
7. Provide room for herdsmen to have shower and rest.
8. Furnish bedding and shavings free (wheat straw recommended).
9. Furnish cards showing name and animal and breeder's name.
10. Furnish rosette ribbon for top of breed, highest placing animal in fair bred by exhibitor and best udder cow, in each class.
11. Have animals checked against registration papers. Individual animal in group should be checked in ring by someone not judging.
12. Have good washstand for animals, with plenty of water pressure.
13. Give special recognition to productive ability as well as type.

## ELECT THERIOT

# La. Assn. '60 Meet Set for New Orleans

BATON ROUGE, La. — The Louisiana Association of Fairs & Festivals will hold its 1960 meeting in New Orleans, it was announced at its recent annual meeting here.

Roy Theriot, manager of the Louisiana Dairy Festival, Abbeville, and also mayor of that city, was elected president. J. W. Byrant, Plaquemine, was named vice-president, and Adolph Netter, Donaldsonville, was re-elected secretary.

Main topic of discussion was the lack of State aid during 1958. Little hope was held of getting the Legislature to resume pay-

ments this year. A legislative committee was appointed to study the possibility of having a regular aid fund set up rather than be forced to apply each year.

Carnival and attraction representatives on hand included E. E. (Ernie) Farrow, Wallace Bros. Shows; H. V. Peterson, Tivoli Exposition Shows; Buff Hottle, Romeo Dunn, Buff Hottle Shows; Carl Anstead, Pan American Shows; Dutch Wilson, Byers Bros. Shows; Mr. and Mrs. Floyd O. Kile, Bill Webster, Floyd O. Kile Shows; Earl Backer, Blue Grass Shows; Ralph R. Miller, Miller Amusement Company; Jimmie Henson, Greater Dixieland Shows; Mickey Young, Mr. and Mrs. Frank Ferguson, Harry Burke Shows; Mr. and Mrs. R. Raines, Raines Amusement Company; Mr. and Mrs. Leo Slade, Boyle Woolfolk Agency, and E. O. Stacy, Music Corporation of America.

## PNE DECIDES FACE, FIGURE MAKES A QUEEN

VANCOUVER, B. C. — There will be a greater accent on comeliness when judges choose Miss Pacific National Exhibition of 1959.

In past years contestants were awarded 33 1/3 per cent on the basis of three categories:

1. Beauty of face and figure.
2. Charm and deportment.
3. Ability to speak in public, general intelligence and special abilities.

The new Miss PNE committee has decided this year to award up to 50 per cent, out of a potential 100, for beauty of face and figure and split the remaining 50 per cent down the middle for the other two categories.

## De Land, Fla., Sets Higher Gate Record

DE LAND, Fla.—Sparked by a 6,000 attendance mark on kiddie day, Wednesday (18), Volusia County Fair surpassed its 1958 mark by a good margin. The management, headed by Lee Maxwell, was gratified with the new location at the De Land airport.

This year's showing (16-21) found more and better commercial exhibits by use of the former Naval Dispensary Building. The U-shaped structure was converted to provide ample space for exhibitors which was lacking in former years. Blue Grass Shows provided the midway.

A teen talent night was successful and will be enlarged next season. A permanent stage with equipment will be built to provide better production facilities for the event.

## VARIED SKED

# Middletown Pacts Autry, Pro Grapplers

MIDDLETOWN, N. Y. — The most varied schedule of grandstand attractions yet offered here is set for Orange County Fair, to run nine days in August.

As outlined by Ben B. Strong, president of the sponsoring agricultural society, features include two shows by the Jack Kochman Hell Drivers Sunday (9), two nights by an ice revue Monday and Tuesday, stock car racing Wednesday (12) and Saturday (15), and wrestling with Antonino (Argentine) Rocca on Thursday night.

Gene Autry will head a Western show for two performances Friday, and there will be big-car racing Saturday afternoon (15). Black Diamond Rodeo will give two performances on closing Sunday (16).

GAC-Hamid is providing Autry and the ice show, Ward Beam booked the rodeo, NWA Wrestling has the mat attraction, and Eno Van Dam's Victory Speedways the auto racing. Fireworks by Spencer Fireworks will be offered nightly, Monday thru Friday.

Strong said a registered horse show will be held on Tuesday of fair week, rather than the usual local horse show, in efforts to win wider representation.

Strong is also general manager, succeeding the late Fred Germain, and has as his assistant Al Howard, of the I. T. Shows, which was just awarded a five-year midway contract. The frame eating stand across from the grandstand box office has been torn down and is being replaced by a cinder block restaurant. Also benefiting the fair is the newly acquired 12-acre tract to be used exclusively for parking.

## WINTER FAIRS

### Arizona

Phoenix—Maricopa Co. Fair Assn. March 25-29. Harvey M. Johnson.

### California

Imperial—California Mid-Winter Fair. Feb. 28-March 8. D. V. Stewart.

Los Angeles—Calif. Int'l Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.

San Bernardino—National Orange Show. April 23-May 3. G. Walter Glass.

San Francisco—Grand Nat'l Jr. Livestock Expo. March 21-25. Nye Wilson.

### Florida

Clewiston—Sugarland Expo. March 3-8. Mrs. Dorothy Moore.

Eustis—Lake Co. Fair & Flower Show. March 9-14. Karl Lehmann.

Madison—N. Fla. Livestock Show & Sale. March 2-3. O. R. Hamrick Jr.

Plant City—Fla. Strawberry Festival. March 2-7.

Plant City—Hillsborough Co. Jr. Agrl. Fair. April 9-11. D. A. Storms.

Sarasota—Sarasota Co. Fair. March 16-21. Winter Haven—Fla. Citrus Expo. March 7-14. Robert J. Eastman.



P.O. BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI

## GOLDEN HORSE RANCH THRILL SHOW

World's Greatest Western Show. Cowboys • Cowgirls • Clowns. 14 Acts—All Palomino Horses.

JONNY RIVERS Box 848, Road 84, Ft. Lauderdale, Fla. Phone: Ludlow 1-0808

## Ringling Counts 20,000 People At Nashville

NASHVILLE — Ringling Bros. and Barnum & Bailey Circus drew about 20,000 people to the State Fair Coliseum here February 19-21. The three-day stand was promoted by Martell Brett, of Birmingham, and Harry Draper, manager of the Ryman Auditorium here.

The opening day, Thursday (19), with a night show only, accounted for a half-house in the 7,000-seat Coliseum. Friday (20) had 3,000 in the afternoon and 4,500 at night. Saturday (21) wound things up with 3,750 in the afternoon and 5,500 for the final performance.

A ticket tie-in with Kroger grocery stores was used. American Broadcasting Company had a writer here to prepare advance publicity stories for the ABC-TV show the circus will air out of Charlotte, N. C., March 9.

## OMAHA SIGNS EDGAR BERGEN

OMAHA, Neb. — Edgar Bergen has been contracted to appear at the Tangier Shrine Circus here, it was announced by show producer Rink Wright. Bergen will be announcer and will do his vent act. Wright said he believes this may be the first time an indoor show has used a name announcer.

The Omaha Shrine Circus will be giving its 30th annual edition April 13-19. Show will use three 40-foot rings and two stages for the 11 performances.

## Hamid Signs Baltimore, Philadelphia

MILWAUKEE—Two new engagements have been added to the route of the Hamid-Morton Circus this season, it was disclosed here by Owner George A. Hamid.

The indoor show will be at Baltimore for Easter Week, using the Coliseum rather than the Armory location, he said.

April 25-29 will find the show at Philadelphia, where it will be sponsored by the Golden Slipper Masonic organization. Show will be in the Philadelphia Arena.

## Gosh Acts Tour South

HATTIESBURG, Miss.—Merle Roshier, dogs; Charles Roark, puppets; Barth and Maier, perch; Charles and Josephine, hand balancers; Patina and Rosa, acro, and Thelma French, circus secretary, have been touring the South with Byron Gosh's All-American Indoor Circus. Business has been good in most spots.

George La Salle, Jim Snell and Dick Lewis have been added to Harold Bros.' clown alley for Lansing, Mich.

## Minneapolis Shrine Show Starts; Performers Named

MINNEAPOLIS—Annual Minneapolis Shrine Circus opened here Thursday (26) at the Minneapolis Auditorium, with Noel Van Tilburg as producer. Talent is booked thru Edna Curtis Christiansen. Show runs thru Saturday (7).

The performance starts with a tournament and then has Tommy Bently, wire, and Hendricks Duo, wire; Cuneo's Wild Animal Fantasy; the Rhodins; then a display with Two Charlies, perch; Karrells, Roman ladders, and Bob Johnson and Company, balancing.

Clowns are followed by the Victorias and Veronica Martell, juggling display; LaBlonde Trio, aerial bars; Golden Kids, unicycle; clowns; Paramount Bears, and an aerial ballet with six Wallenda girls on webs plus three single traps.

Next display has Baraneks, juggling; Tommy's Dogs and Jumbo's Dogs, followed by clowns; Cathalas Duo, Joanides and Boginos; then the Jack Joyce Camels. The aerial carousel number produced by Carl Wallenda precedes the Flying Hartzell return act, clowns, five Kelly Miller Elephants, the Cuneo African elephant and the big Wallenda wire act.

Bill Buschbom's Liberty horses are on hand. The Jordan acrobats;

## Cleveland Up, Detroit Light For Davenport

CLEVELAND — Orrin Davenport Circus rolled up a terrific 90,000-attendance mark for his annual stand here under Grotto auspices (16-22). The show, in Public Auditorium, played to big houses all along and to capacity weekend business.

Three Saturday (21) performances were for turnaways. On Sunday the afternoon show was full and even the Sunday evening twilight show pulled a capacity house.

The Cleveland performance was headed by Prof. George Keller's Wild Animals and otherwise was the same program as Davenport had in Detroit earlier.

At Detroit the show closed with total attendance less than last year's despite addition of three days to the run. Icy conditions hit the entire 17-day run. Opening on a Friday instead of a Monday will not be repeated next year. Weekend turnaways were scored, but other days were off.

Clyde Beatty was clawed on an arm by a lion at Detroit and a dozen stitches were required.

## Ring Playing Shop Centers

OAKLAND, Calif.—Ring Bros. Circus, under management of Ringling Richards, has been playing shopping centers in the Northwest and Northern California. Show was at a center here February 13-15, and gave a downtown parade.

The two-a-day free performance consisted of O'Brien's Dogs; Frenchy, clown unicyclist; Jimmy Rhinehart, juggler; trick pony; Neppi, seal; and Suzie Q and Bonnie, elephants. Occasion was the 10th anniversary of Vern's Shopping Center and the show reportedly was drawing large crowds.

## Hunts List Personnel; Ford Hires Show Craft

BURLINGTON, N. J.—Show staff for Hunt Bros. Circus was announced last week by Harry Hunt, who also reported that the Ford Marine Deisel Company has chartered the Hunts' cruiser, "Circus-time," for nine months.

Show staff is announced as follows:

Harry and Charles Hunt, owners; Marvin Case, manager; Joseph

Gilligan, assistant; Walter Long, secretary; Eddie Mellon, big top boss; William McGrath, banners; Bob Dickman and Raymond Everett, advertising.

Also, John Wawsowski, mechanic, assisted by Milton Yale; Tiny Kingman, electrician; Doc Charles McNamara, Russell Campman and James Grift; Trevor Bale, animal trainer; Roy Bush, elephant trainer and handler; Stella Wirth, bandmistress; Don Bumpus; Clifford Hauser, cookhouse, and Mr. and Mrs. Harold Hunter, novelties.

The craft, Hunt said, has been chartered for a demonstration tour of marinas from Mexico to Maine.

It contains twin Ford diesels, sleeps seven and has had a number of winter visitors, mostly members of circus auspices groups.

## Homer Hobson Passes at 88 In Chicago

CHICAGO — Homer Hobson, 88, of the Hobson Family bareback riding act, died at a Chicago hospital Tuesday (24) shortly before he was to be released following treatment for an earlier stroke.

He was born at Fort Vincennes, Ind., and was taken on the road with a circus by his father in 1880. He trouped almost constantly from then until 1938. The Hobson Family of riders continued for a few years after that before quitting the road.

The senior Hobson was with his father on the McMahon shows of the 1880s. Later they had the Hobson & Hunter Circus. He was married to a former dancer at Denver in 1893 and they celebrated their 60th wedding anniversary together in 1953. She died a short time later.

They were on Sells Bros., Forepaugh-Sells and Walter L. Main, circuses, then with Ringling Bros. Circus nine years, and Sells-Floto from 1910 to 1925. Later seasons were with Main, Hagenbeck-Wallace, Floto and the Tom Mix Circus, always as a featured riding act.

Survivors are Homer Hobson Jr. and Herbert Hobson, both of Chicago. Burial was in Chicago late last week.

## R. M. Harvey Hurt in Fall

PERRY, Ia.—R. M. Harvey, retired general agent, is resting at his home here after a fall on the ice recently. He fractured a shoulder in the fall and was treated at a hospital before being released to his home.

## Orrin Davenport Out of Hospital

CLEVELAND — Orrin Davenport, circus producer, was released from Lutheran Hospital here Wednesday (25). He had been under treatment at the hospital for a few days after having been taken ill during the run of his Grotto Circus here.

### BOOKING AGENT

**TOM PARKER'S INTERNATIONAL ICE REVUE**

Who knows how to book telephone promotion. We have an unusual proposition to offer sponsors. If you really know your business, this is an excellent position for you.

Tom Parker Theatrical Enterprises  
20 E. Jackson Chicago, Ill.  
Phone: HARRISON 7-4550

### 10—PHONEMEN—10

Police and Jr. Chamber of Commerce Book and tickets. Pay daily. If you are a drinker, limber or phone room promoter, stay where you are.

Phone: Newport News, Va., 4-5132 or 4-4081 days; LYRIC 6-9625 nights.

P.S.: Can use A-1 Manager with crew. No collects.

### CIRCUS UNIT

**AT LIBERTY**  
Trained Baby Elephant—6 Pony Drill—Dog Act—One Clown—two Aerial Acts—Pony Ride.

JOHNNY CLINE Norco, Calif.  
3243 Temescal Phone: RE 7-7486

### PHONEMEN OR WOMEN

Two only, starting new crew. Steady work. Top sponsors. Absolutely no lush. No collects.

**CHARLIE BROWNFIELD**  
Phone: Tuxedo 5-2101  
Carlsbad, New Mexico

## Holter Animals In New Films

ANAHEIM, Calif. — Rental of animals to movie studios is keeping Gene Holter, owner of the trained wild animal show bearing his name, busy here as he prepares to take to the road for the season.

His elephant, Babe, is working in "The Big Circus" at M-G-M in Culver City, where he also has zebras. Babe is also booked for a Tarzan film at the same studio. His zebras will also be used. March schedule includes bookings for "Ben Hur" with camels on location in Yuma, Ariz.

Holter supplied elephants, horses, camels and zebras for the Arabian Nights pageant which closed a 10-day run in India at the National Date Festival last week (23).

Pinky Madison has appeared on three TV shows lately with his little-elephant act. He's been on "To Tell the Truth," "County Fair" and the Gary Moore show.

**WANTED PHONEMEN SHRINE CIRCUS DEALS**  
Year around work—starting at once.  
Contact **GEO. HALL**  
Chancellor Hall Hotel  
13th St. Walnut & Locust Sts.  
Philadelphia, Pa.  
Phone: PE 5-3400

**4—PHONEMEN—4**  
Tickets and banners. Hospital deal. Phones ready. Contact  
**JACK SCHENCK**  
Ft. Steuben Hotel, Steubenville, Ohio  
Phone: Atlantic 2-8161—9 to 5 p.m.  
After 7 p.m.: Ft. Steuben Hotel

**PHONEMEN**  
Capable, reliable. Long, profitable season for aggressive man; good habits only. Immediately.  
**AGENT**  
Clyde Beatty-Cole Bros. Circus  
Days only phone Charter 6-3282  
New Brunswick, New Jersey

**6—PHONEMEN—6**  
UPC's—Banners—Book. Paid collectors—pay daily. Phones ready at Poughkeepsie, N. Y., and Bayonne, N. J. Very strong sponsors.  
**LORRAINE & ANDY CALYER**  
Phone us at Poughkeepsie, N. Y.  
Grover 1-4685 from 9-5  
Globe 2-2220 after 7 p.m.

**PHONEMEN**  
Opening Royal Oak (3rd Annual), Livonia and Farmington Monday, March 2. These are Lions, Rotary and Optimist Club dates in rich, suburban Detroit. Banners and UPC's. Pay daily. No lush or collects.  
**MEARL N. JOHNSON**  
Wyandotte, Michigan Avenue 5-1522

**2 Telephone Salesmen**  
who can sell UPC, banners and all other program sale for circus set-up.  
Call BR 9-5463 or 9-5462  
Villa Park, Ill., 9 a.m. to 5 p.m.  
Ask for Manager.

**12 PHONEMEN**  
UPC's and banners. Just starting to build sales crew for 8 months' steady work. Clean cut, no favorites, paid collectors. Pay daily. "Glass Eye" Arman of K. C., Jim Burke, Jack Hines, Bill Lyons, call me. No drinkers, prima donnas or collects. **BOB WARD**, Phone HARRISON 2-4942, 226 W. Genesee St., Syracuse, N. Y.

**PHONEMEN**  
Opening 5 Shrine dates, near-by cities, on March 5.  
**MR. G**  
Call Mohawk 1564  
Buffalo, N. Y.

**HUNT BROS.' CIRCUS**  
Season Opens April 18  
Want for Big Show—Musicians, 2 Cornets, 1 Baritone, 1 Trombone. Producing Clowns. Concession Help. all departments. Also other useful people. Drivers given preference. Apply:  
**HUNT BROS.' CIRCUS**  
Burlington, N. J.

**HUNT BROS.' CIRCUS WANTS**  
Elderly couple as caretakers of winter quarters. A year-round home and small salary. Address:  
**H. T. HUNT**  
Burlington, N. J.

**PHONEMEN**  
BOOK AND TICKETS  
Kiwanis Sponsored Show in Chicago.  
**TOM PARKER THEATRICAL ENTERPRISES**  
20 E. Jackson Chicago, Ill.  
Phone HARRISON 7-4550

**GARDEN BROS.' CIRCUS**  
WANT FOR THE 1959 SEASON, OPENING MAY 1  
Big Show Performers—Family and Novelty Acts doing two or more, Web and Ladder Girls, Clowns that double, Elephant Act (one or more to lease or book), Ed Wideman, Dolly Jacobs, Will Hill, contact at once. Need Organizer with own equipment. Can place Grab Joint able to feed personnel, midway attractions, Side Show Manager, Seat Butchers and Concession People, Workingmen in all departments.  
For Advance—Billposters and Lithographers, Man and Wife Team for UPC's and advertising. All reply to  
**GARDEN BROS.' CIRCUS**, Box 42, Station J, Toronto 6, Ontario, Canada.

this week's

# BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

## CARNIE BUYERS!

For the items that definitely interest you  
You are cordially invited to attend the 21st

### VARIETY Toy & Novelty MERCHANDISE FAIR

MARCH 8 THRU 12

450 EXHIBITS | OVER 200 INDUSTRIES | 14 FOREIGN COUNTRIES

N. Y. TRADE SHOW BUILDING

8th Avenue & 35th Street, New York City

For Advance Registration Admittance Badges Write to

ARTHUR TARSHIS ASSOCIATES

12 West 72nd St.

New York 23, N. Y.

## LOW-COST AIDS

### Mfrs. in Big Pitch to Kitchen Workers

By IRWIN KIRBY

The broad range of low-cost merchandise includes a multitude of items destined for household use, and it appears the kitchen is the most favored room of all. There is good reason for this attention paid to the housewives' workshop since it is generally assumed she wants few things as eagerly as objects intended to lessen her toils. Kitchen gadgetry, therefore, is on display in stores and on midways everywhere.

Most work-easing tools are small and cheap, relying on a novel idea for their appeal. If there is a particular chore which irritates the homemaker, chances are that a gadget exists to deal with this particular problem. This was the purpose served by the now common oven mitt, which provides a protective covering all around the user's hand, conforming to the hand's shape and making possible a stronger, safer grip than a potholder. Mitts are available now in high grade percale in yellow, orange and turquoise, to retail at either 49 cents or 59 cents. Higher priced item is magnetized, allowing it to be easily affixed to a metal surface.

Molds are among the oldest kitchen gadgetry, being invented many years ago to provide novel and uniform shapes for cookies and other baked products. Now there is one for French-frying appetizers, desserts and hors d'oeuvres. Made of cast aluminum, it consists of a handled rod, having at its end an assortment of projecting molds. Batter poured into them conforms to star, circle, bell, flower and other shapes, and the cluster is then lowered into the hot oil. It's called Mold-er-Ette.

A variety of slicers has been on the market, one of the latter arrivals being Dial-A-Matic. This item will waffle, ripple, slice, julienne or garnish practically any vegetable or fruit. It has a regulator for thickness, a safety guard, and a blade which has both corrugated and straight-edged sides.

Two openers on the market are the Jiffy and the 4-in-1. Jiffy is carded for impulse buying and retails for 39 cents. It combines the functions of lid lifter, screw cap wrench, milk can punch, and bottle opener, and comes in bright nickel finish. A 98-cent retailer is the gun-shaped 4-in-1, which works on cans or bottles, and also pulls corks and crushes ice. Comes in non-tarnishing gold-colored metal, in counter display box.

The Baconer bacon grid is seven inches square, with rounded corners and a convenient handle. What it does is provide a grid weight which holds bacon flat in the pan while frying, thus cutting down on shrinkage. Handle is Bakelite and reversible and the grid also makes a trivet or oven crisper. Retail for \$1 or less.

## PIPES FOR PITCHMEN

REPORTING . . . from New Haven, Conn., Steamer Harvey Rappaport advises that he has left the business to open a liquor outlet in New Haven. He sends his regards to Eddie Haber, of New York, along with an invitation for the latter to drop in for a visit if he should ever get to New Haven.

"WORKED . . . the recent big sports car show here and did okay," writes Big Al Wilson from Miami. "Tyler (Kid) Ward and Paul Lyle also worked the show and knocked them dead with plastic seal polish, using two Boy Scouts to bag their stock. Jack Anthony also did well with coils. No other pitchmen worked the date. Currently I'm working a Miami market."

"I'M GLAD . . . to report that I have been released from Pinecrest Sanitarium, Beckley, W. Va., and am now living at

107 Harvey Street, Williamson, W. Va.," writes John Oliver. "My doctor won't turn me loose for six more months. This means I am out of commission for that length of time. So the welcome mat is out to any pitchman passing thru. I'd also appreciate receiving mail from any knights of the road with whom I am acquainted. It has been many a moon since I saw or talked to a pitchman. I'd especially appreciate hearing from Emil Roberts, Frank Conway, Paul Hawkins and Charles Miller."

MADALINE E. RAGAN . . . is back in West Hollywood, Fla., after spending six weeks in Tampa at the Marja Trailer Park, 5029 40th Street. Among pitch folks Madaline noted at the trailer park were Clarence and Sonia Gerande, Bill and Eva Poden, Roy and Dorothy Denton, Byron and Smokey Beaver and Mr. and Mrs. Carlson. (Continued on page 65)

## FREE!

Weinman's Bonus Offer Rhinestone RING WATCH FREE

With any order of \$49.00 or more. Limited time only—while supply lasts.

WATCH VALUES BULOVA! ELGIN! BENRUS! GRUEN! WALTHAM!



### Choice

Lot 6 for \$49

Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned - Guaranteed like NEW!

10 for \$69

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new! 25% Cash With Order, Bal. C.O.D.

WEINMAN'S 182 S. MAIN ST. MEMPHIS, TENN.

You Get "The Works" FREE with every \$50 order



Genuine Watch works made into handsome gold-plated cuff links. Yours FREE with every order of \$50 or more.

### Exquisite Boxed JEWELRY SETS

Hand-set sparkling stones in complete sets of Earrings, Bracelet, Necklace. In satin-lined gift boxes. Sell FAST at BIG profit!

\$12.00 DOZEN (Min. order 12)



CEL-MAX, Inc. 582 SO. MAIN ST. MEMPHIS, TENN.

25% cash with orders, bal. C.O.D., F.O.B. Memphis.

## ★ ★ NEW! . . . NEW! . . . NEW! ★ ★

### It's Here—America's FIRST 49 STAR FLAG DECAL

ON SIGHT SELLERS EVERYWHERE—drug, chain, variety stores, hobby and novelty shops, clubs, restaurants and many more!

Fastest selling Carded Money-Maker in years!

No wonder they're fast sellers, big money-makers. They're the FIRST! And everyone who sees them wants them—ON SIGHT—to bring you your fastest, easiest sales, your biggest carded profits in years. Each decal in perfect color with exact detail. Just the right size—3x3 in. Perfect for car windows, luggage, school binders, bicycles! Store owners welcome you and the attention-getting carded counter display with 24 49-Star decals that brings 100% profit. START NOW! Write for complete FREE DETAILS and send \$1.50 for one sample card—retail \$3.60; or send \$27.50 for 5 gross, retail \$108.00! Sent prepaid.



TERMS: CASH OR MONEY ORDER WITH SAMPLE ORDERS. 25% Dep., Bal. C.O.D., F.O.B. Chicago. Open account to rated firms. Many Other Fast Selling Decal Designs. BASEBALL • COMIC • RELIGIOUS • Also the New, Popular "CAR LAUGH" Stickers.

STAMCO NOVELTY DISTRIBUTORS

P. O. BOX 8439

CHICAGO 7, ILLINOIS

We Manufacture SALES BOARDS AND JAR TICKETS

Most Complete Line in America! LOWEST FACTORY PRICES

Phone or Write for Price List and Circular

EMPIRE PRESS, Inc. 644 ORLEANS ST. CHICAGO 10, ILL. Ph. MO HAWK 4-4118

## Giant Savings

Assorted Watches, value, new, \$180. Expansion bands, incl. Sample \$7.95. 25% deposit with order, bal. C.O.D. 5-day money-back guarantee (gift boxes, 50¢ additional).

Write for free catalog. Midwest Watch Co., 5 S. Wabash, Chicago 3. (DE-2-3997)

\$39.95

## FREE

String of PEARLS retailing at \$12.50 with order of 6 watches. WATCH free with orders of 12 watches.

## Hawaiian TI' PLANT LOGS

Bagged in polyethylene . . . KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS

Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

## Sherfy's

444 Townsend San Francisco, California

World's Largest Manufacturer of Featherweight BINGO SHEETS Wholesale only

## BINGO

For Churches Organizations T.V. & Radio Programs

Worthmore Manufacturing Co. 1825 S. Michigan, Chicago 16, Ill.

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

**You Can't Beat BRODY for Merchandise**  
 We Carry a Complete Line of LAPEL SHAMROCKS WITH PIPE OR HAT ATTACHMENT... \$2.00 Gr.  
 ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.  
**BIG BARGAIN CATALOG FREE!**  
 86-PAGE ILLUSTRATED BARGAIN CATALOG. SEND FOR YOUR COPY TODAY.  
 OUR NEW LOCATION  
**M. K. BRODY & CO., Inc.**  
 916 S. Halsted St. Chicago 7, Ill.  
 L. D. Phone: MO906-6520  
 In Business in Chicago for 37 Years

**ST. PATRICK'S DAY SPECIALS**  
 Badges w/ribbon, \$2.50 per 100.  
 Badges w/shamrock & pipe or hat (as illustrated), \$3.75 per 100.  
 12x30 Pennants, \$18.00 per 100.  
 12x18 Irish Harp Flags, \$2.25 per doz.  
 6x12 Irish Harp Flags, \$1.35 per doz.  
 Irish Derbies, HI Hats or Swiss Hats, \$1.75 doz.  
 New 49 Star Flags 12x18, \$1.50 doz.  
 6x12, 90¢ doz.  
 1/3 deposit w/orders, balance C.O.D.  
**Schattur Novelty Co.**  
 142 Park Row New York 7, N. Y.  
 Cortland 7-8986

**CLOSEOUTS!**  
 Plush Drink Rabbit (battery) . . . \$27 dz.  
 7" Plush Bunny & Nat. Ducks. 4 dz.  
 Plush Drink Rabbit (spring) . . . 18 dz.  
 38" Begging Plush Rabbit . . . 24 dz.  
 5" Duveleen Begging Rabbit . . . 9 gr.  
**159 Pieces \$18.75 FOB**  
 (1 dozen 7" rabbits, 1 gross 5" rabbits, plus 1 of each of others)  
 Sensational Twerly Wherling Toy, \$54.00 gross . . . \$4.80 dz.  
 Free Easter & Carnival Catalog. REPRESENTATION WANTED.  
**ACE TOY** 536-B Broadway N. Y. C. WA 5-3234

**THE BEST SALES BOARDS and JAR GAMES**  
 Write for Information and Prices  
**GALENTINE CO., Dept. B**  
 519 E. Jefferson Blvd., South Bend 17, Ind.

**"COSTUME JEWELRY"**  
 DIRECT FROM THE MANUFACTURER!  
 Miracle Prayer Crosses, boxed \$4.25 dz.  
 Men's 3-Rhinestone Rings, boxed 2.50 dz.  
 Necklace Earring Sets, boxed . . . 6.50 dz.  
 Necklace, Bracelet & Earring Sets, boxed . . . 11.00 dz.  
 5-Piece Sets, beautifully boxed 1.75 ea.  
 MANUFACTURERS CATALOG & SAMPLES PUT YOU IN BUSINESS!  
 Sell from our beautifully illustrated catalog. You'll find more than 250 large pictures of Men's and Ladies' jewelry sets, watches and watch sets, earrings, scatter pins, bracelets, rings and religious items. Take advantage of this terrific money making opportunity. Write today for selling information. 25% Deposit on C.O.D.'s.  
**Packard Jewelry Co.**  
 48 W. 25th St., Dept. B, N. Y. 10, N. Y.

**COMING SOON**  
**Spring Special**  
**WATCH FOR IT!!**

# COMING EVENTS

Continued from page 52

Jackson—Hinds Co. Fair & Livestock Show, March 9-11. G. L. Hales, Courthouse.  
 Jackson—State Jr. Round-Up, March 30-April 1.  
 Mendenhall—Simpson Co. Fair & Livestock Show, March 16-17. J. F. Ponder.  
 Port Gibson—Southwest Miss. Dist. Livestock Show, March 23-26. E. C. Newman.  
 Quitman—Clarke Co. Fair & Livestock Show, March 3-5. J. A. Gibbs.  
 Sardis—Northwest Miss. Dist. Livestock Show, March 16-19. Lee H. Thompson.  
 Sunflower—Sunflower Co. Fair & Livestock Show, March 6-7. C. K. Plackerly.  
 Tupelo—Lee Co. Fair & Livestock Show, March 20-21. W. J. Pernell.  
 West Point—Northeast Miss. Dist. Livestock Show, March 23-26. E. E. Wooten.

**Missouri**  
 Clinton—Henry Co. 4-H Egg Show, March 21.  
 Gallatin—Davies Co. Jr. Lamb Show, May 29. George H. Schmitt.  
 Mountain Grove—Junior Livestock Show, May 8-9. Sherrill DeBusk.  
 New Madrid—New Madrid Co. 4-H Market Barrow Show, April 4. Bert Robbins.  
 Springfield—Springfield Outdoor Sports Show (Shrine Mosque) March 3-8. Paul Barker.  
 St. Louis—St. Louis Flower, Home & Outdoor Living Show (Kiel Aud.), March 7-15. H. J. Loosely.

