APRIL 13, 1959 B THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 'Have Beat, Will Travel' USÓ Need ASCAP-MOA IN HUSH HUDDLE ON R&R Servicemen's Top Yen for Shows; Budget Minimum Set at \$11.5 Mil. ASHINGTON — It's music, Mas American servicemen Mas American servicem held at the operators convention last ek. Altho all parties had ag ed not to of across this land, and of vital heart-line work like that of it's money, money, money, pressed volunteers. issue any statements, it was learned that the meeting was it's money, money, pressed volunteers. an exploratory one, with talk centering around the controversial issue of the juke box exemption in the Copyright USO_Month Act, In connection with this, the new bill introduced by

Congressman Emanuei Celler

alder bill introduced

PRICE: 50 CENTS

Business Outlook JUKE EXEMPTION Balmy All Along **Outdoor Front** Barometer Forecasts Sunny 1959; **Operators Spend Optimistically**

RING SPECT

By HERB DOTTEN CHICAGO — All segments of because of two factors, severe win-ter weather and high unemploy-ment in the Motor City area the outdoor amusement industry ment in the Motor City area. Others Share Too Apart from circuses, other segots of what come under the utdoor business fared hpa, recator of all-time nd and



APRIL 13, 1959

TELEVISION • MUSIC • RADIO Communications to 1564 Broadway, New York \$6. N. Y.

THE BILLBOARD

Movies Reach for Pens as Juve Disk Stars Hit Top 10

Scramble to Ink Best Selling Youngsters for Drama Roles

By JUNE BUNDY

NEW YORK-In an effort to discover another young record artist with the box-office pull of Elvis Presley or Pat Boone, the major Hollywood film studios are signing up best-selling disk names today as

fast as they hit the top 10. Last week 20th-Century Fox signed Fabian to a four-picture deal. Frankie Avalon will make his dramatic debut in "Guns of the Timberland," starring-Alan I add, for Warner Bros. Paul Anka is currently playing a leading role in "Girls Town" with Mame Van Doren and Mel Torme at M-G-M.

Dick Clark is negotiating for Bobby Darin to play a lead in his (Clark's) first Drexel Productions movie. Jimmy Clanton leads the cast of Alan Freed's new picture about a reformed juvenile delinquent. Jimmie Rodgers is under contract to M-G-M and is slated to start his first movie for them in

the near future. The interesting aspect of these recent signings is that the artists involved are all playing dramatic roles (with their vocalizing strictly secondary to their thesping)

Am-Par Buys Pressing

whereas in the past most rock and next picture "Journey to the Cenroll warblers were utilized mainly ter of the Earth.

in special musical sequences.

Wayne movie "Rio Bravo." Presley Newark, N. J., is active in the film has several big money pictures field. His current films, which are ready to go when he gets out of produced under his own Formont the Army next year. Tominy Sands Corporation banner, are tagged scored recently with Pat Boone in "Gang Girl" and "Love and Jazz."

"Mardi Gras. guaranteeing him \$250,000 plus 10 the next 18 months, with Clark per cent of the gross, because his appearing in a couple of them, and own Cooga Mooga Company will the rest featuring prominent co-produce (with 20th-Fox) his young recording artists.

Deejay Alan Freed is currently Meanwhile Ricky Nelson gar- working on two new films (one of nered good reviews for his debut them the Clanton starrer). Another dramatic stint in the new John veteran spinner, Art Ford, WNTA,

Clark's newly formed Drexel Films Boone recently turned down a will produce five movies (for Universal-International film bid, United Artists and Columbia) over



Banquet Turn Sparks Resignation

CHICAGO-A hassle with dee- that Potter had threatened to quit jay Peter Potter caused the the show. convention banquet and swiftly sentence resignation of Mercury's WNMP Skode resulted in the resignation from membership, effective immediately MOA

The next morning, Thursday

Own Label on ASACP-MOA IN JUKE EXEMPTION D.G.G. Issues HUSH HUDDLE ON Continued from page 1

make," he said, adding that the talk was an exchange of views on the two bills. He admitted it was the first meeting with ASCAP people, and

that it was friendly.

Another party called the meeting "exploratory," and felt it had been held at the behest of the MOA execs, who felt that the convention presented a proper setting for an exchange of ideas. He added that the possibility of another meeting was "left open," but stated that the mere fact of a meeting indicated progress.

WB Sampler Pegged \$2.98

sued last week with the firm's 10 on that label. Suggested list jazz sets for April, will be pegged for both the Gold Label ar at the special price of \$2.98 in new D. G. G. product w both monphonic and stereophonic \$4.98 for monaural and \$5. thru May 31. The regular price stereo disks. Initial new rele of the sampler is \$3.98 for mon- D. G. G. items contains s aural and \$4.98 for stereo. The jazz sampler contains tracks tors forthwith.

of artists or bands in the firm's April jazz release, but all playing selections cut especially for the sampler. Artists include Ruby Braff, Matty Matlock, and the Chico Hamilton Quintet.

NEW YORK - In a move to establish label identity, Decca Rec ords will release all future classica material, originating with the Ge man Deutsche Grammo, hon firm on the Deutsche Grammophon 1 bel. The yellow D. G. G. lab will thus become the world stan ard for all new D. G. G. classic product, regardless of the count of release, a Decca spokesman sa The product will also carry original D. G. G. cover art released in Germany.

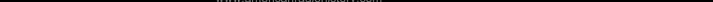
Meanwhile, Decca's dome classical operation will continue release its own expanding line classical material under the tr tional Gold Label .nprint. The partment, under a.&r. chief Horowitz, will continue to su vise preparation of all new D. C classical disks for release he All D. G. G. classical disks

NEW YORK - The Warner inally released on the Gold Bros. jazz sampler, which was is- will continue to be made ava and is being shipped to d

Billboan

The Amusement Industry's Lead

Equipmer NE Recor plant nation were



EDITORIAL **Common Sense Pays Off**

At last year's MOA convention dozens of disk execs noted the necessity of achieving a happier relationship with distributors -so as to be paid with money, not wax.

At this year's convention, the orying towel was not quite so wet; but there was considerable weeping over the "soft" state of the singles business. It is true that singles have not been racking up the highest sales totals. On the other hand, the spread has been broader. More labels have been making the charts. Even the the pie is thinner, many of the more prudent manufacturers have found themselves turning a profit.

Labels who have found the singles field quite satisfactory are those who learned the lesson which was spelled out a year ago-namely, that wild deals with distribs, splurging with thousands of free records-tends to become less effective all the time. Some embittered manufacturers even say the freebies come back six months later for credit.

Many find it hard to comprehend basic facts. They persist in conducting their business in an un-businesslike way. Some, in fact, are known to be suffering financially even tho they have had some passable hits.

The record business, particularly in the singles field, has been characterized as a "fever" business. As time goes on, it becomes apparent that those who do well are less and less feverish. They make a good product and promote it aggressively. but sensibly. They don't dissipate their profits even before they have collected them.

Let's hope the need for sane business methods becomes clearer to more people. This is necessary not only for the health of the singles business-but also for the album field, which is so much larger in dollar volume. As a proving ground for talent, as a bridge whereby young people are led into the record field to ultimately become album buyers, the singles field merits the most careful management.

OPERATIONS SPECIALTY Col 'Adventures' Line

To Get Intense Hypo

NEW YORK --- Columbia Rec-ds is going on a specialty promo- merchandiser, is of the opinion that In N. Y. for ords is going on a specialty promo- merchandiser, is of the opinion that tion and advertising pitch to the "Adventures" line is an impor-strengthen the label's "Adventures tant one for a dealer to push. As Distrib Meet in Sound" series. To this end the he stated last week: "Today a

MOA Turnout Disappoints Attending Diskery Reps

Meet Needs Promotional Shot-in-Arm

CHICAGO --- Annual convention of the Music Operators of America, held at the Morrison Hotel here last week, provided the usual opportunity for manufacturers to get together with distributors. Distribs picked up new lines, manufacturers re-allocated lines, etc. Many record manufacturers, however, expressed disappointment at the turnout-feeling that traffic in their suites was below par. They pointed out that they used up less liquor than during past conventions-despite the fact that city elections were held during one convention day and liquor could not be obtained at the usual sources. Some manufacturers also noted they passed out fewer records than usual.

Some record people in attendance expressed the belief that the convention needed a shot in the arm; that a public and trade relations job would be helpful. It was felt that the Senate Rackets Committee's hearings on the juke box industry contributed to the pallor (Continued on page 58)

Verve Execs NEW YORK --- Verve Records shop in Houston, as merchandising dealer who wants to keep his cli-manager of special promotions to handle the pushing of the line with dealers, distributors and such. On perfect for this." (10) at which details of the firm's (10) at which details (

TWIN-TRACK COMPETITION

NEW YORK - lack Tracy, Mercury jazz chief, has come up with a wild idea for a stereo jazz album. He is cutting a stereo challenge album featuring the Max Roach Combo and the Buddy Rich Combo. The arrangements will be written for a 10-piece band but the Roach band will be recorded on one track and the Rich band on the otherand the men will challenge each other and answer each other from each channel. Sounds like fun.

WB Sees Meat In TV Themes

NEW YORK ---- Warner Bros. Records, which is having some success with its "77 Sunset Strip" single and album with the Don Ralke combo, is banking on more TV New York. themes for future singles and album sellers. This week the diskery came "The D. A.'s Man Theme" backed with "The Richard Diamond cers to hire professional direction Theme" played by the Frank Comstock ork. And next week the disk-"TV Themes" the tunes in which convention and announced that the were selected by the TV Digest organization had been chartered by magazine as the most popular.

"TV Themes" contains themes from the following TV shows: ABC Shelves

ARMADA in **Org-Building** Huddles

CHICAGO --- American Record Manufacturers and Distributors Association (ARMADA), the embryo trade group, this week pushed their plans another step toward their first annual convention skedded for Chicago June 8-9.

At a board of directors meeting held during the MOA convention, a committee was appointed to meet in New York this Friday (17) to draw up an agenda based on ideas aired at the board meeting.

The New York meeting will include the group's officers, Abner, of Vee-Jay and Abner Records; Sam Phillips, Sun Records, ARMADA veepee; Nelson Verbit, Marnel Distributors, Philadelphia, secretary; and Harry Schwartz, Schwartz Bros., Washington, treasurer. Other committee members are Harry Apostoleris, Alpha Distributing New York; Phil Chess, Chess Records, Chicago; and Harold Friedman, record consultant,

Abner said that the convention will close with a banquet featuring out with a new single featuring installation of officers and a show.

The board empowered the offifor the convention. Ray Scott, Memphis attorney, presented a set ery will release an album called of bylaws to be proposed to the the State of Illinois.

New Deane

diskery, under the aegis of sales customer can buy a Sinatra, Mathis the advertising end, Columbia's ad-"Adventures" series.

publicity, etc.

chief Bill Gallagher, has hired or a Mitch Miller record in grocery prexy Norman Granz and the disk-Herb Mayer, owner of a record stores or chains. Thus a record ery's sales chief, Bernie Silverman,

And for this end, Columbia "Ad- special "Ninety-Niner Sales Plan" vertising chief, Art Schwartz, will ventures in Sound" series is starting were to be unveiled to Eastern and Warner Bros. last week released a run ads in special media on the an expansion of the line, both in Midwest distribs. types of recordings and in stereo Altho sales of the label's "Ad- as well. The first stereo album in under which dealers get any Verve set Strip." The record, which is week from noon to 1 p.m. Neither ventures" series, which lists at the series will be issued next week. album in the diskery's catalog for \$4.98 for monaural and \$5.98 for Album is "Fanfare" with bands 62 cents with one purchased at stereo, have been good, the diskery from 11 NATO countries. Next the regular dealer cost. Customer thinking is that they can improve month the Spanish version of "My will get his Verve album for 99 Cook. sales tremendously via making the Fair Lady" will be issued in stereo. cents with one purchased at the line a specialty operation. In ef- Nat Shapiro, international a.&r. co- regular price. The deal applies to fect, the "Adventures in Sound" ordinator, who has just returned both monaural and stereo product. series will be worked on as the it from a trip to South America, said Dates for the plan were incorrectly is an independent operation with that every European and South reported as April 6 thru April 30 its own advertising, promotion, American country that the "Adven- last week in The Billboard. Plan

(Continued on page 58) actually ends on May 30.

Gunn," "Mickey Mouse Club," "The Real McCoy," "Playhouse

record featuring Eddie Byrnes, the Dance Party" show, which was The plan calls for a special deal "Kookie" of the TV show "77 Sun- slated to debut on the network this titled "Kookie, Kookie, Lend Me the network nor WJZ-TV, Balti-Your Comb," is getting solid sales more (which airs Deane's daily action according to sales chief Hal local record hop program), would

Wieland Exits 20th-Fox for Aamco Berth

NEW YORK --- Norm Wieland ankled 20th Fox Records this week to join the low-priced Aamco Records label as sales and merchandising director. Wieland, merchandising chief with 20th Fox for the past six months, was previously with The Billboard.

Aamco Records, with the hiring (Continued on page 58)

Cassman Ey

Col. Chi P

CHICAGO ---

resigned late last

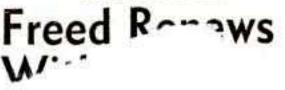
of Columbia's b

Bain sta

Show NEW YORK --- In a last-min-To further extend the TV idea, ute change of plans, ABC-TV last week shelved the "Buddy Deane

disclose any specific reason for the sudden decision. However, a WJZ - TV spokesman said it involved a disagreement about time periods and that the station was afraid certain contractual stipulations wanted by the network "might jeopardize WJZ-TV's local property.

Meanwhile, ABC-TV is interested in slotting Deane on a weekly show with a different format. A Connie B. Cay package, "The George Hamilton IV Show" with Mary Klick and Elton Britt, was substituted this week by ABC-TV in the noon to 12:30 time period.



Atlantic Signs 3 Top-Drawer **Single Sales Curse**

NEW YORK - Atlantic Records last week signed three leading jazz artists - John Coltrane, Helen Merrill and Roland Hanna -to long-term exclusive contracts.

Jazz Artists

Tenor saxophonist Coltrane, recent winner of Downbeat Magazine's New Star Award, has been featured with the Dizzy Gillespie, Johnny Hodges and Miles Davis bands, and has recorded for Prestige, Blue Note and Columbia. His first record will be released shortly.

Miss Merrill formerly recorded for Mercury's jazz label EmArcy; with him at the Brussels Exhibition cellor LP, "Hold That Tiger!" and the Newport Jazz Festival.

tory last week.

Gavin Calls Exposure

ure of hot new disks by deejays asks Gavin. "Maybe record promois one of the main reasons for the tion of the future will arrange to of Wieland, is completing a widecurrent softness in the singles mar- limit plays to one or two stations spread reorganization. Carl LeBow ket," according to Bill Gavin, pro- in an area, and only sparingly at and Ted Steele, president and veegram director of "Lucky Lager that." Dance Time," which is carried by

40 radio stations in the West. "Why buy 'em when you can



NEW YORK-ABC-Paramount while Hanna was featured pianist is releasing 11 new albums April with Benny Goodman-appearing 25, including Fabian's first Chan-

Also in the new album release Meanwhile, Atlantic's album art- are packages by Nicola Paone, ist and repertoire chief, Nesuhi Candido, Elton Britt, the Four Ertegun reports that the LP divi- Sergeants, Mat Mathews and his sion of the company enjoyed the Ork, Roy Smeck, Ted Maksymobiggest sales week in its entire his- wicz and his ork and the Madrid Concert Ork.

NEW YORK --- "Over expos- hear em on the air most any time?"