**Nebraska**  
 Lincoln—Centennial, May 2-9.  
 Lincoln—Sports, Vacation & Outdoor Living Show (State Fair Coliseum), March 5-8. Bill Morton, 2010 S. 24th.  
 Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 10-15.  
**New York**  
 Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 7-15. George Kamrass.  
 New York—Antiques Show (Coliseum), March 7-15.  
 New York—Intl. Automobile Show (Coliseum), April 4-12.  
 New York—International Flower Show (Coliseum) March 7-14.  
 Syracuse—Northeastern Sports Show (War Memorial Bldg.), March 5-8. W. C. Hartman.

**North Carolina**  
 Raleigh—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Reynolds Coliseum), March 30-April 4. H. F. Van Horn.  
**Ohio**  
 Cincinnati—Cincinnati Home Show (Gardens), April 11-19. Robert G. Sand.  
 Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 13-22. A. W. Newman.  
 Dayton—Sport, Boat and Outdoor Living Show (Fairgrounds Coliseum), April 2-8. Ward Collopy, 133 Warren St.

**Oregon**  
 Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 15-19. Duane Hennessy.  
**Pennsylvania**  
 Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 16-21.  
 Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 27-March 7. Clinton W. Smullen.  
 Pittsburgh—Pittsburgh Home Show (Hunt Armory), March 7-15.

**Tennessee**  
 Erwin—Unicoi Co. Ham Show, April 8-10. Wayne Scott.  
 Humboldt—West Tenn. Strawberry Festival, May 7-9. Mrs. Paul Ross.  
 Johnson City—Tri-City Sports Show (Big Burley Tobacco Warehouse), April 14-18. W. Claude Fox.  
 Knoxville—Tennessee Valley Sport Show (Chilhowee Park Expo. Bldg.), March 25-29. W. Claude Fox.  
 Humboldt—Strawberry Festival, May 4-9.  
 Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 16-22. Amon C. Evans.  
**Texas**  
 Austin—Austin Livestock Show, March 11-12. Lynn M. Griffin.

Baird—Baird Rodeo, April 30-May 2.  
 Corpus Christi—Buccaneer Days Celebration, May 1-10. Bob Finke.  
 Cuero—S. Tex. Livestock Show, March 19-20.  
 Dallas—Southwest Boat Show (Memorial Aud.), March 3-8. Ira W. Curry.  
 Dallas—Southwest Sports Boat & Vacation Show (Fair Park), April 11-19. Martin P. Kelly.  
 El Paso—El Paso Flower Show, April 18-19.  
 El Paso—El Paso Home Show, May 6-10. Home Builders' Assn.  
 Houston—Houston Fat Stock Show & Rodeo, Feb. 25-March 8. Herman Engel, Mgr.  
 Lubbock—ABC Rodeo, March 18-21. W. I. Pittman.  
 Mercedes—Mercedes Rodeo, March 19-23.  
 Odessa—Permain Basin Sports Show (Ector Co. Coliseum), March 14-15. Jerry Dunlap.  
 San Angelo—San Angelo Rodeo, March 12-15.  
 San Antonio—Battle of Flowers, April 20-25.  
 San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 5-12. Irving Wayne.  
 San Antonio—San Antonio Sport & Boat Show (Bexar Co. Coliseum) March 3-8. Robt and Chas. Coffen.  
 Shamrock—St. Patrick Day Celebration, March 17. Bob Roach.

**Virginia**  
 Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 17-22. John R. Raine.  
 Winchester—Shenandoah Apple Blossom Festival, April 30-May 1.

**Washington**  
 Spokane—Spokane Sports Show (Coliseum), March 10-15. Tom O'Loughlin.  
 Tacoma—Tacoma Home Show (Winthrop Hotel), March 17-22.

**Wisconsin**  
 Green Bay—Northern Wis. Sports Show (Veterans' Arena), April 15-19.  
 La Crosse—Sports and Vacation Show (Sawyer Aud.), March 20-22. Raymond E. Plamadore.  
 Madison—Wisconsin Sports & Home Show (Fairgrounds), April 8-12. Ben Berger Enterprises, 1528 Morrison St.  
 Milwaukee—Sentinel Sports Show & Great Lakes Boat Show (Aud. and Arena), March 14-22. Charles D. Collins.  
 Waukesha—Waukesha Dairy Show, March 16-21. W. D. Rogan.

**CANADA Ontario**  
 Toronto—Canadian National Sportsmen's Show (Coliseum), March 13-21. Loyal M. Kelly.  
**Saskatchewan**  
 Saskatoon—Fat Stock Show & Sale, May 29-30.  
 Saskatoon—Light Horse Show, April 8-11.  
 Saskatoon—Bred Sow Show & Sale, April 14.  
 Saskatoon—Shorthorn Futurity Show, April 15.  
 Saskatoon—Bull Show & Sale, April 15-16.

**FREE JAYNE MANSFIELD**  
 Catalog of boudoir gowns, bikinis and sheer exotic lingerie. Enclose 25¢ for handling.  
 BIKINI #315. Colorful cotton, adjustable ties for perfect fit. Red, Blue, White, Black, Zebra or Leopard Print. Sizes S-M-L. ORDER NOW.  
 \$3.98 Mail check or cash. P.P. Gift Packed. Money-Back Guarantee.  
**Originals**  
 Dept. 36, P. O. Box 9505 Treasure Island, Florida

**3 BIG BUYS**  
 7 PIECE MAGNETIZED SCREW DRIVER SET. Individually boxed. Per Case (50 sets) \$21.00  
 2-CELL FLASH LIGHT. Individually boxed. Per Doz. \$2.25  
 10" ADJ. CRESCENT WRENCH. Ind. boxed, drop forged, polished, guaranteed quality. In Doz. Lots 60¢ ea. (Min. Order 1 Doz.)  
 50' Plastic Garden Hose, Battery Boosters, Cables, Tools, many other fast-selling items.  
 WRITE FOR FREE PRICE LIST. 25% Dep., Bal. C.O.D., F.O.B. Chicago.  
**Sheldon Cord Products**  
 3549 W. 5th Ave. Chicago 24, Ill.  
 Phone: NEVADA 2-3898

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS  
**TIP BOOKS**  
**BASEBALL BOOKS**  
 at very reasonable prices.  
 Phone: Wheeling—CEDAR 34282  
**COLUMBIA SALES CO.**  
 302 Main St. Wheeling, W. Va.

**1959 CATALOG AVAILABLE**  
 Mechanical Rabbit on Bike \$36.00 gross • \$3.25 dozen  
 Mechanical Rabbit on Bike with Balloon \$39.00 gross • \$3.50 dozen  
**KIM & CIOFFI**  
 926 Filbert St. Philadelphia 7, Pa.

**Free Wholesale Catalog CONTAINING**  
 • Expansion Gr. Photo Idents  
 • Heart & Disc Pendants  
 • Aluminum Chain Idents  
 Rings • Pins • Pearls  
 Closeouts, Etc.  
**SEND FOR YOUR COPY TODAY**  
 Please state your business.  
**FRISCO PETE ENTERPRISES, Inc.**  
 2048 W. North Ave. Chicago 47, Ill.  
 EVERGLADE 4-0244

**MONEY MAKERS**  
 MEN'S CUFF LINK & TIE BAR SETS. \$3.75 Doz.  
 Latest 1959 styles \$3.50 in gross gift boxed. Doz. lots  
 NEW TYPE WINDPROOF LIGHTERS \$6.00 Doz.  
 Ladies' & Men's Fancy designed and enameled in display box. in gross lots \$5.40  
 25% dep. Balance C.O.D., F.O.B. Boston, Mass. Add 50¢ postage for sample dozen. Money Back Guarantee. Dept. B  
**BOYLSTON SALES CO.**  
 847 Washington St. Boston, Mass.

**BULOVA ★ ELGIN ★ GRUEN ★ BENRUS ★ WALTHAM**  
**REBUILT WATCHES**  
**FULLY GUARANTEED**  
 All watches in new 1959 Style Cases, Dials, Bands.  
 15 JEWELS . . . \$ 8.75  
 17 JEWELS . . . 9.50  
 21 JEWELS . . . 11.00  
 YELLOW OR WHITE LADIES' - MEN'S DRESS or WATERPROOF  
 ALL WATCHES rebuilt in our shop. Boxes available for all name brands—50¢ each.  
 — FREE —  
 INTRODUCTORY OFFER—Six Transistor Pocket Radio valued at \$29.95, for a limited time only, WITH EACH PURCHASE OF 15 watches.  
 24% dep. with order, bal. C.O.D., F.O.B. Chicago. Open account to rated firms.  
**CESS TRADING CO., INC.**  
 1344 So. Halsted St., Chicago 7, Ill. ALL PHONES: Taylor 9-1556

**WHOLESALE BUYERS' GUIDE**  
**Gellman BROS.**  
**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG**  
**IT IS NOW AVAILABLE**  
 Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.  
**A GENUINE MONEY SAVING GUIDE FOR**  
 Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.  
 Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.  
**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**Merchandise You Have Been Looking for**  
 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.  
**Catalog Now Ready—Write for Copy Today**  
 IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.  
**ACME PREMIUM SUPPLY CORP.**  
 2201 Washington Ave., St. Louis 3, Mo.

**OVER 3000 TERRIFIC VALUES!**  
**ANNOUNCING 1959 CATALOG**  
 AVAILABLE UPON REQUEST  
**B. PALMER SALES CO.**  
 1431 SECOND AVENUE DALLAS 10, TEXAS

**TERRIFIC VALUES**  
 Men's 7-Pc. Watch Sets. . . \$ 4.50 per set  
 Ladies' 5-Pc. Watch Sets. . . 6.00 per set  
 Retractable Ball Point Pens. Gr. . . . . 7.00  
 Cig. Ball Point Pens. Gr. . . 18.00  
 4 Pen Desk Sets with Base Gr. . . . . 36.00  
 6 Pens in Sec. with Pad. Gr. 48.00  
 4" Metal Refills. Per 100. 3.50  
 Spray Perfumes (Ass't Scents). Doz. . . . . 6.00  
 Chrome Pocket Lighters. Dz. 3.50  
 Men's Leather Wallets (Boxed). Doz. . . . . 5.50  
 Ladies' Religious Wallets. Dz. 6.00  
 25% Dep. Required—Money Order or Cash. We ship same day order received. We ship all over the world. • Send for our latest catalogue •  
**HARRIS NOVELTY CO.**  
 1102 Arch Street, Philadelphia 7, Pa.  
 Phone: MARKET 7-9848 or WA 2-6970

**"JOB RATED PAINTS!"**  
**WHITE** Titanium Interior & Exterior. Ready Mixed, 1 Gal. U.S. Measure. 4 Cans to Ctn. No Less—\$1.30 Gal.  
**RED BARN.** Fade-Resisting—Super Hiding. 1 Gal. U.S. Measure. 4 Cans to Ctn. No Less Sold—\$1.25 Gal.  
**CHROME ALUMINUM.** All Purpose & Surfaces. Ready Mixed. 1 Gal. U.S. Measure. 4 Cans to Ctn. No Less Sold—\$1.45 Gal.  
**PORCH & DECK ENAMEL.** RUBBERIZED. Battleshield Gray. Interior & Exterior. 1 Gal. U.S. Measure. 4 Cans to Ctn. No Less Sold—\$2.20 Gal.  
 25% Dep., Bal. C.O.D., F.O.B. Chicago. Same Day Delivery With Cashier's Check or Money Order.  
**J & N COOK, Inc.** Chicago 7, Ill. 763 W. Taylor  
 AMERICA'S "BEST" JOBBER TO THE TRADE. OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.  
 WHEN IN CHICAGO VISIT OUR SHOW ROOM.

**HEAVY SHAD BELLY BRACELETS**  
 WITH BOY OR GIRL CHARM. Gr. . . . . \$18.00  
 24" Med. HEART OR ROUND NECK. Gr. . . . . 15.00  
 24" Lge. HEART OR ROUND NECK. Gr. . . . . 18.00  
 CHILD & TEENAGE IDENT BRACELETS. Gr. . . . . 14.40  
 MEN'S IDENTs. Gr. . . . . 16.50  
 24" BRIDAL NECK. Gr. . . . . 21.00  
 ALL HAND POLISHED—Nickel or Gold Plate.  
 SET OF SAMPLES—\$1.00 Prepaid  
 25% Dep., Bal. C.O.D., F.O.B. Bladensburg, Md.  
**MARYLAND MFG. CO.**  
 4812 Lawrence St., Bladensburg, Md.

**WORLD'S SMALLEST LITER**  
 SMALLER THAN A POSTAGE STAMP  
 All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.  
 \$2.50 Doz. \$27.00 gr.  
 Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax  
 Free catalog  
**STERLING JEWELERS**  
 1975 East Main St. Columbus, Ohio  
 Ideal for Engravers. State Your Business

**FREE! CATALOG ADULT GAMES JAR TICKETS**  
 • MATCH-PAKS • TIP BOOKS  
 • SALESBOARDS • PUSH CARDS  
 • BINGO and CASINO EQUIPMENT  
 • Complete Supplies — Write to Catalog Dept  
**ACE GAMES Manufacturing Company**  
 2241 So. Indiana Ave. Chicago 16, Illinois

# THE MARKET PLACE FOR BUYERS and SELLERS

## Acts, Songs, Gags

SEND FOR FREE PRICE LIST NEWEST Comedy Material, or send \$10 and get \$50 worth of Gags, Sketches, Monologues, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. mh30

\$4,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1700 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. mh30

## Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesmen wanted, also make money with line of automobile initials and Sign Letters. Free samples. "Ralco," XL, Boston 18, Massachusetts. ch-np

Did This Ad

## ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

EARRINGS, ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Bill-folds, plastic alligator or lizard. \$10.80 per gross plus postage. C.O.D. gross lots. New England, 124 Empire St., Providence, R. I. mh30

## FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 DZ  
Pearl Earrings, Asst. \$1.25 & \$1.75 DZ  
Charm Bracelets, Asst. \$1.50 & \$2.50 DZ  
Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 DZ  
Cultured Pearl Tie Slides, carded \$2.00 DZ  
Broken Jewelry, Min. 3 lbs. \$3.00 Lb.  
Cameo Neck & Earrings, Boxed \$3.00 DZ  
Send for descriptive literature on other terrific values on jewelry at other terrific 25% deposit with order. balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

FAST, EASY-SELLING \$1 GIFT COSTS YOU \$2. Send \$1 for 4 to try. Guaranteed. Hinkle House Publishers, Dayton, Va. mh9

HOSIERY—LOW PRICES LADIES' MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard & Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn.

HOSIERY FOR ENTIRE FAMILY. DIRECT from the mill. No middle man. Ladies' Nylons, \$1, \$2, \$3, \$4 dozen. Each pair in cellophane bag. Men's and Boys' Stretch and Sport Sox, \$1.25 and up. Delivery prompt. Satisfaction guaranteed. P. Hosiery Co., 1257 Market St., Chattanooga, Tennessee.

OUR LATEST MAIL ORDER BUYERS (650 listed, \$2 on labels, \$4. Capt. Wm. Lewis, Tampa 9 (B), Fla. mh9

## "SAFRIM"

NOW! WORLD'S SUCCESSFUL HOME HAIRCUTTING INVENTION. VOLUME SALES—VOLUME PROFITS—ON SIGHT, EVERYWHERE! Yes, an entirely new, tested, proven way to cut hair professionally with confidence. Really as safe or simple as combing hair. The savings alone makes it your newest, biggest money maker in years! Write for complete free details and send \$2.00 for one "SAFRIM" or handsome Display Box of 12 for only \$12.00. PAUL G. WALLACE, 1743-B S. Wabash, Chicago 93, Ill.

SELL COMIC 7X11 INCH ILLUSTRATED Signs anywhere. Special introductory offer. 50 assorted best sellers. \$3 postpaid. U. S. only. 10 brings sample. Sell for \$1. Koehler Novelty Signs, 12 Caldwell, Cincinnati 16, O.

WAGONMEN — PITCHMEN CLOSEOUT. \$1 can of famous Cherokee Household Salve, fast seller, now only \$2 per dozen. Guaranteed. If you want money—fast money—here it is. We pay postage. Prompt shipment. Summit Labs., Inc., 622 Summit, Toledo 4, Ohio.

YOUR OWN BUSINESS — SUITS. \$1.50; Overalls, 65c; Mackinaws, 35c; Shoes, 12.5c; Ladies' Coats, 30c; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 8.

## JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00  
E2—Stone Earrings, Asst. Gr. 21.00  
E3—Stone E/Rings, Etc., Asst. Gr. 12.00  
O1—Odd Lot Neckties & Braces, Gr. 15.00  
W1—Men's 6-Piece Watch Set... 5.15  
W2—Ladies' 5-Piece Watch Set... 6.25  
H3—Gent's Stone Rings, Asst. Dz. 2.50  
L2—Ranson Type Lighter, Dz. Cz. 4.50  
620 Snapshot Camera, Boxed, Dz. 14.40  
R164—Relig. Medallions, Boxed, Dz. 5.75  
2256—3 Piece Pearl Set, Boxed, Dz. 7.20  
2357—Hunting Knife & Sheath, Dz. 7.20  
9967—2 Hunt Knives & Sheaths, Dz. 12.00  
1165—Tri-Color Flashlight, Boxed, Dz. 3.10  
3110—8" Girls' Doll Handbag, Dz. 4.00  
9474—8" Plush Stid's Ted Bear, Dz. 5.40  
C01—E/R & Neck Set, Boxed, Dz. 6.00  
C02—24 pc. of Jewel & Novelties 10.00  
PDI—Stone Pendants, Boxed, Dz. 3.50  
C1 or T4—Cuff or Tie, Carded, Dz. 2.25  
25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

## NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. B Provs. R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key protectors. Samples of either 50c with your name, address and Social Security number Catalog free. GENERAL PRODUCTS Dept. BB-61, 188 State St. Albany, N. Y.

## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 3 pt. caps, balance in regular 3 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

## DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

## FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

## Animals, Birds, Snakes

ASSORTED DEN LARGE AND MEDIUM harmless Louisiana Snakes, \$13.75 large 20 lb. box; Cottonmouths, \$12.75 box; hardy Louisiana Alligators, \$21-\$24 dozen. Chameleons, \$12 hundred postpaid; Giant Jungle Rais (nutria), \$12 pair; decorative Spanish Java, \$150; Ringtail Monkeys Saporon, \$60 each; African Porcupine, \$150. Other stock, 100% satisfaction guaranteed. Bayou Snake Farm, Rt. 1, Box 342, Houma, La. Night phone: Uplown 2-3891.

CALIFORNIA SEA LIONS — PRINCIPAL supplier zoos and circuses throughout world past 12 years. Marine Enterprises, Inc., Box 2636, Ocean Park, Calif. np

FEMALE TIGER, YEAR OLD, \$1,500; Chimpanzee, female, 12 months \$650; Java Monkeys, \$50 each; mother nursing Baby Java, \$150; Ringtail Monkeys Saporon, \$60 each; African Porcupine, \$150. Other stock, send for list. "Mary-Wald" Zoological Trading Post, P. O. Box 294, Rockville, Md. Warren Buck, Sales Representative.

OUTSTANDING, FAST, YOUNG HIGH DIVING Dog and Ladder, \$100; Midget Bull, year old, 22 inches, perfect, \$200. R. E. Leonard, 325 S. Jefferson, Junction City, Kan. Cedar 8-3260.

12 NICE LITTLE BROOD MARES—ALL FOR \$1,200, real bargain. Truck available for delivering; no time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

## Business Opportunities

### AUCTION SALE

AT CHARLOTTE, N. C. MARCH 21, 1959

### AIR PORT PARK

All Rides and Equipment, complete Zoo. For full details contact:

### GODLEY TWINE & SUPPLY COMPANY

Charlotte, N. C. Office Ph: EX 9-9756 Nite Ph: EX 9-7609

BE AN IMPORTER—MAKE UP TO 1000% profits importing by mail. No stock investments. Get the new Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tremendous profits. Order yours now—only \$2 postpaid. Satisfaction guaranteed. Samuel Glenn (Publications), Box 507, Jacksonville, North Carolina. mh30

BUY WHOLESALE — SHOES, SHIRTS, clothing, sportswear, linens, household furnishings, etc. Complete catalog and plan. Bostonian, 14-R Dock Square, Boston 8, Massachusetts. ch-mh30

FOR LEASE—5 RIDES: MERRY-GO-ROUND, Tilt-a-Whirl, Ferris Wheel and 2 Kid Rides, to responsible party. Write Box 216, c/o Billboard Pub. Co., 812 Olive St., St. Louis 1, Co. mh9

SALT WATER TAFFY CONSESSION — Business located large amusement park. Central Ohio. For details write Box C-456, c/o The Billboard, Cincinnati 22, O.

SKATING RINK IN GOOD CONDITION IN growing town of 10,000. Priced very reasonable. No competition. Don't miss this one. Malvern Skating Rink, Malvern, Ark.

STARTING A RINK? GET COMPLETE SET Rink Equipment. Bargain price; must sell quick. Box 332, Lincoln, Ill. Ph: 748L.

### "SUPER SLIM" SELF-SERVICE

### SLENDERIZING BUSINESS BOOMING!

Own a completely automatic "Super Slim" coin-operated reducing salon. Ideal for husband-wife or absentee ownership—no high-salaried attendant necessary. "Super Slim" provides all equipment necessary to start your business for only \$2,500.00. Complete guidance. No franchise fees or royalties. Write, wire or phone. "SUPER SLIM," P. O. Box 6725, Houston 5, Tex., MO 50517.

This is a

### DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost only \$14 per insertion.

\$50 INVESTMENT—\$50,000 PROFIT: STOCK market killings! Fascinating details free! Forecasts, Box 87-BB2, Pelham, N. Y. ch-mh2

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif. np

\$5,000-\$10,000! INCOME UNLIMITED. Operating successful Collection Agency. Offices needed everywhere. Complete instructions, small cost. Investigate! Collections, Box 1346-BB, Denver 1, Colo. mh23

## Calliopes and Band Organs

CALLIOPE—AIR OR STEAM. AIR CALLIOPE from \$750 up. 44-note Calliopes, large size, \$1,000 to \$1,500. Cozatt Organ Co., Danville, Ill.

## Costumes, Uniforms, Wardrobes

INPERSONATORS' WIGS, GIRL SHOW, Strip, Bally, Clown Wardrobe. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNion 3-9509.

## Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. ap20

## For Sale—Secondhand Show Property

AIRPLANE, KIDDIE M-G-R, FIRE ENGINE. G-12 Trains with tunnel, 10 kw. Light Plant, Ferris Wheel Seats, Poncorn & Floss Machines. Arlington Esso, 485 Passaic Ave., Kearney, N. J. mh2

ALLAN HERSCHELL KID RIDES—10 CAR auto, \$750; Herschell Blue Goose, \$600, good condition. Bill Williams, 802 Joseph, Nashville, Tenn. mh9

BARGAIN — BERT LANE MUSICAL mounted Merry-Go-Round, cost \$5,200, less than 3 months' actual use. Price \$1,250. Phone Lloyd Green, Jackson 26508 after 5 p.m., Huntington, W. Va.

BRILL'S TESTED KIDDIE RIDE PLANS—Driverless Bus; Pony and Car; Water Boats. \$8 each; Handcar Railway, \$5; Dry Boats, \$5; Spinning Tubs, \$10. Free 96 page catalog. Brill, Box 875, Peoria, Ill.

CENTURY FLIER LOCOMOTIVE WITH 7 standard cars, 1 observation car, 1,200 ft. 2-rail track. Sale price, \$4,000 f.o.b. Detroit. Contact Mr. Alexander, 22485 Maple St. Clair Shores, Mich. mh2

COLUMBUS GAME, NEW, NAUTICAL, FOR resorts, parks, playlands, concessions. Write for information to Mac's Hobby Ranch, Box 14, Dallastown, Pa. mh2

EVANS WALKING CHARLIE, EXCELLENT condition. \$900 or trade; also new and five, never used, \$100. Nate Brancato, Fairland Park, 7501 Prospect, Kansas City, Missouri.

## FOR SALE

Herschell 40-ft. 28-Horse Merry-Go-Round. In fine condition, horses refinished, top line motor, new, \$3,700. Will take late Herschell Auto Ride in trade. Also have for sale Short Range Shooting Gallery, good shape, \$260.

## BRASCH BROS. SHOWS

1115 E. Third St. Watertown, Wis.

FOR SALE—KIDDIE AIRPLANE RIDE, belly type, 15 passenger, steel fence, lights and top; newly painted. Price \$800. Carl Utter, Box 475, Adena, O.

FOR SALE—NEW PORTABLE SKATING Floor, size 84"x104", made with first grade northern hard maple flooring. Wire, write or call Mr. Delbert Larson, 716 11th Ave. West, Ashland, Wis. Telephone: Murdoch 2-3236.

FOR SALE—ONE FACTORY BUILT SHORT Range Gallery on two-wheel trailer complete, three guns. \$500; one 5x5 Floss Joint with panels. One Toledo Floss Machine, \$200; one complete 10x10 Popcorn Joint with \$200; one Popper, Floss Machine, Stove and Candy Kettle. \$500; one Ray Oakes Picture Frame, 14", four heads, used 10 times, cost \$180, will take \$100. one Hi-Striker, \$75. Neal Carlini, Box 455, Riviera Beach, Fla. Ph. VI 4-3837.

FOR SALE—G-12 TRAIN, PERFECT SHAPE; 24 passenger Kiddie Rocket Ride; trailer mounted Kiddie Wheel. P. O. Box 45, Massillon, Ohio.

GOOD USED TENTS FOR SALE—12'X12' through 40'X75' and up. Write for list direct from factory. Eureka Tent & Awning Co., Inc., Box 966, Binghamton, N. Y. ch-mh2

HI-STRIKER IN GOOD CONDITION, PRICED created to ship, \$65. 1/3 deposit, balance C.O.D. Ed Roach, 223 Spillman, Rolla, Mo.

KING FIRE ENGINE, KING PONY CART and King Combination Ride. All rides 2 years old, located in permanent park. Shapiro, 37 Schuyler Rd., Springfield, Pa. Phone: Kingswood 3-7017.

MERRY-GO-ROUND HORSES, ALL SIZES, jumping type. Can supply any quantity new Wooden Legs and Wooden Tails. J. W. Landt, 323 Sanford, Upper Darby, Pa.

## MORE BUYERS

Will Stop and Read YOUR AD

if you use a DISPLAY CLASSIFIED AD

RATE ONLY \$14 per Inch

NEW PLASTIC KIDDIE KAR FOR AUTO Rides, \$45; new Steel Fence, \$10 per section; 6 used Roto Whip Tubs, good condition; 5 used Kings Fiber-Glass Boats, good condition; 1957 Allan Herschell Rodeo, like new. Burkhart Amusement Enterprise, Oswego, Illinois. mh16

PORTABLE DODGEM, NEW TOP, 10 NEW cars. Accept Rockplane, Boats, Sky-fighter, Helicopter, Bulgy in trade. F. Shafer, Washington, Ind.

PORTABLE ROLLER SKATING FLOOR and 65 pair Shoe Skates, \$1,500. Eddie Moore, Carolina Beach, N. C. Phone GL 8-4463.

TWO KIDDIE RIDES—HORSE AND BUGGY, Bomber with transportation, \$2,500. J. W. Hayes, 2421 Upper Wetumpka Rd., Montgamery, Ala. Amherst 2-3316. mh2

4 MINIATURE RAILROAD CARS, 24-INCH gauge, factory made, excellent condition, \$800. J. B. Alex, 5951 Branch Ave., SE., Washington 23, D. C.

## Formulas and Plans

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10c. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

LATEST IN FORMULAS FOR SERIOUS-minded home manufacturers. Home Remedies, Household or Cosmetics. Free consulting service. Summit Laboratories, Inc., Manufacturing Chemists, 622 Summit, Toledo, Ohio.

## Help Wanted

AGENT CAPABLE OF BOOKING AUS-pieces. Top money. Ken Griffen Magic Show, 712 West 20th, Hutchinson, Kans., or en route, Ozark, Mo., March 3 and 4.

## Instructions & Schools

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. mh2

## Locations Wanted

WANT LOCATION FOR PENNY ARCADE. Modest rent. Eastern seaside resort preferred. 15514 Cloverlawn, Detroit, Mich. mh2

## Magical Supplies

HOUSE OF 1000 MYSTERIES! FAMOUS coast to coast! Professional Magic! Pocket Tricks! Joker's Novelties! Puzzles! Complete line! Two big catalogs combined into one Giant Edition! Over 800 Illustrations! 160 pages thick! Rush \$5. Free Trick included! Vick Lawton, 202 SE. Pinewood, Trumbull, Connecticut. mh9

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystal, Graphology, Sub-Miniature Radiophone for mentalists. Catalog \$1 with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. mh9

NEW 1959 DELUXE MAGIC CATALOG! 160 pages thick! Over 800 mysteries and tricks. Most unusual ever published. Rush \$5; fast service. Vick Lawton, 202 N. E. Pinewood, Trumbull, Conn. mh2

## Miscellaneous

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

CANVAS TRAILER AWNINGS — DISCONTINUED pattern. Below dealer cost. Write for list and samples. Eureka Tent & Awning Co., Inc., Box 966, Binghamton, N. Y. ch-mh2

CASH MAIL ORDER NAMES — NEATLY typed on gummed labels, \$8 per thousand. All have made cash purchases from us recently. You can buy cheaper but you can't buy better! Emerson Trading Co., Pompton Plains 11, N. J.

FOR QUICK SALE — SIX BASEBALL Pitching Machines for Driving Range, \$600 each. Terms, S. D. Sica, 139 Fairfield Ave., W. Caldwell, N. J.

"SYSTEM" MAGAZINE — THE LEADING publication catering to Mail Order and Gift Shops and mailed to thousands of interested buyers and sellers every month. Special subscription offer. \$1 for full year. Sample copy 25c. Bauer Publishers, 143 Clinton St., Paterson, N. J.

YOU CAN TOSS ANY COIN HEADS OR tails at will. Any coin, anytime, \$1. Arno, Box 1165, Bridgeport, Conn.

72 USED MINIATURE GOLF CLUBS, \$1.25 each F.O.B. Kenmore. E. Davis, 267 Shepard Ave., Kenmore 17, N. Y.

## Personal

ARE YOU CONFUSED, DISCOURAGED, sick? The power that brings health and answers. Information without obligation. John Ray Hinkle, Dayton 6, Va. mh9

MRS. BERLE HAZELWOOD, CONTACT Mouse Chambers at Kenney, Ill. Phone 40. Discuss season's work.

OWN YOUR OWN RANCH IN ARIZONA! Only \$1. You receive actual title to one square inch of land! Little ranch but big brag! Send (print) name, address, \$1 to P. O. Box 2244-BB, Tucson, Ariz.

## Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfu

QUICK PHOTO OUTFIT — WALLET SIZE PDQ Camera, new lens, complete with lighting equipment. Perfect shape, ready to go. Priced to sell. Doc Gates, Ideal Trailer Park, Jacksonville, Fla.

START THE SEASON RIGHT, GET THE best. The Victor Portable Direct Positive Camera. Benson Camera, 166 Bowers, New York, N. Y. mh16

## Printing

ALWAYS FASTEST SERVICE — QUALITY nonbonding posters! 14x22 size 3-color window cards up to 50 words copy. 59 hundred; 17x26 size, \$13.50 hundred. Daylo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 159, Earl Park, Ind. mh30

FINE QUALITY TWO COLOR SHIPPING Labels, 200, \$1; 500, \$2; 1,000, \$3.50. Postpaid. Buckeye Publishers, 207 Brown NW., Canton, Ohio.

NEARGRAVURE EMBOSSO LETTERHEADS! Sparkling! Dynamic! Special Engravings, unusual layouts in golds and colors. Midways, Circuses, Carnivals, etc. Samples 10c. Be surprised. Solidvats Colorprint, Knox, Indiana.

500 GUMMED LABELS PRINTED WITH any name and address. 35c. Plastic Gift Box included free. Scheetz, 98 Branch, Sellersville, Pa.

## Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-223, Chicago 32.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics; nylon, dacron. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. C-109, New York 11, N. Y. ch-np

BALL POINT PENS — RETRACTABLE, firsts, top action; 144, \$7.20 postpaid; 720, \$35 postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

CLEANS WINDOWS WITHOUT MESS — Strange "dry" cleaning-cloth. Replaces liquids. Windows gleam. Samples sent on trial. Kristee 107, Akron, Ohio.

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-my26

IF YOU'RE INTERESTED IN MAKING money in selling see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy absolutely free. Find out what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

NEW CAR THIEF SIGNAL, LIGHTNING seller. Samples sent on trial. Northwest Electric, 123, Mitchell, S. D. ch

NEW 7"X11" SIGNS—COMEDY, RELIGIOUS, general, 7c. retail, 50c. Catalog free. 15 samples. \$1. Lowy, 812 Broadway, Dept. 101, New York 3. ch-np

SALESMEN — BIG MONEY EVERY DAY showing nationally known drain cleaner. No chemicals. Nothing like it. Minute demonstration. Commission paid daily. Sample furnished. Campbell Co. (Est. 1928), Rochelle 603, Ill. ch-np

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric AD Clock Co., 227-231 W. Illinois, Chicago 10. ch-np

## Tattooing Supplies

FREE ILLUSTRATED CATALOG OF THE most modern tattooing equipment on the market today. Spaulding & Rogers, Court St., Jacksonville, N. C. mh16

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A-Leslie, Rockford, Ill. np

## Wanted to Book

## FUND RAISING ACTIVITIES

Especially Sports and Athletic Attractions, also Circus, Carnival, Outdoor Shows, Stage Shows, Bands, Vaudeville, etc. Your ideas welcome. Year round program. Metropolitan area. Contact:

LOU HUBNER, Bus. Mgr.

## THE HUBS, INC.

P. O. Box 174 Perth Amboy, N. J.

## We got CROWDS

Booking now for large

Shop Center.

Give deal, describe dates.

## P.O. Box 715

Ashtabula, Ohio

WILL BOOK OR LEASE ADULT FERRIS Wheel and Tilt-a-Whirl for amusement park in Philadelphia. Shapfro, 37 Schuyler Rd., Springfield, Pa. KI 3-7017. mh9

Wanted to Buy

ICE SKATING ACCESSORIES—TURNSTILE, Spray Cart, Planer, Skates, Sharpener, etc. Colonial Plaza Motel, 10203 Baltimore Ave., College Park, Md. mh9

UNICYCLE WANTED FOR TALL COL- legiate five eater to acquire new talents. Secondhand or new. Bruce Ryan, Dart- mouth College, Hanover, N. H.

WANTED—GOOD USED BIG SIX WHEEL. Eddie Jones Show, 1412 W. Balto. St., Baltimore 23, Md.

COIN MACHINES

Positions Wanted

POSITION WANTED AS MANAGER OF Music or Game Route; know service work; married; don't drink; own route twenty years. Have references. Box C-449, c/o Billboard, Cincinnati, O. mh9

Routes for Sale

FOR SALE IN LARGE WESTERN CITY

Approximately 100 locations. Jukes, Games, Cigarette, etc. Over 200 pieces of equip- ment. Replies:

BOX C-451

c/o The Billboard Cincinnati 22, Ohio

LARGE ROUTE PENNY WEIGHING SCALES and 10¢ Relaxator Health Machines located Texas and New Mexico. Established fifteen years. Showing one thousand month profit. Liberal terms to qualified buyer. Texas Associated Enterprises, Box 1068, Amarillo, Tex. mh2

Used Equipment

FOR SALE—GUARD PROTECTED STEEL coin operated Radios, like new. Box C-453, c/o The Billboard, Cincinnati 22, O., or phone LU 3-6782, Bronx, N. Y.

FOR SALE—DU GRENIER MODEL A37, seven column Cigarette Machine, 25¢ and 30¢, like new, \$40 each. Send 1/2 deposit. Frank Guccrini, 1211 W. 4th St., Lewis- town, Pa.

NORTHWESTERN 49, \$8.50; VICTOR TOP- per, \$8.75; Victor Model V. Baby Grand Capsule, Baby Grand Rocket, all \$7.50 each. Charley Wilson, Ancho, N. M.

POKERINO, 20 PUSH CHUTES, \$135 each; 10 drop chutes, \$185 each, new 1956. Parts in stock for POKERINO, James Travis, Box 206, Millville, N. J. TA 5-0726. mh2

USED POKERINOS, \$40 EA.; TEN PHILA- delphia Toboggan Skee-Balls for sale, slightly used. I. Felt, C12 Longfellow St., Woodbine, N. J.

Wanted to Buy

USED MADAM X NAPKIN HOLDERS. Give bottom price and quantity in first letter. Replies to: Box C-452, c/o The Bill- board, Cincinnati 22, O.

WANTED

Pace Slot Machines

Manufactured after 1946. Antique Slot Machines and Old Guns. Full particulars in first letter.

GEMCO

Box 1485, Reno, Nevada

MUSIC RECORDS ACCESSORIES

Used Records

RADIO STATIONS AND JUKE BOX OP- erators. I will buy your old 78 records. Records, Box 121, Ft. Worth, Tex.

TALENT AVAILABILITIES AD. RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no dis- play. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case. IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands and Orchestras

4 TO 6 PIECE ORCHESTRA, SINGS, PLAYS rock & roll and jazz. Jump Jackson, 5727 LaSalle, Chicago, Ill. Normal 7-4151. mh2

Miscellaneous

PROFESSOR WRIGHT'S TALENTED 5- person Variety Stage Show. Casey, III, mh30

TUBERCULAR-STRONGEST—ALL EVENTS. Will travel, lectures, etc. Write book. V.A.T., 141 W. 94th St., New York 25, N. Y.

WILL WORK SHORT RANGE GALLERY on percentage. Smokey Wells, Summit, California.

Musicians

BASS — EXPERIENCED, WILL TRAVEL. Rudy Bundy, 416 North Ave., Chicago, Ill.

DRUMMER, ALSO VOCALS, WANTS LO- cation spots. Neat, dependable, age 29, adaptable style. Contact John Bonino, 716 S. Broadway, Wichita, Kan. Phone Am- hurst 7-9539. mh9

DRUMMER DOUBLING VOCALS. SOLID beat, any style; reliable; no habits; age 30, 16 years in biz; prefer location and dance combo; will travel if work is steady; own transportation. Frank Bruno, 1739 Lee Ct., Owensboro, Ky. Ph. MO 4-2725.

PIANO MAN—PADLOCK CAUSING AD. Musician, 160-B, Seal Ave., Biloxi, Miss.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian- apolis 41, Ind. mh30

HIGH DIVING EXTRAORDINARY—A ONE time Movie-tone feature. Now available as an outdoor thriller. Rigging illuminated, visible for miles. Magic Productions, 456 Lamplier, Warren, Ohio. Phone: EX 9-1479. mh23

RAY'S CIRCUS REVUE — DOG, PONY, Monkey Show, Bozo the Clown. Further information: Mrs. H. R. Ray, Route #1, Magnolia, Ohio. mh30

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

- Aaron, Michael Paul
Aberle, Bill
Ackley, Jimmy
Adams, Raymond
Alexander, Sam
Allen, Dianne
Allen, Stan
Allen, Will (Tattoo Artist)
Alney, A. Marvin
Amand, Baby Thelma
Anderson, William Paul
Andrykon, Marguerite
Ansher, Joe
Appelbaum, Sam
Arky
Arnold, Floyd
Austin, Arthur
Bacon, Wm. W.
Bagwell, T.
Baker, Bennie
Baines, Amos
Barth & Maier
Beard, Ray
Beaver, Clarence
Beckwith, Mrs. Gerry
Bender, Jay
Bible, Roy
Billingsley, James Everett
Blanton, Kenneth
Boggs, John A.
Bost, Larry
Bowman, John
Brady, Hardy
Brady, James
Broadwin, Ralph
Brooks, Verle
Broome, Wynona
Brown, Chas.
Brown, Eugene Debs
Burnette, Thomas
Burnette, Franklin
Burrett, Chas.
Bush, Mr. Carrol
Bush, W. A.
Buttermilk
Calder, James
Calk, Tommy
Campbell, Ralph A.
Carter, Kenneth G.
Caplinger, Virgil
Cardinal, James F.
Carroll, Leo
Chandler, Edward
Chase, George
Choquette, Conrad Elzear
Church, Chris
Clark, Jack
Clark, Vaughn
Clevenger, William Orval
Clucky, Iris M.
Cobb, Phil
Collantras, Roland (Side Show Talker)
Conley, Dwight
Conley, Raymond
Conlon, Edward H.
Connell, Ray or Roy D.
Cook, E. G.
Cooper, Jack
Cortes, Rita
Costello, James
Cotton, Clement C.
Coutts Jr., Robert R.
Cox, Jacqueline L.
Cox, John W.
Cruver, Lee
Curtiss, Fay or Date
Daiton, Warren R.
Daniels, Wesley
Dart, James Harol
Davis, Floyd
Davis, John M.
Davis, Louis E.
Davis, Louis E. (Blackie)
Delano, George
Dellis, Wm.
Demetro, Archie
Detsch Jr., Wm. A.
Dexter, Elton (AD)
Dilley, Lawrence
Drew, J. W.

- King, Raymond
Kitto, Ralph W.
Kitty & Buz
Kramer, E.
Krause, Roy M.
Lane, Mrs. Tiny
Lantz Jr., Harry
Lattip, Mrs. Marion
Latz, Frederick L.
Lawson, Ernest Al
Laxton, Willie
Lebright, J. R.
Lemmon, Old Doc
Leto, James Vincent
Lewis, Donald
Lieb, Roderick
Little, Ariz. Dave
Loder, Mrs. Marie
Long, Chris
Loranger, Leo
McFarling, Willard
McGill, Carlisle W.
McGinley, Mrs. Barbara
McGovern, Roy
McIntosh, Frank
McLaughlin, James
Maddox, Tom
Madera, Elmer Joe
Madison, H. L.
Magid, Charles
Malone, Ernest
Marino, Tony (Magi- cian & Girl Talker)
Marshall, Thomas Gilbert
Martin, Bene
Masters, Nicki
Mathews, Sport & Alice
Maxie, Prof.
Mayfield, Jimmie
Maynard, E. C. (Red)
Mehl, Harry George
Mehner, Michael
Miles, Mrs. Danny
Miller, Don
Miller, James J. & Mrs.
Miller, Johnny
Miller, Sam
Mitchell, Billy Steve
Mitchell, Clifford
Mitchell, Jimmie G.
Mitchell, Mike
Mitchell, William
Mooney, Joe (Wol- cott's Minstrels)
Morgan, F. A.
Morgan, James N. (Playland Shows)
Morgan, Lewis
Morgan, Steven, B. & Mrs.
Morton, John M.
Mullins Jr., Broten H.
Mullins, Elwood
Mullins, Nell Reed
Munro, Peter
Munroe, Jack
Munroe, Preacher
Munroe, William
Murphy, K. C.
Nash, Ben
Nash, George
Nash, Morgan
Newbrey, Laland
Nippo, William M.
Nobles, J. William
Nugent, Mack
O'Neil, Henry
Odum, Robert E.
Oliver, Swede
Osborne, Bill
Owens, Faye
Pagel, William
Palmer, Harold F.
Pasco, Sheila (Flying Wards Act)
Perkins, Lonnie H.
Perrigan, James Stewart
Phillips, Connie
Phillips, Phil (Gin cushion)
Podesta, Dorothy
Jane (Joie Chitwood Thrill Show)
Poole, Dick D. P.
Poole, Bill
Porter, Prof. Teddy
Powell, Donald
Puckett George
Quercio, Reno & Mrs.
Quicksail, Frank
Reed, James Richard
Reed, John
Reeves, Tommy
Reichert, Frank
Reichert, Miss L.
Reilly, Charles
Ricciardi, Ernest L.
Riel, James P.
Ristick, James E.
Ross, Jerry
Royal, John R.
Rudolf, Robert
Rudolf, Robert Carl
Sanders, William A.
Schinckel, Donald
Milton
Schuch, Pete
Schwartz, Leo H.
Scognamiglio, Mrs. Frank
Scott, Lewis (drummer)
Sebree, Earl
Selva, Wm.
Senna, Tom
Settle, Thurman D.
Shaffer, Jimmie
Shecsley, C. M. (Old Sheesley Shows)
Sheets, Howard (Billy)
Shefchik, Mrs. Dorothy
Shepperson, Robert C.
Short, Perry
Shumate, Charlotte
Siegrist, R.
Simonson, Mrs. Ethel
Slater, William
Small, Ethel
Smith, Elvada
Smith, Kid
Smythe, Mrs. Arthur
Snellings, William
Somner, Robert R.
Spayde, Clare W.
Spears, George
Spence, Walter
Stenger, Irving
Stevenson, Louis
Stevenson, Miller
Stevenson, Steve
Stevenson, Jr. James
Sullivan, Edward M.
Summers, Kenneth
Sweeney, John
Swizinsky, Veronica Ann
Swuter, William
Tanson Al (Circle T Ranch)
Tate, William R.
Taylor, Buford R.
Taylor, Carl Kirk
Thames, Clarence
Theodore, Mack
Thomas, Ben
Thomas, Ernest & Tennessee
Thomas, John W.
Templeton, Ralph E.
Thomas, Raymond Howard
Tice, Mrs. Bab
Tobin, Allen
Tobin, Lester
Tompkin, Cotton
Tompkins, Ralph
Tratch, Max
Troyer, Dewey R.
Tucker, Ben Russell
Tycerell, Clifton P.
Vanmeerten, Richard
Vaughn, A. G.
Vealey, Percy Allen
Vogt, Don
Vot, Robert
Vonderheid, George (Shrine Prom. Mgr.)
Wagner, Harry (Fire Eater)
Wagner, Mr. Veronie A.
Walker, Baldwin
Wald, Frank (Humpty Weeks)
Wantz, Gerald
Watts, Theo.
Weatherman, Jack
Webster, Charles C.
Weise, Benny (bingo)
West, Henry
Whalen, Loren (Red Ed)
White, Flash
White, Wally
Whitmore, Otto
Wildner, Dan
Williams, Bradley
Williams, Jean Ellen
Williams, Lawrence

Pipes for Pitchmen

Continued from page 62

of jewelry note. "I had a lot of visitors there during fair week," writes Madeline, "including Danny Lewis, Curley and Betty Bartock with their new grandson, Tip and Lil Halstrom, Jack Joyce, Whitey Yerkes, Marion and Bill Johnson, Eddie and Edna Fitzsimmons and Mr. and Mrs. Floyd Patton. Mrs. Patton is the former Ethel Beam. Ray Herbers has been busy book- ing the Buck McLean Six-Gun Law Show thru the South."

NEWS NOTES . . .

from Newark, N. J., by Joe Green- field: The boys are making the auc- tion sales in this area and getting plenty of lucre. Unofficial head- quarters for the fraternity in the diner at 115 Broadway, operated by Wally Friedman, former pitch- man. Wally knows all the local spots, and jackpots are cut up nightly at his location. Among workers in town are Johnny Ander- son and wife, who are working coils at sales; Agnes Hilton, perfume at Bamberger's; Johnny Massan, corn punk at Harry's department store; Louie Cryzher, glass cutters; Joe Conti, knife sharpeners, and Mike Mano, poke flash.

LAID UP . . .

with a broken leg in Veterans' Hos- pital, Dublin, Ga., is Grady B. (Pat) Flynn, a veteran of 35 years in the pitch biz, who would like to hear from friends, especially the Ragan sisters, Joe Hall, Doc Capell, Curley Vernon and Joe Haworth.

Wilson, Robert C. Woods, W. Louis
Wolfe, Peter Wright, Jerry
& Rebecca Zitowsky, Shirley

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Adams, Frank J. Loeb, Elliott
Anthony, Joseph F. Masters, Nicki
Benedict, Lowell Miles, Frank Earl
Bradt, Morfy Mitchell, Babs
Diablo, Miss Rothman, Joseph
Gattis, Glendon R. Sheridan, Texas
Korall, Burt Thomas, Charles
Levine, Sam Venture, Dick
Littler, James L. Wells, Vicki

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Armitage, Sheila Mitchell, Randolph
Atkinson, Frank Forman
Baker, R. A. Morrison, Howard
Benesh, Frank Northern States
Borden, Sammy Shows
Carr, Lawrence Chief, Thunder-Sky
Chief, Thunder-Sky Russell, Paul
De Wald, Fred Seltzer, Mrs.
Dillon, Duke Gibbons, Helen
Miles, Mrs. Danny Loretta P.
Kirklund, Tella Silver Doll
Lee, J. Wittman, Silver Doll
Manners, Bill Wenzel, Frederic C.
Mitchell, Babs White, Bob

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Allen, H. S. Miller, Paul H.
Ackley, James A. Mitchell, Lawrence
Albert, Elmer Joseph Moore, Joe
Beasley, James C. Morgan, Eugene
Blalock, Ralph Newcomer, L. E.
Brown, Chester W. Odd, Joseph
Cain, Frank Wenne Poole, Bill
Carl, Meredith Poole, James A.
Cavalero, Anthony Porter, Mr. & Mrs.
Christian, Patty Roland
Prescott, Gordon
Ray, Bernard W.
R & P Rides, Inc.
Reubin, Mrs.
Robbins, Paul Florence
Roberts, Max
Rogers, H.
Rudiselle, W. R.
Sanford, Raymond L.
Schandorff, Jerry Jr.
Scognamiglio, Frank
Seeback, Rickey
Sellers, Clarence
Sharr, Charles
Sheridan, Miss Texas
Smith, Mr. & Mrs. Jack
Smith, Paul E.
Snook, Albert T.
Spalding, Elge S. &
Maude
Spicer, Marvin Earle
Stanley, Joe &
Millie
Star, Hedy Jo
Stoddard, Jack C., Jr.
Taylor, Geo.
Taylor, Pete
Tetts, "Mother"
Towers, Toni
Walker, Jim, Sue &
Smokey
Young, Richard L.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

- 2. Check the heading under which you want your ad placed:
Acts, Songs, Gags
Advertising Specialties
Agencies, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment-Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

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

Please insert the above ad in \_\_\_\_\_ Issue
NAME \_\_\_\_\_
ADDRESS \_\_\_\_\_ I enclose \_\_\_\_\_
CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_ remittance of \_\_\_\_\_

when answering ads . . . Say You Saw It in The Billboard

## Rising Costs Can Be Beat: Distrib

Tom King, a long-time bulk vending distributor headquartered in Chicago, penned this article for *The Billboard*. In it he explains why he believes "the most profitable route is a diversified, concentrated route, vending quality merchandise from spotlessly clean machines." The article is the first in what we hope will be a continuing series by industry leaders—distributors, manufacturers and operators—on how they think business can be improved.

By TOM KING

CHICAGO—It will cost you more this year to service each machine unless some very important changes are made in your way of doing business. Lower costs of machines and merchandise are impossible so long as labor and material costs remain at present highs. You, therefore, must investigate possibilities of reducing servicing costs. We believe we have some helpful suggestions.

Your solution is to make every

location produce more profit with little or no increase in location service costs.

### Check Locations

We suggest that you check each of your locations and see what items are not being sold through venders. You then place machines to vend those items. For example, say Location A has a salted nut machine doing quite well. You would then place a candy and a ball gum machine—both with charms—in this location. The cost of servicing three machines on that location will rise slightly, but your income will increase considerably. It may even double or triple, and if it is the right type location you may also be able to place a tab or stick gum machine, which would add to your income. Every extra dollar you can take out of a location means extra profit for your service dollar cost. You reduce your service cost per location and increase your profit.

In order to increase venders per location it may be necessary to purchase more machines. It is also possible that you can take machines from some poor locations and place them in the good spots. Perhaps you may only need to purchase a new delivery wheel to vend merchandise other than that which is now vended. There are many ways to change equipment for other merchandise. We suggest you ask your distributor or machine manufacturer for suggestions. He can and is willing to help in any way possible. Variety of merchandise per location is just as important in the vending business as it is in any other merchandising field.

### Adding Items

Offering two or more items on some of your not-so-good locations will often make them very profitable. Concentrate your locations in as small an area as possible in order to reduce your servicing costs. You must include mileage and driving time when figuring service costs. Reducing distance traveled is also reducing service costs. It is possible that you may be able to trade locations with one of your competitors, which would reduce traveled mileage for both of you.

The ideal route is a concentrated one with a well balanced distribution of machines and merchandise. This could be a route in a territory

(Continued on page 68)

## Bulk Banter

By FRANK SHIRAS

It's hard to see how the correct merchandising of charms can be overemphasized. Different age groups tend to frequent particular locations. A community drugstore with a big soda fountain and a juke box playing in the corner doesn't have the patronage from adults that it does from the teen crowd.

As operators know, a tavern can be an excellent spot for capsule machines. Customers have a basic restlessness. They talk a lot, play the juke box, try their hand at a coin amusement game, make a phone call for no particular reason. An attractive bulk vending installation can often pull top coin simply because people in taverns want something to do.

A capsule machine that is intelligently merchandised will often empty very quickly in a tavern. On the other hand, a hit or miss fill does double damage. Not only will the turnover be slow, but adults may easily view all such machines with a slight frown. And that's all it takes to lose a customer, sometimes permanently. Poor merchandising is thus tempting a two-edged sword.

Remaining with the tavern example, an operator that puts children's charms in a capsule vender hurts not merely himself. The adult who opens a capsule only to find a miniature lamp and telephone is bewildered. Sure, he may put them in his pocket and take them home to his young children, if he has any. But after all, he was thinking primarily of himself and not his family when he put a nickel or dime in the machine. It is likely that he will sour not merely on the particular machine he tried, but on all capsule machines he may come across afterwards.

Why do operators merchandise incorrectly? Some simply don't know what to use. Others are not acquainted with the type traffic they have in many of their loca-

(Continued on page 67)

## Promotions Help Boost Bulk Sales

DENVER—A simple idea which has increased bulk vending sales for Frank Thorwald, Denver bulk operator, consists of relocating stands with three machines close to any type of confection promotion going on in chain drugstores.

For example, when the Athmar Park store of Republic Drug Company had a special on "two-gallon bags" of popcorn at 39 cents, Thorwald arranged to move his stand to a spot directly across from a bright red crepe paper display stand, built up to promote the popcorn.

Similarly, whenever any of the super drugstores stage a big promotion, Thorwald is always quick to spot his venders as close as possible. The reason is simply that sight of a major promotion such as this always "whets the sweet tooth," as Thorwald puts it.

Few people want to open the bags as soon as they are purchased, particularly if young children are along, according to Thorwald. Part of the contents may be spilled or juvenile appetites for dinner may be spoiled. The youngsters' clamor can be stilled, however, by offering them instead a ball of gum, or some other bulk vending product.

Thorwald keeps in close touch with the managers of the drugstores in which his venders are located, and whenever a promotion comes up he is quick to capitalize upon it.

## FAMILY OPERATION

### Four Brothers Owned Miami-Seattle Route



WALTER GRAY, veteran bulk operator in Phoenix, Ariz., as well as a distributor, can lay claim to an unusual distinction. At one time, not long after he first entered the bulk vending field, he was part of a family which controlled 7,000 vending machines, stretching from Miami to Seattle.

The family was composed of Walter; his older brother, Gene, and younger brothers, Jess and L. D. The four brothers were cajoled into entering bulk vending by their brother-in-law, Don Graham, himself active in every phase of the coin machine business in Dallas, where all of the Grays were brought up.

### Continuous Contact

These five, who own routes with as many as 2,000 machines, kept in close, continuous contact, so that anything that was selling good in Florida could be duplicated immediately in Seattle, Denver, El Paso or Green Bay, Wis., for that matter.

Gray, after a short career in the electrical business, got into bulk vending in 1947, soon after his discharge from military service. His first experiment was in Dallas, but it was not until he bought 500 machines and spotted them in Phoenix, Ariz., that he really got into the swing of the thing. Gray had visited Phoenix before, liked the city and remembered that he saw little or no penny venders in operation. Consequently, he bought new machines from Warner Smith and brother-in-law Don Graham, who preceded him in Phoenix to set the machines in place.

### Good Old Days

"Those were the days," Gray likes to reminisce. "Phoenix was absolutely virgin territory, and location owners were happy to have bulk venders spotted in or in front of their stores on a 20 per cent commission. The machines received

such play during the first year or more that if a vender didn't completely empty in a week's time, we picked it up.

Most of the machines were installed on counters, alongside the cash register, where they were such a novelty that location owners proudly pointed them out to their customers. If there wasn't room for the vender on the counter we simply moved the cash register—usually with the location owner's blessing."

### 1,700 Machines

In five years in Phoenix, Gray built his string to 1,700 machines and took a flier when he installed 500 more in Seattle, which, like Phoenix, was virgin territory. While he later sold the Seattle route, feeling that a 3,000-mile driving trip every 30 days was too much, he still maintains 500 machines in El Paso.

Accelerating this change was the fact that back in 1954 he became a distributor. Thoroughly pleased with operating income, Gray had no intention of becoming a distributor. But there were none between Denver and the West Coast, and he found new operators begging for machines, fill and other stock. He took up distributing originally as

(Continued on page 67)

## WVMOA Gets Five Members

LOS ANGELES—Five operators joined the Western Vending Machine Operators' Association as the new membership drive was launched at the regular monthly dinner meeting held at the Unique Restaurant here last week (24). The drive also brought out several members who had not attended for several months.

The new members are William S. Harding, Ford Gum Company; Robert Owen, Bob's Vending; Edward Ruddy, Ralph H. Gouldin and M. E. Hasha Jr. Hal Cummings, who had not attended for several months because he is now living in Ontario, was present.

Organization has launched a well publicized campaign to increase its membership, offering, for a limited time, free one-year memberships.

Meeting was conducted by William Siegle, president, assisted by Bill Coombs, secretary. Dan Lally, treasurer, was unable to attend. Altho a special program had been planned, it could not be presented because of damage to the film that

(Continued on page 68)

## Logan Devises Mass Display Of Batteries

CHICAGO—Mass display of multiple installations in Logan Distributing Company's main room will be completed this week, announced president Jack Nelson. The machine batteries will be set in the center of his "supermarket," surrounded by stocks of fills the firm handles.

The purpose of the battery exhibit is two-fold, said Nelson. "The mass display is intended to make operators aware of the potential of multiple vending. Secondly, it will serve as a compact way of showing every type of bulk vending equipment and merchandise that we handle."

Approximately 60 machines will be mounted on stands holding from three to eight machines, said Nelson

(Continued on page 68)

## Malone Outlines His Cost-Cutting Methods

DENVER—One effective means to cut operating costs lies in limiting special service to locations with a minimum of three machines, and offering only gum and charms, according to Lou Malone, operator of Kap's Vending Company here.

"There are actually only two methods of operating a successful bulk vending route," Malone said. The operator can give diversified service, with several types of products in several types of machines. He can also concentrate on a single profitable type of machine and product.

"Where the location has a wide variation in type of equipment, special service is so expensive that it is out of the question. A variety of machines means different mechanical problems with each one, and a sharp variation in the amount of sales turnover where customers prefer one type of vended product to another. Consequently, if it is necessary to run out and refill the

machine or repair a clogged chute on a diversified route, the operator soon has no time for anything else.

"Where diversified routes are concerned, we do not guarantee special service and merely ask the location owner to co-operate by taking the machine out of service until the next regular call. Special service is offered, however, on gum and charm venders, which make up the majority of Kap's machines, particularly where the location owner is willing to allow three machines on one stand to be installed in his location and will co-operate in other ways.

One of the forms of co-operation which Malone requests is that he be allowed to install 100-count gum machines with 10-pound heads, giving the keys to the location owner so that he or his clerk can get into the machine to refill it when needed.

Kap's Vending has carried out

(Continued on page 67)

## 10% More Supers Opened In '58 Compared to '57

CHICAGO—A total of 1,252 new supermarkets were opened in the nation last year, according to Supermarket News, trade publication serving the industry. The total represents a 10.3 per cent increase over the number opened in 1957.

At the same time, new stores opened were larger in size than the average of previous years. In 1958 square footage of supers increased 13.4 per cent over 1957.

Grocery chains opened 993 new stores last year, an increase of 14.4 per cent over the year before, but independents showed a decrease of 3 per cent in store openings, or 257 new stores opened.

The number of stores opened in shopping centers also increased slightly over 1957. In that year 237 were opened, while in 1958 there were 243 supers opened in shopping centers.

The average over-all area for all markets was 16,700 square feet, which was a 4.4 per cent increase in area over the 1957 figure.

The East North Central section of the nation opened the most new markets, followed by the Middle Atlantic, South Atlantic and Pacific States.

New York, with 148 openings, led the States. It was followed by Illinois, California and Ohio.



**VICTOR'S  
PROVEN  
MONEY-MAKER  
TOPPER  
1c  
BALL GUM  
VENDOR**

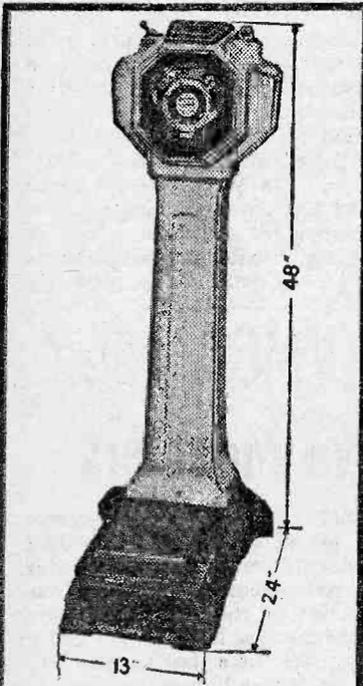
**\$13.25** ea. **\$12.75 EACH**  
100 or more.

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of  
• CHARMS • BALL GUM  
• CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road N.E.  
Atlanta 7, Ga.  
Phone: DRake 7-4300



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE  
COMPLETE CABINET AND  
BASE, CAST IRON POR-  
CELAIN ENAMELED, FOR  
OUTSIDE LOCATIONS.  
WRITE FOR PRICES.**  
Invented and Made Only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**Gray Profile**

• Continued from page 66

an accommodation, and now, as the largest distributor between Texas and the West Coast, he still maintains his route personally, servicing every machine himself.