In line with this, Gavin notes that Buddy Deane, top-rated jock of WIZ-TV, Baltimore, reports that a big meeting has been called (in his city) among deejays, distribu-tors, dealers and one-stops to try to do something about the "hype" business which is "literally throttling our business."

it was announc Gavin adds: "I'm aware of the national sales : stake that radio has in the contin-Distributing ' uing prosperity of the singles busiwas immed ness. To the extent that it ceases Vernon B to be profitable, singles production salesman. will be curtailed-or it could even become extinct. I'd like to believe with Colthat radio can do something con-American structive about improving both the 1934, an 19~

(Continued on page 19)



MUSIC

Decision Forecasts Jolts For Copyright Infringers

Remington Suit Ruling Puts Proof Of Innocence Up to Defendants

By REN GREVATT

NEW YORK--A decision which is likely to have far-reaching effects later stricken from the record on conduct by making every reasonon future litigation involving copyright infringement and non-payment of royalties, was handed down this week by the U.S. Court of Appeals for the Second Circuit here. The decision involved a longstanding case brought by attorney Julian T. Abeles of Abeles & Bernstein on behalf of Shapiro-Bernstein & Company, Oxford Music. St. Nicholas Music and Meridian Music against Remington Records and its presy, Don Gabor.

The plaintiffs had originally charged that Remington had "infringed copyrights of plaintiffs by reproducing on records, plaintiffs' copyrighted compositions without complying with the statutory provision (of the Copyright Law) requiring prior notice and payment of royalties." The decision, written by Judge Burger of the Appeals Court, had the effect of placing the burden of proof in a case of alleged copyright infringement on the defendant rather than the plaintiff.

The current action was in the form of an appeal of a decision in the original suit which was heard CBS Holdings; by Judge Conger of the U.S. District Court for the Southern District of New York. In this action, the plaintiffs, after developing by fered as an expert witness, one Albert Berman to show the esti-

a fixed shipping date."

the ground that "no proper founda- able intendment against him." tion was laid and that the testi- In the example taken from the mony is not within the realm of 18th Century, the decision cited speculative.'

mination made the defendant sub- case charged the jury that unless cents per record under the puniright law.

Precedents Cited

Citing numerous precedential the 18th Century, the Appeals 10% Exch'ge Court held that "when the nature of a wrongful act is such that it not only inflicts an injury but takes Privilege for away the means of proving the nature and extent of the loss, the

BMI Buys Back \$5 Per Share

testimony of Gabor and officers of sic, Inc., has acquired the 7,017 duct less than 10 per cent of his eventually make a formal report Remington that the defendants had shares of stock held in the organi- purchase and get a 5 per cent on the bill, has informally let the "consciously and deliberately failed zation by Columbia Broadcasting credit for the remaining amount as Committee know that the prece-to keep any account of a substan- System. The stock was bought long as the exchange and credit dent set by the "Esquire" case of plaintiffs' copyrighted records" of chase price of \$5 per share and of his purchase. will be retired as treasury stock. mated value of copying. Berman man, Sydney M. Kaye, CBS veepee April 1 but is applicable to all testified that in his opinion, "de- Richard Salant pointed out that merchandise (with exception of 78's fendants had manufactured 30,000 the network had been considering and 10-inch LP's) regardless of the step for a long time. "When purchase time unless it was purwe stated we would re-examine chased under another special sales our ownership of BMI stock," said plan. This covers all Capitol and Salant, "we felt that an opportune Angel stereo and mono 12-inch time for disposition would not LP's, all Cap stereo and mono occur until after the pending pri- EP's and all 45 r.p.m. singles, vate antitrust suit brought by whether one or two-track. ASCAP had been dismissed.

of each record in question prior to law will aid a recovering against the wrong-doer and supply the ce-The testimony of Berman was ficiency of proof caused by his mis-

expert testimony and is purely what was called the classic case of the chimney sweep boy who, It was established, however, that having found a piece of jewelry. under the compulsory licensing took it to a goldsmith for appraisal. section of the Law, the defendant The goldsmith removed the stones ject to treble damages of eight the defendant produced the jewel "and show it not to be of the finest tive damages provision of the copy- water, they should make the value of the best possible jewels, which (Continued on page 58)

Cap Dealers HOLLYWOOD -- Capitol is

granting dealers a 10 per cent ex- clubs and others. (The Billboard, change privilege or a 5 per ceut credit in lieu of exchange. New combine both the exchange and a dealer will be able to return NEW YORK --- Broadcast Mu- for exchange any portion of pro-Percentage is figured on the In a letter to BMI board chair- amount of purchases made after "However," continued Salant, closely parallels the one instituted

HOT 100 ADDS 14

NEW YORK--Fourteen new sides appear for the first time this week on The Billboard's Hot 100 chart. Essentials are:

- 70. Goodbye, Jimmy, Goodbye-Kathy Linden, Felsted
- 76. The Kissing Tree-Billy Grammer, Monument
- 78. The Walls Have Ears-Patti Page, Mercury
- 81. I Still Get a Thrill-Joni James, M-G-M
- 87. Bonaparte's Retreat-Billy Grammer, Monument
- 88. 1 Think I'm Gonna Kill Myself-Buddy Knox, Roulette
- 90. Jo-Jo the Dog-Faced Boy-Annette, Vista
- 91. I've Come of Age-Billy Storm, Columbia
- 94. Lonely for You-Gary Stites, Carlton
- 95. Quiet Village-Martin Denny, Liberty
- 96. My Heart Is an Open Book-Carl Dobkins Jr., Decca
- 98. Little Queenie-Chuck Berry, Chess
- 99. You Can't Be True, Dear-Mary Kaye Trio, Warner Bros.
- 100. Kansas City-Wilbert Harrison, Fury

House Okays Book Mail had never obtained a license or in the setting and refused to return filed a notice of use. This deter-them to the boy. The judge in this Rates for Recordings

has okaved a bill to give all types explained to MacDonald that his of "sound recordings" as well as bill could have been interpreted sheet music and other cultural ma- to exclude all wanted types of muterials, the advantage of book rates. |sic, not only rock and roll, but hill-Passage of the bill authored by billy, popular and country music. House Post Office Committee The outcome for the MacDon-Chairman Murray in effect has ald move was fairly predictable, killed the Torbert MacDonald (D., when chairmen of House and Sen-Mass.) proposal to have the Post- ate Post Office Committees are master sift out all rock and roll, from Tennessee and South Caroand grant the special rate only to lina respectively, where the muclassical and educational records sic is country, and people are glad shipped in the mails by record of it.

March 9, 1959.) The House Post Office Comdealer program allows retailers to mittee has explained to Rep. Mac-Donald the impracticality of such a credit privileges if they remain bill, staffers report, and the Conwithin the 10 per cent limit. Thus, gressman is not expected to press for any further action. Also, the Post Office Department, which will tial part of their production of back from CBS at the original pur- portious together total 10 per cent a few years back, keeps the Post- ord Club. Choice of records availmaster General well out of the able to members is completely uncensorship business.

WASHINGTON --- The House | The Committee chairman also

Retailer Debs Own Opera LP Disk Club

NEW YORK -- The Record Hunter, large Fifth Avenue retailer specializing in classical disks, has started its own Operatic LP Recrestricted as to label and quantity. A discount price structure is the big aspect of the club program. Members pay a small annual membership fee, after which they are entitled to purchase from the entire catalog of opera, including complete works, highlights, excerpts and instrumental versions, at one-third off list price. A spokesman for the store pointed out that: "In no way would we be compet-

NARAS AWARDS ACCOLADES AT MAY 4 BANQUET

HOLLYWOOD --- First annual awards of the National Academy of Recording Arts & Sciences will be presented at a banquet here to be held on May 4. Black tie affair will be in the Beverly Hilton Hotel's Grand Ballroom.

Winners will receive a goldfinished replica of the old time horn phonograph. Award will be presented for the winner in each of 28 categories.

Original plans had called for the Award presentation to be made on an hour and a half coast-to-coast TV spectacular sponsored by Pepsi-Cola, but these were snarled could be hefor/ marage.

(Continued on page 58) months ago.

NOW EDITORS PICK 'EM YET?

Pic Mag, Am-Par Join in New Disk Talent Search

mount Records and Movie Life ards-wonders the trade-will the Magazine, an Ideal Publication, motion picture magazine staffers are co-sponsoring a contest to find use to judge potential pop stars new young talent, both singing and and songs? Meanwhile, the mag's writing.

mag spotlights the contest, tagged ing in. "How You Can Become a Record | The contest is viewed with trep-

NEW YORK - ABC - Fara- | for today's pop market, what standpublicity director Alair Joseph re-The current (May) issue of the ports that entries are already roll-

Star," and invites readers to send idation by some publishers, since two-and-a-half-minute demos an accompanying article quotes 15 or tape) and enter them Costa as preferring that the would-Life's "Record Star Con- be recording artists submit songs they've written themselves. "I'd which ends May rather get songs from the 16-year- Orient, He'll visit Singapore, Bang-

ngwriters. Entries pros around town. by Movie Life

d over to Am- ures, recording costs, musical ac- wife. ioning by the companiment, and recording con-

'ent nies the article.

Frey Sets Up Audio Fidelity **British Wing** NEW YORK --- Sid Frey, Au-

dio Fidelity chief, has just returned Cap's exchange and credit plan from a trip to London, where he ing with record clubs organized set up Audio Fidelity (England), by manufacturers to appeal to the "the identical issues raised in the by Columbia Records several Ltd. Wrapping this up required wider public, since our club apone year of work for Frey, who is peals to the strictly opera public." now on a program of global expansion. The British wing has altember Frey estimates he will have Carlton Snags 35 on the market.

The British operation will also he a springboard to the Continent, Frey stated. He added that the distribution pattern he has set up corresponds to an American one, and will handle other lines. Frey already has a Canadian wing and is working on Australian luxe "5,000 Series." and Brazilian set-ups.

Dave Kapp on **Orient Jaunt**

prexy Dave Kapp took off this phonically. week for an extended tour of the ingers, instrumental old," he says, "than one of the kok, Hong Kong and Tokyo during the trek. It's a combination busi-Costa also advised the mag's ness and pleasure trip for Kapp, 'zen or so best voung readers on copyright proced- who will be accompanied by his

During the tour, in addition to pertoire chief tract arrangements (i.e. "The stand- sightseeing, Kapp will visit with chief of Todd Becords, has set a ". &r. topper and percentage for .. new record- affiliates and will listen to masters deal whereby the label will be dising artist is about 3 per cent for possible release here. Just a tributed in Europe via London rs feel that of the record's take. A few com- year ago, Kapp made a hurried Records, interesting panies still pay as low as 1 per tour of Europe and returned with Todd Records is also entering

the label here.

B'dway Score

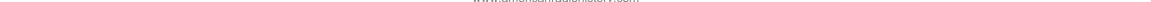
NEW YORK -- Carlton Records has snagged the rights to the incidental music from the current Broadway hit. "Rashomon." The set will kick-off Carlton's new de-

The interesting score calls for such instruments as the samisen, the gamelan, Japanese flutes, a Nigerian squeeze drum, a South American friction drum, a Tibetian rice drum and an African antelone horn as well as several other traditional, "occidental instruments," The new series will retail for NEW YORK --- Kapp Records' \$5.98 in stereo and \$4.98 mono-

Todd Distrib

NEW YORK --- Paul Cohen,

eran music cent.") A list of 27 record com- a number of album properties the stereo singles field, and Cohen "ifficult to panies (with addresses) accompa- which proved successful sellers for is crystallizing plans for an alloun line.





APRIL 13, 1959 (B) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

'Have Beat, Will Travel' USO Need

R&R Servicemen's Top Yen for Shows; Budget Minimum Set at \$11.5 Mil.

By MILDRED HALL

WASHINGTON --- It's music, music, music that they want-the million-plus American servicemen and women across this land, and the million-plus scattered around globe. And it's money, money, maney that the USO needs to prowide them with the satisfying outlet in live singing and dancing talent, bringing word of home, along with the beat. And yes, it's the beat that's in most demand, with a good 50 per cent of the service youngsters under 25, and the majority of these under 20. These facts came out in informal talks with USO live entertainment director Jerome Coray, former colonel, and with advisors and committee members. The more formal speeches commemorating the morale-building by the United Service Organizations, Inc., went on in the Sheraton Park Hotel here last week (8, 9). The occasion was the fourth annual get-together of the USO guiding arm, the National Council.

Sen. Jennings Randolph (D., W. Va.) mixed praise with a blasting of our "national attitude" of dollar grab which leaves the bulk of vital heart-line work like that of USO, to hardworking, but hardpressed volunteers.

USO Month

To re-vitalize America's concern for the USO aid to the young servicemen and women, the organization has set up April as USO Month. This is the 18th year of its operation; it is the 18th anniversary of the birth, in 1941, of the group of young men first to become subject to military conscription. Hard facts and statistics were lined up to tell the story of the organization which too many people vaguely feel is some sort of military set-up, and is "practically out of the picture, since we're not actually in a shooting war." The USO is a voluntary, civilian group of six national agencies: YMCA: YWCA: National Catholic Community Service; the National Jewish Welfare Board: the Salva-(Continued on page 8)

ASCAP-MOA IN HUSH HUDDLE ON JUKE EXEMPTION

CHICAGO - A very, very sotto voce meeting between ASCAP and MOA execs was held at the music operators' convention last week. Altho all parties had agreed not to issue any statements, it was learned that the meeting was an exploratory one, with talk centering around the controversial issue of the juke box exemption in the Copyright Act. In connection with this, the new bill introduced by Congressman Emanuel Celler and the older bill introduced by Senator O'Mahoney were discussed.

Business Outlook Balmy All Along Outdoor Front

Barometer Forecasts Sunny 1959; **Operators Spend Optimistically**

By HERB DOTTEN the outdoor amusement industry ment in the Motor City area. face much better business than last year, which was a good one for most.

because of two factors, severe win-CHICAGO - All segments of ter weather and high unemploy-

Others Share Too Apart from circuses, other segments of what come under the

PRICE:

50 CENTS

Speeches praising the fine job of morale-lifting by USO were made by Georga V. Allen, director of the U. S. I. A.; Assistant Secretary of Defense Charles Finucane; Vice Admiral R. E. Wilson, Deputy Chief of Naval Operations.

Service Disk **Market Biggest**

NEW YORK --- The Armed Forces are the record industry's largest single customer. A total of 20,000,000 records is sold in post exchanges and ships stores by serv-Icemen, with an estimated \$8 spent for every man in the Armed Forces for disks each year.

In addition to the \$15,000,000 spent by servicemen for records in their post exchanges, an additional \$5,000,000 is spent thru mail order purchases of records and in civilian shops, both foreign and domestic, located near military bases.

The meeting was the first ever to be held on this matter between MOA and ASCAP execs.

Present for ASCAP were President Paul Cunningham, sales manager Jules Collins and general counsel Herman Finklestein. George Miller, • MOA chief, and members of the MOA board, represented the juke box operator interests.

Miller, queried subsequent to the meeting, stated there was no change in either the MOA or the ASCAP position. "That's the only statement I'll

(Continued on page 2)

Last year the recession made heading of outdoor business fared some inroads. This year the general far better than last year. The economic outlook in most areas is Florida State Fair at Tampa, resubstantially better.

vision isn't anchoring potential cus- midway receipts. tomers to the living room as it did outdoor business figure TV has position factor.

Supporting proof of this was sharply over last year. served up this winter by the experiences of indoor circuses. They stands all but one played to substantially larger crowds than in any recent year.

The lone exception was a Detroit engagement, which was down

garded by many as an indicator of Other factors strongly indicate things to come, shattered all-time better pusiness than in 1958. Tele- records in gate, grandstand and

Rodeo and livestock shows in several years ago. Not a few in the Texas played to near record and record crowds, and carnivals which burned itself out as a strong op- operated thru the Southern tier of the nation reported business up

Ice shows this winter enjoyed phenomenal business. Boat shows experienced excellent turnouts. In g nerally pulled peak attendance fact, of nearly 50 major indoor and turned in reports of record boat sales.

The public, it bec. me increasingly apparent as the winter progressed, was spending more for amusement, recreation and leisure (Continued on page 59)

'Pig Iron' on **Gross Upbeat**

CHICAGO-Amusement riding devices or "pig iron," as it is known in the trade, will account in the outdoor season ahead for an even greater share of midway grosses than ever before.

The trend in recent years has been to progressively higher ride grosses. This has spurred carnival owners to play back more money into rides, and the public has responded to hike carnival receipts, still higher.