**Sales Calls**

What sales calls are involved, from a distributor's standpoint, are made in between location servicing calls. A tall Texan, Gray has boundless energy, which he feels is an absolute essential in "spreading myself thin" over both distributing and operating. He feels that operating a route is necessary for a distributor, if for no other reason than to get rid of slow movers in the inventory and to know precisely what type of fill is going to sell for the operators who buy machines from him.

Gray married Alva Mare, a Phoenix girl, soon after arriving in the Arizona city, and the couple has three strapping children. Oldest son, Ronald, assists part-time in the distributing office, and can service the entire route, including repair of machines and soliciting locations. Gray is an avid hunter and fisherman, spends spare minutes at football and baseball games and is an active supporter of competitive sports of every type.

While a lot of competition has crept into the picture as the years go by, both on a distributing and operating standpoint, he still loves the game and feels that bulk vending has a big future.



**VICTOR'S  
Sextette**

A terrific money-maker in those  
Supers and Chain stores.  
The New Modern Key to Successful  
Bulk Vending.

**IMMEDIATE DELIVERY!  
THE 4-UNIT  
BI-LEVEL STAND**

**VICTOR VENDING CORP.**

5701-13 W. Grand Ave., Chicago 39, Ill.

**Bulk Banter**

• Continued from page 66

tions. Still others simply want to dump an inventory of charms that hasn't sold. They have a dollar and cents invoice on the cost of a drum lot of charms they bought, let us say. If it doesn't move, they may lose a little sleep at night. The alternative chosen is often to fill up machines with "dud" charms and bide one's time in resignation.

But the damage done to bulk vending as a whole is also a dollar and cents figure. Tho there is no way to measure it, it is nevertheless still there. Potential sales lost in one's own machines and those of others because of poor merchandising is a very real cost factor. Even tho it's completely hidden, it is just as real as wages, the price of gasoline, the cost of machines and fills.

The public at large is apt to make a joke of bulk vending. Remember the pop tune of a decade or longer ago? "I put a penny in the slot, and all I ever got was five salted peanuts..." This flip-pant attitude of the public seems to have filtered down to bulk vending operators themselves. Conversations with operators quickly reveal that all too many don't consider themselves in a "real business." They talk about hard work, clean machines, and quality merchandise.

If they are pressed about specifics such as correct merchandising, too many operators shrug. They are a little embarrassed. "Really," they seem to say, "don't make a big thing out of something that isn't really a business." Actually, correct merchandising has many subtle factors. Type of location, kind of traffic, climatic requirements—these are three basic things that put limitations on the kinds of fill that

can be successfully vended. Knowing what to use requires experience and shrewd estimates. Bland indifference to good merchandising hurts everybody.

**VENDING MACHINES** — Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Fanned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.



**COMPASS RING**

Steer Your Course to Success

**\$15 per M**—in lots of 5M or more  
**\$17.50 per M**  
—less than 5M

**SURE-LOCK**, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Send **35¢** for SAMPLE KIT OF CHARMS

Ask about Our **ATLAS Finance Plan**



**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

"HEADQUARTERS FOR ATLAS MASTER PENNY-NICKEL MACHINES"

**JOBBER WANTED**

with sales organizations

—to sell our new 1959 model Baby Grand cigarette vendors DIRECT TO LOCATIONS. Must be in position to arrange to finance the machines you sell, when necessary, altho most machines are sold for cash. Beautiful manually operated machines; many color combinations; low wholesale prices! Also 6-column candy bar vendors, postage stamp, pen and others. Write at once!

**SHIPMAN MFG. CO.**

1326 SO. LORENA, LOS ANGELES 23, CALIF.

**Malone Outlines**

• Continued from page 66

this practice for many years. Because the machines give a good return, Malone can count on better co-operation from his location owners, can give special service and trust the location owner to refill the machines.

Malone, however, has found it wise to utilize the type vender which has separate keys for the cash compartment and merchandise-filling lid or opening. "Almost anyone is likely to yield to temptation," he said. "If the keys to the cash box are available, it is nothing unusual for the location owner to knock down two or three dollars a week from active machines. Trusting the location owner with keys should be limited to merchandise only," Malone grinned. "We count the collections in his presence, render a completely detailed statement, and otherwise make it plain that we are business partners."

**GIMMICKS**

AT LOW PRICES

- CIGARETTE LIGHTERS, Gold.....\$5.00
- SLIPPERS, Gold.....5.75
- PLAYING CARDS, Plastic.....4.50
- FINGERTIIS, Painted.....6.00
- SIX SHOOTER GUN, Gold.....5.00
- THREE MONKEYS, Ivory.....4.25
- RUBBER HEELS.....4.25
- DOUGHNUTS & MILK.....4.00

All prices per 1,000 in 5,000 lots and up per item. Immediate Delivery.

For little money, lots of different GIMMICKS to cater to the youngsters, ages 2 to 10 years old.

**SAMUEL EPPY & COMPANY, Inc.**  
91-15 144th Place, Jamaica 35, New York

**MAKE MORE MONEY IN VENDING!**

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

**SPECIAL INTRODUCTORY TRIAL SUBSCRIPTION**  
Order

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.  
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Name.....  
Company.....  
Address.....  
City..... Zone..... State.....  
Type of Business..... Title.....



From out of the West  
**A NEW IDEA in VENDORS!**

**SEE US AT THE SHOW!**  
**(IT'S oak WITH US)**

**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave. Culver City, Calif.

**INSIST ON STAR-BRITE BALL GUM**

**Save Money!**

**SHIPMENTS WHEN YOU WANT THEM!**

You are running your business and you know when you want your ball gum. Large stocks enable us to make "same day" shipments if that's what you want.

**"STAR-BRITE"**

210-170-140 BALL GUM

Also Cramer's "King-Size"

Ask your distributor to stock "Star-Brite" for you—

**CRAMER GUM CO. INC.**

150 Orleans Street  
East Boston 28, Massachusetts  
Member of National Vendors' Assn.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLux 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con.	6.50
Sorted for 100 ct. B.G.	
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen, Red.	.73
Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Shell	.42
Cashew Whole	.58
Cashew Butts	.42
Peanuts, Jumbo	.32
Spanish	.37
Mixed Nuts	.30
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 450 ct.	.40
M & M, 550 ct.	.49
Hershey-ets	.47

Rain-Blo Gum, 60 ct.	.30
Malt-ette, 100 ct., per 100	.32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
Rain-Blo Gum, 200 lb minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.43
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

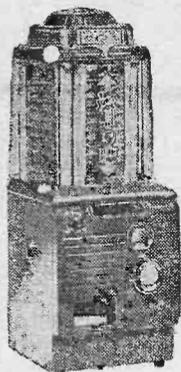
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN

**GUM**

GET YOUR SHARE WITH

*The Northwest*



**PACKAGE GUM VENDOR**

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices. Write NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL  
446 W. 36th St. New York 18, N. Y.  
Longacre 4-6467

**Rising Cost Can Be Beat**

Continued from page 66

of about 15 miles square, with equipment vending a variety of merchandise. You will make more profit on such a route than with one vending one kind of merchandise. Any route that takes you over many miles—even another State far from your base of operation—cannot be profitable. If you desire a large territory you should establish two or more routes with a home base in a city close to the center of that route. Every moment of your working day must be productive. The man operating the most machines not always makes the most profit.

**Successful Vending**

The most important components of a successful vending route are:

1. Good locations as close as possible to each other to reduce costs.
2. Good equipment kept clean and in the best of working order.
3. Quality merchandise and good portions for a penny.

Depend on volume with value. Making 1/10 of a cent per sale on 100 sales is much better in the long run than making 1/4 of a cent on 20 sales.

I shall never forget one case in which a very good businessman set up a quantity of venders that he thought would make him a very good living with a little to save. He failed to take into consideration his cost of servicing machines. The locations were very good, but they were so far apart he spent more than half his time riding in his station wagon. He discovered too late that he was losing money each day he operated and had to sell his equipment to clear his debts.

The operator who purchased it was and is a friend of mine. He picked up all machines which were more than 20 miles from his place of business. He placed them on locations where he already had machines, but used different merchandise. This proved very profitable, and the work on this one route was increased to a point where another man was required to help. I consider him a very successful operator making more than just a living for himself and his helper.

We have talked recently to several old-timers in the bulk vending business and they all admit they have made a mistake in not using candy in their machines along with ball gum and nuts. Most of them are now placing bulk candy machines on many of their good locations with excellent results. Business has increased, costs have been reduced and profits are up. They say it takes little time to check and fill a candy machine for that extra profit.

**Quality Important**

The quality of the merchandise you vend is very important to your costs. Merchandise which is priced considerably below that of known quality products cannot possibly be advantageous. One batch of machines clogged with cheap candy or gum can break you before you discover what your trouble is, and all that merchandise is lost as well as the time it takes to clean up the mess. It does not pay to fool with cheap merchandise. Always buy your supplies from a dependable distributor or a manufacturer with a reputation for quality merchandise.

There are many items that can be vended for 1 or 5 cents that will allow you a fair margin of profit—various pan candies, candy-coated peanuts and ball gum with various flavors. Century ball gum sells good alone, while 210, 140 and 170-count gum may be used with a good quality of plated charms. Once again, do not forget that the quality of the merchandise you purchase should be the best. Your silent vending machine can't make excuses for you.

**Climate**

Be sure that the merchandise you purchase will meet requirements of the climate of the State in which you reside. Certain types of merchandise that are used in States of cooler temperatures and lower humidity will not vend satisfactorily in warmer climates. Before purchasing merchandise, consult your supplier, who in most cases

**Logan Devises**

Continued from page 66

son. Machines that will be shown are manufactured by Victor, Oak, Northwestern and Atlas, he said. The stands are made by Victor and Logan Distributing.

Approximately 20 different kinds of fills will be shown in machine globes, said Nelson. Globes will not carry nuts, however, since Logan does not stock them. Fills that attract operators in the filled globes may be examined at an operator's leisure on the surrounding "supermarket" tables, said Nelson.

The project has already become a co-operative distributor-operator enterprise, said Nelson. Operators examining the partially completed display have made valuable suggestions about multiple vending, he said. For example, one operator observed that machines with light-colored fills should be placed on the outside and dark-colored fills on the inside of stands. Reason is that dark colors tend to blend with the background, and the multiple installation thereby loses some of its impact upon the passerby when the darker fills are at the extremities of the stand.

**WVMOA Gets**

Continued from page 66

was to be shown, Robert Biro, program chairman, said. The change in plans, however, permitted more time for the discussion of the per-machine taxes that are being levied be incorporated municipalities in the county.

Leo W. Weiner, junior past president who served three terms, was presented with an engraved gavel by President Siegle. Weiner thanked the group for the token and spoke on the aims of the association. He pointed out that the group has been successful in the reduction of per machine taxes with non-member operators benefiting from the committee's efforts. He urged the new members to support the organization and bring others into the membership.

Among the ladies attending were Juanita Siegle, Mrs. Gouldin and Mrs. Coombs.

Next meeting of the association will be held March 31. Meetings, held the last Tuesday of each month except December, start with dinner at 7 p.m. with the meeting at 8. Sessions are open to all bulk merchandise operators.

is acquainted with the conditions of your State and is able to advise you what merchandise is suitable for your particular area.

Some operators may find that concentrating their route may produce more work than they can take care of properly. In such cases find a young man willing to work part-time and start building an extra route for him. It may be worked on a percentage or rental basis. Both give you control of such a route.

Make friends with your local distributor. He may be of great help in supplying parts for your machines when needed in a hurry. Many carry a supply of merchandise. We are always ready to give you the name of a good distributor in your territory.

**WANTED**

Jewelry, Souvenirs, Perfumes. Any item suitable for vending. Send sample and prices. Also new and used venders of all types and antique venders. What have you? Looking for 1,000 different items. Send prices and pictures. Write  
**Tate's Vending Service**  
General Delivery Gettysburg, Pa.

**VACUUM PLATED MAGIC LETTERS**

\$6.25 per M

Free Labels

at your distributor or . . . Write, wire, phone



310 N. 5th St. N.Y. 10011  
C 3 N.Y. 5-8397

**Finest Quality Rings**

10 Rings With a Zing  
Get Ready for Spring

20 different varieties available in assorted lots.

**Remember**

- No Jamming
- Vends in all machines
- Holds 3/8" marble
- Brilliantly vacuum plated
- Set in assid. colored stones

ONLY

\$14.75 per M



55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147-8

**WANT TO BUY Vending Machines**

- |                          |             |                  |
|--------------------------|-------------|------------------|
| Acorns, 1c and 5c        | Silver King | Counter Games    |
| Atlas, 1c and 5c         | Model Vs    | Sanitary Vendors |
| Northwestern             | Toppers     | Stamp Machines   |
| (model 49 & 39 & 33 nut) |             | (3-col. Shipman) |

You Name It, We Want It! All Makes and Models  
Send Your List of All Machines and Lowest Prices Wanted. We pay top dollar

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden St. Walnut 5-2676 Philadelphia 23, Penna.

Be First in Your Territory with the NEW

**POSTAL CARDS VENDOR**

Vends 4 Cards in a Folder for 15c

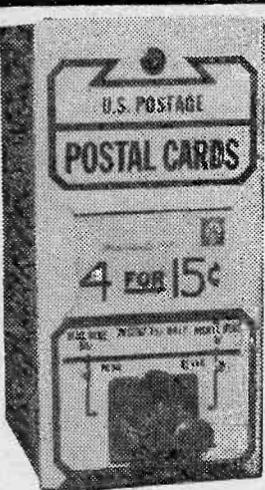
PRICE \$28.50 with 1,000 Folders

Backed by our 40 years of distributing and manufacturing experience. 7" wide, 8 3/4" deep, 14" high. Weight 14 pounds. Attractive cabinet is gray enamel with baked white enamel front. Easy Loading. Large Capacity. Large Profit. Vendor easily pays for itself.

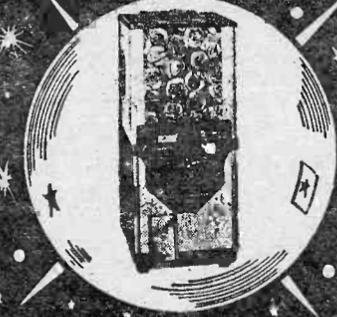
1/2 With Order, Balance C.O.D. COMPLETE LINE OF STAMP MACHINES & STAMP FOLDERS

**J. SCHOENBACH**

Manufacturer and Distributor of Vending Machines  
715 Lincoln Place, Brooklyn 16, N. Y.—President 2-2900



**MAN... IT'S OUT OF THIS WORLD!**



The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most . . . for profits.

Write, Wire, Phone Immediately

**STANDARD SPECIALTY CO.**  
1028 14th Avenue Oakland, California

Wire, Write or Phone Your Distributor Or

**THE NORTHWESTERN CORPORATION**

2391 Armstrong St. Morris, Illinois

## Seeburg to Build Full Vending Line

**Coleman Announces in Wall Street Journal Interviews: Coffee, Candy Units Coming**

CHICAGO—The Seeburg Corporation plans to build a full vending line.

Delbert W. Coleman, president, in an interview reported in The Wall Street Journal last week (25), announced that the firm is "moving toward producing a full line of coin vending machines."

He said that the firm will introduce a coffee vending machine in the "near future" that will be "followed later in the year" with electric candy venders.

Coleman was quoted as saying that Seeburg's expansion "will be confined to the vending machine and electronic industries." He was further quoted as pointing out that the firm intends to confine its operations "solely to the manufacturing end of the business."

In the interview reported, Coleman was quoted as stating further that cash dividends are not in "early prospect" for the firm despite sharp improvement in earnings and prospects for the coming year, since "our thinking at present is that we are in a growth industry and therefore believe that for the long run it is best to reinvest earnings in the business rather than pay them out in the form of dividends."

For the three months ending January 31, Seeburg earned \$606,000, equal to 54 cents a common share on sales of \$5,700,000, up from \$30,283, or 3 cents a share, on net sales of \$11,172,828 in the entire first half of fiscal 1958.

Coleman was reported in the article as saying that sales for the year are being budgeted at between \$27 million and \$30 million, with net projected at more than \$2 million or more than "treble earnings of \$562,673, equal to 50 cents a share, reported for fiscal 1958."

The article further points this out:

"Net last year, Mr. Coleman explained, was adversely influenced by nonrecurring expenses incurred in redesigning the company's line of coin-operated phonographs, including abandonment of the use of printed circuitry. Also reducing earnings were expenses incurred in the sale of Seeburg's brewery and overcoat divisions. Reflecting unsatisfactory operating results in earlier years and write-off of brewery operations, Seeburg has a tax loss carry forward of \$4,200,000, which expires in 1963."

Nature of the expansion contem-

## McCLELLAN: DISK MFRS. BOYCOTT OKAY

CHICAGO — An Associated Press story last week quoted Senator McClellan as saying that record manufacturers would be justified in "refusing to sell to outfits that supply gangster-ridden juke box operations."

The AP story said that "McClellan, chairman of the Senate rackets investigating committee, told reporters that if such action could be termed a boycott, he thinks it could be a legitimate one."

His remarks came after testimony on the operations of the Lormar Distributing Company, described by committee counsel Robert Kennedy as gangster-run (See separate stories).

plated by the company was hinted at in the firm's annual report for fiscal 1958. Shareholders were told in the report: "As you will recall in our report to you last year, it is the intention of management to develop and aggressively promote, thru our present distributor organization, new products kindred and compatible with our coin-operated phonograph line. The vending machine field is a relatively new growth industry, and it is our intention to participate in that growth."

It was also stated that the firm's entrance into cigarette vending "undoubtedly presages further activity in the \$2 billion vending industry as the company continues its diversification program. We also have under engineering development several new products which will be introduced this coming year. . . ."

## MONEY Counsel Would Have FTC Regulate Commissions

**Grand Jury to Probe N. Y. Coin Scene; MONEY Board Seeks Op Licensing**

NEW YORK — A recommendation that the Federal Trade Commission regulate fees paid by juke box operators to locations was made to the Music Operators of New York by Samuel Mezansky, MONEY special counsel.

Speaking before some 90 MONEY members at the organization's quarterly meeting at the Park Sheraton Hotel here Tuesday night (24),

Mezansky disclosed that a federal grand jury would be called to investigate charges of juke box racketeering in the New York area.

He also suggested another method of cracking down on unsavory elements attempting to enter the industry by urging that action be taken against distributors who sold machines to hoodlums.

Al Denver, MONEY president,

reported to the members on the current McClellan Committee hearings in Washington (see separate stories). Last week, Denver had testified that MONEY had been fighting hoodlum attempts to invade the industry thru corrupt unions.

Mezansky said that MONEY had been asked to co-operate with the grand jury being called to gather evidence "about the gangsters and hoodlums against whom we have been fighting to establish a clean industry." He added that "we intend to follow thru with all the evidence which we have assembled."

He also pointed out that much of the evidence of racketeering in the juke box industry which had been presented before the McClellan Committee had materialized as a result of suits filed by MONEY.

**Cites Injunctions**

Mezansky cited New York Supreme Court cases against Local (Continued on page 76)

## BB Mails 5,500 Ops Poll Questionnaires

Poll results, in providing facts of music operating, can form the groundwork for a sound industry public relations program. If you have received a questionnaire, be sure to complete it; if you haven't, write Coin Machine Editor, The Billboard, 188 W. Randolph, Chicago 1.

CHICAGO — A total of 5,544 operating companies early last week received from The Billboard questionnaires which will provide results of the 12th Annual Juke Box Operator Poll.

In addition, 105 of the nation's top operators received a separate questionnaire containing more detailed questions, particularly relating to operating costs and income.

Both questionnaires contain sections on operating and financial data, replacement and depreciation, income, costs of operating, personal income, location relations, associations, and record buying and programming.

As in previous years, questionnaires are designed both to provide facts and general information about the operating business essential in drawing an accurate picture of it, as well as statistics valuable to operators and other industry members for their own use.

**P-R Role**

Questionnaire results have an

important public relations role (see separate story elsewhere in this section).

A letter accompanying the questionnaire sent the 5,544 operators explains the reasons why it is important operators respond to it:

"It provides facts that will help you. Results of previous Polls have been used by operators, their associations and counsel to set facts of operating before legislators, location owners and the public. "The need for facts on operating has never been greater. Cities and States need more tax revenue as never before. It is essential you have enough facts to help you tell the real story and prevent unfair taxes."

The letter also explains that only tabulated results are published and that figures on individual returns are kept strictly confidential. To help operators compare their answers with national averages, used questionnaires are returned to operators.

Results of the 12th Annual Juke Box Operator Poll will be published as a special supplement and will be contained in the April 6 issue of The Billboard. The supplement, bound as a booklet and designed for easy, year-round use, will be printed on 8½ x 11 glossy paper. Tabulated results of the questionnaires from the 105 operator groups will be published separately.

## Senate Hearings on Chicago Closes With CIAA Testimony

**Staffer Kaplan Outlines Assn. Operating Structure; Officials, Members Called**

By DELORES NEWCOMB

WASHINGTON—A major portion of the Senate Rackets Committee hearings last Wednesday (25) centered on the Chicago coin game investigation, which closed the Chicago phase of the coin hearings (see separate story).

Committee staffer Art Kaplan drew a sketch of the situation in Chicago for the probers. He said the Chicago Independent Amusement Association was formed to get the same protection for game operators that juke box operators had. He named William Knapp and Sam Greenberg, both operators, as two who helped form the association. When CIAA found it could not "effect the same restraints as juke box operators," Kaplan said, they

hired Hyman Lerner, also known as "Red Waterfall." Lerner supposedly signed a contract with the coin machine division of Local 134, IBEW, headed by Juke Box Smitty, but the contract has never been found. Shortly after that, dues in the association were upped almost 600 per cent.

**CIAA & Smith**

Kaplan testified that the branch of the local operated from the association office, and that no money from the dues ever found its way to the local. Local 134 has no knowledge of the contract. According to Kaplan, the local's seeming sponsorship of the association was made possible because of a private deal between the CIAA and Smith.

Kaplan said that Lerner, or

Waterfall, worked for Ed (Dutch) Vogel before, described him as one of the two or three most important figures behind the operation and one of the largest operators of juke boxes, games and cigarette vending machines in the Chicago Cook County area.

Operators who opposed the contract with the union found their machines axed, hi-jacked or ruined by acid, Kaplan said.

James McShane, New York policeman on loan to the committee, then testified that the association hired hoods to handle violence. Those named were Alex Ross, James Rini and Frank Masteri. Ross has been arrested 22 times and has eight convictions, Rini has been arrested 31 times and has 19 convictions. Masteri also had a shady reputation and was killed in 1957.

Rini and Ross appeared before (Continued on page 71)

## McClellan Bows Bill to Curb Union Rackets

WASHINGTON — Legislation aimed at curbing racketeering, abuse of power and violence in unions has been introduced in Congress by Sen. John McClellan (D., Ark.), chairman of the Select Senate Committee currently looking into racketeer infiltration of the coin machine industry.

In introducing the legislation, Senator McClellan said that investigations made by the committee in the past two years have conclusively revealed that in some areas and in some unions there still exist practices of "corruption, breach of trust, violence" and other ills that "seriously militate against the interest and welfare of workers, of management and of the general public."

Proposed legislation, he said, is the first of two or three bills he will introduce to prohibit such improper activities, and to guarantee basic rights of union members.

McClellan urged the Senate to act on legislation curbing racketeering because the "infiltration of (Continued on page 76)

## SEN. HEARINGS RECESSED UNTIL ABOUT MARCH 10

WASHINGTON — The Senate Rackets Committee recessed its hearings into union racketeering in the juke box and coin game fields last week after closing the Chicago phase.

It will resume hearings about March 10 to hear testimony of Teamster officials Joey Glimco (head of Chicago taxicab Local 777) and Sandy O'Brien.

Later, possibly March 18, it will resume its probe of racketeer infiltration of the juke box industry in other cities, including Miami, Los Angeles, New Orleans, Detroit and several Ohio cities.

## Atlantic-N. Y. Eases Out of Disk Business

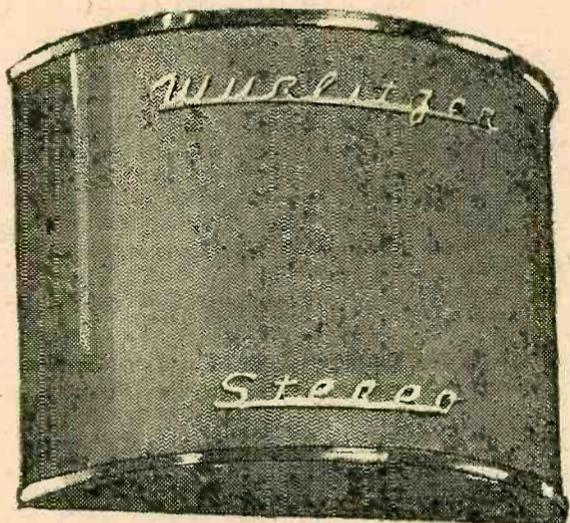
NEW YORK — Atlantic-New York, which had become a temporary record one-stop to provide stereo disks for juke box operators, is gradually getting out of the record business.

According to Murray Kaye, Atlantic-New York executive, the Seeburg distributor began carrying a line of stereo records as a stop-gap until the one-stops offered adequate stocks.

Kaye pointed out that operators are now able to get their stereos in ample supply at such established one-stops as Raymar and Leslie and hence the need for Atlantic to handle records is diminished.

According to Kaye, some 600 stereophonic juke boxes have been sold by the company in the last three months.

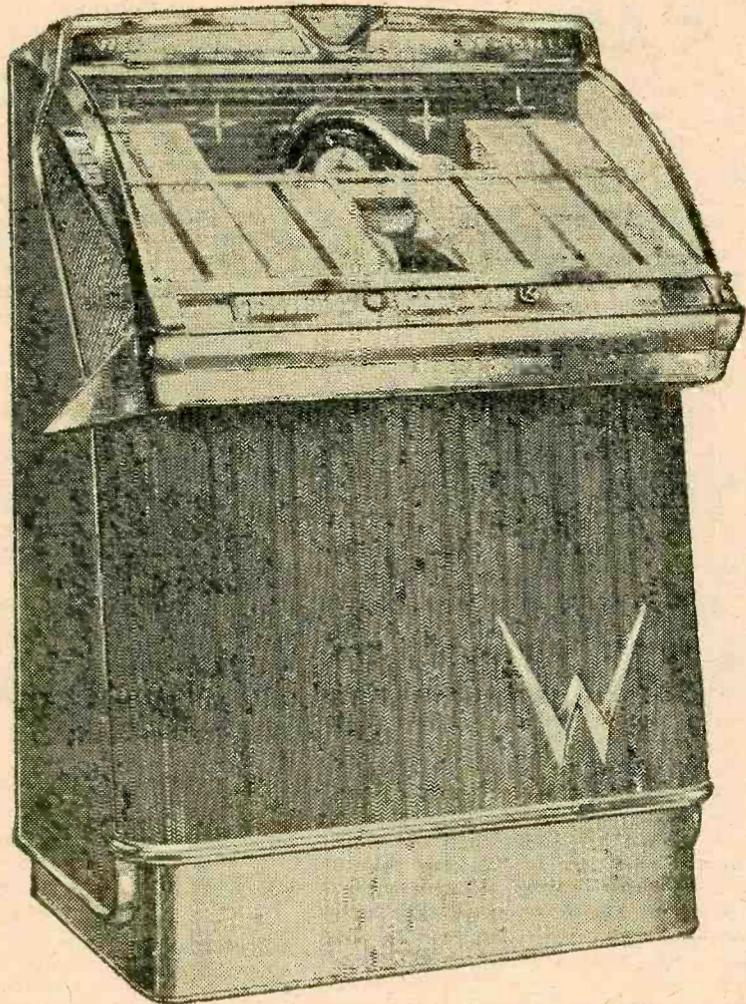
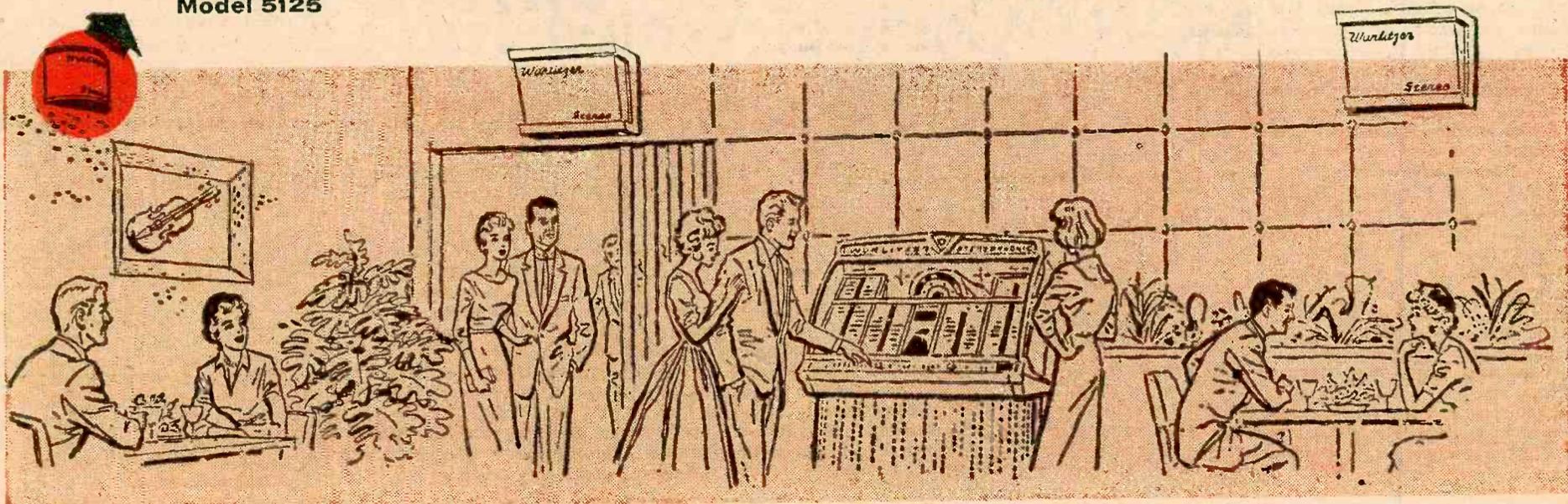
# Only the **WURLITZER** Stereophonic MUSIC SYSTEM FEATURES



Model 5125

## EXTENDER SPEAKERS

FOR REPRODUCING TRUE  
STEREO SOUND THROUGHOUT  
EVERY LOCATION



Wurlitzer has developed a Music System which creates TRUE Stereophonic Sound, in any room of any size or shape — regardless of how odd or angular. It's another Wurlitzer first — made possible by Wurlitzer EXTENDER Speakers. Sold in pairs, left and right, each incorporating a 6" x 9" speaker set in baffle at a 20° angle. WURLITZER EXTENDER SPEAKERS "push" the sound through any room — surround patrons with true stereophonic music no matter where they sit or how far they are from the phonograph. Extender Speakers are a Wurlitzer exclusive — one more reason why the WURLITZER MUSIC SYSTEM IS GEARED FOR GREATER EARNINGS.

WURLITZER 104 AND 200-SELECTION

*Stereophonic — High Fidelity*  
MUSIC SYSTEMS

WITH A COMPLETELY FLEXIBLE LINE OF FLOOR,  
CORNER AND WALL SPEAKERS

**GEARED FOR GREATER EARNING POWER**

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y. • Established 1856

# Lormar-E & E Link Told by Kennedy

Kaplan Tells of \$100,000 a Year Taken From Ops by 134, RMSA, Commercial

WASHINGTON—In testimony before the Senate Rackets Committee last week (20), which came too late for The Billboard's deadline, Michael Spagnola, of AMI Sales Company, Chicago, invoked the Fifth Amendment, even tho he had talked freely to committee staffers earlier.

Committee Counsel Robert Kennedy tied Spagnola in with the Lormar Distributing Company, owned by Chuck English, which was allegedly set up as just another method of getting operators to pay the hoodlums.

Before the probe began, Spagnola reportedly told of his association with Joe Glimco, head of Chicago Teamster Local 777 taxicab union, and Fred Tom (Juke Box Smitty) Smith, former head of the coin machine division of IBEW Local 134 in Chicago. He did not talk in the open hearing, however.

Kennedy then said that the E & E Amusement Company, owned by Tony Erice, was a "whip" company formed by Lormar to bring other operators into line. Glimco was said to have put pressure on operators to buy records. He allegedly worked for Michael Dale's Commercial Phonograph Company, described by Kennedy as a "shakedown, pure and simple."

### Worked as Investigator

Next up was William McCullough, an employee of Dale's CPS Company. McCullough, a retired Chicago police officer, told the probers that he was an "investigator" for Dale, worked for about \$6 or \$7 thousand a year, surveyed some 14,000 jukes, kept an eye on locations and looked into any "controversies." At the time, a number of known hoods were also on Dale's payroll, but these were all but unknown to McCullough. As Kennedy pointed out, he did all the work while the rest of the money went to "phony employees with criminal records." Kennedy went on to say that Dale's survey company was "pure extortion." Juke Box Smitty said operators must join it before they could belong to the union.

A trio of witnesses consisting of Joseph Gagliano, William Messino and Rocco Salvatore then took the stand and were so anxious to invoke the Fifth that they did so even before Senator McClellan asked questions. The trio allegedly had been employed by Dale in the phonograph survey company, but refused to answer questions put to them by senators or staffers.

Art Kaplan, staff investigator, then testified that \$100,000 a year was taken from operators by the union and two associations. Kaplan said that in 1958, \$15,800 was paid by operators to the coin machine division of Local 134, IBEW, whose business agent was Juke Box Smitty. The Recorded Music Service Association got some \$24,000 from operators in the same year. Michael Dale's Commercial Phonograph Survey Company collected some \$74,000 in that year from operators. Of the amount, Dale himself got \$25,000, some \$7,000 was unaccounted for, and the balance went for salaries to hoods, office expenses and McCullough.

Kaplan said that the individual operator did the paying. Enforcing arm was Smith, and Smith used his "own personal pressure" to set up the operation. According to Kaplan, the "protection" money saved operators from competition and almost guaranteed that location owners would not buy their own machines. More recently, these guarantees have not been kept, he said.

Michael Dale then took the witness chair and promptly invoked the Fifth. He declined to answer questions put to him by Senator Mundt (R., S. D.). "Is there any connection with police or government officials? Do you give them some money so they'll look the other way when some hoodlum takes away a machine?" The questions were unanswered.

Last witness Friday (20) was Edward Gilligan, of Chicago Music Company. Gilligan testified that he began losing locations to Vogel's Apex Music in 1956. Some location owners told Gilligan, "Sorry, but if we don't take their machines, we'll lose the book." (Locations with bookie operations were easy marks for Apex.)

Gilligan said he belonged to Dale's survey company and MONY, but dropped out when they were of no help to him. He also told the probers that he at first refused to buy his records from Lormar, but "after pressure" he did buy from them. He buys between \$1,100 and \$1,200 worth of records per month he said, and had so many calls and threats from Lormar that his wife became nervous, couldn't sleep nights, and eventually lost her baby.

Gilligan's income dropped until he took Lormar records, then finally went back up when he bought from Lormar.

Kennedy pointed out that the "whip" company, E & E Amusements, did the pressuring. As he outlined it, Lormar solicitors would come to operators. If they refused to buy records, E & E would come with offer of a better deal for the location owner if he'd dump the operator's machine. Operators learned E & E would solicit their location owners if they didn't buy records from Lormar. E & E was "just a way of harassment," Kennedy said.

Most important testimony Friday (20) morning was made by the second witness, Ted Sipiora, co-owner of Singer One-Stop Record Company, Chicago. Sipiora testified that about a year ago he began losing much of his operator business to the Lormar Distributing Company, owned by Charles English. (See also The Billboard, February 23.)

Sipiora said that juke box operators told him a rough hoodlum element had entered the record business Lormar sent out letters to operators advising them of the establishment of the company, then visited operators. Sipiora said some operators told him they had to begin buying their records from Lormar because the pressure "was too great" to go on doing business with Sipiora. Lormar threatened it would take over locations with the help of Local 134, IBEW, which had Fred Tom (Juke Box Smitty) Smith as its business agent. Many operators were visited by musclemen, according to Sipiora.

Some 90 per cent of the juke box operators who had been buying their records from Sipiora switched their business to Lormar, causing a loss of about \$800,000 to the legitimate distributor. Operators, Sipiora said: "We're visited by people who said they were from the union and were told plugs would be pulled if records were not bought from Lormar."

Sen. Barry Goldwater (R., Ariz.) then asked if outlawing "blackmail picketing" would help the situation. Sipiora said it would, but that in this case, pickets were not needed. A threatening phone call to an operator was enough, he said. (Continued on page 81)

# Senate Hearings on Chicago Closes With CIAA Testimony

• Continued from page 69

the committee "on leave" from Joliet Prison, but refused to answer any questions. Staffers said Rini, called the "Green Hornet," was hired by Vogel for \$150 a week. Ross and Masteri were also hired by Vogel, staffers contended. They were paid either by Vogel or Waterfall and Greenberg.

Rini and Ross were handcuffed together when they appeared before the committee. Counsel Kennedy brought down the house when

he said Ross told investigators earlier that he might have gone straight if he had not been working with Rini while Rini was holding up churches.

The third man, Masteri, was shot to death in 1957 while the three were attempting to murder a tavern owner, William Bates. Bates escaped but was killed a short time later.

Investigator McShane said that at one time Rini threw so much

acid on a machine that it dripped down on electric wiring, short-circuited power and "blew an electric door on a bookie" who was holed up in the tavern. McShane labeled Rini as "over-zealous."

### Klebba Testifies

Next up was Herman Klebba, juke box and game operator in Chicago. He told the probers that Smith wanted him to join the coin machine branch of Local 134. He declined at first, but later joined to avoid violence. Klebba continued to oppose the association, and wires were cut on eight of his machines, possibly because of that opposition. He told Waterfall, head of the association, about the violence, and Waterfall's reply was simply that he must have "enemies." Klebba said there is "peace" now that the association has broken up.

Mr. Romaszaiewicz then took the witness chair and told the committee of the violence he had endured. Romaszaiewicz operated the L & S Amusement Company with his brother. They operate a route of about 40 games. In 1955 he was asked to place a juke box, so he went to Atlas in Chicago to price some machines. Romaszaiewicz met Smith in the Atlas office, and Smith identified himself as the head of the association. Smith said it would cost him \$2,000 to be allowed to operate a juke box, plus the cost of the machine. He then lowered it to \$1,500 plus cost of the machine, but Romaszaiewicz was not interested and walked out on the deal.

Ultimately, he joined CIAA, but was critically outspoken of the association. As a result, Romaszaiewicz said that three of his machines were damaged—two by acid and one with shears that ruined wiring. Damage was done at a time he was paying dues to the association.

### Hyman Lerner: 5th

Hyman Lerner was the next witness. He is also known as "Red Lerner," "Red Waterfall" and "Edward Jarvis." He invoked the Fifth Amendment, so Kennedy drew a thumbnail sketch. He said Lerner was general manager of CIAA and went by the name of Waterfall then. Kennedy said Lerner was a close friend and associate of Ed (Dutch) Vogel, and that Vogel made him general manager of CIAA, while keeping him on his own payroll.

It was Lerner, according to Kennedy, who decided that Local 134 should be brought in to make operators toe the mark. When that didn't work, he brought in Rini, Ross and Masteri to handle the violence. Kennedy said Lerner netted well over \$100,000 per year from the shakedown.

According to his income tax records, Lerner averaged an income of \$8,700 a year from 1949 to 1957. During this time he maintained an apartment in Chicago, owned a restaurant, invested in oil wells, owned a boat, a home in Florida and a fleet of cars.

### Vogel Connection

The CIAA, the committee contended, was operated by Vogel with Lerner as a front. The association handed out union labels to be placed on machines but never had a union contract.

Lerner declined to identify photos of the home at the address he had given the committee. It was suggested by Sen. Karl Mundt (R., S. D.) that Lerner's testimony be sent to Justice Department for possible contempt action because of his "capricious" use of the Fifth Amendment.

Senator McClellan agreed, but said he thought little would come of it in view of recent court decisions. (McClellan is still annoyed over a court decision involving (Continued on page 80)

# Chi Dailies Hit Law Enforcement

CHICAGO — Chicago newspapers last week provided considerable help to the juke box cause in focusing on the central problem of law enforcement.

This problem, which has been discussed by The Billboard at length a year ago, and pointed up again in the last few weeks, is a critical one in solving racketeering, not only in the juke box business, but in any business.

The Chicago Daily News, in an editorial headlined "Zeal in Law Enforcement Can End Jukebox Terror," pointed out that "It is no more surprising that the mobsters would muscle into the record business than it is that they would seek to control towel supply services, beer sales or any of the other legitimate businesses which have been their targets."

The News editorial concluded that "There is surely enough evidence in existence to cage this gang for the rest of their lives. What seems to be needed is a law enforcer with enough missionary zeal and eloquence to persuade the victims to save themselves."

### Police Inactivity

The Chicago Daily Tribune, in an editorial a week ago, in referring to racketeering in the juke box business, pointed out that "when these

things are raked up for the nation's amusement, Chicago can blame the inactivity and inability of its police and state's attorney's staffs to deal with the problem of underworld muscling of business."

The Tribune editorial called for "an aggressive and continuing campaign... through all police districts," noting that "it is a good guess that the officials would be surprised at how little resistance they would meet in such an all-out war — especially against intimidation of small businesses."

In an editorial entitled "Hold Your Nose," The Tribune last week discussed the case of Hilger in the record counterfeiting case, summed up:

"We wonder if there is anyone in Chicago old enough to vote who doesn't know and hasn't known for years about the existence of a juke box racket. Certainly every police captain knows about it, every prosecutor, and, for that matter, every sheriff in every county of Illinois."

### Why No Action

"Why don't they act on their knowledge? Why don't they protect the legitimate distributors, why don't they protect storekeepers who don't like to deal with hoodlums, and why don't they protect honest mechanics who wish to go into the business of keeping juke boxes in working order without paying tribute to gangsters?"

The Chicago American, in an editorial billed "A Willing Witness," pointed out the story told by Bob Gnarro, formerly general manager of ABC (see separate story), and ended with these words:

"Everybody else in the metropolitan area has known for years that there is a juke box racket run by gangsters, but for some reason Adamowski (State's Attorney) and the State's attorneys of the surrounding counties seem not to have been convinced—at least not to the extent of doing anything effective about it. It might be instructive if the McClellan Committee called them down to Washington and asked them why."

### U.S. Grand Jury

At the beginning of the week, Richard B. Ogilvie, special Justice Department prosecutor in the mid-west headquartered in Chicago, announced that a Federal grand jury will investigate underworld activities to control the juke box and coin game businesses here.

Ogilvie's announcement followed on the heels of a newspaper account of an attack by State's Attorney Benjamin Adamowski on the Senate rackets committee. However, in the same account, after giving the State's attorney's side of the controversy which developed between himself and the Committee, Adamowski was reported as saying that he will have his staff question the people who appeared in Washington to testify "if they have not already been quizzed by (Continued on page 82)

# Keating Puts Up Racket Bill

WASHINGTON — Sen. Kenneth B. Keating (R., N. Y.) has jumped on the anti-crime and racketeering bandwagon by introducing a bill designed to "mobilize the full power of the federal government in a drive against organized crime."

In his statement announcing the bill, Senator Keating deplored the "inadequacy of present statutes to deal with criminal syndicates," which, he said, were "plundering the nation at the rate of about 20 billion dollars a year."

Keating said his bill would punish those who use interstate commerce to further their conspiracies to commit organized crime. Bill gives the federal government full power to act against criminal syndicates which "today menace the safety and security of the nation," Keating said.

Federal laws have failed to keep abreast of new underworld methods of operation, according to Senator Keating. With the exception of stolen vehicles and kidnapping, "there are no federal laws dealing with organized interstate criminal activities," he said. Keating wants laws tightened so "murderers, narcotics peddlers, the organized gamblers and other racketeers who plague our land" will be exposed and punished for their "real crimes and not just as income tax violators and disobedient witnesses."

### WALL SPEAKERS

#### AND BAFFLES

Limed oak wood baffle.  
8" ext. range—8 ohms.  
Corner ..... \$15.95  
Wall ..... 11.95

12" dual cone, HiFi type  
Corner ..... \$23.95  
Wall ..... 19.95

WRITE for Replacement  
Plastics Bulletin.

MARVEL MANUFACTURING CO.  
2843 W. Fullerton, Chicago 47, Ill.  
Tel. Dickens 2-2424

## Gnarro Confirms '58 BB Reports in Daily

CHICAGO—Bob Gnarro, until recently general manager of the Associated Buyers Corporation, large juke box co-operative operation, told a story of his fight against E & E Music Company, Lormar Distributing Company and their backers to The Chicago American last week.

It is a story confirming the pattern of operation connected with these companies in getting operators to buy from Lormar which The Billboard reported one year ago.

The American carried a page one story of Gnarro's interview in its February 24 issue under this banner headline: "Exclusive! How Mob Seized Juke Business."

Gnarro was quoted in the story as saying that "No hoodlums are going to stop me from testifying. I'll tell the McClellan Committee, State's Attorney Adamowski, or anybody else just what I'm telling you."

Gnarro was served with a subpoena to appear before the Senate rackets committee Monday (23) night. Even tho the Chicago phase of the hearings are closed, his testimony, as reported in The American, giving names (among them Charles (Chuck) English, head of Lormar; Joey Glimco, head of the Teamster taxicab local 777, and Fred Tom (Juke Box Smitty) Smith, will in all likelihood be heard, not only by the Senate rackets committee, but by the Federal grand jury here, too (See separate story).

## Juke Pirates Spur To Racket Digging

• Continued from page 6

(Chuck) English, dubbed a former "errand boy" for Chicago mobster brass; took track bets until ousted from Washington Park race track; was set up in record one-stop wholesaling operation by Chicago gangland echelons; told Chicago draft board he's had a 15-year record of police trouble, and they'd have to come and get him if they wanted him.

Associates named by the committee include: Strong-armed for the operation, Sam (Mopney) Giancana, labeled gunman for successors to Capone mob; Chicago union local officials, "Juke Box Smitty" Smith, former prexy 134, of IBEW (now reported bounced from the local); Joey Glimco, Local 777, Teamsters; George Hilger (Consolidated Sales, and Advance Advertising Company), dubbed chief of counterfeiting operations by the committee.

Further back in mobster ranks, committee said English's known associates included Sam (Golfbag) Hunt, so monickered because he kept his tommygun in a golf bag; Jake (Greasy Thumb) Guzik (deceased), former syndicate and Capone henchman and one-time boss of English; William (Saint) Skally, termed bookie and counterfeiter. Last but not least, Chuck's own brother Sam English, tagged by committee as gangster connection in the Chicago Restaurant Association shakedown.

Said Kennedy, to the frozen-faced Chuck, who took the Fifth thru out the questioning: "You weren't satisfied with forcing operators to pay you 5 cents more per record—you started a counterfeiting operation so you could make even more money. You had labor connections like Jukebox Smitty and Joe Glimco to put on the pressure, and had them push records for you. Actually, the real business of Lormar Distributing is organized shakedown, by threats and violence isn't it?"

More ominously, Kennedy added: "Chuck English is only a lieutenant in the underworld operation of Lormar. But his strength has grown in the past few years, since 1954—because gunman Giancana is the strength behind him."

The m.o. of Lormar included, in addition to direct pressure tactics, the use of a "whip" company, which the committee said was used to keep operators in line by threatening to take away their locations, if they didn't buy Lormar. This was the E. and E. Amusement Company, headed by Anthony Erice. Committee investigation showed the "whip" cost Lormar \$85,000 in one year's operation.

Another company, the APEX Music Company, owned by Eddie (Dutch) Vogel, ostensibly a juke operator, but dubbed mobster by the committee findings, also brought direct pressure on juke operators to take Lormar records.

Typical victim was juke operator Eddie Gilligan, who told the committee his business dropped from \$11,000 or \$12,000 a year to \$9,000 when he refused Lormar records. It climbed again when he bought the Lormar disks at the higher price. Threats by Lormar henchmen and Dutch Vogel's APEX company reportedly caused Gilligan's wife to lose her baby.

A self-styled Patsy in the counterfeiting operation was Carl J. Burkhardt, of Gateway Records, a small Cincinnati pressing outfit, and his own label, Riteway Records. Burkhardt claimed innocence at start of a six weeks' counterfeiting operation, in which he turned out 121,700 disks for "George Miller" alias George Hilger, Lormar associate. Burkhardt made over \$20,000 on the deal,

but no charges were made against him by Cincinnati police when they scooped up the counterfeit labels and disks during the crackdown on Lormar by Chicago police.

Burkhardt testified that he was a victim of "hard luck," and only "suspected" that something was wrong with the deal. "It was too good."

Kennedy said: "You knew it was a phony from the start. They brought the records themselves to you—not master records or tape, isn't that true?" Burkhardt took the Fifth when asked where he got the "masters" for the records. He admitted labels were supplied by Miller, and okayed most of a committee listing of labels and disks picked up by the police. These included counterfeits of Cameo and Cadence disks, and Roulette hit "Kisses Sweeter Than Wine," and "O, Oh, I'm Falling in Love Again," among others.

The committee found that Lormar had made no headway when it first started up. Juke operators did not buy, until after English invoked his gangster connections, investigators reported. Robert Lindeloff, president of Music Operators of Northern Illinois, said he per cent of his records from Lormar.

## Hungerford To Succeed Clint Darling

NAMA Exec. Dir.  
To Retire in '60  
After 24 Years

CHICAGO—Thomas B. Hungerford will succeed Clinton S. Darling as executive director of the National Automatic Merchandising Association.

In an association announcement slated for release this week, William S. Fishman, NAMA president, explained that Hungerford would assume his new duties August 1 and that he and Darling would jointly direct the staff and affairs of the association until August 1, 1960.

Darling, co-founder of the association in 1936, and director continuously since that date, reaches the mandatory retirement age in 1960.

He will jointly direct the association with his successor for one year so that NAMA can "achieve an orderly transition of management," Fishman pointed out.

Hungerford has been merchandising director of National Vendors, Inc., St. Louis, since 1950. From 1945 until 1950, he was director of public relations and associate director of NAMA. His background includes considerable work for the association as a member of industry.

Declared Fishman: "This industry owes much of its growth to the devoted efforts and abilities of Clint Darling over the past quarter century. Unselfishly and often single-handed he has advanced our cause and built membership services to their present high standards. We are fortunate that his successor not only is well known in the industry, but is also well versed in both industry and association matters."

Today, NAMA has a membership of some 1,500, a full-time staff of 25 and an annual budget of \$400,000.

### DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

#### SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

Musical Sales sells to you at **REGULAR DISTRIBUTOR WHOLESALE!** Nothing over, with free title strips and in one prompt postage saving shipment.

Remember, nobody beats Musical Sales prices and nobody beats Musical Sales service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

Call, write or wire your order today.



## THE MUSICAL SALES CO.

Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

### NOW - CONVERT LOCATIONS TO

# STEREO

in 1 hour

WICO

# CONVERSION KITS

## FOR ALL SEEBURG MODELS

Can be installed on location in one hour!

Utilizes present auxiliary speakers

Complete kit includes simple instructions and diagrams for easy installation. When ordering specify Seeburg Model.

Also available—Speakers or remote volume control.

Satisfaction Guaranteed!

Only \$99.50 Complete  
Stock No. B-172-010



\*MODELS M100-A and later



STEP UP EARNINGS NOW... CONVERT TO STEREO

Write... Wire... or Phone

2901-13 NORTH PULASKI ROAD

Chicago 41, Illinois

MUberry 5-3000

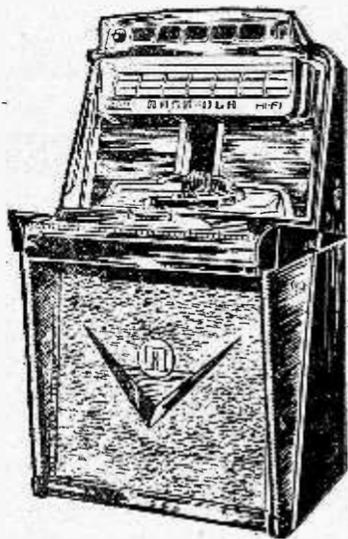
By now you've had a chance to hear all of the 1959 Stereophonic Phonographs, to study their individual features and to note wherein they seem to be alike or differ from one another. So now you probably know...

## What is Meant by Completely Flexible Stereophonic Sound!

First we must note that for any stereophonic sound system to be "Fully-Flexible" it is necessary that the various components that make up that system can be arranged in any type of location to fit the specific needs or problems of that location.

To accomplish this the Stereophonic Phonograph itself should be placed in that area of the location where traffic is greatest, "the best place" where its eye appeal can attract the most customer attention and thus induce maximum play.

Next the two Stereophonic Speakers should be positioned in that location so that they can produce the finest possible "balanced" Stereo Sound. They must do this irregardless of the position of the Stereophonic Phonograph itself.



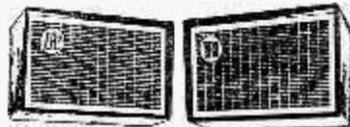
### ROCK-OLA Stereophonic Sound

In our Industry only the ROCK-OLA Stereophonic Sound System permits such elastic arrangement possibilities. This is basically so because the ROCK-OLA Stereophonic Phonograph has no loudspeakers in its cabinet, no sound emanates from the Phonograph itself. This fact enables you to place it in the top-profit spot on the location where its advanced styling, color appeal and programming attracts the players, and where its unexcelled mechanism selects and plays the numbers chosen.

### The ROCK-OLA Stereo Twins

The ROCK-OLA Stereo Twin Speakers are acoustically balanced each with the other. In order to give full range Hi-Fidelity Stereophonic Sound each pair contains two 12-inch woofers and two high frequency compression driver horns to provide smooth frequency response to match linearity of the amplifiers. Being wall speakers, they do not take up valuable floor space such as extra free-standing cabinets do. Being wall speakers they can be attached anywhere on the location to take advantage of the variable acoustic characteristics of it; its size, its shape (length, width and height of ceiling)

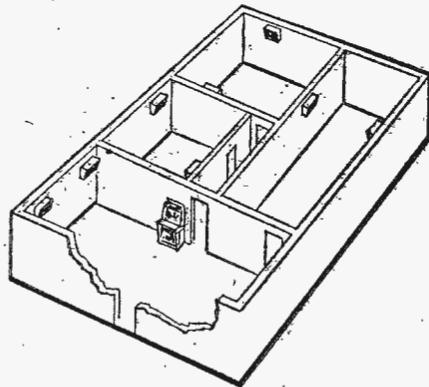
and of the materials contained within it (rugs, drapes and furniture). Obviously with all these variables present only a Stereo Sound System with complete flexibility of both phonograph and loudspeaker placement can satisfy all locations.



### Multiple Room Installations

With most sound systems a separate stereo phonograph would be required for each separate room installation. But not with the ROCK-OLA System.

Only with this method can authentic Stereophonic Sound be achieved in each room of a multiple room location; as for example, a lounge, a restaurant and a bar combination; because the phonograph and the speaker locations are each independent of the other. A pair of ROCK-OLA Twins installed in each room according to the characteristics of that room provides balanced Stereo listening for everyone present. The ROCK-OLA Dual Channel amplifier will take up to 4 pairs of ROCK-OLA Twin Speakers. All this flexibility is achieved with a single phonograph.



### Bonus of Features

Along with all these super qualities of the ROCK-OLA Stereophonic Sound System there are the many others which you know about, such as ROCK-OLA's advanced styling, the Time-Tested, proven ROCK-OLA mechanism, Focal-Point programming and its small, compact cabinet. There are models equipped with either 120 or 200 selections.

To convince yourself of the superiority of the ROCK-OLA Stereophonic Sound System it must be listened to. To appreciate the appearance and the engineering perfection of the ROCK-OLA Tempo it must be seen and operated.

Visit your nearby ROCK-OLA Distributor today and draw your own conclusions. He'll be glad to point out the many exclusive advantages of this year's ROCK-OLA—and you'll be glad to learn about them.

# ROCK-OLA *Tempo*

with Completely Flexible Stereophonic Sound  
available in Sterophonic Hi-Fidelity or the finest Monaural  
Hi-Fidelity in both 120 and 200 Selection Models

**ROCK-OLA**  
Manufacturing Corp.

800 N. Kedzie Avenue  
Chicago 51

# Coin Groups Marshal Forces to Kill \$300 Employee License Fee

• Continued from page 1

or repairing coin-operated machines on January 1, 1950, and was so engaged for a period or periods of time aggregating five full years within the period of 10 years immediately preceding the effective date of this section.

"3. To make such rules and regulations respecting minimum standards of service, number of employees in proportion to number of coin-operated machines to be serviced, rates to be charged, and such other matters as he may deem necessary for the proper conduct of such business.

"4. To prepare a standard form or forms of contract to be used by all licensees.

"5. To require a bond to be furnished in connection with any such contract or contracts, in such amount and subject to such terms and conditions as he may prescribe.

"6. To furnish the Department of State Police a list of all persons granted a license under the provisions of this article."

Here is what the bill has to say about revocation or suspension of licenses:

#### Power to Revoke

"In his own discretion or upon verified complaint of any person aggrieved, and after giving the licensee an opportunity to be heard either in person or by counsel, any license issued under the article may be revoked or suspended, but the action of the Secretary of State in revoking or suspending any such license may be reviewed pursuant to the provisions of Article 78 of the Civil Practice Act. In the event a license is revoked, a new license shall not be issued for a period of one year from date of revocation, and then only in the discretion of the Secretary of State, and upon such terms and conditions as he may prescribe."

Penalties are a fine of not more than \$500, imprisonment of not more than 90 days, or both. A \$25,000 appropriation to administer the law is called for.

Set for introduction at presstime is a measure, prepared by the Republican leadership in the Assembly, which would require licensing the 120,000 juke boxes, games and vending machines in the State.

#### \$10 Licenses

Licenses, which would cost \$10 per year per machine, would be granted only after certifications were filed identifying the owner of each machine and requiring the naming of principal officers in cases of corporate ownership.

The revenue, an estimated \$1,200,000, would be only incidental, since a good portion of this sum would go to administering the law.

Purpose, as in the Mason bill, would be to control the inroads of racketeers in the juke box or game businesses or the vending business, according to the sponsors.

Another measure, introduced by Assemblyman Genesta Strong (R., Nassau County), would permit all municipalities of less than 10,000 population to levy taxes on vending machines, while still another bill, currently being drafted, would place a \$10 State tax on all types of coin-operated equipment, exclusive of pay telephones, sandwich and hot food units.

Adding to the consternation of local operators are two more measures slated for early introduction. One would permit New York City to levy taxes on vending machines, while the other would hit vending operators by boosting the city sales tax from 3 to 4 per cent.

Representing the music and game businesses, the New York State Coin Machine Association is working frantically to kill the Mason bill. Stretch Hanofee, the organization's public relations coun-

sel, is buttonholing Senators and Assemblymen in Albany and telling them of the implications of the measure.

The New York State Operators Guild, a Hudson Valley operator association, has already contributed \$1,350 to aid the State group in its fight, and offers of assistance were made this week by the Associated Amusement Machine Operators of New York and the Arcade Owners Association of New York.

#### Vending Front

To represent the State's vending machine industry, the New York Automatic Retailers Association is in the process of being born, with the National Automatic Merchandising Association, the Cigarette Merchandisers Association of New York and the New York Bulk Vendors Association acting as midwives.

Vending industry leaders met at the Hotel Vanderbilt Wednesday (25) to set up a nominating committee, look at a preliminary draft of bylaws, and call a general meeting of all vending machine operators in the area Thursday evening (5) at a place to be determined. Interested parties may learn the meeting place during the week by phoning Morris Weintraub at Judson 6-6142.

Scheduled for action at the meeting are approval of the bylaws, election of officers, determining dues, and planning a course of action to defeat the city vending machine tax and other legislative matters threatening the vending machine industry.

#### Objectives

Purpose of the Association, as set down in the bylaw draft, is "to work with members of this Association in promoting the growth and welfare of the automatic retailing industry; to foster the best interests of its members, and to represent its members before legislative and other governmental agencies or bodies in questions relating to taxation, regulation, or other matters affecting automatic merchandising."

Membership would be limited to "any individual, firm, partnership or corporation, or other entity that is engaged in Greater New York in the business of owning or leasing and operating of machines for the vending of merchandise without chance incentives or the vending of services exclusive of music by single play, chance or amusement shall be entitled to all the privileges of membership in this Association, including the right to vote at all meetings and for directors of the Association."

The meeting was organized by Herb Beitel, NAMA legislative counsel, with Charles Cole, Coleman, temporary chairman.

Others attending were Sidney Bruck and Morris Weintraub, Cigarette Merchandisers Association; Roger Folz and Harold Folz, New York Bulk Vendors Association; Paul Weingarden, Quick Snack; Robert Smerling, ABC Vending; John Collins, Automatic Canteen; Arthur Berg, Coffee Vending Service; J. P. Shelton, City Milk; Mort Holland, Holland Vending; Herb Greenberg, Rowe; Frank Murray, Coca-Cola, and Victor Specht, Pepsi-Cola.

A nominating committee consisting of Murray, Collins, Holland, Weingarden, Smerling and Greenberg was named, with the committee due to present its recommendation at the general meeting Thursday.

Temporary offices have been set up at CMA, with Weintraub volunteering to furnish operators with maps showing Assembly districts and the names of local legislators and offering to call operators thru-

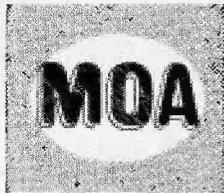
out the State urging them to get in touch with their Assemblymen.

Altho the Mason bill, for example, affects coin music, games and vending equally, no liaison has been set up between the game and music groups on one hand and the vending interests on the other.

But operators in all categories are aware that they are all in the same boat with respect to the Mason bill, and that if the boat capsizes, they will all drown.