Heartened by this and also by the outlook for better attendand and spending, carnival owners the winter were unusually heavy buye of rides and took a greater percentage of ride manufacturer output than in the past several years.

NEWS OF THE WEEK

Young Disk Stars Get Solid Movie Bids . . .

The Hollywood folk are going all out for the personable youngsters making the hit records on wax today. More and more studios are looking for Presley and Boone-type box-office names among the young hit-makers ... Page 2

Diskers and Distribs Attend Quiet Chicago MOA Meet . . .

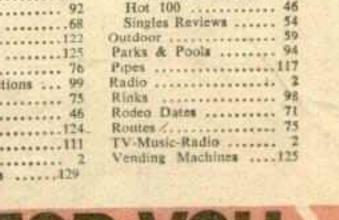
Manufacturers and distributors attend MOA meet in Chicago, trade lines and talk business. Session this year, according to observers, was not as lively as usual. Sotto voce meeting between MOA chief and ASCAP execs takes place. Page 3

Court Decisions Seen Affecting

Future Infringement Actions . . . A decision rendered this week by the U.S. Court of Appeals for the Second Circuit in a suit brought by various publishers against Remington Records is expected to have considerable effect on future copyright infringement litigation. New effect of the opinion was to place the burden of proof on the defendant rather than the plaintiff in actions of this nature. Page 4

DEPARTMENT AND FEATURES

Amusement Games, 134 Audio Products 22 Circus 92 Coin Machine125 Fair Dates 76 Fairs & Expositions ... 99 Final Curtain 75 Hot 100 45 Music 2 Music Machines 129



Music Pop Charts-

Album Buying Guide, 26

Honor Roll of Hits., 44

Dick Clark Show/Sat. April 18 LONELY FOR YOU



TELEVISION • MUSIC • RADIO

THE BILLBOARD

Communications to 1564 Broadway, New York 36, N. Y.

APRIL 13, 1959

Movies Reach for Pens as Juve Disk Stars Hit Top 10

Scramble to Ink Best Selling Youngsters for Drama Roles

By JUNE BUNDY

NEW YORK-In an effort to discover another young record artist with the box-office pull of Elvis Presley or Pat Boone, the major Hollywood film studios are signing up best-selling disk names today as fast as they hit the top 10.

Last week 20th-Century Fox signed Fabian to a four-picture deal. Frankie Avalon will make his dramatic debut in "Guns of the Timberland," starring-Alan I add, for Warner Bros. Paul Anka is currently playing a leading role in "Girls Town" with Mame Van Doren and Mel Torme at M-G-M.

Dick Clark is negotiating for Bobby Darin to play a lead in his (Clark's) first Drexel Productions movie. Jimmy Clanton leads the cast of Alan Freed's new picture about a reformed juvenile delinquent. Jimmie Rodgers is under contract to M-G-M and is slated to start his first movie for them in the near future.

The interesting aspect of these recent signings is that the artists involved are all playing dramatic roles (with their vocalizing strictly secondary to their thesping)

Am-Par Buys Pressing Equipment

roll warblers were utilized mainly ter of the Earth." in special musical sequences.

Meanwhile Ricky Nelson gar- working on two new films (one of scored recently with Pat Boone in "Gang Girl" and "Love and Jazz." 'Mardi Gras.'

co-produce (with 20th-Fox) his young recording artists.

whereas in the past most rock and next picture "Journey to the Cen-Deejay Alan Freed is currently

nered good reviews for his debut them the Clanton starrer). Another dramatic stint in the new John veteran spinner, Art Ford, WNTA, Wayne movie "Rio Bravo." Presley Newark, N. J., is active in the film has several big money pictures field. His current films, which are ready to go when he gets out of produced under his own Formont the Army next year. Tommy Sands Corporation banner, are tagged Clark's newly formed Drexel Films Boone recently turned down a will produce five movies (for Universal-International film bid, United Artists and Columbia) over guaranteeing him \$250,000 plus 10 the next 18 months, with Clark per cent of the gross, because his appearing in a couple of them, and own Cooga Mooga Company will the rest featuring prominent

Diamonds Slighted; Merc Ankles MOA

Hassle With Emsee Potter Over Group's **Banquet Turn Sparks Resignation**

CHICAGO--- A hassle with dee- that Potter had threatened to quit jav Peter Potter caused the the show.

MOA membership of Mercury Records.

Diamonds to pull out of their per-formance as headliners at the MOA (9), Price mailed Miller a oneconvention banquet and swiftly sentence resignation of Mercury's WNMP Skeds membership, effective immediately Goodman said the Diamonds had come to the banquet at a cost of Classic Fare



make," he said, adding that the talk was an exchange of views on the two bills. He admitted it was the first meeting with ASCAP people, and that it was friendly.

Another party called the meeting "exploratory," and felt it had been held at the behest of the MOA execs, who felt that the convention presented a proper setting for an exchange of ideas. He added that the possibility of another meeting was "left open," but stated that the mere fact of a meeting indicated progress.

WB Sampler Pegged \$2.98 NEW YORK --- The Warner

Bros.' jazz sampler, which was issued last week with the firm's 10 at the special price of \$2.98 in thru May 31. The regular price of the sampler is \$3.98 for monaural and \$4.98 for stereo.

The jazz sampler contains tracks of artists or bands in the firm's April jazz release, but all playing selections cut especially for the sampler. Artists include Ruby Braff, Matty Matlock, and the Chico Hamilton Quintet.

NEW YORK - In a move to

establish label identity, Decca Records will release all future classical material, originating with the German Deutsche Grammo; hon firm, on the Deutsche Grammophon label. The yellow D. G. G. label will thus become the world standard for all new D. G. G. classical product, regardless of the country of release, a Decca spokesman said. The product will also carry the original D. G. G. cover art as released in Germany.

Meanwhile, Decca's domestic classical operation will continue to release its own expanding line of classical material under the traditional Gold Label .nprint. The department, under a.&r. chief. Is Horowitz, will continue to supervise preparation of all new D. C. G. classical disks for release here.

All D. G. G. classical disks originally released on the Gold Label will continue to be made available on that label. Suggested list prices jazz sets for April, will be pegged for both the Gold Label and the new D. G. G. product will be both monphonic and stereophonic \$4.98 for monaural and \$5.98 for stereo disks. Initial new release of D. G. G. items contains six sets and is being shipped to distributors forthwith.



The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Records has purchased the pressing to appear and no explanation for Ontario, Goodman said he had to plant equipment of Webster International in the Bronx. The assets banquet guests. George Miller, Year's week at \$500 less than their were acquired at auction.

in a rented building, will be util- late booking at the Moulin Rouge, ized by Am-Par to press LP's only. Hollywood, a fact he didn't The label's albums are currently know until Potter arrived in Chipressed by several different plants, cago and told him. and Am-Par prexy Sam Clark said they will continue to farm out pressing on the West Coast.



NEW YORK - RCA Victor's "Save on Stereo" promotion, which lets the consumer buy an RCA Victor stereo disk for \$1 for every one he purchases at the regular list price of \$5.98 has been extended for two weeks. The plan will now run thru April. It has been extended, according to Jack Burgess, manager of the Victor sales department, because of the enthusiastic response to the plan on the part of distributors, dealers and consumers.

He had been billed as co-emsee change for interrupting their en-NEW YORK-ABC-Paramount with Bob Crosby, but Crosby failed gagement at Metropole in Windsor. his absence was made to the agree to book there during New MOA prexy, later told The Bill- usual fee and the cost of a one-The equipment, which is housed board that Crosby had obtained a

> The Diamond hassel arose a few hours before the show when Potter informed the group's manager, Nat Goodman, that the Diamonds would be limited to two numbers. Mercury promotion director Kenny Myers then contacted Buddy Basch, producer of the show, who said he was helpless in the matter, whereupon Merc sales manager Morris S. Price reached Miller, reading from Miller's own letter promising the Diamonds "four or five numbers" and suggesting they stay on longer if the crowd seems to be pleased. According to Price, Miller then phoned Potter who, according to the report, said, "You can give them more than two numbers if you want, but you can get yourself another emsee if you do." While Miller allowed Potter's demand to prevail, he later denied

Potter was emsee at the banquet. about a thousand dollars. In ex-

night replacement at the Metropole was another \$500. Another \$200

(Continued on page 19) "all pops."

Tycoon Woos Mitch To Head Mills Music

Talks Not Down to Bedrock But Wrather Wants 'The Beard' As Prexy

By BOB ROLONTZ

NEW YORK --- Jack Wrather, the Texas millionaire whose negotiations for the Mills Music firm were just about concluded this week for a price of \$5,000,000, is now negotiating with Mitch Miller

to leave Columbia Records and take over as president of the Mills Music firm. The talks with Miller have been going on over the past month with the full knowledge of Goddard Lieberson, president of Columbia Records.

Wrather's purchase of Mills Music, as first mentioned in The Billboard on March 30, adds one of here, via a new two-hour record the largest independent music firms hop show, which debuted Saturto his vast entertainment empire day (1) over WRCV-TV, Philaconsisting of Muzak, Independent delphia, from 1 to 3 p.m.

Television Corporation - a major producer of films for TV - and WRCV radio show from 6 to 10 radio and TV stations. The terms a.m. Monday thru Saturday. Their of payment for Mills Music were new program, "The Grady and not known at presstime, but it was Hurst Bandwagon," will feature a learned that the final contracts studio audience of 150 teen-agers, would be inked in two weeks.

Warther has been negotiating gimmicks, including an "Honor with Miller, Columbia's voluble High School of the Week" stunt. Wrather wants Miller to head up

CHICAGO-A radio station in suburban Evanston, WNMP, last week began a programming policy of classical music and semi-classics almost exclusively, following an overwhelming vote by its listeners. The 1,000-lilowatter held a 10-day listener poll, in which 2,060 voted was put out by Mercury for trans-was put out by Mercury for trans-classics and pops" and four for

the firm as a creative president, giving new life to the great collection of standards in the Mills Music catalog. As yet the discussions have not gotten down to bedrock on such things as salary, percentage of the firm that Miller would

Grady-Hurst

and Joe Hurst are returning to TV

Grady and Hurst co-host a daily guest artists, and a flock of special

Roger S. Littleford Jr. William D. Littleford

Editors

Paul Ackerman Music-Radio-TV, N. Y. Herb DottenOutdoor, Chicago Robt. DietmeierCoin Mach.. Chicago Wm. J. Sachs. Exec. News Editor, Cincinnati Lee Zhito 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 Dotten Outdoor Division, Chicago Hilmer Stark ... Coin Mach, Division, Chicago

W. D. Littleford President John RossSecretary

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 6-9618

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

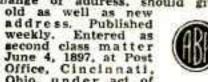
Send Form 3579 to

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 re-questing change of address, should give



Vol. 71



Ohio, under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Bill-board 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.

No. 15

Payment enclosed D Bill me 790 Name Occupation or Title Company_ Address State Zone City_

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 \$15.

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

(Continued on page 19)





APRIL 13, 1959

THE BILLBOARD

AMUSEMENT MACHINES

Gunsmoke

Continued from page 134

outlaw. If player fails to drop outaw in the allotted time, the outaw's gun flashes and player is unofficially a candidate for boot hill. Gunsmoke requires only 28 by 38 inches of floor space and is available in standard, replay and matchcore models. It's equipped with Western six-shooter pistol and has three - dimensional frontier ach time they "outdraw" the sixhus combines the competitive acion of a two-player machine with he fast-play action of a singlelayer unit.

Gunsmoke may be operated with corecards or by star-flash to indihigh score. An assortment of

lecards is furnished in a range ptable to every type of location. lumber of target appearances is djustable, and game may b. operyed to permit player an unlimited maber of shots at each target in ew, or to limit player to one shot each target. Range of skill reuired to score hits is also adjust-

At close of each game player is ited as "marshal," "sheriff," "depy" or simply "cowboy."

FTC Lashes Continued from page 128.

Your \$800 to \$1,500 investment naranteed to produce \$200 to 250 a month!"

This flamboyance dies quickly hen the companies study an FTC in to quote Daniel J. Murphy, who in immediate charge of FTC's otideceptive prosecution:

"These amazing profit vendors oll over pretty fast.'

But this is of small comfort to

Kaner on Tax Service Use Continued from page 129

tors or partners as well as corpo-1 question from the floor, he exrations. The plan would permit a plained the pension plan of the bill businessman to put up to \$2,500 a was separate from Social Security year for a given number of years provisions. into a retirement program tax free. Taxes would be paid on the money sion, besides Kaner, were John of the three or four years. He and review by Internal Reverne. only after retirement.

corporate system, businesses can of Delphos, O. put up to 10 per cent of earnings The question was raised whether treet-scene target field. Player gets into such a fund. The bill is still in MOA had an accounting system for three or four-year plan. moints for each outlaw that "bites the House and Kaner urged mem- small operators. he dust," but outlaws get points bers to write their congressmen urging support for it. He said simi- have accounting systems for use by hooter-packin' player. The game lar bills have been defeated in pre- small operators and specifically today be three or four years in-

Panel members leading discus-Wallace, chairman; Nick Allen, It was pointed out that under a MOA counsel, and Bill Hullinger,

Kaner explained that he does

business for operator clients.

Willie Blatt, Miami operator and MOA director, asked if he could three or four year 40-30-20-10 per cent depreciation schedule, and then, if he so decided, switch back to a five-year program at the end explained he was asking the question because he has about finished with the five year program he is on and is thinking about the move to a

Kaner said that if he felt that useful life on the equipment should vious Congresses. In answer to a mentioned a mail program which stead of five, and that considering is salvage value.

he uses in his own accounting obsolescence, that it should be three or four, he should switch to this schedule on current purchases. But he explained that if an operaswitch from a five-year, 20 per cent tor wanted to switch back to a per year depreciation program to a five-year program at the end of a three or four plan, he is admitting a mistake in his three or four year plan and thereby opens up that depreciation period for inspection

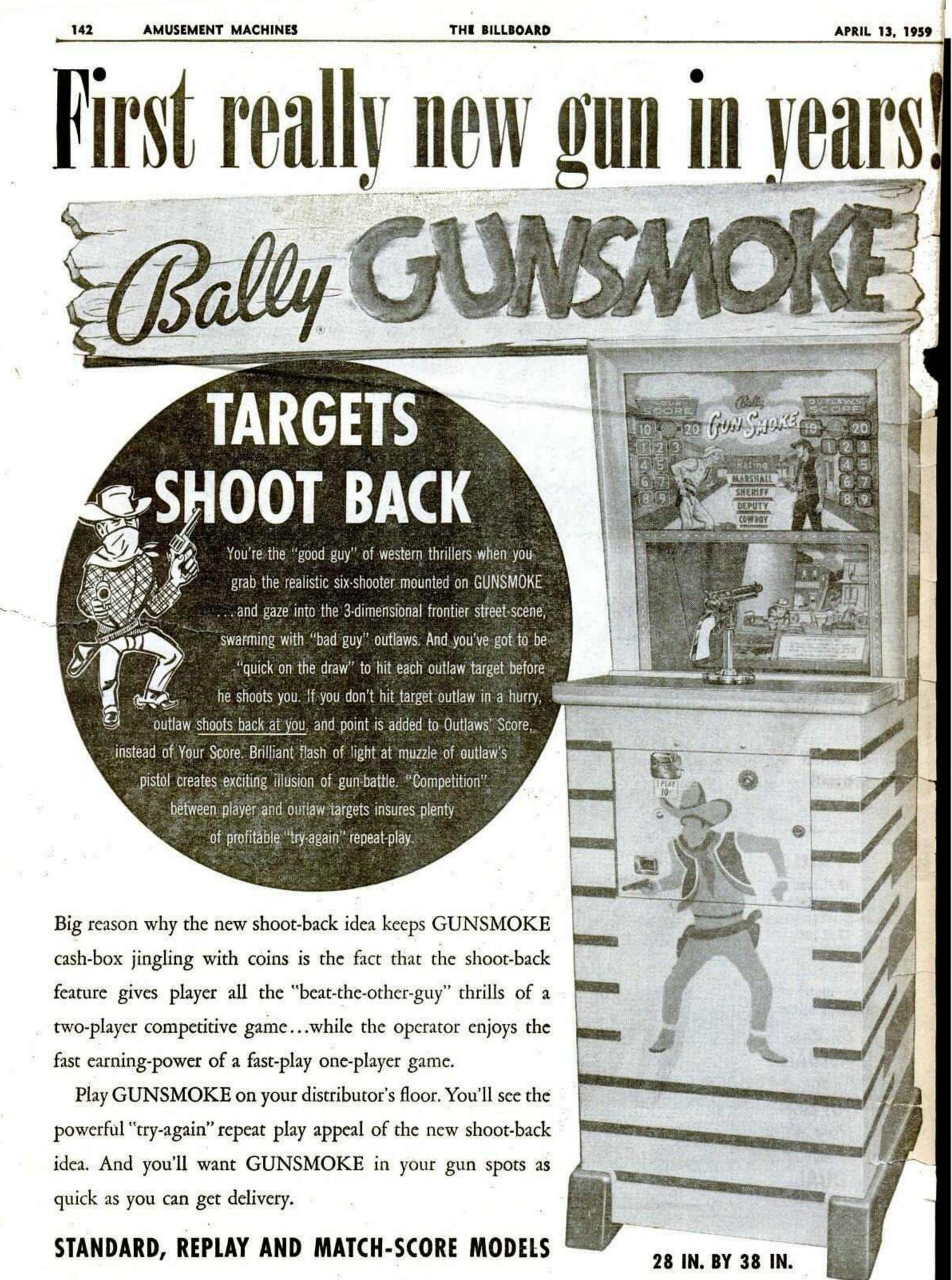
141

Les Montooth, Peoria, Ill., operator and MOA director, asked how Kaner figures salvage value. Kaner said that if a juke box operates for four or five years, it has no salvage value to speak of, but that in using the declining system, he never depreciates a machine to zero so that there's only some value left which





Copyrighted material



See your distributor ... or write BALLY MANUFACTURING COMPANY . 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



THE BILLBOARD

143



SIMPLE MECHANISM INSURES TROUBLE-FREE OPERATION

REGULATION BOWLING SCORING

4 SIZES 13 FT. LONG 16 FT. LONG Expandable with 4-ft. Sections to 17 FT. LONG 20 FT. LONG

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

\$

De Luxe BASEBALL

DUPLEX Bowling Alley

DUAL

Shuffle Alley.

Shuffle

PLAYMATE

BUILT-IN

LONG LIFE ON LOCATION

3-DIMENSION ANIMATION ON BACK GLASS

DROP CHUTE COIN MECHANISM WITH UNITED MANUFACTURING COMPANY NATIONAL REJECTOR 3401 N. CALIFORNIA AVENUE, CHICAGO 18, IUINOIS

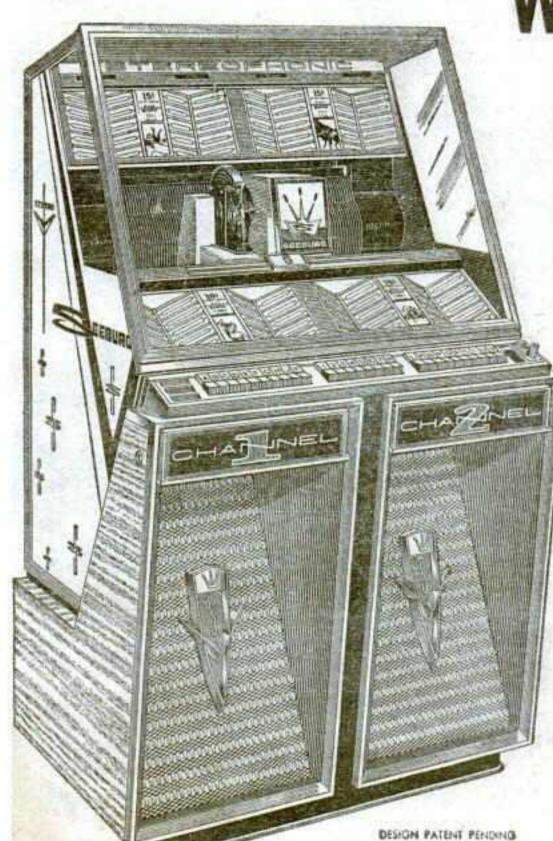
10¢

PLAY

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY!





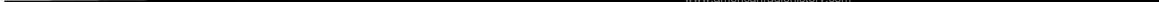


WHEN PLAYED ON A SEEBURG SYSTEM

The magic of Seeburg Two-Channel Stereo gives every listener the impression of being present at a "live" performance of the recording musicians. That's because Seeburg Stereo is the first completely integrated system—you can hear the realism of stereo everywhere in the location.



America's finest and most complete music systems





THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) (ABP) MAY 4, 1959

Fickle Singles Mkt. **Challenges Dealers**

Label Increase, One-Shot Artists, **Overloaded Distribs Pose Hurdles**

By HOWARD COOK NEW YORK - Due to the fickle and rapidly expanding recthat are breaking. A survey of and paltry hits, beca dealers in several leading outlets of proper exposure. shows that a combination of factors-overproduction by individual one-shot artists, distributors with proper attention; inadequate exposure on the jockey level and the active labels - are all contribut- lems. ing to dealer problems.

Ever-shifting trends, lack of poartists are still helping characterize this as the season of one-shot have come up with some of this year's biggest hits have managed to repeat on second tries. In those instances, where sequels have become chart disks, for the most part, sales have not even closely approx-imated those of their initial hits. Dealer buying by name power has become an increasing gamble except for the very few new artists who have managed to achieve some staying power. Overloaded Distribs

much the same. With so many records available, only a certain amount of the new records reord market, dealers are faced with ceived each week can be protheir greatest challenge to date in grammed. Again, many records keeping up with single records are left to become only territorial and paltry hits, because of the lack

Over 100 Per Week

There are well over a hundred companies, a preponderance of new records available each week for dealer consideration, and overtoo many lines to give all records production by individual companies as well as the staggering number of total releases by the various constantly increasing number of active labels increases dealer prob-

The difficulty of new companies getting a potential hit record tent enough follow-up material off the ground is also indirectly a and severe competition from new cause of dealer concern. Many of cause of dealer concern. Many of the newer labels do not set up a strong national distributor chain, artists. Few of the new artists who send records to jockeys in leading breakout areas or give their product the proper exploitation. Continual requests are received by The Billboard each week from distribs and dealers inquiring for the address of a new label or information about a record that they have heard is getting action in areas other than their own.

PRO AID FOR CULTURE CENTER FUND RAISING

WASHINGTON --- A professional fund-raising firm will help raise the \$25 to \$35 million needed to build the National Cultural Center for Performing Arts here, it was announced last week by Arthur Fleming, Secretary of Health, Education and Welfare, and chairman of the Center's money-raising board of trustees.

The big campaign to raise funds for America's longawaited showcase for the performing arts will get triple impetus from Robert W. Dowling and his advisory committee of top-notchers in fields of music and talent; from the board of trustees, under chairman Arthur Fleming - and from the New York firm of Tamblyn and Brown. The fund-raising pros will advise and help the trustees in getting the public to open its heart and its pocketbook to make the Center a reality. Dowling, who is chairman of American National Theater and Academy, and a veteran tinancier, reportedly intends to have close teamwork between his advisory committee and the officially designated fund-raising board of trustees. Already on the agenda is the appointment of a topflight consultant to help prepare actual plans for the Center and its landsite here. By way of streamlining, Dowling's 34-member advisory committee has selected Reginald Allen, executive director of the Lincoln Center in New

Thrushes in Mass Flight to Shift **Diskery Perches**

Quest of Elusive Hit Spurs Fem Switches in Allegiance

By REN CREVATT

NEW YORK-The thrushes are to be released shortly. on the move en masse. It's no secret that for several years, in fact, from the time of the popularizing of the rock and roll movement, there has been a preponderance of male artists on the best selling charts. Apparently the situation with the fems has now reached the point of mass dissatisfaction, with the lack of hits. In some cases, too, dissatisfaction on the part of a.&r. men with the hitless state of some artists also was seen as a cause for the fem moves.

Last year, for example, Rosemary Clooney vacated Columbia for some free lance assignments at M-G-M. With the firm, she made several albums with her husband, Iose Ferrer. In the free lance field she also cut a package with Bing Crosby at RCA Victor, and just this week, Coral issued a Clooney set titled, "Swing Around Rosie," with the Buddy Cole Trio. Interestingly enough, Miss Clooney has gained some of her heaviest play on joint efforts with the Hi-Lo's on Columbia, with Crosby on Victor and with Ferrer on M-G-M.

charts. Her third disk is expected

Next, Jaye P. Morgan also withdrew from the Victor scene for a berth at M-G-M. Her first disk with the new affiliation contained two oldies. "Miss You" and "Are You Lonesome Tonight." Both sides of the disk made the charts. Prior to that time, it had been a long hitless spell for the attractive blonde singer.

Further Anklings

Dorothy Collins, meanwhile, left the Coral scene last year and later cut a free lance date for Everest Records, with which firm, her husband, Raymond Scott, was at the time affiliated. Now Miss Collins. has again moved on, this time to the newly organized Rank of America label. Another recent important move found Carmen McBae departing Decca for a move down 57th Street here to Kapp Records. The gal's initial Kapp effort. "Play for Keeps," received considerable airplay. Only last week, the departure of Kay Starr from Victor was announced. Miss Starr returned to an earlier disk home at Capitol Records. About a month ago, Dinah Sliore also made the switch from Victor to Capitol after an affiliation of close to eight years. Miss Shore's initial Capitol release is not expected for a period of several months. In the middle of last summer, Georgia Gibbs moved to Roulette from Victor and promptly got a hit with her first outing in "Hula Hoop Song." Since then, however, the (Continued on page 12)

Over-stocked distribs also add to dealer confusion and problems. Some of the nation's leading and larger distributors handle as many as 30 to 40 lines. At certain periods, five or six of their accounts may have disks breaking. With the and plugging these platters, many of the other lines necessarily suffer. Dealers in many instances are not even aware of potential, moncymaking records.

Exposure on the jockey level is

More Disks; Less Hits

NEW YORK--An average of 15 new labels each week submit records to The Billboard music staff for review. The total of single records received each week has averaged close to 30 per cent above the weekly average for last year. LP totals have also risen sharply.

The percentage of records which grow into hits is markedly smaller. An average of 12 new sides hit The Billboard's Hot 100 chart each week, while the Best Selling LP chart averages about three new items.

A poll of some of the leading dealers suggests the following methods of combatting the problem.

Careful and selective buying, based on early public reaction, is often a guide to stocking a profitable record. In many cases waiting too long for a heavy demand on a record can mean a loss of sales. attention demanded on servicing Some of those contacted advised (Continued on page 12)

Creditors Mull Goody Picture

Capitol Launches Big Push

On \$1.98 Stereo Sampler . . .

Dealers Attack Distributors . . .

Sam Goody creditors, meeting this week, noted

substantial pay-off made to secured creditors. Payments are averaging \$30,000 a week.

Group is mulling decision on Goody East op-

eration. Meanwhile, dealers attacked factory

branches and indie distributors for keeping

Goody in business following Chapter XI pro-

ceedings.Page 2

Capitol Records has brought forth a new

dealer promotion that consists of a \$1.98

stereo sampler with bands from the label's

new monthly releases. It is designated as a

dealer traffic builder to exploit new releases.

It will get a strong ad push and will be a

continuous promotion. Page 2

(Continued on page 12)

Majors Take Steps to

Amusement Games..... 91

Aud.-Arena 65

Audio Products 18

Carnival 72

Circus 68

Classified Ads 79

Coln Machine 81 Fairs & Expositions.... 71

Final Curtain 67

Hot 100 48

Letter List 80

Merchandise 77

Music 2

Music Machines 86

Strengthen Single Sales . . .

The major diskeries are taking bold steps to

strengthen their singles sales in a bitterly com-petitive market. The hiring of Hugo and Luigi by RCA Victor, the talks with Lieber

and Stoller by Columbia are indications of

this. Page 3

DEPARTMENT AND FEATURES

Music Pop Charts-

Album Buying Guide. 32

Honor Roll of Hits., 44

Hot 100..... 48

Singles Reviews 36

Outdoor 63

Parks & Pools..... 70

Pipes 77

Radio 2

Rinks 70

Routes 66 TV-Music-Radio 2

Vending Machines 81

NEWS OF THE WEEK

Some Fast Results

In some cases at least, changes by fems have brought almost immediate results. After a long dry spell at RCA Victor, June Valli signed with Mercury and forthwith came up with a chart record in "The Wedding." Her second disk for Mercury, "The Answer to a Maiden's Prayer," also made the

Chanters on Hit Trail, Too

NEW YORK--Altho reasons for fem artist moves from label to label have been seen as reflecting dissatisraction at lack of hits, at least two recent label switches of male singers resulted in the lad, being repped with simultaneous hits on two different labels.

Clyde McPhatter, who recently left Atlantic for M-G-M, now has "Lovey Dovey" on Atlantic and "I Told Myself a Lie," on M-G-M, both on the charts. Johnny Cash, who moved from Sun to Columbia late last year soon had two hits on the charts, his first on Columbia, "What Do I Care," and his last on Sun, "It's Just About Time."



TELEVISION • MUSIC • RADIO

THE BILLBOARD

Communications to 1564 Broadway, New York 36, N. Y.

MAY 4, 1959

Cap Builds Stereo Sales Pitch on \$1.98 Sampler

Firm's 'What's New?' Blueprint Aims At New Disk Impetus, Store Traffic

ords has blueprinted its strongest monthly - appearing with each at the retail level monthly, helping merchandising program to date. month's new releases. Titled "What's New?" the plan is geared to two concepts: 1) Helping paign and an elaborate set-up of program is a subscription plan, the retailer realize the full profit dealer aids will back the "What's handled by dealers for their cuspotential of new releases. 2) Cre- New?" program. ating store traffic. The program is An important facet of Capitol's able subscription cards, which may designed to be continuous, and the thinking is that 40 per cent of be used with considerable flexidiskery intends to give it fresh im- record store volume today is ac- bility. It is suggested, for instance, petus monthly.

low-priced stereo promotional al- with this belief, the diskery is urg- consecutive "What's New?" packbum, retailing at \$1.98, on which ing that dealers give as much dis-dealers get a full discount plus play as possible to new material. say, \$12. This would be a saving an extra 10 per cent. This pack- Some dealers may even set up of 78 cents an album. Or a dealer age, which previews the label's a separate department, devoted to can give away a "What's New?" outstanding new stereo packages, new product. is designed as a merchandising tool, and cover art and liner notes of 25 albums is entitled to a thirdly, a dealer can advertise the are specifically tailored to promote "What's New?" floor rack carrying "What's New?" package as a spesales of product demonstrated in the promotional package and the cial premium. the album. Cover art contains various albums it demonstrates. shots of 12 albums, and notes con- There are also backcard displays, heavily supported in national contain shots of artists plus comments stuffers, giant full-color displays, sumer magazines, including Esas to what else is in the various descriptive literature, etc. Sales- quire, The New Yorker, Holiday, packages.