George A. Miller  
General Chairman



#### Co-Chairmen:

John A. Wallace  
Norman Gefke  
Martin C. Britz  
J. Harry Snodgrass  
James Tolisano  
Clinton S. Pierce  
Harlan Wingrave  
Louis J. Casola  
Larry Marvin  
Howard N. Ellis  
Ted Nichols

Convention  
Headquarters on and  
after March 1, 1959,  
in Suite 1228,  
Morrison Hotel,  
Chicago, Illinois,  
FRanklin 2-9600.

**MUSIC OPERATORS of AMERICA, Inc.**  
128 E. 14th St. Oakland 6, California, U.S.A.  
(Telephone: TWinoaks 3-3634)

# English Keeps Mum On Lormar Pressure

WASHINGTON — The Senate Rackets Committee wound up the Chicago phase of its racketeer infiltration of the juke box and coin game industry last week (25) with Chairman McClellan saying the group has exposed a conspiracy that "threatens sovereignty of this country."

As he gaveled the Chicago phase of the probe to a close, McClellan pointed out the great "danger" to the country from racketeers and called on Congress to pass corrective laws. He also called on lo-

cal law enforcement authorities to "measure up to their duties and responsibilities."

(Stories on an anti-racket union bill that McClellan introduced and on the hearings into the juke box and coin game fields in Chicago appear elsewhere in this section.)

Earlier the probers heard testimony of Carl J. Burkhardt, operator of a Cincinnati record pressing plant. Burkhardt said that a man who identified himself as "George" (Continued on page 82)

## Attention! MUSIC OPERATORS AND EXHIBITORS WORLDWIDE

You Are Cordially Invited to attend the forthcoming convention of Music Operators of America, Inc., at the Morrison Hotel, Chicago, Illinois, U.S.A., April 6, 7 and 8, 1959.

If you are an exhibitor from any country in the world you are assured careful and efficient attention to whatever merchandise you may wish to ship to the Morrison Hotel for display during the M.O.A. Convention. Please cable immediately to make certain whether booth display space is available.

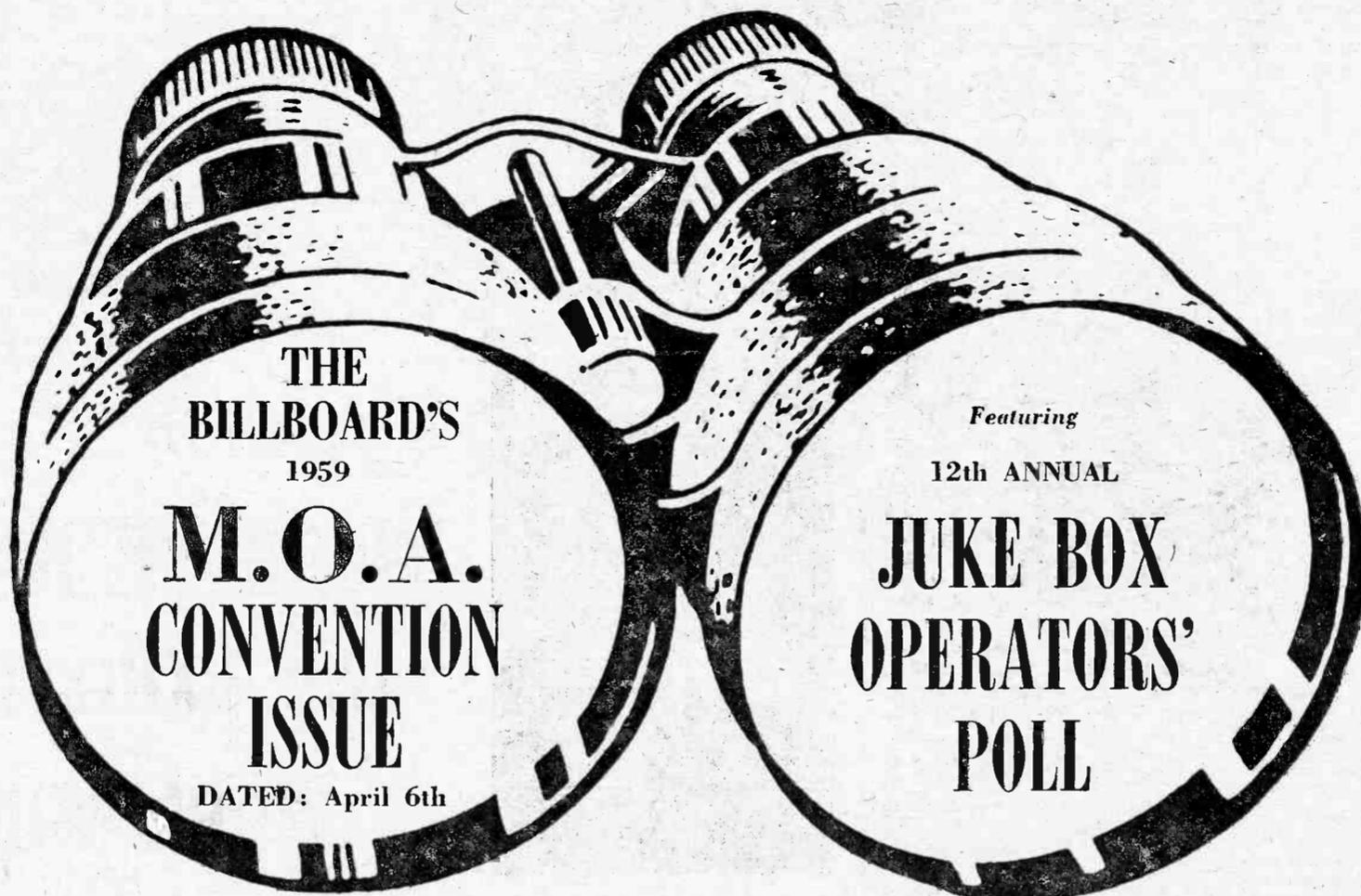
If you are a music operator make arrangements to be at the Morrison Hotel all during convention dates, as you cannot afford to miss the general meetings, the forum meetings, and the many other activities which are being arranged for you.

If you have not already made your reservations for sleeping accommodations, write or phone Tom Mackey at the Morrison Hotel, Chicago, Illinois, FRanklin 2-9600, or George A. Miller, 128 East 14th Street, Oakland, California, TWinoaks 3-3634.

In either case, to see the latest and finest American products, we urge you to attend the forthcoming Music Operators of America Convention, April 6, 7 and 8, 1959.



focus your attention on . . .



## MUSIC OPERATORS OF AMERICA CONVENTION

will be held APRIL 6-7-8 at  
the MORRISON HOTEL, CHICAGO

The Billboard's M.O.A. Convention issue, dated April 6, can bring you the results you are looking for. Your ad in this important issue reaches more than 7,500 key operators who buy 95% of all records, juke boxes, amusement games and accessories bought by the coin machine industry.

### Invest Your Advertising Dollars

Coin Machine Distributors are solid businessmen, instead of just "buying space," they invest their companies' dollars and expect a solid return on every dollar invested. They can tell the difference between a speculative, "shoe string" stock and a blue-chip investment value every time.

Coin Machine Distributors check the soundness of editorial content and circulation methods. They consider the extra dividend of 6-to-1 reader preference and weigh carefully advertisers' acceptance.

When they find value, they don't hesitate to put all of their eggs in one basket.

In 1958 Coin Machine Distributors placed 74.8% of their trade paper advertising in The Billboard and only 25.2% in other trade publications.

**M.O.A. Convention Issue Dated April 6th**  
**Advertising Deadline: April 1st**

*Make Your Reservation for Advertising Space Today. Contact Your Nearest Billboard Office.*

Chicago 1, Ill.  
188 W. Randolph  
Central 6-9818  
Dick Ford Jack Sloan  
Nick Biro

New York 36, N. Y.  
1564 Broadway  
PLaza 7-2800  
Dick Wilson

Hollywood 28, Calif.  
1520 N. Cower  
HOLLYWOOD 9-5831  
Sam Abbott

St. Louis 1, Mo.  
390 Arcade Bldg.  
CHestnut 1-0443  
Frank Joerling

## Probe Al Cohen's Role In N. Y. Union Rackets

WASHINGTON—In the testimony before the Senate Rackets Committee Friday (13) which came too late for The Billboard's deadline, Charles Guerci told the probers he attempted for about two years to organize coin machine operators in Nassau and Suffolk Counties, New York, about 50 operators signed, and he was given a charter for Local 433, Retail Clerks International Association. Guerci was president of the local.

Al Cohen then joined Guerci and ran the local until he left to form 531, United Industrial Unions. Guerci was elbowed out. He didn't like the situation because he "couldn't make any money."

Next witness was Mortimer Pearl, now an insurance salesman, who said Al Cohen took him in his independent juke union 531. Pearl's duties were to call on location owners with a picket named Sonie Parker. Location owner would be told to "pull the plug" on any machine placed by operators not in 531, and have the operator contact 531. The "organizational procedure" grew out of a meeting where Al Cohen advised operators that 531 would give them more "protection" than the legitimate Local 1690, RCIA.

Pearl said that if location owners refused to pull the plug, a picket was placed on the location. The picket used most, Sonie Parker, was called on to testify, but he invoked the Fifth. Counsel Kennedy said Sonie had talked freely during earlier interviews, and must have been intimidated. Sonie kept on pleading the Fifth.

Al Cohen then took the witness chair and invoked the Fifth, despite Senator McClellan's booming voice asking, "Are you ashamed of yourself? Of your country?" Cohen declined to answer as fast as McClellan asked the questions.

Counsel Kennedy said Cohen had "run the gamut of the New York coin business locals, and set them up to give operators protection, never interested in the employees." Kennedy asked, "You've been selling gangsters connections and intimidation of location owners, isn't that true? The underworld is getting behind 266 (IBT) to help it get monopoly control of the whole coin machine business in New York. It's easy to bring pressure on small men. Those people can't stand up to you. It makes you feel big to tell tavern owners you'll shut off the beer unless the tavern owner agrees to your terms."

Sylvia Goldberg, who described herself as a "Flushing housewife," was next up. She invoked the Fifth, so Kennedy filled in her background. She was secretary-treasurer of the Cohen local, then president. She didn't know she

had been made president, however, until Kennedy told her. She had sent out pickets, handled book-keeping, and took messages on picket placing.

Committee staffer John Konstanty then told the probers that Cohen kept no records of any kind at his local. Investigation of Cohen's own account from February, 1956, to January, 1958, showed a total of \$27,000. Of this, \$20,000 was deposited between September, 1956, and October, 1957, when Cohen was running juke Local 531. Cohen's local was said to have covered the route of Anthony Toracco, who operates in partnership with Frank and James Piccarelli, alias Frankie and Jimmie Rushe. Last named have been involved with narcotics.

Next up was Sol Javors, an insurance agent. In 1950, he and associates founded the Federated Service Workers Union, starting with a laundry workers local because the Javors family had been in the laundry business. John Amalfitano took over most of the charter granting, while Javors went more into the insurance business and lost touch with unions.

Counsel Kennedy said the FSWU was a paper union that

## ONE-STOP GAL A GOOD SKATE

BOSTON — Versatility and talent keep showing up in members of the music industry in hobbies and pastimes. A pretty blond secretary at Dick's Records, one-top adjoining Redd Distributors, has shown that as well as expertly managing an office staff, she can turn a mean skate on the ice.

She is Lorraine Query, secretary at the one-stop, who February 8 received the Jack Conway Memorial Trophy for winning the Women's Senior Silver Skates Derby at the Boston Garden. Miss Query has headed the office staff at Dick's Records for more than a year and finds the record business a fascinating one.

Previous triumphs to her credit include the girls' junior championship in 1955 and the girls' juvenile championship in 1954. In spite of a busy schedule, Miss Query says she finds time for at least eight hours of practice each week on the ice.

handed out charters. Javors insisted, however, that the laundry local was okay and successful. Thus ended the first week's session.

## UJA Coinmen Name Committees for Drive

NEW YORK — The executive committee of the 1958 Coin Machine Division of the United Jewish Appeal of Greater New York meets 6 p.m., Thursday (5) at the Astor Hotel to set plans for the organization's annual victory dinner, to be held May 2 at the grand ballroom of the Astor.

Guest of honor will be Lou Boorstein, Leslie Distributors. Boorstein, who had been general chairman for the last three years, has been a director of the Jamaica Jewish Center for seven years and is past president of the Parents Association, P.S. 131, Queens, past chairman of the DeWitt Clinton Class of '33 Celebration and the Children's Asthmatic Radio Telethon.

He is also active in the Israel Bonds campaign, the endowment of a musical library in honor of his parents, the Lake Success Little League, the Mason, the City College Alumna Association, the National Catholic Community Service and the Little Neck Jewish Center.

General chairman is Albert (Senator) Bodkin, while associate chairman is Joe Connors. Carl Pavé heads the executive committee, and Bob Krause is chairman of the cash collection drive.

Honorary chairmen are Al Denver, Jack Mitnick, Mike Munves, Al Simon, Barney Sugarman and Joe Young.

The following are on the executive committee: Jerry Basile, Harry Berger, Charlie Bernoff, Teddy Blatt, Bernie Boorstein, Frank Brehenny, Sidney Bruck, Russ Carpenter, Ben Chicofsky, Nat Chlanker, Al Ferber, Abe Fish, Gabe Forman, Jack Gordon, Joe Friedman, Tom Greco, Miltie Green, Ben Haskell, Lou Hirsch, George Holtzman, Irv Holzman, Morris Kahn, Irv Kempner, Marcus Klein, Harry Koeppel, Bernie Levine, Lou Levy and Abe Lipsky.

Also, Perry Lowengrub, Davy Al Miniacci, Sandy Moore, Claire Morano, Oscar Parkoff, Max Perlman, Seymour Pollak, Mac Pollay, Marty Rabkin, Paul Rechtschafer, Morris Rood, Max Schaffer, Jack Semel, Don Shapiro, Dave Simon, Harry Siskind, Dave Stern, Jim Tolisano, Sandy Warner, Malcolm

Wein, Morris Weintraub, Leo Weisskopf, Leo Willens, Jack Wilson and Lou Wolberg.

On the bank and finance committee are Joe Beim, Sam Bushnell, Martin Herbstman, Edwin Meredith, Joseph Rogers, Jack Art Silbert, Dr. Samuel Silverman, Herb Sternberg, Irving Tropp and Alfred Weill.

The publications committee consists of Bob Austin, Bill Littleford, Frank Luppino, Joe Orleck, Norm Orleck, Dick Steinberg, Aaron Sternfeld and Marty Toohey.

Secretaries are Nash Gordon and George Nemzoff.

## Dismiss Perjury Case Against Ore. Union Official

WASHINGTON — A perjury charge against Clyde Crosby, an Oregon Teamsters Union official, was dismissed by a federal judge February 3 on the ground that the McClellan rackets committee was out of bounds when it questioned him.

U. S. District Judge Joseph Jackson ruled, however, that the committee was beyond its authority in the questioning, and dismissed the jury. Judge Jackson said he had "the most wonderful respect" for the probers and Chairman McClellan, who testified at the trial. He said that even a well-meaning group could "stray into a field" where it is not able to exercise jurisdiction.

## Name Keating 5th GOP Member O'Mahoney Comm.

WASHINGTON—Sen. Kenneth B. Keating (R., N. Y.), has been appointed to the Judiciary Committee which will decide the fate of the new O'Mahoney juke box bill in its early stages of progress toward becoming law.

Keating, formerly ranking Republican member of the House Judiciary Committee before his successful campaign for the Senate seat, replaces Martin (R., Iowa),

## Slifer Works on Meet Of Coin, Vending Reps

CHICAGO — Ground work is being laid for a meeting to be attended by representatives of the juke box, coin game and vending industries for the purpose of discussing public relations.

Bob Slifer, managing director of the National Coin Machine Distributors Association, told The Billboard last Friday (27) that he had already contacted major manufacturers in each business and that they had agreed such a meeting might be worth while. Slifer said he was still contacting manufacturers, distributors and operators to get their reaction to such a meeting.

No meeting date had been set, but he was hopeful that at least a preliminary meeting might be held sometime this week.

Reason for getting representatives from all three businesses together is that "newspaper publicity on the Senate rackets hear-

ings has brought in all three groups," said Slifer.

He said that such a meeting might provide the basis for better co-operation and "harmonious working together" among these industries.

## Wico Offers Stereo Juke Conversion

CHICAGO—Wico Corporation last week began shipments of a stereo conversion for all Seeburg phonograph models from M-100A and later. List price is \$99.50.

The conversion includes instructions, diagrams and conversion equipment. Installation is estimated to take about one hour or less on location, according to Wico.

The Wico conversion utilizes existing auxiliary speakers.

## FTC Commission Regulation?

• Continued from page 69

531 of the United Industrial Unions and Local 19 of the Federated Service Workers Union. In both cases the unions were enjoined from picketing and in any other way interfering with the activities of coin machine operators, and in one case an indictment and conviction for conspiracy resulted.

Denver defended MONY's collective bargaining agreement with Local 1690 of the Retail Clerks International Association, which he termed "a respectable union," and he charged that Local 266, International Brotherhood of Teamsters, is a "paper local" in the same class as Local 531 and Local 19.

Denver said that the Washington hearings have given the public the impression that all juke box operators are racketeers, and he cited instances where legitimate operators are now having difficulty getting credit as a direct result of the hearings.

The board of directors that afternoon had gone on record as favoring State or city action to require the licensing of juke box operators, their fingerprinting, a full disclosure of their financial backgrounds, and periodic financial statements.

The board had also passed the following resolution promising full co-operation with the authorities in future investigations:

"Whereas the board of directors of the Music Operators of New York has received a full report from the president of the Association concerning the hearings conducted by the McClellan Committee on Improper Activities of Management and Labor in our industry, and, whereas the board of directors has heretofore expressed its complete approval of the scope and purposes of the said Committee and all similar committees, and whereas the board of directors has heretofore directed that every co-operation be extended by our Association to this Congressional Committee and all other federal, State and municipal authorities in-

quiring into the affairs of our industry, we therefore, in view of the benefits to be obtained by our Association, its members and the public at large from the existence and maintenance of an honest and reputable industry, be it resolved that the board of directors approve and commend the activities of the McClellan Committee and all similar government inquiries, and be it further resolved that every assistance and co-operation be extended to all governmental authorities which may be engaged in the investigation of improper activities in our industry, or which may have as its purpose the promulgation of fair and equitable correction legislation."

## McClellan Bows

• Continued from page 69

criminals and underworld characters in the field of labor-management relations, and the domination and control by hoodlums, gangsters and racketeers in some segments of labor and business, as exposed by the Senate Rackets Committee, cannot longer be tolerated."

McClellan's proposal would provide protection of freedom of speech and other rights of union members, including inspection of membership lists and safeguards against disciplinary action. It also would provide secret ballot for the election of convention delegates and guarantee local general membership meetings at least three times a year. Transfers of members or funds from one local to another would also have to be approved by secret ballot.

Proposal would levy criminal penalties for false or misleading financial statements, embezzlement of union funds, destruction or concealment of union records or use of union funds for loans to officers or employees.

In addition, it would bar former convicts from serving as union officers, and would bar employes holding union contracts from making loans to union officers or employees.

Measure is somewhat stronger than similar proposals introduced by the administration and Sens. John F. Kennedy (D., Mass.) and Sam Ervin (D., N. C.), but would not make changes in the Taft-Hartley Law. Such changes will be noted in bills McClellan intends to introduce later.

Bill was referred to the Senate Labor Committee for study. That group is now studying the Kennedy-Ives bill, which was approved by a labor subcommittee last week.

## Expect 400 at Hartford Fete

HARTFORD, Conn. — From 350 to 400 persons are expected to attend the Second Annual Dinner-Dance of the Music Operators of Connecticut, to be held Saturday (7) at the Capitol Ballroom of the Hotel Statler here.

According to Ben Gordon, MOC business manager, Marge Cameron, New York night club performer, will handle the emcee chores. The floor show will include such recording stars as Lou Monte, RCA Victor; the Kalin Twins, Decca, and the Jewell Tones, a local group.

The cocktail hour begins at 6 p.m., with the banquet slated to start an hour later.

# UPB-100

**UNITED'S**  
*Hi-Fidelity*  
*Stereo*

## Unconditionally Guaranteed

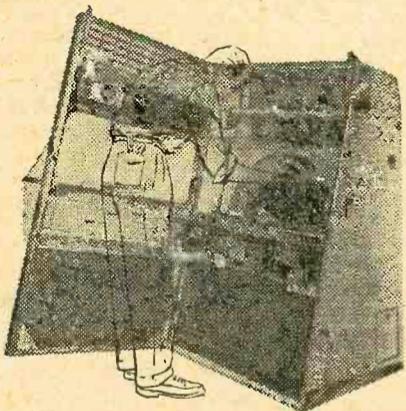
The Record Mechanism contained in the Model UPB-100 United Phonograph is UNCONDITIONALLY GUARANTEED for one full year from date of delivery by an authorized United Music Corporation distributor in a new and unused condition. Each United Phonograph is delivered with a "Certificate of Warranty" outlining United's complete guarantee.  
UNITED MUSIC CORPORATION

AVAILABLE IN



BEAUTIFUL COLORS... TO BLEND WITH ANY DECOR  
AQUA • CORAL • PLATINUM • EBONY • GOLD

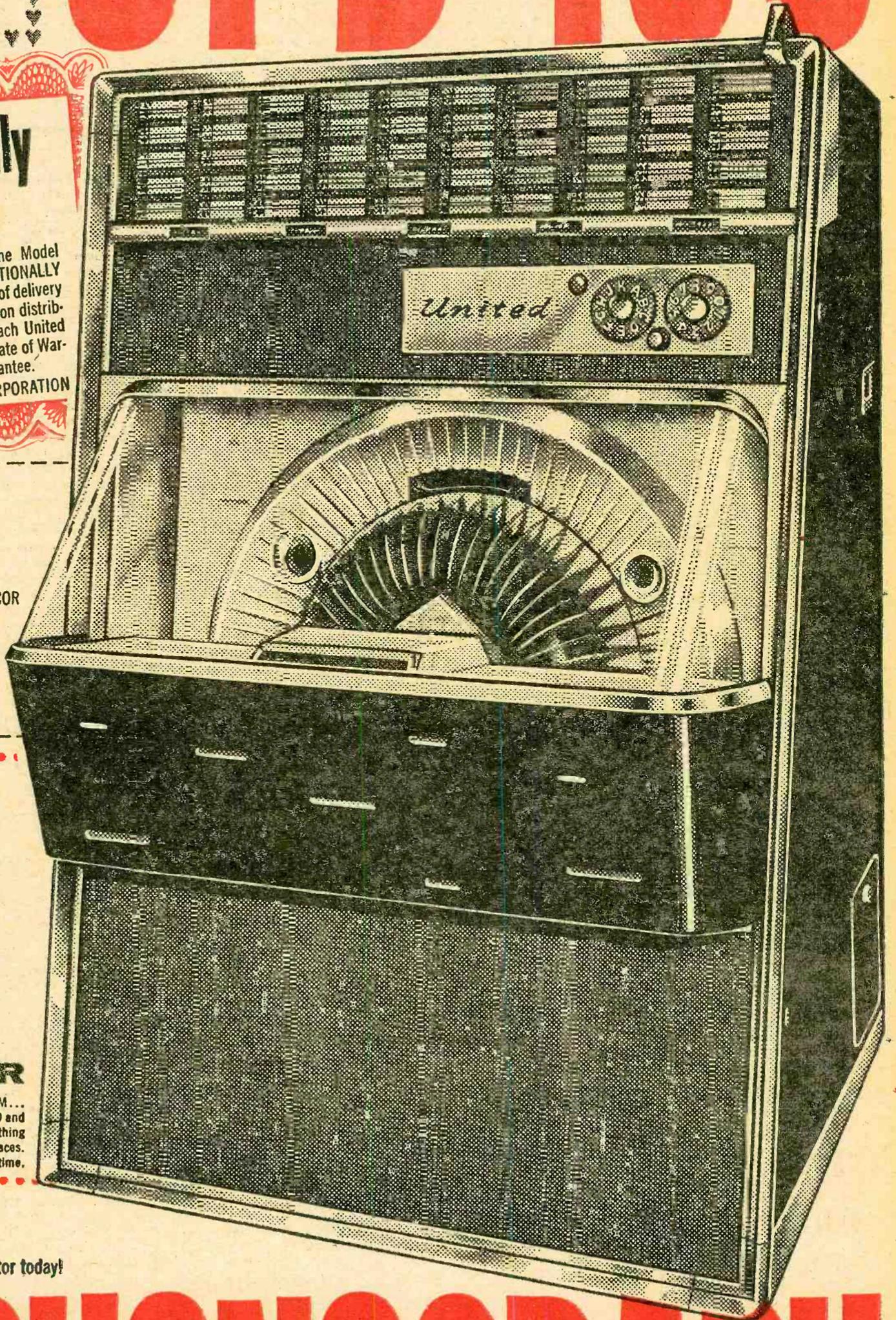
Complete with full-range Corner, Ceiling and Wall Speakers... Wall-Box and Grip ... Hideaway Unit ... Play Stimulator ...



### UNITED'S SUPER-CONVENIENT "WALK-IN" DOOR

PROVIDES INSTANT EASY ACCESS TO ENTIRE MECHANISM... Simply swing open the entire front door of the UPB-100 and the entire mechanism is exposed to the serviceman. Everything is out in the open. No reaching into hard-to-get-at places. Makes servicing simple and easy. Saves loads of valuable time.

United Music Distributors are now showing the UPB-100 complete music system... Write for the name of your nearest distributor today!



# THE PHONOGRAPH

UNITED MUSIC CORPORATION, 3401 N. CALIFORNIA AVE., CHICAGO 18, ILL.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of February 23, 1959)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, and GENC0. Each category lists machine models with columns for High, Low, and Mean prices.

**RED PIN**

## Chi Coin Game Intros New Bowling Idea

CHICAGO — A new idea in shuffle bowling is introduced with Chicago Coin Machine's Red Pin Bowler, bowed last week.

A red-colored head pin is the key to the new play features. When the colored pin is lighted—in the fourth, sixth and eighth frames—players get extra points for strikes.

Actually, the game can be played six different ways. Players can flip a toggle switch at the end of the alley to set game for either regulation play or "flash-o-matic" scoring. The operator can adjust game by setting a jack behind the scoreglass to turn off the red pin feature, or to change "flash-o-matic" scoring to "mystery" light-up. Thus, various combinations of these features can be utilized to set game six different ways, according to operators' and players' desires.

When set for red pin play, the head pin lights up in three frames to offer 500 extra points for strikes in those frames. A "flash-o-matic" setting activates a traveling light which continually passes across the pin field. With traveling light in action, players get from 110-200 to 550-700 for strikes and spares, depending on position of traveling light when puck hits pins.

Set on the "mystery" basis, light stops traveling, but lights up a

*(Continued on page 83)*

## Indy Grand Jury Hits Pin Gambling

BLOOMINGTON, Ind. — "All coin-operated amusement devices capable of being used for gambling must be excluded from the county."

That was the stern warning issued Friday (20) by the Monroe County Grand Jury after listening to testimony from club officials and two coin machine vendors.

The jury estimated that losses from pin gambling range from \$75,000 to \$100,000 annually.

Investigators reported that the county's veteran and fraternal organizations complied promptly with the jury's order by desisting from payoffs and removing questionable equipment.

The investigation was requested by Monroe County Prosecuting Attorney Fred H. Gregory and Special Deputy Prosecuting Attorney James R. Cotner. The jury began its probe of pins on February 5.

## Three More Bowlettes Planned by Rosenfeld

ST. LOUIS—Jack Rosenfeld, J. Rosenfeld Company, said last week he will open three more Bowlettes in different sections of this city sometime in April or May. The Bowlettes will be modeled after the original Bowlette — a miniature bowling palace and recreation center in University City here.

Rosenfeld said the sites for the new spots have already been picked, and that he will open them as soon as possible. But the locations have to be fixed up and final negotiations have to be worked out, he added.

A Bowlette franchise plan whereby other parties can set up installations under Rosenfeld's

## OP SERVES ROUTE WITH 4 NEW FIATS

ALBUQUERQUE, N. M. — One enthusiastic booster for the economy of foreign cars in everyday game, juke box and vending machine operation is Harry Snodgrass, of Border-Sunshine here.

Snodgrass, in early February, purchased four new Fiat four-door sedans, compact autos which will give up to 60 miles to a gallon of gas and which guarantee "always a parking place" due to their small size.

The Fiats, which, incidentally cost around \$200 more each than the Volkswagen, went immediately into service on Border-Sunshine's extended routes.

## Hoosier Anti-Pin Bill Still In Committee

INDIANAPOLIS — Indiana's coin machine industry will apparently be spared of punitive legislation at the hands of the State General Assembly.

This assurance was rendered with high reliability as the Legislature was about to enter the final week of its biennial session. By constitutional restriction, the assembly must complete its work in 61 days. Thus March 9 is the day of adjournment.

Introduced late in the session, only one piece of legislation poses

*(Continued on page 84)*

## IRS Clarifies Pins Considered Gaming

WASHINGTON — It now appears that the proposed Internal Revenue Service ruling declaring certain pinball machines gambling devices per se will not be as inclusive as it first seemed to be.

The proposed ruling, not yet made public, would declare "pinball machines with a push button for releasing free plays and a meter for registering the plays so released, or with provision for multiple coin insertion for increasing the odds," gambling devices per se. IRS spokesmen told The Bill-

board last week (26) that nearly all amusement pinballs manufactured have a button to release free plays, but do not have a meter to register the plays that are released. Machines not having the meter, therefore, would still be considered amusement devices and would still be taxable at the \$10 rate.

The ruling will not be announced publicly for about three or four weeks, IRS spokesmen said. The Billboard has learned that IRS was urged by the Department of Justice to rule that certain pinballs are gaming devices per se. In correspondence from the Justice Department to Internal Revenue Commissioner Latham, a Justice Department spokesman announced displeasure that IRS at first "was not inclined to agree" with the suggestion to draft the ruling. IRS took the position that the issue was not necessarily decided by a single decision which was not contested on its merits.

The "single decision" referred to by IRS is the district court decision in Southern Illinois, where it was held that nine pinballs were gaming devices per se because they had release buttons and meter registers. (The Billboard, February 16.) The court decision was uncontested.

Assistant Attorney General Anderson challenged the views of IRS, however, and subsequently brought about a reversal of those views. According to Anderson, the fact that the decision was not contested does not preclude the

## EASTER OPENING

## Ops Pick Waukesha, Wisconsin Site for New Teen Rec Center

By BEN OLLMAN

WAUKESHA, Wis. — A coin-operated recreation center slanted to the teen-age and family trade is scheduled to open in Waukesha before the Easter holiday. Promoter is Ken Kulow, president of Kendou, Inc., a Milwaukee-based music, games and cigarette coin firm. Kendou, Inc., also operates the Avenue Arcade in downtown Milwaukee.

This will be the first such installation in this community, 15 miles west of Milwaukee. According to Kulow, approval from the Waukesha city fathers and the lease from the property owners were both cleared last week. The building formerly housed a bank. It is situated about 150 feet from Waukesha's heavily traveled Five Points down-

town hub. The Arcade space measures 28 by 90 feet.