The first "What's New?" package is due for release May 4. Cap-

18 New EP's **On Victor's** Gold Standard NEW YORK - Eighteen new RCA Victor 45's have been added to the Gold Standard catalogthe addition being especially note- ords has noted a 29 per cent sales \$2.98 stereo on the Richmond laworthy in that it includes the only increase for the year ending March bel is designed to effect the same Ella Fitzgerald-Benny Goodman 31, 1959, as against the same results. recording ever made. This was period in the previous year, with recorded in 1937 and has never a 100 per cent increase in the final been available to consumers. Ray three months of 1958 over the cor-Clark, singles planning and mer- responding period the previous Month campaign. In this effort, integrated throut the movie. chandising chief, notes that the year. Fitzgerald-Goodman recording is Lee Hartstone, veepee and sales sale and other dealer aid materials Bobby Darin and Fabian are said a real collector's item, containing chief for London, in discussing are employed in the campaign on to be leading candidates for two Sam Chase Asst. Publisher, New York "Goodnight My Love," "Take An- company goals and policies for the the artist's impressive catalog of the top roles. The movie, said Hilmer Stark ...Coin Mach. Division, Chicago other Guess," "Did You Mean It," and "The Kingdom of Swing." Also being made available for dealer sales, since "London's pol- Sales on this year's eighth annual agers who make up the vast mathe time, according to Clark, are icy is one of non-participation in campaign, Hartstone said, are 100 jority of today's young adult popfour of Presley's best-selling sin- any club or direct to consumer per cent above those of last year. ulation." gles: "Hard - Headed Woman," sales program." "Good Rockin' Tonight," "Don't," "I Beg of You." Hartstone outlined a detailed program of dealer co-operation. Clark stated that in addition to Highlights include the maintethe 18 new EP's, which constitute nance of lowest possible list prices, all-time smash hits, 26 current consumer ad programs which inbest-selling EP's are being added clude a "see your dealer" message, to the Gold Standard series from individual dealer merchandising the regualr EP catalog. Artists plans, release of quality \$1.98 included are Perry Como, Jeanette LP's, and a continuing monophonic MacDonald and Nelson Eddy, new release program. Hartstone Chet Atkins, Eddy Arnold, Hugo also discussed a "catalog deletion Winterhalter, Buddy Morrow, etc. plan" which provides dealers with A new catalog for the line has merchandise to stock a special secbeen prepared and a sales-aid tion of his store with a top name brochure is being sent to distrib label at prices better than record managers and salesmen. consumers can obtain thru any

A big national advertising cam-

men will buttress the drive by help- High Fidelity, etc. ing dealers get the best possible pulse buying. It is intended that ers and one-stops.

NEW YORK --- Capitol Rec- itol intends to issue a new one Cap salesmen will service the drive the dealer iron out any problems. An important part of the Capitol tomers. Diskery has made availcounted for by albums which are that dealers can build repeat traf-Heart of the plan is a out less than 60 days. In line fic by signing customers for 10 package to a customer who buys A dealer who orders a minimum several regular albums. And

The Capitol campaign will be

"What's New?" will not be availdisplay effect, so as to build im- able to rack jobbers-only via deal-



MERC'S STEREO SAMPLER GETS **GOLD-FOIL DRESS**

CHICAGO - Four-color printing on laminated gold eluminum foil will be introduced on the cover of a Mercurv stereo demo package due in May. Price is tagged at \$2.98 for the sampler.

According to Merle E. Schirado, packaging and product development manager of Mercurv, research by the Kaiser Aluminum Company has established the sales pull of gold foil packaging and estimated it will jump album sales 25 per cent. The cellulose laminate, he said, is the outstanding feature of the new cover, providing a high gloss to the art, protecting brightness of the lettering and preventing scuffing of the foil.

The sampler will feature strips by David Carroll, the Platters, John Cali, the Clebanoff Strings, Griff Williams, David Romaine, Max Roach, Sarah Vaughan, River Boat Five, Cat Anderson, Patti Page, and Pete Rugolo.

Clark Firm Buys Book For First Pic

NEW YORK --- Dick Clark's Drexel Film Corporation has purchased a new novel "Harrison High," which will be the ABC-TV The Amusement Industry's Leading Newsweekly star's first motion picture.

Clark will also appear in the movie (as a young high school teacher) which will be released

New Names on Col. Sales, Merch. Roster

NEW YORK --- Columbia Records has made a number of new appointments to its sales and merchandising divisions. Tony Rubino, veteran record merchandising man, has been appointed to succeed David Ross as merchandising manager of Columbia's needles and accessory division. Ross left to start in his own business. Bill Gallagher, Columbia sales head, named Rubino.

On the district sales manager front, Jim Turnbull, general manager of field sales, has appointed Patrick Brophy new DSM for the Kansas City, Memphis and New Orleans branch; Larry Owens will take over the Detroit. Cincinnati, Louisville, Indianapolis markets. Dick Sherman has been transferred to the New York office to assist Turnbull in the New York market. Walter Pagliara is the new DSM for the St. Louis, Des Moines, Minneapolis markets.

Vernon Bain has been appointed manager of the Columbia owned branch in Chicago by Ken Clancy, branch general manager.



Founded 1894 by W. H. Donaldson

Publishers

NEW YORK -- London Rec-|club operation. The offering

MONEY-SAVING SUBSCRIPTION O	DRDER	
-----------------------------	-------	--

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		
Name			1110-55	
Occupation				
Company				
Address				
City	Zone	State		
Send to: The Billboard; 21	60 Patter	son St., Cincinnati	22, O.	

of

substantial amounts of point of

upcoming sales period, said that which includes 10 stereo LP's and Reeves, "will place special emthe increase was due strictly to a stereo and monophonic sampler. phasis on the lives of decent teen-

thru Columbia Pictures. "Harrison High" was written by 22-year-old John Farris, and contains several good roles for teen-agers. Altho One example of special dealer the book is a straight drama, Drexpromotions cited by Hartstone is el's executive veepee Chuck Reeves the annual May is Mantovani said that musical segments will be Lee Zhito Western Music Ed., L. A.

Casting isn't complete, but

Price Exits Merc for Own Indie Distributing

NEW YORK-Morris S. Price, Mercury Records' vice-president in cury, the label grew from the status charge of sales, resigned his post of a small indie to a large inter-Friday (1) in order to go into busi- national operation covering all ness on his own. The resignation is facets of the record market. effective May 15. Price is setting up an indie distributorship, Arnold Records, Inc., in Chicago. He has already acquired space for the op-eration on Chicago's South Michigan Avenue.

Price will shortly announce the lines he is handling.

Price is a veteran of many years don Music publishing axis. experience. He started at Mercury 14 years ago as a salesman, and "Don't Be Cruel," "All Shook Up," tional sales manager. Shortly there- "Breathless," will screen and seanyone to replace Price.

his reason for leaving the company Goldmark and Allen Stanton. with whose expansion he has been Blackwell will continue to do free so intimately connected was a sim- lance a.&r. assignments for other Printed by WORLD COLOR PRIG. CO., St. Louis, C ple one. He wants his own business. firms as well.

During Price's tenure at Mer-

Shalimar Inks Otis Pro Mgr.

NEW YORK --- Cleffer Otis Known as one of the elder states- Blackwell has been named general men of the record business, and professional manager of Shalimar one of its most colorful executives, Music, a wing of Moe Gale's Shel-

Blackwell, writer of such hits as six months later was named na- "Feyer," "Great Balls of Fire," and after he became a vice-president lect other writers' material, will and officer of the company. At see a.&r. men and will act as crepress time. Mercury had not named ative and exec supervisor of his own production unit. He'll also Queried on Friday, Price stated work closely with Aaron (Goldie) Roger S. Littleford Jr. William D. Littleford

Editors

Paul Ackerman Music-Radio-TV. N. Y. Herb DottenOutdoor, Chicago Robt. DietmeierCoin Mach.. Chicago Wm. J. Sachs. Exec. News Editor, Cincinnati

Managers and Divisions

L. W. Gatto Main Office, Cincinnati R. S. Littleford Jr. .. Music-Radio Div., N. Y.

W. D. Littleford President John RossSecretary

> Offices Cincinnati 22, 2160 Patterson St. L. W. Gatto Phone: DUnbar 1-6450

New York 36, 1564 Broadway W. D. Littleford Phone: PLaza 7-2600

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

Hollywood 28, 1520 North Gower Sam Abboit Phone: HOllywood 9-5851

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

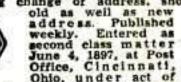
Advertising Managers Outdoor-Mdse. Robert Kendall, Chicago Music-Radio-TV Dan Collins, New York Coin Machine Richard Ford, Chicago Music-Western ... Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, DirectorCincinnati

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 re-questing change of address, should give





March 3, 1879. Copyright 1939 by The Billboard Publishing Company. The Bill-board also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amuse-ment management, and High Fidelity, the magazine for music listeners.





THE BILLBOARD

MUSIC NEWS

Roulette Sets 'Moneymaker' May Promot'n

NEW YORK --- Roulette Records is releasing seven new monaural and five new stereo albums tional (Stereo - Fidelity - Somerthis month, as part of the label's "May Moneymakers Sales Mer- LP presses in the firm's Swarthchandising Plan."

Roulette distributors have been assigned quotas for the month of will make biscuits from ray vinyl, May by sales veepee Irv Jerome, stabilizers, color, etc.) is currently and they will be entitled to extra running test compound and is ex- indebtedness to secured creditors return privileges over and above pected to be in full production is being retired at the rate of \$30,their usual return privilege. Quo- within 60 days. An additional 12,- 000 a week, it was revealed at a tas will be based on sale of new 000 square feet have been added meeting of the Coody creditors' May LP's only.

turing a group of tunes sung by Rodgers on his NBC-TV show but ment is being set up at the plant duced to slightly over \$100,000. never before recorded by him; and for album cover work and similar Basie recorded an LP with Ben- exec Joe Martin reports M-G-M for the month of March and apnett for Columbia (released re- pressed more than 60,000 stereo cently) and vice-versa.

Other May albums include "Dix- line. feland in High Society" with Don Redman and the Knights of the Roundtable. The new Birdland Lanza Tops packages spotlight "Machito With Flute to Boot" featuring flutist (Continued on page 11)

Texas Solons Drop Disk Tax Bill

attempt to exact a 10% tax on the including national magazines, ming as a medium for blue chip use of or sale of phonograph rec- movie fan mags, point of sale advertisers was shown again this ords, facing the Texas State Legis- material and radio network expo- week by this city's top FM airer, lature (The Billboard, April 20) sure. Special shipments will be WFMT, programming serious was dropped from the hopper. made to Italian radio stations, fan works exclusively. Demise of the projected legislation clubs, etc.



NEW YORK - In another expansion move, Miller Internaset) is installing six more 12-inch more, Pa., plant, thereby increas-As in past months this year, ing its capacity by 50 per cent.

Miller's plastic extruder (which

In line with this, an art depart-



NEW YORK - RCA Victor's Red Seal release for the month of May is topped by Mario Lanza's "Mario!," the singer's first package available in stereo. Containing 12 Neopolitan songs, this album is DALLAS, Tex .-- The legislative scheduled for a strong promotion, tion of classical music program-

Goody Creditors Play Along; Issue Confuses Dealer Ranks

Retiring Debt Via Weekly 30G Pay-Off

NEW YORK -- Sam Goody's to the plant to accomodate print- committee Wednesday (29). The Key May albums are "Jimmy ing materials, cover sheets, back original outstanding amount of Rodgers TV Favorites-Vol. 1," fea- liners and completed jackets. more than \$350,000 owed the se more than \$350,000 owed the se cured creditors has now been re-

progress as of the close of business

Thursday (30). This was only the second accurate Goody inventory taken (the first occured March 10) and the two were expected to form Usual Stirs the basis of an accurate profit and loss statement for the seven-week period.

During the discussion, a rep-

resentative for Mercury Records stated that his company had failed to deposit a Goody check for about \$400 prior to the first creditors mass meeting early in March. The company asked that the committee okay payment on the check now but the request was vetoed.

In connection with the proposed opening of the Goody East store Sales of the Goody 49th Street in Manhattan, Goody himself ap "Count Basie Swings-Tony Ben- projects. Meanwhile, Miller is still operations combining the main peared before the committee, statnett Sings," part of the exchange farming out some of its pressing. On store, the annex, and Goody Audio ing that the creditors would have deal with Columbia, whereby the label's last release, for instance, were in the vicinity of \$335,000 first refusal as to whether they would allow the store to be opened proximately the same for April. by diverting part of the amounts disks for Miller's Stereo-Fidelity Detailed inventory taking was in owing them toward its opening (Continued on page 12)

Business as Competitors

By RALPH FREAS

NEW YORK --- Dealers here are completely nonplussed by the Sam Goody situation. They find it hard to believe that, altho the world's largest record dealer" recently filed under Chapter 11 of the Bankrupcy Act, he is apparently expanding his business. As one dealer phrased it, "It's like seeing a balloon get bigger after you let the air out."

One thing that has dealers knotting their brows is Goody's plan to open another branch at 43rd Street and 3rd Avenue, to be known as "Goody-East" (see separate story). Target date for the opening is July 1st.

Another thing that bothers them is the cut-price, business-as-usual tone to Goody advertising. If anything, the discounts are as high or higher than ever with Goody offering 50 per cent off on many labels.

"I would like to have someone explain it," said a mid-town re-(Continued on page 11)

Playboy Jazz **Fiesta Hits** Rental Snag

CHICAGO--Playboy Magazine hit a snag this week in its plans those hours nudging out the power- for a mammoth jazz festival here

LONGHAIR WINS WFMT Gets Blue **Chip Advertisers**

By BERNIE ASBELL

CHICAGO --- Rising recogni-

Marshall Field & Company, was reported to a meeting of the Other new packages include the downtown quality store, broke its Texas State Record Dealers by Boston Symphony under Charles traditional ban on radio advertis-Hermes Nye, president and legal Munch in Brahms' Symphony No. ing, pacting for an hour each Sat-4; Prokofieff 7th Symphony and urday morning. Another quality "Overture Russe" by the Paris store, Jerrems, which has never ed Nye; who had been legal coun- Conservatoire under Jean Martinon before used radio is taking an eveord Corner, vice-president; Arthur in an anthology of Franz Lehar For the past five years, WFMT, (Continued on page 12) after several years of rough going,

has shown spectacular growth in audience size and commercial appeal. In an area where 37 radio stations compete for the public ear, WFMT has become the only FM programmer to win a spot in Hooper rating listings. In some hours, it has ranked fourth among all stations, AM or FM, during

counsel of the association.

The monthly meeting also electsel, president; Vic Chandey, Rec-Rubin, Record Mart, executive secretary; Frank Snyder, Village Record Shop, treasurer; and Mrs. Dwight Moody, Hi Fi Inc., secretary.

Fox-Dennis Team Up for New Diskery

NEW YORK - Publisher Fred Fox and Hal Dennis have formed a partnership record operation. New diskery is Gallant Records. Firm initially will issue singles, but expects to get into the album field in three or four months. Dennis, who recently was with Love Records, was partially responsible for "Topsy" and the follow-up "Turvy." He will handle all sales and merchandising.

First single of the new company is "I Don't Know Why" backed with "Timber's Gotta Roll," cut by the Deep River Boys.

National distribution for Callant has already been set up.

Decca Cuts 'Destry' LP

package in stores later this week, recording sessions. along with mounted lithos and At last year's convention in Kan- terviews with any of the artists heavy ad campaign is planned.

and the London Proms Symphony ning hour weekly.

RICHMOND BLUEPRINTS OWN PROMO PROGRAM

Records, low-price subsidiary of have not been available before. London Records, and now being About June 1, the firm will reoperated as virtually a separate lease its initial batch of stereo, to which specializes in good music entity from London, is plunging retail at \$2.98. At the same time, time on AM stations as well, re-into a hard-hitting exploitation and the long-dormant Telefunken label cently signed for 20 hours a week promotion campaign. The label is will be re-activated here with a for three years, one of the biggest being headed in its own quarters spread of monaural and stereo re- radio time buys in history. Two by Herb Goldfarb, a charter staffer leases of the best material from local utilities are now known to be of the American London organiza- England and Germany. These will negotiating for across-the-board tion.

Up till now Richmond has been with these new plans, Goldfarb, Several record retailers, notably featuring re-releases of standard together with London execs Lee Discount Records during the past London material. Forthcoming is

sell for \$1.98 and \$2.98. In line hour-long strips.

(Continued on page 9)

ful NBC o.&o. outlet, WMAQ One sign of the extraordinary listener loyalty of the station is its success in selling a program guide. At a subscription rate of four dollars per year, highest in the country, 20,000 families subscribe. The program guide, offered by some stations as a promotion device, is for WFMT a hefty moneymaker.

The station has translated its success into time-sales to national advertisers unaccustomed to fussing with out-of-the-way media, such as oil companies, airlines, NEW YORK -- Richmond | a new program of releases which magazines and a railroad. The country's biggest savings and loan association, Talman Savings,

(Continued on page 14,

August 8-9 when it was served notice by the Chicago Park District that Soldier Field may cancel its rental. The mag is holding contracts for about two dozen top jazz names, including Stan Kenton, Duke Ellington, Louis Armstrong and Dave Brubeck.

Belief is that religious groups are pressuring city fathers for the cancellation because of the racy content of the sponsoring mag.

Playboy's jazz promotion director Don Gold said that the mag has a letter from the Park D'strict giving it a green light to proceed with its plans, that the signing of contracts was merely a formality. When the move to cancel later developed, the letter emerged as a possible battleground for legal argument.

Irwin Weiner, park district official in charge of Soldier Field rentals, declined to comment on the move to cancel, then said that his office is awaiting a report from the committee in charge of the upcoming Pan-American Games as to whether construction of a jazz festival stage might interfere with the condition of the Soldier Field athletic track.

Jr. Howard Joins Fugazy

NEW YORK---Mildred (Junior) Howard, has resigned her post at Carlton Records to become West Coast show business account exective for the Fugazy Travel Bureau. Miss Howard, who was production manager for Carlton, will start in her new job on June 15.

For the past 11 years Miss Howard has worked with Joe Carlton at Meronry, RCA Victor and Carlton Records, Prior to her joining Mercury Records, she was with Decca. In her new post with Fagazy, she will work closely with Kappi Jordan, East Coast show tion. The web shot interviews with business account exec with the

Diskeries Ultra Promotion Conscious on Deejay Meet

By JUNE BUNDY

working overtime devising atten- for jockey attention. tion-getting gimmicks for the Second Annual Radio Programming announced, will stage special re-NEW YORK - Decca Records Seminar and Pop Music Disk cording sessions in Miami with completed recording the original Jockey Convention (sponsored by Peggy Lee and George Shearing. cast package from the current legit Storz Stations) in Miami this RCA Victor will set up a special tuner, "Destry Rides Again," yes- month-May 29, 30, 31. Stunts suite, complete with recording faterday (3). The David Merrick pro- scheduled include taping facilities cilities and photographers, during duction has a score by Harold for artist interviews, bus trips for the entire convention. Rome. The label will have the deejays wives, and specially staged Victor will make these facilities

other point of sale materials. A sas City, Mo., Columbia walked attending the convention; while

NEW YORK - Record com- are that both the major and indie cording stars. pany promotion departments are labels will go all-out in competition

Capitol Records, as previously

available to jocks for taping inoff with the bulk of promotional RCA photographers will shoot still

honors, but this year indications photos of the jocks with the re-

The still pictures will later be sent back to the deejays' home town newspapers. Convention coordinator Bill Stewart, Storz national program chief, emphasized that the RCA taping facilities would be available for taping all artists, and not just those affiliated with the Victor label.

For several years, CBS-TV performed a similar service for local TV stations at the National Asso ciation of Broadcasters Conven-(Continued on page 14) travel agency. MUSIC NEWS

MAY 4, 1959

Majors Take Giant Steps To Bolster Singles \$\$

Competition, Indie Inroads Spur Victor, Col. Extramural Deals

By BOB ROLONTZ competitive nature of the singles promotion staff and clerical help records. The duo has set a release record business and the fact that as well. Before they could be lured sked of only two records per the indie labels are constantly in- away from Roulette Records they month, or 24 records a year, as creasing both in numbers and in demanded and received what the a general policy. Only Hugo and percentage of hits, has prompted boys themselves call "a great deal Luigi decide on what product to major diskeries to take unusual of money in front." The separate release and when to release it. steps to strengthen their singles. corporation that was set up for the They are accountable only to Vic-The most unusual steps of all were boys at Victor was budgeted, it is tor General Manager George recently taken by RCA Victor with called, at close to \$300,000 per year Marek. All of the artists on the the pacting of Hugo Peretti and for five years. Out of this H. & L. H. & L. label are new, altho they Luigi Creatore as independent must pay their six promotion men, will sign a well-known artist if he a.&r. producers. Columbia's Mitch and their clerical staff as well as is available and they think there is Miller only a few weeks ago also their own salaries. surprised the trade via his conversations with Jerry Lieber and Mike cover New York, Boston, Philadel- singles artist who comes up with Stoller anent their coming up with phia, Baltimore, Washington, Pitts- hits. occasional material and a.&r. work burgh, Cleveland, Chicago and St. for various Columbia artists.

and Luigi is startling both for its audacity and its uniqueness, but it singles business. Altho Victor has the king of all the single record sellers in Elvis Presley, it wants to have many other artists on the label with hits.

Own Producing Outfit Hugo and Luigi have their own producing company at RCA Victor

Ram Deals **Out-Hurok** Hurok

called Hugo and Luigi Produc- Victor records, and Victor promo-NEW YORK --- The bitterly tions. And they have their own tion men do not work on H. & L.

Louis, work only on H. & L. Prod- and Stoller has already resulted, it The Victor a.&r. deal with Hugo uct. They do not work on other

potential for the teen-age market. The six promotion men, who They will make albums with any

> The Columbia overture to Lieber (Continued on page 12)

indicates the serious attention that the company is paying to the singles business. Altho Victor has **May Discount Plan**

NEW YORK --- Capitol Rec- all dealers, syndicate stores, rack ords has formulated a 25 per cent jobbers and indie distribs, provided discount plan designed to make it the latter extend the program to possible for dealers to make more the dealers they serve. As to oneprofit than ever on product pur- stops, Callison said they will be chased between April 27 and able to take advantage of the deal May 29. Plan applies to both sin- only insofar as album product gles and albums, according to Max is concerned. One-stops will con-Callison, vice-president and na- tinue to get existing privileges on gle this week from the flick "Say tional sales manager of Capitol singles via Capitol's 100 per cent One for Me." Columbia has Records Distributing Corporation. exchange and 10 per cent discount landed the sound track to the pic "Little Old Lady," "There Are Such to dealers and indie distribs who 29, "Operation 25" will be with- Sammy Cahn and Jimmie Van drawn, Callison said, and added Huesen. Single record with Bing that all dealer statements for May is the title song and "I Couldn't will be held open until that date. Care Less."

UA Promot'n On All-Out Hit Push

NEW YORK ---- United Artists Records has its entire promotion staff out on a country-wide swing of distributor and jockey visits to promote their current hits, "Come to Me", by Marv Johnson and "You're So Fine" by the Falcons on Unart, their subsid label. The Unart platter is being made available in stereo. The staff will also plug the label's three newest singles, "King Size Guitar" b-w "Dancing Elephants" by the Wildcats, "Yes, That's Love" b-w "Angel Love" by Ray and Lindy and "I Apologize" b-w "I Could Walk the Earth" by Jim Gaylord.

Lester Lees, sales director and promotion head for UA, stated that the promotion staff will cover every important market during the next four-week period, working as closely as possible with deejays and distribs in each area.

UA has signed Brock Peters to record an LP of folk material in modern arrangements. Peters is featured in the role of "Crown" in the forthcoming pic version of "Porgy and Bess" and has racked up a long list of credits in all media.

"Big Miller" has been signed to record an album of songs written by Langston Hughes, the Negro poet. The LP will include selec-(Continued on page 11)

Col. Issues New **Crosby Pic Single** NEW YORK -- Columbia Records is issuing a Bing Crosby sin-

3 Majors Vie With Special **Discount Plans**

NEW YORK-A wave of special discount stocking programs kicked off by three major diskeries this week. The Capitol program introduced this week offers a 25 per cent discount on all merchandise over and above a quota which uses as a base the business volume done in May of 1958. If the dealer was not in business at that time, an average of the volume of January, February and March business of this year becomes the base.

The Victor deal is being tabbed, "Summer Stocking Program," and calls for a straight 15 per cent extra discount over the normal 38 per cent off for dealers. There is no quota system on Victor's program. This will last for 30 days and is being applied to a list of 200 catalog items.

Decca, meanwhile, announced a plan of one free record for every five purchased, which amounts to a discount of 163/3 per cent. It's understood that all three plans apply to both monophonic and stereo merchandise.

Adams New **ASCAP** Prexy

WASHINGTON -- Stanley Adams was elected president of the American Society of Composers, Authors and Publishers board of directors, last week, and former president Paul Cunningham was chosen to serve as director of Public affairs.

Things" and "What a Difference a

Day Made," will be the first

NEW YORK --- Buck Ram, the songwriter, manager, record producer and executive, is now on his meet a quota. Not included is the way to becoming a Sol Hurok type of impresario. He is bringing over a group of 28 Maori Indians from New Zealand who sing (rock and roll included) and dance descriptive dances called "Hakis." Ram met them on his ly purchases of singles and albums recent trip to Australia and New during the first three months of tour. In addition to the Maori chases during May, 1958, the figtroupe, Ram is also managing a

named Johnny O'Keefe. Ram's manifold activities these is to be made in full by June 15. days include songwriting, making records for his own Antler label, (Continued on page 12)

Concert-Disk Stereo Singles

CHICAGO-Concert-Disc this week announced its entrance into the stereo singles field with a 10disk release for May.

Material, all drawn from album repertoire, was selected for juke box appeal, said Al Freiburger, sales chief. Light jazz, Latin tempos and polkas predominate.

Freiburger advanced the opinion that consumer demand for stereo singles will surge in the fall after the entrance of low price 45 r.p.m. players.

Shapiro Plans New Brit. Pub

NEW YORK --- Shapiro, Bernstein will open its own music publishing firm, Skidmore Music, in London shortly. Dick Volters, veepee of Shapiro, Bernstein, is flying over to London on June 5 and additions to the Westminster-Anwill stay at the Savoy Hotel while gelicum series and the label's folk Roses." (When Black died, he left setting up the firm. He is looking for a good music man to betice.

Termed "Operation 25," plan of- plans.

fers a 25 per cent cash discount stereo album, "What's New" (see separate story).

Callison outlined the qualifications as follows: 1) Dealers and indie distribs must meet a quota which equals their average monthures of that month will set the young Australian rock and roller quota. 3) Dealers' accounts must

Callison noted that the segment decision last week (23) ruled in of a dealer's purchases that earns favor of the Charles M. Daniels was that agreement on the part of the 25 per cent discount will be

in lieu of the diskery's regular 2 rights to the standard "Moonlight who died prior to the 28th year Wild West," and two in the esoper cent cash discount and will not and Roses." In handing down its of the original period of copyright teric groove, "Orienta," featuring be included in the total net pur- decision the Appeals Court de- did not vest any renewal rights the Markko Polo Adventurers chases under the 10 per cent exchange program. He also noted contention that the heirs of Ben rights the author had were the Sounds. that "Operation 25" is offered to

Westminster **Debs** 'Firsts'

Records' May LP release will spot- Black portion of the renewal rights light several major premiere recordings. The new releases include signed in 1946 an agreement to the American premiere of the Biscogli "Concerto for Oboe, Trumpet and Bassoon" coupled with brothers). The Daniels firm had Vivaldi "Concertos for Piccolo, Strings and Continuo" and the Des Pres mass, "Pange Lingua" paired with the Palestrina mass, "Assumpta Est Maria."

Partitas of Pachebel."

music catalog. Other LP's on the no widow or children.) May schedule are a complete resonatas and several stereo releases. not Daniels, owned the renewal week or later is anyone's guess.

featuring Crosby and Debbie Rey-

Daniels Wins All recent trip to Australia and New Zealand, where he accompanied the Platters on their down under laser during May 1958 the fig-

NEW YORK --- The United rights to the Ben Black interests be in current status; and payment States Court of Appeals for the by reason of prior assignment from Second Circuit in an important Ben Black and his next of kin. cided in favor of Daniels Music's in Miller Music because the only and Esquivel's "Exploring New Black, co-writer of the tune with rights to renew on his own behalf of the tune to Daniels.

The case was brought before the trial court by way of cross motions for summary judgment. Miller Music and Daniels Music had NEW YORK --- Westminster disputed the ownership of the Ben for a long time. Miller Music had acquire the renewal rights of Ben Black and his next of kin (his acquired the interests of Charles Daniels from the children of Daniels, there being no widow.

newal copyright of "Moonlight and finalized fairly soon.

At the close of business on May nolds. The score was penned by

ASCAP president to return to that office after an earlier term, which he served from 1953 to 1956. Adams has been an ASCAP member since 1934, a member of the board of directors continuously (Continued on page 12)

Victor Early May Agenda

NEW YORK --- RCA Victor's early May pop album release includes Hugo Winterhalter's "Wish The Daniels position on the case You Were Here," an album of Western - Cowboy music by the Music Company on the renewal the deceased author (Ben Black) Ralph Hunter Choir, "The Wild

Promotional push will include Charles Daniels, had the right to and assign to Miller if he survived ads in leading consumer mags, ad assign their interests in the renewal the 27th year, and the right to mats, streamers, mounted covers (Continued on page 12) for dealers, etc.

> JD-ASCAP Delay Irks Roosevelt

By MILDRED HALL

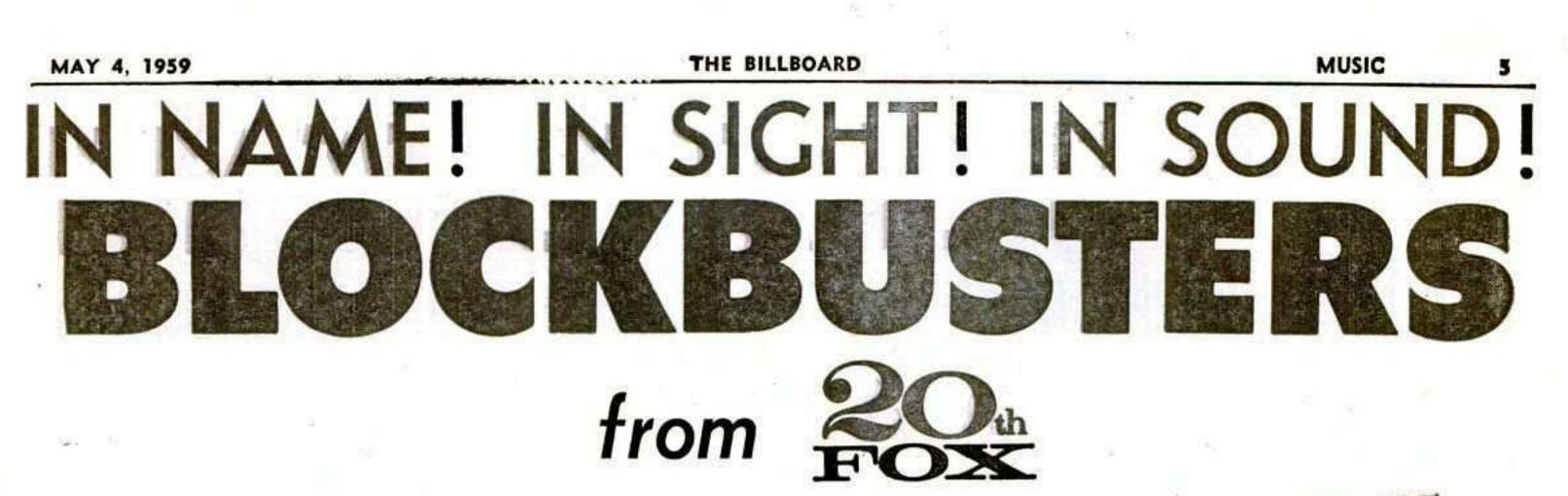
Justice Department and ASCAP man Roosevelt's Small Business Ben Black died in 1950, and legalists on the terms of the Soleft a will under which certain of ciety's amended consent decree, Other premiere recordings are his acphews and neices were made and Representative Roosevelt is "Carissimi Oratorios": Marcello's heirs. In 1952 Charles M. Dan- again getting a bit-restive about the "Psalms 17 and 15" and "Il Sepol- iels entered into an agreement with delay. The congressman confined ero" and the "Complete Chorale the heirs under the will of Ben his impatience to a progress query Black, under which they acquired last week, but something stronger The release will also include the Ben Black interest in the re- can be expected if matters are not

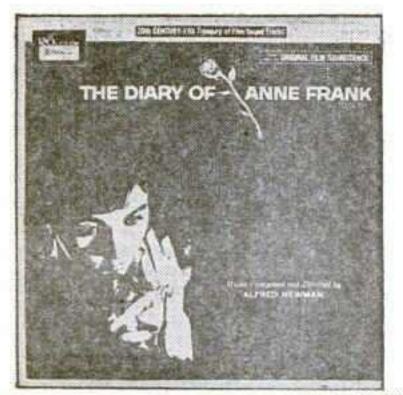
Justice Department is believed to expect final smoothing of details Miller Music brought an action in a short time, but whether the come managing director of the of- cording of Brahms lieder. Chopin against Daniels claiming that it, amended decree will emerge this decree could be for a more demo-

It is now close to a full year WASHINGTON -- Negotia- since negotiations were begun, in tions are still going on between June, 1958, in the wake of Chair-Subcommittee hearings on ASCAP membership complaints about the Society's voting distribution, survey, grievance procedures, and lack of records. Complaints were all said to indicate violation of ASCAP's 1950 consent decree, and small business members hoped that an amended decree would make the royalty fit the song, rather than the seniority.