Cost of readying the amusement machine Arcade, says Kulow, will run to "at least \$25,000." Plans call for between 40 and 50 pieces of assorted Arcade equipment, with heaviest emphasis on bowling games. Kiddie rides will be included, "at least one or two to begin with." A Photomat unit is being purchased for installation.

### Rifle Range

Kulow has turned thumbs down on a rifle range for his new spot, altho "we may put in a rifle range at some future date," he says. "I'm not completely opposed to putting in a rifle range. The one we have in our Milwaukee Arcade works out very well. But there are a lot of

problems, such as insurance and the extra help required to operate a rifle range that we are trying to avoid here. We are going to try a few of the newer gun games instead of a rifle range to see what kind of results we get."

Before clinching his deal for the Waukesha Arcade, Kulow traveled to St. Louis to study the highly publicized Bowlette installation there. "I read the articles about the Bowlette in The Billboard and they stirred up my interest. I spent three days in St. Louis last December finding out all that I could about that operation. When I saw it in action, I envisioned the possibilities in this Waukesha spot."

Glenn Grubb, partner in the Milwaukee Avenue Arcade, will also own a piece of the new Waukesha set-up. Both Grubb and Kulow have extensive coin machine and Arcade backgrounds. Kulow will take over management of the new Waukesha unit at the outset, while partner Grubb will supervise Kendou, Inc., coin routes and the Avenue Arcade in Milwaukee.

### Surveyed Town

The chief factor that led him to the opening of the new coin game

*(Continued on page 83)*

## N. Y. Ops Pin Hopes On New Coin Game

### Rebound Shuffle Collections Spotty; Straight Shuffles Still Predominate

NEW YORK — Local operators, still hoping that the manufacturers will come up with a new game, aren't convinced that the low-priced rebound shuffle is the answer.

Some interest in the rebound game has been shown here, with price the determining factor. The rebound shuffles are in the \$300 class, while straight shuffles go for twice that and long bowlers go for \$900 and more.

With operating expenses up and collections down, local operators are looking for equipment that won't strap them too much and that will allow them to get off the nut in a reasonable time. They figure that at \$325 or so they can't go too far wrong.

### Few on Location

Some operators here have experienced fair success with rebound shuffles, altho there are probably less than 100 in operation in the city and fewer across the river in New Jersey.

While New York is basically a straight shuffle town, an estimated 25 per cent of machines on location fall in the long bowler category, 11 feet or longer.

For a while these games were able to halt the trend toward falling collections, but of late long bowler collections aren't much higher than straight shuffle collections. The result is that many operators will never get their investment back in these games.

### Fair Profit

Straight shuffles are still earning their keep, but most of these games have been amortized long ago. The prospects of making a fair profit on the purchase on a new shuffle are only fair.

Pool games, except for the two-pocket variety, are illegal in any place where alcoholic beverages are dispensed, thus eliminating most of the locations. Pin games have been illegal since the LaGuardia administration.

Operators here, tho discouraged, are convinced that there is little wrong with the industry that a new game won't cure, but it can't be a pin game and neither can it be pool. They had hoped that rebound shuffle might be the answer, but it doesn't look that way.

Many operators here feel that the rebound shuffle was at least a good try on the part of the manufacturers, and they hope that the manufacturers will keep on trying. One of these days they will hit.

Justice Department from making "effective use" of the decision. He believes the "ultimate test" would continue to be "use for gambling purposes," with the only difference being that justice would not have to prove such use.

## Bally Ships Horse Team Kiddie Rides

CHICAGO — Two new kiddie rides—"prize winners" at the 1958 park show—are in production at Bally Manufacturing Company, with shipments begun last week.

Both rides feature vehicles drawn by a team of horses. One, the Western Express, is a miniature stage coach. The other, Fire-Chief, is a miniature old-time fire engine.

Western Express is finished in glossy red, yellow and green. The coach bounces up and down and sways from side to side. Horses "gallop" with a changing gait to provide a realistic stage coach ride. Ride measures 74 inches long, 24 inches wide and 40 inches high.

Fire-Chief rocks and rolls in two-way action, side-to-side and up and down, while horses "gallop." It measures 81 inches long, 24 inches wide and 51 inches high. Two youngsters can ride for a dime, one seated on the buckboard behind the reins, the other perched on back end.

### Riding Time

Both rides are constructed of hard plastic finished in weather-proofed enamels. Riding time is adjustable on each from one half to three minutes per dime. Special coin mechanisms to accept coins of other nations are available on order.

Standard rides operate on a.c., 60 cycles, 110-220 volts. Special electrical systems, suitable to local electrical supply, are also available, according to Bally. Both rides display the United Laboratories safety label.

The two new rides were part of the Bally exhibit at the NAAPPB Show last December which won the Henry A. Guenther award for coin equipment exhibits. Bally claims that both new rides exceed the best records made by other Bally rides in the same test locations.

### A GOOD SLATE TOP IS THE MOST IMPORTANT PART OF A POOL TABLE

Why gamble? Get the best. NYACK SLATE TOPS are guaranteed to be the BEST on the market. Nyack carries a complete line of Pool Supplies. Phone or write for the name of your nearest distributor.

## NYACK SLATE CO.

84 SO. FRANKLIN STREET, NYACK, NEW YORK. Tel: NYack 7-2464

### CHICAGO COIN ROCKET SHUFFLE, \$325

Keeney's Rebound Shuffle — Write 14 Ft. Bowlers — \$325 C. C. Rebound Shuffle — Write

POOLS	MISC.	PHONOS
6 Pocket Pools, New ..... \$250	Mutoscope K-O Fighter ..... \$165	AMI F-120 ..... \$435
6 Pocket Pools ... 150	Chi Coin Home Run 95	Seeburg C ..... 395
Jumbo Pools ..... 95	American 9-Ft. Bankshot ..... 145	Seeburg R ..... 545
Bumper Pools ..... 75	American 12-Ft. Bankshot ..... 175	Wurlitzer 1900 ... 585
4-Hole Pool ..... 95	United Havana ..... 45	Wurlitzer 2150 ... 625
	Genco Rifle Gallery 145	
	Keeney Sportsman 145	

**PURVEYOR** Better Buys  
DISTRIBUTING CO  
4522-24 N. WESTERN AVE  
CHICAGO, ILLINOI  
JUNIPER 8-1814

**ATTENTION, ARCADE OWNERS**  
Pre-Season Specials  
SEE OUR variety  
SEE OUR showroom  
SEE OUR prices

**ACTIVE** AMUSEMENT MACHINES CO.  
You can ALWAYS depend on ACTIVE ALL WAYS  
666 N. Broad St., Phila. 30, Pa. • Popular 9-3445  
Write or wire for prices.

**WHY LOOK ANY FURTHER**  
when you can operate BALLY GAMES with the greatest profit and lowest depreciation!

We pay highest dollar for Bally Bingos  
WRITE • WIRE • PHONE

**International Scott Crosse Company**  
SCOTT CROSSE COMPANY  
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

**MAKE THIS YOUR COIN-MACHINE HEADQUARTERS FOR ANYTHING YOU REQUIRE**  
New or Used (all used equipment thoroughly shopped—ready for use).

**ARCADE & GUNS**  
Auto Photo #9, \$1,395

Air Hockey ..... \$125	Wms. Midget Alley ..... \$275	<b>KIDDIE RIDES</b>
Boomerang ..... 95	Min. Golf ..... 85	Ex. Pony ..... \$195
Midget Movies ..... 125	Min. Football ..... 85	Ex. Big Bronco ..... 350
C.C. Basketball ..... 175	Stand. Metal Typer ..... 250	Bally Champion ..... 425
C.C. Four Pl. Derby ..... 125	Harv. Metal Typer ..... 125	Bally Space Ship ..... 295
C.C. Goalee ..... 95	Jack Rabbit ..... 125	Merry-Go-Round ..... 295
C.C. Twin Hockey ..... 275	Ideal Ft. Vibr. .... 125	Miss America ..... 295
C.C. Steam Shovel ..... 150	Hole in One ..... 295	Boat ..... 295
Ex. Vitalizer ..... 95	ABT Gun Range ..... 495	Donald Duck ..... 250
Ex. Ringer Roll ..... 95	Rapid Fire ..... 125	Elsie the Cow ..... 250
Gen. 2 Pl. Basketball ..... 195	Undersea Raider ..... 125	Round the World ..... 195
Gen. Gypsy Grandma ..... 295	Bull's Eye Shoot'g Gal. .... 75	Trainer ..... 325
Gen. Motorama ..... 325	C. C. Pistol ..... 195	Capital Auto ..... 750
Mills Panoram ..... 325	Ex. Dale Gun ..... 60	Test ..... 750
Cap. Panoram ..... 295	Ex. Gun Patrol ..... 110	Toonerville ..... 495
Flying Saucer ..... 95	Ex. Silver Bullet ..... 175	Trolley ..... 495
Mut. Photomatic ..... 325	Ex. Six Shooter ..... 150	Model T Ford ..... 495
Silver Gloves ..... 175	Ex. Shooting Gallery ..... 150	Lancer Horse ..... 295
Voice-O-Graph ..... 325	Ex. Sportland Gallery ..... 150	Lane's Fire ..... 395
Drive Yourself-Mobile ..... 150	Ex. Pop Gun Circus ..... 295	Engine ..... 395
Quiz ..... 95	Ex. Sky Gunner ..... 125	Palomino Horse ..... 275
Lord's Prayer ..... 195	Gen. Nite Fifer ..... 125	Scientific Space Ship ..... 295
Set Shot Basketball ..... 225	Gen. Rifle Gallery ..... 165	
Team Hockey ..... 95	Gen. State Fair ..... 275	
Kay's Team Hockey ..... 250	Genco Circus ..... 250	
Wilcox Gay Recordio ..... 150	Keeney Air Raider ..... 150	
Tungo ..... 125	Keeney Sub. Gun ..... 150	
Sidewalk Engineer ..... 150	Keeney Sportsman ..... 195	
Wms. Crane ..... 150	Squirt Water Gun ..... 495	
Wms. Peppy ..... 195		
Wms. Ten Strike ..... 250		
Bally All Star Bowler ..... 250		

**HOT POPCORN VENDORS**  
ready for location  
\$69.50

We are in position to finance complete Arcades and Playlands anywhere in the U. S.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
M. S. GISSER (Sales Manager)  
2029 Prospect Ave. Cleveland 15, Ohio  
All Phones: Tower 1-6715

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

## Senate Hearings on Chicago

Continued from page 71

James Cross, former president of the Bakers' Union. That decision held that certain questions asked of Cross by the committee were not material to its inquiry.)

Senator Mundt hoped the action against Lerner would take place in a "better court" than the one which made the "strange and curious verdict" mentioned by McClellan.

Sen. Barry Goldwater (R., Ariz.) then asked if Chicago police had co-operated with the committee. Counsel Kennedy assured him they had, but added that there are "bad situations" in some cities where the police are unable to control such activities as those uncovered by the committee.

William Knapp, co-owner of the Allied Coin Machine Exchange in Chicago, was next up, but balked at answering questions. He conceded only that he had been a second vice-president of the association for a time. He refused to tell the probers whether he had been approached by Waterfall with regard to uniting CIAA and the union, or whether he went on paying dues to CIAA because he feared violence.

Kennedy was "shocked" by Knapp's unwillingness to answer questions, because Knapp was not involved in any shady deals. Kennedy said he had talked earlier, and asked if he had been threatened or intimidated. Knapp said he had not been threatened or intimidated.

Committee staffer Kaplan was called on to fill in the background. He testified that Knapp said he was approached by Waterfall, who said he would give Knapp protection. Knapp also stated, Kaplan said, that he joined CIAA because he feared Waterfall would "knock him off." Knapp said it was not true, but refused to tell what actually was said.

Despite repeated attempts by the committee to get Knapp to talk, they failed. Finally, Senator McClellan burst out: "You're putting yourself on a level with him" (Waterfall).

Sam Greenberg, one-time presi-

dent of the CIAA, then took the witness chair and invoked the Fifth Amendment. Kennedy said Greenberg refused to be interviewed earlier by staffers and avoided a subpoena, but finally gave a "little information."

When subpoenaed, Greenberg allegedly said he got Waterfall into the association on the suggestion of Juke Box Smitty. He refused to answer questions in the open hearing.

Finally, Fred Thomas Smith (Juke Box Smitty) was summoned to the witness chair. He immediately invoked the Fifth Amendment. Kennedy said Smith was head of the coin division of Local 134 and acted as enforcement arm for CIAA. He was labeled a protege of Umbrella Mike Boyle until he died. Kennedy charged that the association paid for stickers which protected locations, and that Smith told operators they also had to belong to Michael Dale's Commercial Phonograph Survey Company.

Kennedy further stated that Smith suggested that CIAA hire Waterfall, and was a partner of Joey Glimco in a juke box business. Smith went into Lormar, according to Kennedy, and told operators to buy records from that distributor. Not satisfied with profits, he joined Lormar in the scheme to counterfeit records. Operations, Kennedy said, were primarily in Vogel's interest.

Kennedy wondered why, considering his many connections, Smith reports an average income of \$7,000 on his tax returns.

Last witness in the Chicago phase of the probe was Ed Vogel, who refused to answer any questions. Committee decried him as "one of the overlords of the underworld," and said he was one-time boss of the slot machine empire of Al Capone.

Kennedy said Vogel, who runs the Apex Amusement Corporation, was "the key figure behind the whole operation" in Chicago, along with Sam (Mooney) Giancana, who cannot be found by the committee. Vogel allegedly uses the union to enforce his demands, and if that fails, brings in hoods to destroy machines. One of his jobs, according to Kennedy, is "running rival gangsters" out of Chicago.

Vogel is said to buy cigarettes for his vending machines from the Consolidated Tobacco Company and Elmwood Park Tobacco, who were involved in a counterfeit cigarette tax scandal in the early '50's. The scheme, Kennedy said, cheated Illinois of "millions in revenue."

Both Vogel and Smith were denounced by Senator McClellan as "cheap thugs." Thus ended the Chicago phase of the probe.

## Arcades Look to Lower Tax Rate

HUTCHINSON, Kan. — The city commission tabled action on an ordinance amendment to reduce license fees on coin games in order to give greater study to its effect on arcades.

Commissioner Joe Bennett argued that while the amendment would give needed tax relief to most game operators, it would not adequately relieve arcade operators.

The amendment would reduce license fees on each of the first three nickel machines on location from \$35 to \$15. But it would not affect that part of the ordinance requiring a \$150 fee for the first 50 machines operating on less than five cents.

## ANNOUNCEMENT

Our parts and service departments now open to serve you

Sandy Moore Pennsylvania, Inc.  
806 N. Broad Street  
Philadelphia 30, Pa.  
STevenson 7-1400

## WANTED BINGOS

CASH OR TRADE!

Will Trade

1700, 1800, 1900, 2000, 2100 WURLITZER

1400 45 RPM Wurlitzer ..... \$140  
1650 AF Wurlitzer ..... 295

### MUSIC

KD 200 ..... \$675  
AMI C ..... 45  
1438 Rock-Ola ..... 295

### MISC.

C.C. 14-Ft. Bowler ..... \$325  
Bally A.B.C. Bowler ..... 325  
C.C. Rocket Shuffle ..... 315  
Lady Luck ..... 85  
Circus Wagon ..... 95  
Star Pool ..... 75  
Stage Coach ..... 85  
Scoreboard ..... 115  
Gladiator ..... 165  
Keeney 22-Col. Cig. Machine ..... 175  
6-Pocket Slate Top Pool Table, used ..... 175  
Exh. Shooting Gallery ..... 75  
Telequiz ..... 65

Call, Write or Wire

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: MEIrose 5-1593

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

### SPRING SALE JUKE BOXES

4 1448	ROCK-OLA Like Brand New	\$400
4 1454	.....	500
5 1455	.....	500
10 120 Sel. Wall Boxes, Painted Covers @	WURLITZER	\$30 each
2 1800	.....	\$325
1 2150	.....	600
<b>SEEBURG</b>		
3 100 C	.....	\$300
4 100 R	.....	425
10 100 Sel. Wall Boxes, 3W1, Chrome @	.....	\$30 each
10 100 Sel. Wall Boxes, 3W1, Painted @	.....	\$30 each

**SCIOTO NOVELTY, INC.**  
1909 8th Street Portsmouth, Ohio  
Phone: BI 3-4179

### FINEST RECONDITIONED EQUIPMENT

Keeney Big Tent	.....	\$295
Hunter	.....	235
Auto Bell Circus Days (Floor Sample)	.....	350
Auto Bell Wagon Wheels	.....	495
Bally All Star De Luxe Bowler	.....	195
Gottlieb Majestic	.....	325
Chicago Coin Batter Up	.....	325
Exhibit Treasure Cove	.....	225
Seeburg V-200	.....	525
AMI G-200—up dated to I level	.....	550

### THE HUB ENTERPRISES

2216 DIVISION ST. BALTIMORE 17, MD. LAFayette 3-3525

### SLATE TOPS

REG. PRICE \$69.50 NOW BUMPER POOL, 32" x 48". \$44.50 4 or more \$42.50  
REG. PRICE \$90.00 NOW 6 POCKET 35" x 67 1/4" ... 69.50 2 or more 65.00  
Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.  
IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!  
Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

## MARVEL Billiard Supply Company

1604-06 W LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 6-8855

### KANSAS DISTRIBUTOR-WURLITZER

WURLITZER 1800 ..	\$375	SEEBURG VL .....	\$525
WURLITZER 2000 ..	475	SEEBURG B .....	275
WURLITZER 2100 ..	575	SEEBURG V-200 .....	425

SPECIAL—TUSKO BABY ELEPHANTS ..... \$550  
Slightly used.

All Machines Checked, Cleaned and Ready for Location.

### UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111 HO 4-3504

**World Famous Exporter**

—INQUIRIES INVITED—

2 Wurlitzer 2100	\$675.00
Wurlitzer 1250-45	85.00
Wurlitzer 1500 (As is)	75.00
Seeburg 100W	475.00
Seeburg 100R	575.00
Rock-Ola 1454	575.00
Rock-Ola 1438, 120	325.00
7 AMI 1100M (New)	775.00
2 AMI G200	525.00
3 AMI E80 (Repainted)	325.00
2 AMI D80	250.00
2 AMI D40	165.00
2 AMI B45	95.00

Immediate Delivery Any Coin Machine

**CENTRAL DISTRIBUTORS, INC.**

Phone: MAin 1-3511

Cable: "Cendist"

2120 Locust St. Louis 3, Mo.

**Lomar-E & E Link Told**

• Continued from page 71

Sipiora said that Apex Amusement Corporation was a big customer of his, but its owner Ed (Dutch) Vogel, said a friend of his was going into the record business and that he'd buy from the friend.

Senator Mundt (R., S. D.) became extremely annoyed to learn that the large record companies whose records could have been victimized, failed to sue or go after the counterfeiters.

Sipiora told the probers that Lomar is more effective than ever, and that it probably would have been put out of business if large record companies had taken action. They still do business with Lomar, he said.

First witness February 20 was Robert Lindeloff, owner of General Music Corporation and president of the Music Operators of Northern Illinois. He angered the committee by his reluctance to talk. Counsel Kennedy pointed out that Lindeloff had talked with him as recently as four or six weeks ago.

Lindeloff's standard reply to such questions as "Is your competition caused by hoodlums?" "Have hoodlums infiltrated your area?" and similar queries was "I have no direct personal knowledge."

Kennedy and Senator McClellan then said that Lindeloff had talked freely in a conference in a courthouse in Chicago, and told them that a branch of a hoodlum syndicate was moving into McHenry County, planned to take over the juke box business and would leave nothing for the honest operator. Lindeloff couldn't recall making the statement, but did not deny that he made it.

Kennedy then filled in the background. He said that Lindeloff, who operates some 450 juke boxes, pays 25 cents per month dues per machine to MONI, of which he is president. In addition, his employees belong to Local 134, IBEW, and pay some \$10 dues per quarter.

Smith reportedly told Lindeloff he could organize juke boxes, bring them into the union and protect them from hoodlums. Lindeloff followed Smith's advice. He also joined Michael Dale's Commercial Phonograph Survey Company and paid 50 cents a month dues per machine. He paid \$2,375 to Dale for a quarter. Money was to be held in escrow to see if Dale produced "peace in the industry." Another company, E-Z Music, owned by

one of the Amatos, came in and took over locations.

Lindeloff then asked Smith why the agreement for peace was not being lived up to, and Smith said he could do nothing because "he could not stand up" to those people. Later, some \$2,000 was returned to Lindeloff. Sam Ferugio then told Lindeloff that he had talked with Joey Glimco, of Teamster Local 777, but Glimco could do nothing because too many locations were involved. (Ferugio worked for a company that was a member of MONI at one time.)

Kennedy then said that Lindeloff forced to buy 50 per cent of his records from Lomar because Lomar Distributing Company says it may "go into the juke box business" if operators refuse to buy. Under strong questioning, Lindeloff said he thinks Lomar is successful because of its gangster backers who can frighten operators.

Lindeloff then said that Glimco at one time asked him to tell a meeting of operators that they were to put Tommy Leonetti's record on the top spot on their juke. He refused. Kennedy said Leonetti's manager, Johnny Ambrosia, had gangster connections, but Leonetti didn't know it and later switched managers. (See The Billboard, February 23.)

Kennedy then said he heard from "someone close to Lindeloff" that Lindeloff had been threatened, and that probably accounted for his reluctance to testify.

McClellan said if the committee doesn't succeed, more operators will be frightened in coming months because the "whole economy of the country is in danger" from such racketeers.

**ATTENTION IMPORTERS**

Large assortment of late model Seeburg Phonographs available for immediate delivery:

C's, W's, G's, R's, L100's

Write for complete lists.

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

WURLITZER 1700	\$394.50	UN. CAPITOL	\$235.00
AMI E-120	324.50	CHI COIN FEATURE	155.00
AMI D-80	265.00	KEENEY CENTURY	170.00
ROCK OLA 1448	495.00	KEENEY DIAMOND	155.00
ROCK OLA 1438	325.00	CHI COIN SUPER FRAME	125.00

Write for Complete list of all types & models of phono's and games

Speaker Wire, Per 500 Ft. Roll	\$ 9.75
3 Wire Vinyl Covered Wall Box Wire, Per 500 Ft. Roll	31.25

**WORLD FAMOUS COMCO SPEAKERS!**

Terms 1/2 Deposit, Balance Sight Draft.

**COVEN MUSIC CORPORATION**

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210  
Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

**WANTED!!! EXPERIENCED MANAGER FOR MUSIC ROUTE**

Reference requested and complete information in first letter. Information will be held confidential.

Write Box 949 THE BILLBOARD 188 W. Randolph Chicago, Ill.

**HERCULES THE GUN THAT WILL LAST ON LOCATION INDEFINITELY!**

See Your Williams Distributor

**Williams MANUFACTURING CO.**  
4242 W. Fillmore St., Chicago 24, Ill.

**THEY'RE GOING FAST BUT—**

If you can use ARCADE EQUIPMENT, Don't wait—write or call now!

Every piece in stock for immediate shipment

GENCO	WILLIAMS	CHICAGO COIN
2 Horseshoe	5 Sidewalk Engineer	2 Six-Player Home Run Baseball
4 Quarterback	5 Ten Pins	5 Goalee
2 Motorama	1 Six-Player Ten Strike	1 Bull's-Eye Baseball
1 Champion Baseball	1 All Star Baseball	2 Basketball Champ
3 Space Age	1 Jumbo Ten Pins	5 Batter Up Baseball
	1 Jumbo Six-Player Ten Strike	
		MISC.
		4 Coon Hunt
		2 Silver Bullets
		1 Jet Fighter
		5 Telequiz
		1 Hi Ball
		1 Coin Recordio
		2 Voice-o-Graph
		1 Deco Grandma
		1 Air Football
		1 Midget Movie

1/2 Deposit, Balance Sight Draft or C.O.D.

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600  
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BROADWAY 3-2150

GIVE TO DAMON RUNYON CANCER FUND

**NATIONAL VALUES**

★ ★ ★ ★ ★ WEEKLY SPECIALS ★ ★ ★ ★ ★  
★ Completely reconditioned ★  
★ GOTTLIEB 4-PLAYERS: ★  
★ MAJESTIC ..... \$295  
★ FALSTAFF ..... 295 ★  
★ ★ ★ ★ ★

★ Completely reconditioned ★  
★ GOTTLIEB 1-PLAYERS: ★

DRAGONETTE	\$ 75
WISHING WELL	95
GYPSY QUEEN	95
CLASSY BOWLER	125
ROYAL FLUSH	135
RAINBOW	145
WORLD CHAMP	155
STRAIGHT FLUSH	195
ROCKETSHIP	235
ROTO POOL	265
SUNSHINE	285

★ Completely reconditioned ★  
★ GOTTLIEB 2-PLAYERS: ★

TOURNAMENT	\$150
GLADIATOR	150
MARATHON	150
TREASURE	150
SEA BELLES	185
FLAGSHIP	195
SUPER CIRCUS	275
WHIRLWIND	285
BRIGHT STAR	285
GONDOLIER	315

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Chicago 14, Ill.  
BUckingham 1-8211

**ZINGO**

20 Zingo Machines used only 1 season.

7 1/2 ft. long  
24" wide



**BINGORENO TYPE**

Game can be adapted to your own needs.

Play 5c or 10c.

Original price \$375 ea.

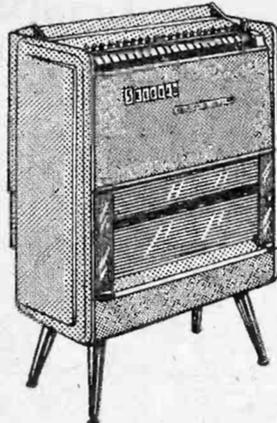
NOW \$125 ea.

Terms: 1/3 down, bal. C.O.D.

**MIKE MUNVES CORP.**

577 10th Ave.  
New York 36, N. Y.  
BRyant 9-6677

**SEEBURG CIGARETTE VENDOR**



Quiet, All-Electric Selection and Delivery

22 columns Over 800 Pack Capacity

3-Way Pricing

Smart, Low Console Styling Up-Front Placing

IMMEDIATE DELIVERY

Terms: 1/3 Deposit Required.

WORLD EXPORT



CABLE ADDRESS: "DAVDIS"

**DAVIS RECONDITIONED GUARANTEED PHONOGRAPHS**

SEEBURG KD 200H	\$775
SEEBURG KS 200H	725
SEEBURG L100	725
SEEBURG 100JL	685
SEEBURG VL200	595
SEEBURG HVL200 hideaway	525
SEEBURG HF100R	575
SEEBURG HF100G	475
SEEBURG 100W	450
SEEBURG M100C	375
AMI H200	695
AMI H120	650
AMI G200	449

**MEN WHO READ BUSINESSPAPERS MEAN BUSINESS**



GIVE TO DAMON RUNYON CANCER FUND

**NOW DELIVERING**

Write or Call for Prices

- BALLY SEA ISLAND, SPEED BOWLER, CLUB BOWLER
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- CHICAGO COIN TWIN BOWLER, REBOUND SHUFFLE
- ROCK-OLA STEREOGRAPHIC AND MONAURAL 120-200 SELECTION

**PHONOGRAPHS**

- 1458 Rock-Ola, 120 Sel. (new) Write
- 1462 Rock-Ola, 50 Sel. (new) Write
- 1455 Rock-Ola Deluxe, 200 Sel. \$575.00
- 1454 Rock-Ola, 120 Sel. 575.00
- 1448 Rock-Ola, 120 Sel. 475.00
- 1446 Rock-Ola, 120 Sel. 395.00
- Seeburg R's 500.00
- Seeburg V-200 495.00
- Seeburg V-L 575.00
- Seeburg KD-200 725.00

- Bally Strike Bowling Lanes, 14 ft. \$525.00
- Bally Champion Bowling Lanes, 14 ft. 595.00
- Bally A.B.C. Bowling Lanes, 11 ft. & 14 ft. 375.00
- Bally All Star Deluxe Bowlers 195.00

**BINGO GAMES**

- Carnival Queen Write
- Beach Time \$595.00
- Cypress Garden 545.00
- Gay Time 110.00
- Miss America 445.00
- Showtime 325.00
- Key West 295.00
- Big Show 250.00
- Broadway 150.00
- Parade 225.00
- Gayety 75.00

- Variety \$ 75.00
- Beach Beauty 150.00
- Bally Beauty 45.00

**5 BALLS**

- Flying Aces \$295.00
- Gott. Criss Cross 210.00
- Genco Fun Fair 145.00
- Blondie, 2 player 145.00
- Bally U.S.A. 245.00
- Bally Circus 175.00

**ARCADE**

- Wms. Four Bagger \$225.00
- Old Smokey Write
- Bally Spook Gun Write
- Motorama \$345.00
- Big Inning 395.00
- United Carnival Gun 125.00
- Shoot the Bear Gun 75.00

**BOWLERS**

- Bally Trophy Bowling Lanes, 11 ft. & 14 ft. \$695.00

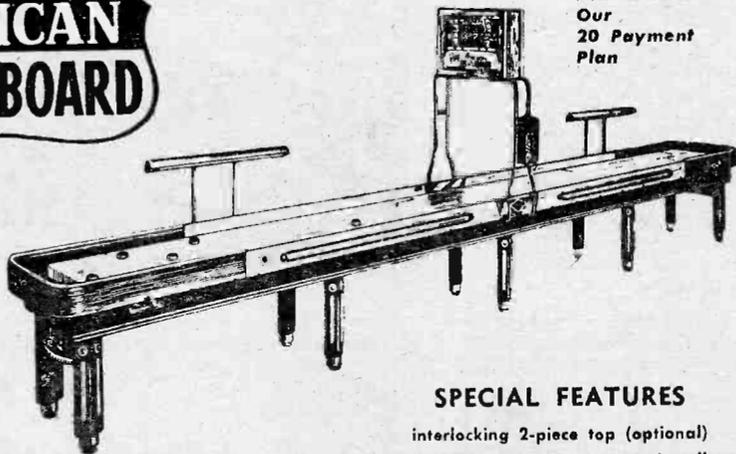
ALL machines have been checked, cleaned and ready for location. Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.

**CALDERON DISTRIBUTING, INC.**

433 N. Alabama St. Phone: ME1rose 4-8468 Indianapolis, Indiana

Say You Saw It in The Billboard

**GREATEST MONEY MAKER OF THEM ALL**



Ask About Our 20 Payment Plan

Everyone, but everyone, loves this all-time favorite—especially the new location patrons!

PERMANENT INVESTMENT!  
STEADY PLAY!  
HIGH PROFITS!

Legal everywhere and the center of attention in every location.

**SPECIAL FEATURES**

interlocking 2-piece top (optional)  
easy to transport—easy to install

**American SHUFFLEBOARD COMPANY**  
210 PATTERSON PLANK ROAD UNION CITY NEW JERSEY  
UNION 5-6633

**English Keeps Mum on Lomar**

Continued from page 74

Miller," who turned out to be George Hilger, a Lomar employee, arranged by telephone in late 1957 for production of some phonograph records in the plant operated by him. Burkhardt balked at answering questions about the details of the record production. (See separate story on the record counterfeiting operation beginning in the Music-Radio section.)