> A new concept in the amended (Continued on page 9







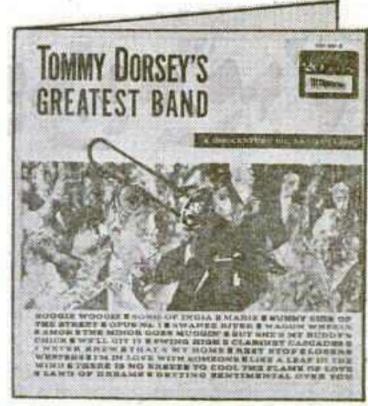
"THE FOURTH STAGE OF THE ANNE FRANK SUCCESS STORY"-The Cash Box

FOX-3012 THE DIARY OF ANNE FRANK-Direct from sound track. A surpassing score by Academy Award-Winning Alfred Newman from the George Stevens production that will be seen by scores of millions all over the world. An album that will live forever. Recorded by the world-famed 20th Century-Fox Symphony, featuring the incomparable sound of the 20th Century Strings. Also available in 20th-FOX Stereo-SFX-3012. Just released: The Theme from THE DIARY OF ANNE FRANK-20th-FOX sound track single record #138.



GERSHWIN PLAYS IN HI-FI AND STEREO-EXCLUSIVE ON 20TH-FOX

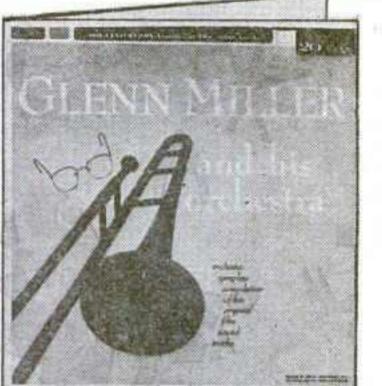
FOX-3013 GEORGE GERSHWIN AT THE PIANO—The only high fidelity recording in existence of America's most renowned composer. Gershwin plays the complete "Rhapsody In Blue," "I Got Rhythm" and six other selections. Included is a historic rehearsal sequence from "Strike Up The Band." Millions have heard Gershwin played. Now millions can hear Gershwin play! Also available in 20th-FOX Stereo—SFX-3013.



SPOTLIGHT PICK IN BILLBOARD AND CASH BOX AND ACCLAIMED BY CRITICS EVERYWHERE.

TCF-101-2 TOMMY DORSEY'S GREATEST BAND. Dorsey recordings never before commercially released. Deluxe twopocket package featuring uncut versions of 22 of his greatest studio recordings with artists like Gene Krupa, Charlie Shavers and Buddy De Franco. Includes "Marie," "Song Of India," "Boogie Woogie," "Opus #1," "Wagon Wheels," "Swanee River," "Land Of Dreams" and 15 others.





FINEST OF ALL

SWEETEST THING IN SIGHT AND SOUND

FOX-3006 SHIRLEY TEMPLE'S HITS -Nineteen enchanting performances by little Shirley Temple amazingly transferred from her ariginal film sound tracks. A hit album everywhere, includes "On The Good Ship Lollipop," "Animal Crackers In My Soup," "Baby Take A Bow," "When I Grow Up" and other great performances. A blockbuster.

GLENN MILLER'S RECORDINGS

TCF-100-2 GLENN MILLER'S ORIG-INAL FILM SOUND TRACKS. Includes his greatest versions of "In The Mood," "Chattanooga Choo-Choo," "American Patrol," "Kalamazoo" and others. Deluxe twopocket package. Brilliant recordings with Tex Beneke, Ray Eberle, Marion Hutton and The Modernaires. Greatest sound Miller's band ever received.



A RAGTIME BLOCKBUSTER

FOX-3003 THE WIZARD OF THE RAGTIME PIANO—World's greatest ragtime pianist. The great Euble Blake's first recording. Old-time, low-down, hi-flying ragtime. Assisted by one-time "Mayor of Harlem" Noble Sissle. Famed sidemen include Buster Bailey, Bernie Addison, Milt Hinton, George Duvivier and Panama Francis. This is ragtime!



FOX-3001 LEBANON, HER HEART, HER SOUNDS—Musical patterns that run the gamut of mystery and beauty. With full orchestra and chorus, the great Djamal Aslan conducts the finest performances of music of the Middle East ever etched on an L.P. Authentic in every detail, including the use of many rare and ancient instruments. The sound is massive, plaintive, stirring.



AN EXTRAORDINARY ALBUM

FOX-3000 THE DRUMS OF AFRICA—First time on records, the passionate, rhythmic patterns of African tribal drums, interpreted by Prince Onago and Princess Muana of the Belgian Congo with native drummers of the Watusi. The emotional drum beats reflect the hunt, the battle, the love chase, the feast, joy and sorrow, life and death. This is the voice of Africa.

THE COURT ROOM SCENE FROM COMPULSION, STARRING ORSON WELLES

FEP-101 (45 rpm extended play). The soliloquy by Mr. Welles is one of the screen's greatest moments. The words are those of one of history's greatest criminal lawyers, Clarence Darrow. Life magazine says: "Certainly one of the most gripping seliloquies ever filmed." On 45 rpm only.



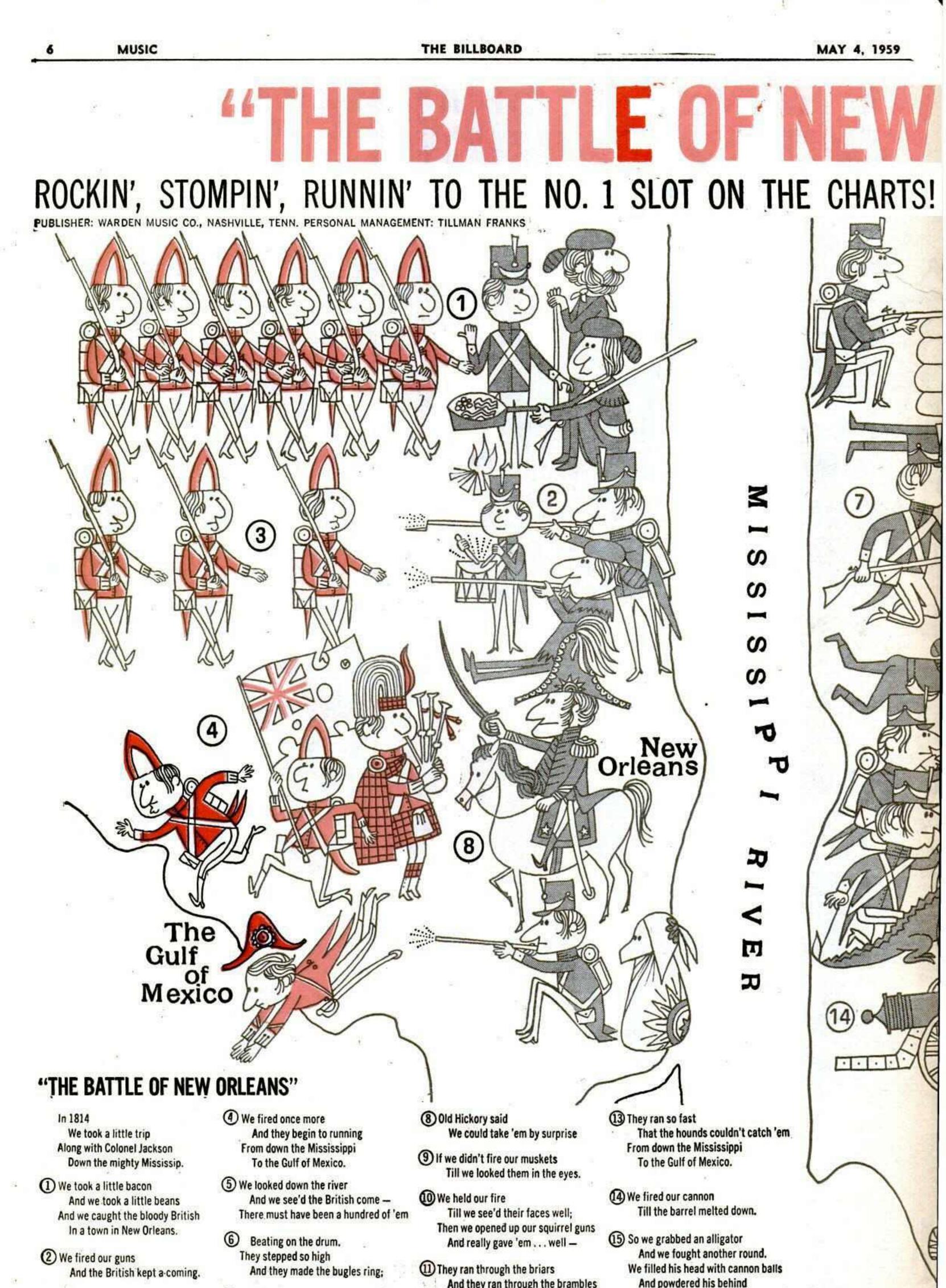




The Highest Standards of Sound Recording, Silent Surface Pressings.

A SUBSIDIARY OF 20TH CENTURY FOX FILM CORPORATION Distributed in Canada by Quality Records Co. Ltd. and in all foreign countries by licensees of 20th Fox Record Corporation





(3) There wasn't nigh as many As there was a while ago.

(7) We stood beside our cottonfields And didn't say a thing.

And they ran through the brambles

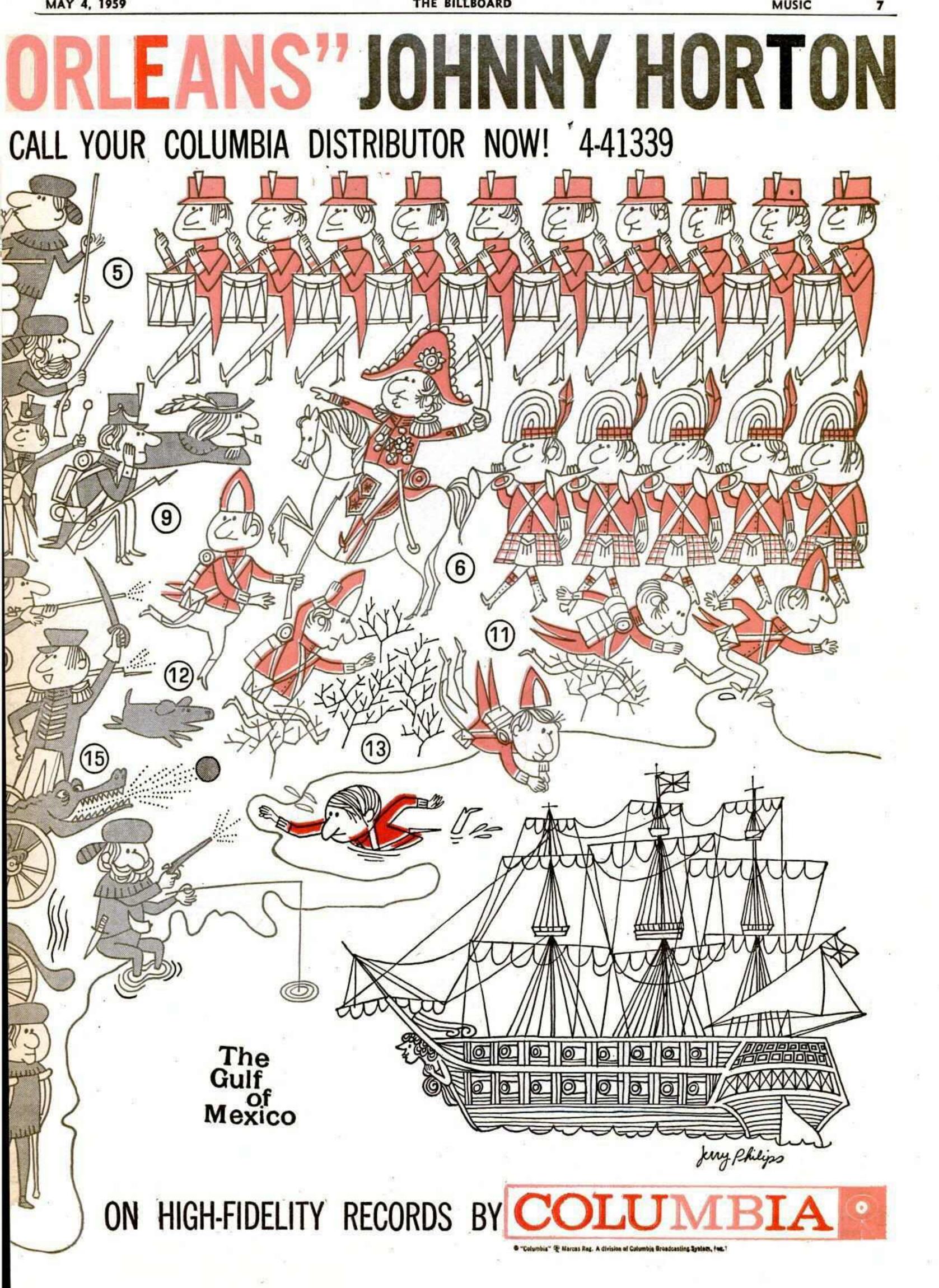
(2) And they ran through the bushes Where a rabbit couldn't go.

And when we touched the powder off The-gator lost his mind.