Next witness was Chuck English, Hilger's boss and the owner of Lomar. He promptly invoked the Fifth Amendment. Kennedy charged that English forced juke box operators to buy records from him. He said that "people with known hoodlum friends" would ask operators to get a certain percentage of their records from Lomar. Operators, Kennedy said, were told they would have "labor difficulties" if they did not comply. English was not satisfied with the profits from this, Kennedy said, so he began counterfeiting records. "You'd have big friends like Juke Box Smitty push people around," Kennedy said. "This was an organized shakedown," he thundered.

English was then described by the committee as a front man for the underworld successors of Al Capone." He refused to discuss his Lomar Company or tell whether it worked with teamster official Joey Glimco to force operators to buy records at premium prices. English also refused to tell whether he was associated with Paul ("The Waiter") Ricca or Anthony ("Tough Tony") Arcardo, both said to be heirs of the Capone crime empire. Kennedy said English now is a front for Sam Giancana, Chicago underworld figure.

Following this, committee staffer Art Kaplan sketched in the background of the coin game situation in Chicago which concluded last week's hearings (see separate story).

**Chicago Dailies**

Continued from page 71

state's attorney's investigators," reported The Tribune.

But The Tribune also reported that "he (Adamowski) does not plan a new grand jury inquiry into the juke box industry at this time, altho he said his staff would follow any new leads." He did say that transcripts of the testimony in Washington will be sought. In the same story, Mayor Daley was reported as saying that the "hearings were being followed carefully by city police and legal aids."

In his attack on the Senate committee reported by The Tribune, Adamowski asserted that his office had been co-operating with the committee "all the way thru" and "now they're taking material we gave them and using it against us." "Co-operation with the committee apparently a one-way street. We gave them everything we had. Meanwhile, they develop leads, tell us nothing about them, then disclose them a year later at public hearings." "Most of the testimony before the committee is hearsay. It is uncorroborated and full of unsubstantiated implications.

"If we could try our cases in court the way they present evidence at their hearings the job would be relatively simple. We can have suspicious, but we need proof in a criminal court—not just talk or opinions."

**WANTED**

Bingo Mechanics  
**BINGO MECHANICS**  
**BINGO MECHANICS**

Good Pay! Steady work for reliable man. No drifters. Give reference and qualifications in your first letter.

Write to Box 950  
The Billboard  
188 W. Randolph  
Chicago 1, Ill.

**ROSEN MUSIC RIOT**

ALL MACHINES 100% CLEAN AND CHECKED

We **ONLY** Advertise What We Have in Stock

Refund in 10 Days If Not Satisfied

World's Best Buys All 45 R.P.M.

**AMI**

- A, B, C's—40 record \$ 99.50
- D-40 149.50
- D-80 249.50
- E-80 279.50
- E-120 299.50
- F-80 379.50
- F-120 399.50
- G-200 449.50

**SEEBURG**

- B \$259.50
- C 299.50
- V-200 399.50
- KD 599.50
- L 649.50

**WURLITZER**

- 1700 \$329.50
- 2000 479.50

**ROCK-OLA**

- 1432 \$259.50
- 1446 319.50
- 1458 499.50

1/3 with order, Bal. C.O.D.  
ACT QUICKLY—ORDER TODAY  
WIRE-PHONE-WRITE  
Send for Complete Lists

**DAVID ROSEN**

Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

GIVE TO DAMON RUNYON CANCER FUND

**FOR SALE**

**AMI**

MODEL C's and B's

Converted to 45's

\$99.00 each

Perfect condition.

One-third cash with order  
**BIRMINGHAM VENDING CO.**  
540 Second Ave., North  
Birmingham 4, Ala.



YOU ALWAYS GET THE LATEST AND BEST FIRST—FROM **'FIRST'!**

**NOW DELIVERING**

- Chicago Coin
- 16' PLAYER'S CHOICE ROCKET BALL
- 14'-18' TWIN BOWLER
- 6'-8' Rebound Shuffle

**NOW DELIVERING!**

Chicago Coin's New Sensation

**RED PIN**

Newest trend in 8' Shuffle Alleys. Regulation—Hi-Score Flashomatic—Red Pin Features.

**ARCADE**

- Mut. Upright DRIVEMOBILE \$195
- Genco CHAMPION BASEBALL 140
- Genco FOOTBALL 140
- Williams CRANE 115
- C. C. STEAM SHOVEL 115
- Bally ALL STAR BOWLER 175
- Genco MOTORAMA 295
- Mutoscope 3-D ARTS 295
- C. C. TWIN HOCKEY 215
- Williams TEN PIN 265

**WANT TO BUY BINGO GAMES**

**FREE! FREE!**  
56-PAGE CATALOG

With Complete Price List, Exclusively for IMPORTERS!

Fully Illustrated! Send for Your Copy Today!

**NEW GAMES**

- Autobell WAGON WHEEL
- Bally SEA ISLAND
- Bally CLUB BOWLER
- Bally SKILL PARADE
- Kaye LEADER (Slate)
- Gott. STRAIGHT SHOOTER
- Keeney SHAWNEE
- Keeney DLX. BIG TENT
- Keeney TWIN BIG TENT
- United DUAL SH. ALLEY
- United NIAGARA
- United DUPLEX BOWLER
- Valley 6-POCKET POOL
- Williams TIC-TAC-TOE
- Williams HERCULES

**FIRST**

**COIN MACHINE EXCHANGE**

Joe Kline & Wally Finkle

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

**MONEY-SAVING SUBSCRIPTION**  
Order

Find out every week in

The **Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 758

Name .....  
Company .....  
Address .....  
City..... Zone..... State.....  
Type of Business..... Title.....



# BUY! METAL TYPER

VENDING ALUMINUM IDENTIFICATION DISC

WHY!

1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"



1318 N. WESTERN AVE.  
CHICAGO 22, ILL.  
EV 4-3120

STANDARD HARVARD  
METAL TYPER, INC.

## New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000  
NUMBERED TICKETS

with fortune and  
concealed number  
or stars under  
perforation.



SIZE: 18"x8"x6". Shipping Wgt.: 20 lbs.

WRITE FOR DETAILS MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Ill.  
Tel.: Dickens 2-3444

## Easter Opening

Continued from page 79

center, says Ken Kulow, was a personal survey he conducted. It revealed to him that there is a dearth of recreational facilities for teenagers in Waukesha. "There is practically nothing for teen-agers to do for recreation in downtown Waukesha. This is a fine, healthy community. It is expanding rapidly and employment is high. It is one of the fastest growing sections in Wisconsin, catching the population and industry spillover from nearby Milwaukee."

### Frozen Custard

Kulow's blueprint also calls for making and selling frozen custard in the location. Custard equipment, however, will not be installed until early summer.

"A lot of people have the misconception that all Arcades are merely peep shows. We had to convince the authorities here that we don't operate that type of place. Once we open for business we have to prove to the parents in this community that we have a fine, wholesome recreational facility here," says Kulow.

## Chi Coin Game

Continued from page 79

different spare-strike value in each frame.

Set for regulation play, the game is played like a standard shuffle bowling game, with official bowling scores registered. Set on red pin regulation, red pin strikes score 30 extra points.

Red pin provides for six-player competition and is of relatively heavy construction. It has large pins and puck.

WORTH SHOUTING ABOUT!  
**WORLD WIDE**  
QUALITY and LOW PRICES!



## ARCADE SPECIALS!

Genco SPACE AGE .....	\$275	Wms. TEN STRIKE .....	\$175
Genco GYPSY GRANDMA .....	175	Wms. FOUR BAGGER .....	175
Genco 2-PL. BASKETBALL .....	165	Bally TARGET ROLL .....	125
Wms. CRANE .....	95	Wms. KING OF SWAT .....	135
Bally ALL STAR BOWLER .....	145	United STAR SLUGGER .....	175
Bally SKILL ROLL .....	125	United SUPER SLUGGER .....	145
Chi Coin ROCKET SHUFFLE .....	295	Genco HI-FLY BASEBALL .....	125
Chi Coin 2-PL. ROCKET SHUFFLE .....	325	Keeney LEAGUE LEADER .....	145
United 2-PL. SHOOTING STAR .....	275	Chi Coin BATTER-UP .....	275
		Wms. BIG LEAGUE .....	95

## NEW! ALL NEW!

Games' WILDCAT	Bally CLUB BOWLER
Bally SEA ISLAND	Fischer PARTY POOL
Keeney SHAWNEE	Fischer DELUXE 6 POCKET
Keeney JEWEL	Fischer IMPERIAL VII
Gottlieb STRAIGHT SHOOTER	C.C. ROCKET BALL
United DUPLEX	Wms. HERCULES

## PHONO SPECIALS!

Rock-Ola 1458-120 .....	\$62	Seeburg V200 .....	\$425
Seeburg HF100J .....	62	Jurlitzer 2000 .....	495
Rock-Ola 1455-20 .....	645	A.M.I. G-200 .....	495
Seeburg HF100R .....	555	A.M.I. E-120 .....	325
Seeburg HF100G .....	475	Seeburg M100C .....	395

ALL EQUIPMENT IN STOCK—IMMEDIATE SHIPMENT

Cable Address  
"GAMES,"  
Chicago

Terms: 1/3 Deposit, Balance  
Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVerglade 4-2300

# LATEST MODEL NICKEL DISPENSER

\$14.95  
List Price



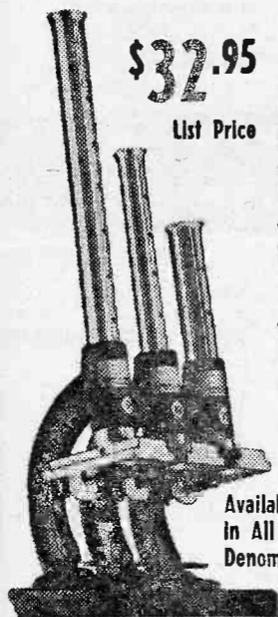
THE MOST TROUBLE-FREE COIN  
DISPENSER ON THE MARKET TODAY

IT CAN'T MISS—IT CAN'T FAIL

- ★ Interchangeable Units (arranged for individual needs)
- ★ Guaranteed Accurate
- ★ Choice of 25c, 10c, 5c, 1c Units
- ★ Chrome-Plated Mechanism
- ★ Choice of 2, 3, 4 or 5-Unit Bases
- ★ Die-Cast Mechanism
- ★ Sturdy—All Metal
- ★ All Dispensers Available in Quantity
- ★ Feather-touch, Smooth, Easy Operation
- ★ Discounts on Quantity Purchases

Single Tube  
Base Attached  
Model Available in  
All Denominations

\$32.95  
List Price



The new model nickel dispenser is now available in quantity. This new Kwik-Koin unit is remarkably improved over the older model. The mechanism is die-cast made and chrome plated with unfailing accuracy. The units are precision-machined to prevent clogging or jamming. The "wearing" parts of the old dispensers have been eliminated. Non-scratch base bottoms. Sturdy, accurate, fast coin mechanism with smooth operation.

The Kwik-Koin saves time and money for operators of Arcades, Transportation Depots, Clubs, Taverns, Restaurants, Drug Stores, Tobacco Stores and all other locations having coin machine equipment.

The Kwik-Koin is speedy, unfailing and simple in operation... a light touch of the lever delivers the coins into your palm.

Each unit is quickly removed for exchanging, emptying or re-arranging.

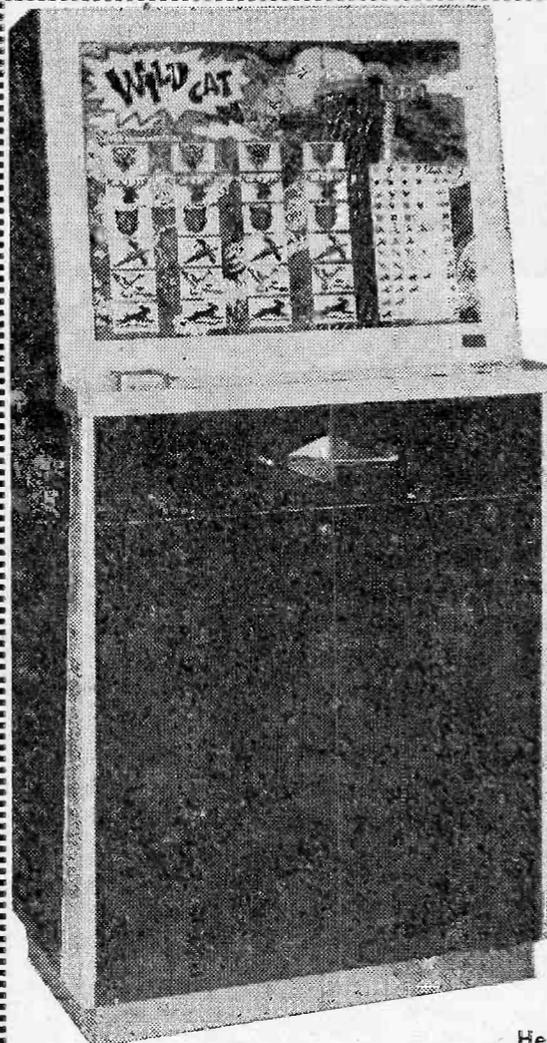
### SPECIFICATIONS

25c Unit	10c Unit	\$10.00	1c Unit
Capacity	Capacity	Capacity	Capacity
\$30.00	\$20.00	5c Unit	\$1.50
Dispenses	Dispenses	Dispenses	Dispenses
4 Quarters	5 dimes	5 nickels	5 pennies

Patented—Patents Pending

## DUNIS DISTRIBUTING CO.

100 ELLIOTT AVENUE WEST SEATTLE 99, WASH.  
(Inquiries accepted now for local distributors)



It's Sensational



COLOSSAL  
1,000  
FEATURE

Location  
Tested

4 Columns  
More Ways  
to  
Score

New  
Scuff Proof  
Base

Terrific  
Earning  
Power

ANOTHER  
WINNER BY  
GAMES, INC.

Originators of the ELECTRONIC  
UPRIGHT FREE-PLAY GAMES

Height 56"  
Width 28"  
Depth 16"  
Shipping Weight-  
171 Lbs.

Manufactured by

## GAMES, INC.

2950 N. Campbell Ave. Chicago 18, Ill.  
Phone: CORnelia 7-8800

A PROVEN WINNER  
DOUBLE SHOT  
STILL IN PRODUCTION

**New England HEADQUARTERS for Stereo Music by WURLITZER**

**SPECIALS**

Chl. Coin Explorer ...\$375.00  
Chl. Coin Rocket Shuffle 295.00  
Bally ABC Super Deluxe 425.00

**WANTED—**

We Pay HIGHEST CASH \$\$\$\$ PRICES for BRIGHT SPOTS, LATE BINGOS, SHUFFLE ALLEYS

**IN STOCK—**

Late Model WURLITZER—SEEBURG—AMI—ROCK-OLA. Write, wire, phone!

UNITED PLAYTIME ...\$275.00  
WILLIAMS TEN-STRIKE . 150.00

**Nedd**

**DISTRIBUTING CO.,**  
298 LINCOLN ST.  
ALLSTON 34, MASS—AL 4 4040

Exclusive Distributor for  
**WURLITZER**  
**BALLY**  
**CHI COIN**  
**GENCO**  
**FISCHER**

**Anti-Pin Bill**

• Continued from page 79

a threat to the industry, but that, were it to materialize, would become one of magnitude. The proposal is entered on the records of the House of Representatives as House Bill 512.

Under the provisions of this explosive measure, the Indiana Alcoholic Beverage Commission, a State governmental agency with supreme authority over liquor licensing, would be compelled to withhold or evoke permits issued to holders of the \$250 federal gaming stamp. Enforcement of such a law would inevitably mean the withdrawal of an estimated 4,000 pins from premises covered by alcoholic beverage licenses.

That, however, will not likely be. For House Bill 512 is still in the committee to which it was assigned three weeks ago. Moreover, a canvass of committee sentiment shows a strong disinclination to release the bill.

Thus, for the first time in a decade, an Indiana legislative session will adjourn next Monday without having belted the coin machine industry.

**Want to Buy 40 FASCINATIONS**

Non-coin operated Electric Roll Down Game, usually found in parks, etc.

Call or Wire  
**BOYLE AMUSEMENT COMPANY**

522 NW Third St.  
Oklahoma City 9, Okla.  
PH. RE 6-5631

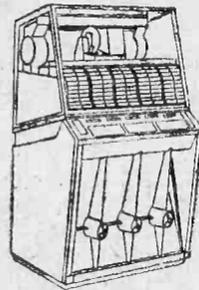
**INCREASE COLLECTIONS—SHOW ALL THE SELECTIONS—**

with

**← SPEED-READ**

The NO DRUM—NO TURN PROGRAM HOLDER for SEEBURG Model "K"

Accept No Substitutes!



**\$34.50**

Complete F.O.B. Chicago

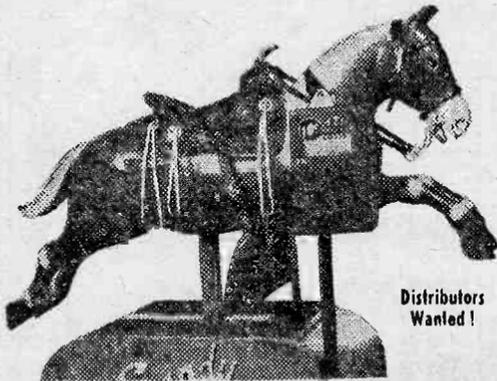
- All 200 Selections Clearly Displayed!
- "V" Model SPEED-READS Also Available.

**JANCOR ENGINEERING CO.**

203 N. WABASH AVENUE

CHICAGO 1, ILLINOIS

**CASH IN ON COMPACT NEW RIDE!**



**Low Price! Pays for Itself!**

Make extra profits! Sell or lease pony-ride promotion to supermarkets, drug, variety stores, etc. Profit proved in hundreds of locations.

Distributors Wanted!

"Sandy" requires minimum space, maintenance, investment. Sturdy, safe. 10c and 1c coin boxes standard. Write for full details today!

**UNITED TOOL & ENGINEERING CO.**  
307 East Fourth Street, Cincinnati 2, Ohio  
Rush me the "Sandy" profit story!

NAME.....  
COMPANY.....  
ADDRESS.....  
CITY..... ZONE..... STATE.....

**ATLAS for TOP VALUES!**

**SEEBURG CIGARETTE VENDOR**



- Quiet All-Electric Selection—Delivery
- 22 Cols.—Over 800 Pack Capacity
- 3-Way Pricing
- Smart, Low Console Styling

IMMEDIATE DELIVERY



A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

**MUSIC**

SEEBURG L-100	.....\$695
SEEBURG 100-R	..... 575
SEEBURG 100-C	..... 445
SEEBURG 100B	..... 375
SEEBURG 100-G	..... 545
A. M. I. G-200	..... 545
A. M. I. D-80	..... 245
WURLITZER 2000	..... 545

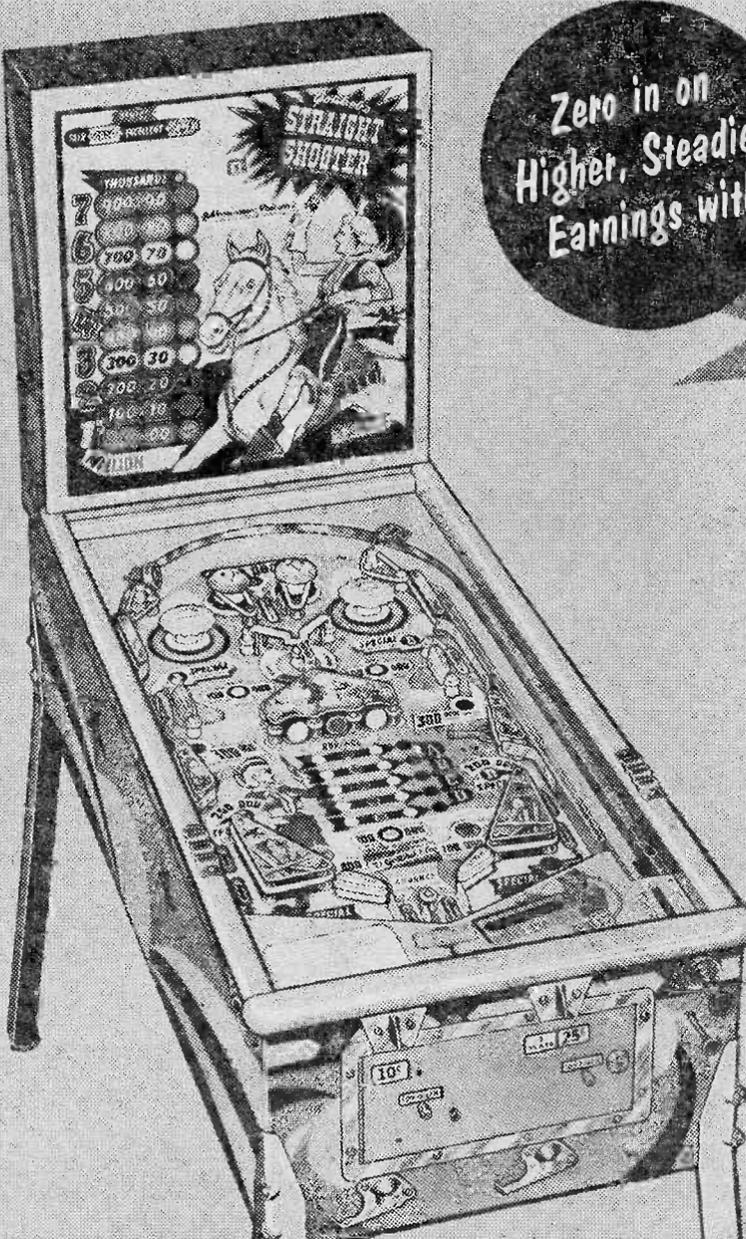
Reconditioned—Refinished

**NEW** Calcoin 45 RPM Conversion for M-100A with fast-moving carriage gear!... **\$49.50**  
Also Conversions for All Machines.

Exclusive Seeburg Distributors

**ATLAS MUSIC COMPANY**

ARmitage 6-5005



Zero in on Higher, Steadier Earnings with

**GOTTLIEB'S STRAIGHT SHOOTER**

Profit-Proven in Test Locations Around the World!

- Lining up colored spots by hitting targets and rollunders lights corresponding red hats
- Lighting red hats lights A-B-C-D rollovers for specials
- Lighting any 3 adjacent red hats scores special
- 4 flippers for action relay shots
- Pop bumpers score 100,000 when lit
- Rating chart lights automatically indicating player score progress
- Match feature • 2 cyclonic kickers
- Adjustable 3-4 or 5 plays for 25c

See your distributor today!

**D. 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 SLUG REJECTORS

# SHAFFER SPECIALS

## SEEBURG

K200H ..... \$725.00  
 VL-160 ..... 549.50  
 V-200 (original) ... 469.50

### Speed Read Program Refinished—Reconditioned

HF100R ..... \$575.00  
 HF100G ..... 475.00  
 M100C ..... 395.00

## WURLITZER

2150 ..... \$549.50  
 1900 ..... 469.50  
 1800 ..... 395.00  
 1650A ..... 279.50

## CIGARETTE VENDORS

Eastern Mark II,  
 22 Col. .... \$219.50  
 Eastern, 8 Col. ... 49.50  
 National 9 ML (9 Col.) 99.50

## SEEBURG WALL BOX

3W1 (100 Sel.) ... \$ 49.50  
 New Buttons, Inst. Plates,  
 Chrome Covers.

# SHAFFER

MUSIC COMPANY  
 Write for Illustrated Catalog

849 NORTH HIGH STREET  
 COLUMBUS 8, OHIO  
 PHONE: AX 4-4614

## 3 More Bowlettes

Continued from page 79

new games. With the games will be furnished detailed instruction for Bowlette operations in an operational manual. An integral part of the Bowlette plan is a new "skill point system." This, he said, is a method of scoring which carries premiums for high points.

Rosenfeld says that the investments in a Bowlette compared with the income is very good.

Inquiries about the Bowlette machines are coming in daily by mail and telephone, Rosenfeld stated. He received one letter from England from an operator who was anxious to import Bowl-

ette machines. Current British import restrictions, however, would make this virtually impossible.

Patronage at his Bowlette in University City has continued to increase, Rosenfeld observed. Since the new skill point system was inaugurated, he said, people are coming from many parts of the city to play.

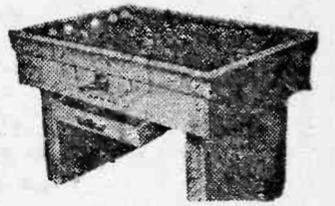
### SOMEWHERE IN THE WORLD ...

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

## CHECK THE REASONS WHY

# Valley



## BUMPER POOL®

IS THE BETTER BUY!

Tops in features . . .  
 tops in value . . .  
 you get the most  
 when it's a Valley—

FIRST in Bumper Pool!

• REGULATION TOURNAMENT SIZE

• MAHOGANY FINISH OR  
 NATURAL HARD WHITE MAPLE

• TOP QUALITY THROUGHOUT

See Your Distributor or Write Direct

VALLEY SALES CO. (Sales Affiliate, Valley Mfg. Co.)  
 333 Morton St., Bay City, Mich. TWinbrook 5-8587

# It's Got Everything!

chicago coin's  
 Sensational, New  
 PUCK Type

# RED PIN BOWLER

New  
 De-luxe  
 JUMBO  
 Super-Built  
 Cabinet!



ANOTHER  
**chicago coin**  
 PRODUCT

## 4 GAMES IN ONE

- ① RED PIN "Lights-Up" in 4th, 6th & 8th Frame for BONUS SCORING!
- ② Regulation Scoring!
- ③ Popular "Flash-O-Matic" High Scoring!
- ④ Mystery High Scoring!

(Exclusive 4 Drum Scoring)

REBOUND SHUFFLE  
 with MONTE CARLO Scoring!

8 ft. JUMBO  
 REBOUND SHUFFLE!

ROCKET BALL  
 SHUFFLE BASEBALL GAME!

# Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD.  
 CHICAGO 14, ILLINOIS



They play to H....and back  
on sensational new *Bally* game

# SEA ISLAND

8 MAGIC SCREEN POSITIONS

A B C D E F G H

**Shift before or AFTER 5<sup>TH</sup> BALL!**

Extra mobility of Magic Screen and maximum Extra time add up to Extra play-appeal... Extra earning-power. SEA ISLAND collections top sensational records of CARNIVAL QUEEN. Get your share... get SEA ISLAND today.

NOW AT YOUR DISTRIBUTOR WITH  
**CLUB BOWLER**  
**LUCKY ALLEY**  
**DE LUXE SKILL PARADE**  
**SPOOK GUN**  
**6 GREAT BALLYRIDES**



See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# Cash in on the Baseball Season Now!

EQUIP EVERY LOCATION WITH

UNITED'S NEW

# DELUXE BASEBALL

featuring

FAMOUS

## 3-WAY MATCH

NUMBER  
STAR  
CLOVER



### HI-SCORE Replay Feature

ATTRACTS  
MORE  
PLAYERS

### SIZED RIGHT

ONLY  
5½ FT. LONG  
2 FT. WIDE  
FITS EVERY LOCATION

1 or 2 Can Play

3 Outs per Player

EQUIPPED WITH

## Credit Unit

10¢  
or 3 for 25¢ Play

NATIONAL REJECTOR  
COIN MECHANISM

## UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SHIPPING WEIGHT 275 LBS.

ALSO AVAILABLE  
IN REGULAR MODEL

### UNITED'S YANKEE BASEBALL

(WITHOUT MATCH OR  
REPLAY FEATURES)

SAME COMPACT SIZE  
WITH

### CREDIT UNIT

SEE UNITED'S SHUFFLE ALLEYS, BOWLING ALLEYS, RIFLE GALLERIES AND OTHER BIG MONEY-MAKERS AT YOUR UNITED DISTRIBUTOR NOW!

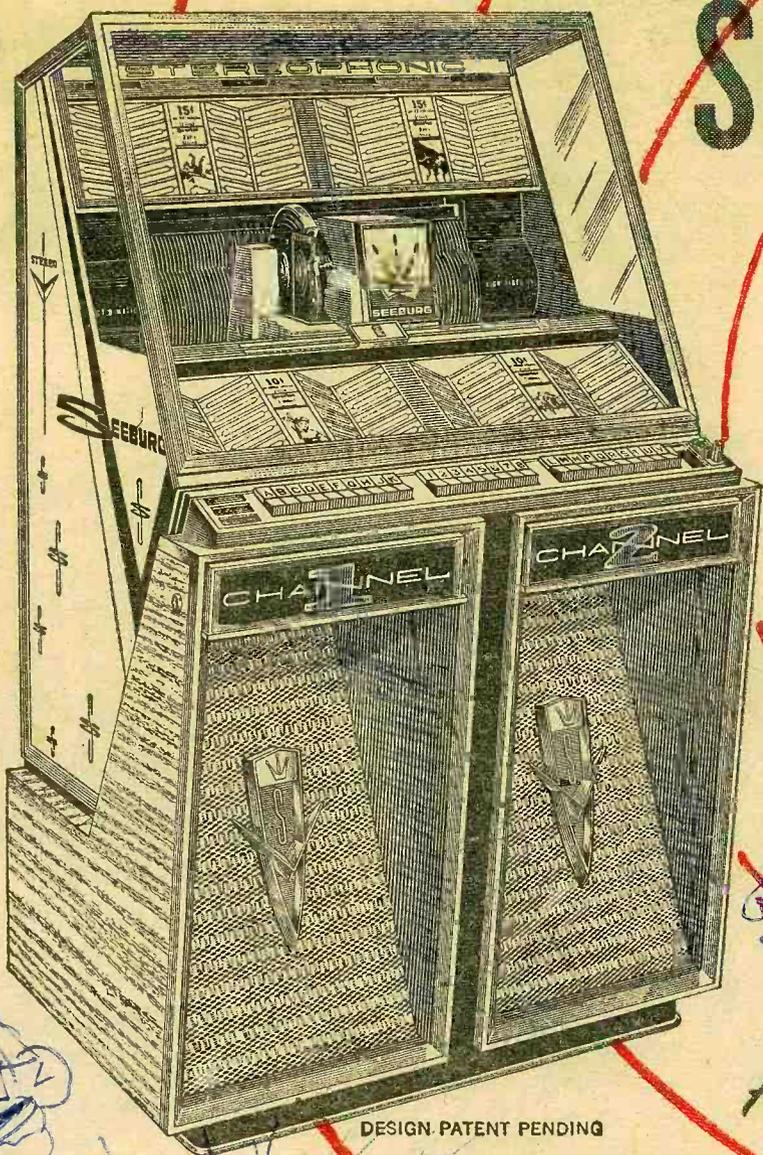
the magic of

# STEREO

takes on added  
realism  
with a

## SEEBURG SYSTEM

With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a "live" performance of the recording musicians. Seeburg Stereo is completely integrated—from the pickup, through the dual amplifier to the newly developed twin stereo speaker system.



DESIGN PATENT PENDING

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
THE SEEBURG CORPORATION  
Chicago 22, Illinois

*America's Finest and Most Complete Music Systems*