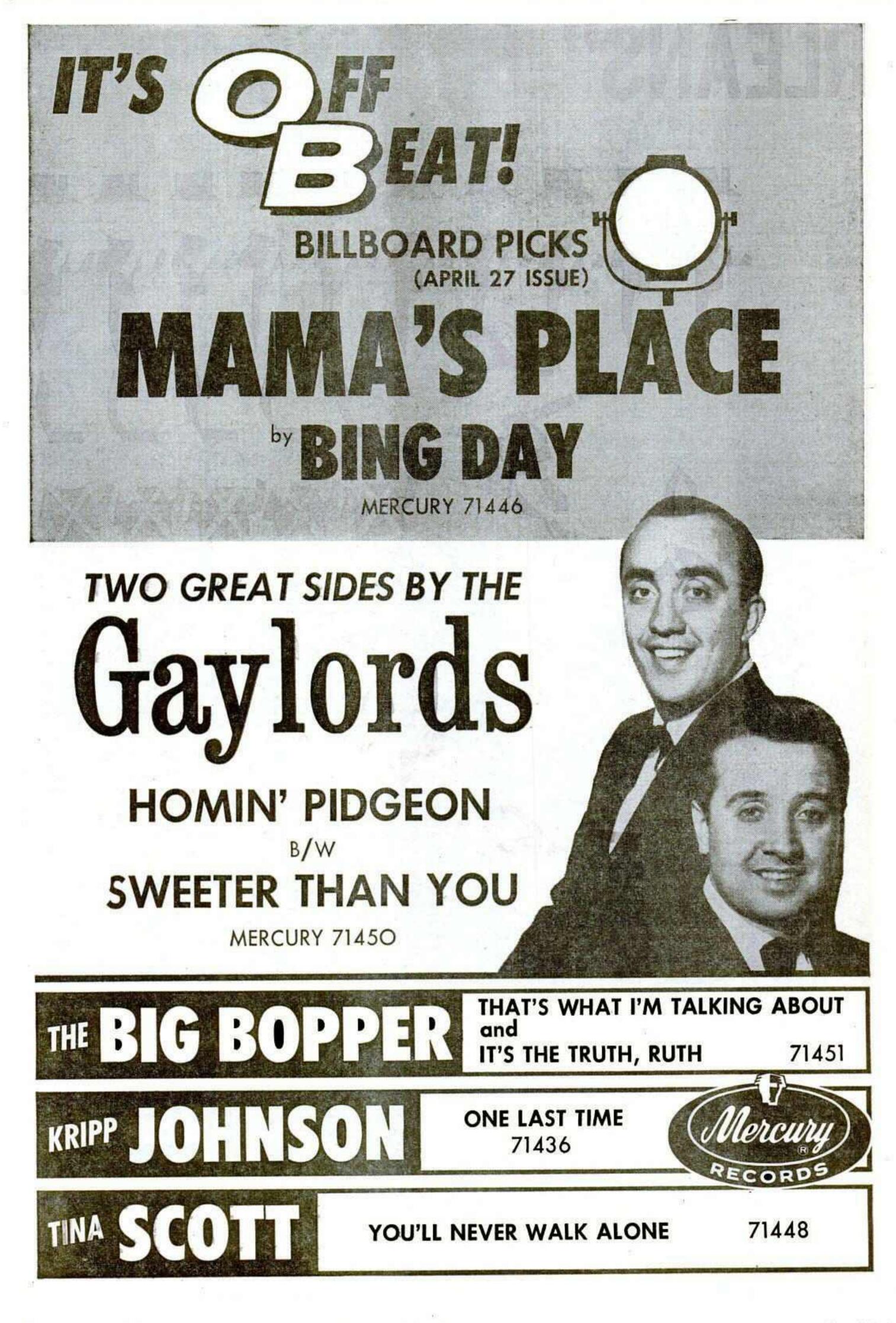
THE BILLBOARD

MUSIC

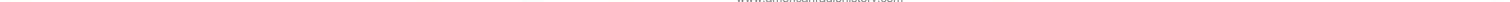








www.americanradiohistory.com



HOT 100 ADDS THIRTEEN

NEW YORK-Thirteen new sides bow on this week's Hot 100 chart. Details are:

- 73. Kansas City-Hank Ballard and the Midnighters, King.
- 77. Lonesome Old House-Don Gibson, RCA Victor.
- 81. Just Keep It Up-Dee Clark, Abner.
- 85. Peace-The McGuire Sisters, Coral.
- 87. You Made Me Love You-Nat King Cole, Capitol.
- 89. Young Ideas-Chico Holiday, RCA Victor.
- 90. White Lightning-George Jones, Mercury.
- 92. Fountain of Youth-The Four Lads, Columbia.
- 95. Old Spanish Town-The Bell Notes, Time.
- 96. Separate Ways-Sarah Vaughan, Mercury.
- 98. Kansas City-Rocky Olson, Chess.
- 99. Three Stars-Ruby Wright, King.
- 100. Talk of the School-Sonny James, Capitol.

Delay Irks Rep. Roosevelt

Continued from page 4

eratic voting process in ASCAP. Since ASCAP permits only one ap-Complaints were heavy against the peal hearing per member in any 1950 decree for allowing the given year, the subcommittee found "weighted vote," which permits this in violation of rights of appeal. board members a strong say in 3. Decree required that records in keeping with decree requireelections, distribution rulings, et al. be maintained on classification and The Boosevelt Subcommittee re- distribution actions of ASCAP comport questioned whether the vote, mittees. Subcommittee found "no port questioned the non-objective allotted by income (\$500 per vote verbatim transcript of testimony," which permitted "concentration of "majority of cases," in examination which resulted, in 1955, in 24 handle many indie labels-espec-59.6 per cent of publisher votes in of board of appeals decisions for a board members having interest in ially in this extraordinary narrow the hands of 12 publisher-board period of over 5 years. members," actually violated the 4. Decree ordered distribution tions having highest performance are handled only by one and same cratic administration."

Practices Questioned

quest.

from final determination of his rules into effect, even retroactively, and double mechanical royalty on ing packed audiences." called the Dinah Shore of Gerclassification by ASCAP committee without affording members hearing records used in juke play. (Sce Famous Flamencan guitarist, many, is described by informed or board, to an impartial arbiter. on rule changes or revisions, was Music Machines section.)

The subcommittee also ques- "objective" survey. Subcommittee based on classification rulings.

Como-Kleenex Victor Promo

THE BILLBOARD

NEW YORK-RCA Victor has set a new Perry Como-Kleenex promotion, according to Bill Alexander, diskery's advertising and promotion manager. The tie-in is a follow-up to the first promotion of 18 months ago. New promotion is built around an RCA Victor EP Highlighter called "Perry Como and His Friends." This will be couponed on more than 65 million Kleenex boxes and features six hits from RCA Victor's LP's, two of them Como's. Consumers may purchase the Highlighters at 55 cents. Besides plugging the Highlighters on almost 70 million Kleenex boxes, Kleenex is supplying supermarkets with much point of sale material, including four-color displays, streamers, shelf-talkers, etc.

ments.

Also in this connection, the rewhich gives primary consideration use" of a song, one writer could to be marketed monthly under each to performance, as indicated in an get 1,000 credits, another only one, respective label will be extremely

tioned ASCAP adherence to these report questioned efficacy of the Both sides of the current juke A wide variety of overseas artists rulings of its 1950 consent decree, ASCAP survey system, and the performance royalty struggle, soon have been in Japan recently on which are now presumably under strong weight given seniority over to have hearings in the House personal appearances. Country current performance. negotiation: 1. The decree requirement that 5. The 1950 decree requires that comb the wording of the amended son, whose "Fujiyama Mama," sold This will feature the noted Gerwritten records of classification general basis of member classifica- decree for ammunition in testi- tremendously well here last year man thrush, Gitta Lind, in a coupprocedures and grievance hearings tion for revenue distribution shall mony on the Celler bill to end has been singing in principal cities ling of "Weisser Holunder," which be kept in writing, and be made be set forth in writing and made juke performance exemption in the with Japanese western - styled has reportedly sold over a million available to any member on re- available on request. Subcommittee copyright law, and in Senate hear- bands. One reviewer pointed out in Germany, and "In Surabava," questioned if ASCAP's various ings (yet to be scheduled) on the that "she is singing in very attrac- a current hot pop item in that 2. That any member may appeal committee practices of putting O'Mahoney bill to end exemption tive Japanese kimono and is draw- country. Fraulein Lind, sometimes

FLOWER KINGDOM REPORTS

Indies Build in Nippon; Visiting Artists Score

OSAKA, Japan --- American art- his Spanish dancer wife, Trianita. ists and indie labels continue to Nippon Victor will record him in make their appearance here, ac- its Tokyo studios. Charles Trecording to the latest island-wide net just completed a one-month round-up.

Label - wise, a spokesman said him at his final concert in this week that nearly all of the Tokyo Municipal Gymnasium. The well-known (American) indie labels Golden Gate Quartet has been are now released in Japan. The here as has the Little Orchestra Victor Company of Japan, for in- of New York.

tracts with 20th-Fox, United Art- in Japan to conduct the NHK Symists, Roulette and Montilla. Be- phony in Tokyo and at the Intersides the above, Victor currently national Music Festival in this city. also has Dot, Atlantic, Seeco, Vox. Andres Segovia will also appear at Imperial and World Pacific. Inci- this festival along with the Alma dentally, Nippon Victor also has Trio and Maria Legules. the French Ducretet - Thompson

quired Vanguard. One spokesman and Miyoshi Umeki will cause a basis for board rulings on certain at least, takes a somewhat dim great sensation among young peofor publishers; \$20 for writers), and no basis given for decision in uses of music, like theme songs, view of the practice of trying to ple here." 63 per cent of the 608 composi- island market. Inasmuch as they decree's requirement of "demo- be made to members on basis ratings. Report noted that for "like company, the number of records . Continued from page 3

limited.

concert tour with 10,000 hearing

stance, has just completed con- Igor Stravinsky has just arrived

In yet another development, and the Russian New World la- Nippon Columbia has decided to release the original cast "Flower King Record Company, of Japan, Drum Song" album in May. An which has London, Mercury and observor predicted that "it is quite ABC-Paramount here, has just ac- sure that the songs of Pat Suzuki

Richmond Promo

Hartstone and Joe Bott, will hit the road shortly for six regional meetings at key spots throut the country.

Another plan in the works is the Copyright Subcommittee, will and western thrush, Wanda Jack- release of a single on Telefunken. Carlos Montova is also here with sources as being a "gasse."

MUSIC NEWS



Let nothing ... nobody keep you from the 2nd Annual International Radio **Programming Seminar and Pop Music** Disc Jockey Convention . . . May 29-30-31 . . . Americana Hotel . . . Miami Beach, sponsored by the Storz Stations.

bels.

Don't be shut out. Send the form below to Bill Stewart now! Look who: Julie London, David Saville, co-hosting Liberty Records cocktail party . . . Russell Birdwell, prominent New York publicist, speaks Saturday, May 30, 9:05 a.m. . . . Alan Freed's rolling in ... Saturday night all-star show is taking on sensational lustre, with Pat Boone, Peggy Lee, George Shearing, Jack Scott, Andy Williams, Kirby Stone Four, Mike Nichols and Elaine May, Count Basie . . . Vic Damone ... Cathy Carr ... Chris Connor ... Jesse Lee Turner . . . Gary Stites . . . and other names that will floor you.

More panelists announced: Henry Renfro, D'Arcy . . . Mike Joseph, program consultant . . . Bill Kaland, Westinghouse . . . Buddy Deane, WJZ . . . Art Ford, WNTA . . . Morgan Beatty, NBC News . . . Ed Mc-Kenzie, big news-maker . . . Bill O'Connor, said to be most successful man in the business.

Previously announced: Harold Fellows ... John Blair ... John Box ... Matthew J. Culligan . . . Bob Eastman . . . Harvey Glascock . . . Marty Hogan . . . Harold Krelstein . . . Gordon McLendon . . . Duncan Mounsey ... Bob Purcell ... Frank Stisser ... Adam Young . . . Martin Block . . . Ira Cook

Facilities for taping star-interviews for

use back home . . . photographers to shoot you with celebrities for release to hometown newspapers . . . FREE FOR WIVES: All-day sightseeing Friday and Saturday.

CONVENTION OPENS with cocktail party Thursday evening . . . business sessions Friday . . . Saturday and until noon Sunday.

CONVENTION OPEN to all disc jockeys, program directors, record industry management personnel, broadcast industry management personnel.

NO COST TO D.J.'s and station management personnel for any of the functions. These are completely underwritten by America's leading record companies. Thus expenses are limited to transportation and hotel accommodations, all of which are tax-deductible, according to competent legal counsel.

CONVENTION PLANNING COM-MITTEE: Paul Berlin, KNUZ, Ira Cook, KMPC, Paul Cowley, WKLO, Tom Edwards, WERE, Bob Larsen, WRIT, Robin Seymour, WKMH, Joe Smith, WILD

	TO BILL STEWART, Coordinator (ilpatrick Building - Omaha 2, Nebr.
Nam	
Addr	ess
Statio	on or company
Type	of room
Mar Charles	desired
(Hote for tw	els of Bal Harbour start at \$10 daily vo. If you want to be in Bal Harbour, nust act now.)
_	

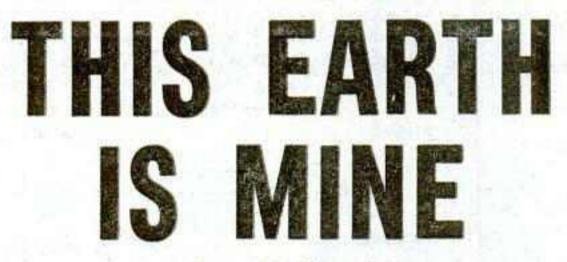


MUSIC 10

THE BILLBOARD

MAY 4, 1959





(From U.I. Picture)

and



(The Academy Award-winning song)

#9-62112





THE BILLBOARD

MUSIC NEWS

Biz as Usual Stirs Competitors VICTOR BUYS EP

• Continued from page 3

tailer. "It's all so insane, from any | ture. One dealer pointed out that standpoint - ethical or monetary, he's losing his clientele. He owes over \$3,000,000."

ing. They don't have to make him." money. They can murder him."

comment or refer questions relat- tomers. ing to the subject to Columbia Jay's comment?-"I have nothing Goody's manager, Abner Levin. to say."

nancing our own destruction."

candid. These indie diskeries bones about how they feel. freely admit that they are anxious ter 11 by September.

Not So Optimistic

quite so optimistic about his fu- stands at present.

"He can't buy new releases and On the opening of the new store, stereo in the quantities he needs," this dealer said: "The new place one dealer pointed out, "and his is one block from Korvette's and inventory is weak. He needs rethey use records for traffic-build- peat business. This could ruin

No one is more aware of this "On the subject of the adver- situation than Goody himself. He tised discounts," he added, "look is allowed to buy new merchanwhat this does to prices generally. dise only up to 20 per cent of his Sure, some of that stuff is 'cut- sales. Recently, he ran out of Gielouts' but the public doesn't know gud's "Ages of Man," "Red Head" it. How can we get full price and the stereo version of "Fair when he advertises 50 off?" Lady." He has instructed his sales Dealer wrath is not directed clerks to keep a record of sales against Goody as much as it is he couldn't fill and he estimated against his suppliers. Major dis- he's losing about 10 per cent of tributors themselves either have no sales not to mention repeat cus-

"We could have sold 2,500 to Credit Manager, George Jay, who 3,000 addition 'Ages of Man.' if heads the Creditors' Committee. we could have gottem them," says

The situation puts the major dis-One dealer remarked that dis-tributor salesmen report hearing such remarks as "Why should I pay my bills?" "Why should I to keep him in business. If they want to keep him in business, they have to make concessions to him. **Sorid Abroad For Disk, Pub** One dealer remarked that dis- tributors over a barrel. In order

But then, there are the other The smaller creditors are more dealers in town who make no

"We've learned who our com- NEW YORK --- Dario Soria to see Goody recover as quickly petitors really are," said a more left for Paris last week (1) for a as possible. Their stated reasons vocal dealer, one of the best three-week business trip. He will are: 1) He's the best merchan- known in mid-town New York, confer with Sir Thomas Beecham diser in the business. 2) He "It's the distributor. He's been in London and with Herbert von stocked everything they produced playing both ends against the mid- Karajan in Milan on behalf of in depth and moved it, and, 3) dle and we're laying plans to take the Soria-RCA Victor series which of blues singing. Most of them didn't get burned care of him. Dealers are stupid will be launched in September. too badly. With one or two out- to support the local distributor. In Geneva, Paris and Italy, Soria standing exceptions, they didn't We bigger dealers are buying out will make plans for printing and get stuck for more than \$5,000 of town and we're buying cheaper. packaging some of the special aleach. They hope for and fully And we advise any dealer who bums in the series. expect Goody to get out of Chap- has the cash to do the same. The While in Milan he will meet had his throat cut."

Goody's dealer competition isn't And that's the way the situation has been acting as special consult- concert at New York's Town Hall Northern Music for three years

DISTRIB RIGHTS TO CLOCK HIT

NEW YORK - RCA Victor and Clock Records have negotiated a deal whereby Victor acquires EP distribution rights to the "Happy Organ," by Dave (Baby) Cortez, now riding a big single hit on Clock Records. Deal was negotiated by Steve Sholes, RCA Victor pop a.&r. chief, and Wally Moody, president of Clock. The Victor EP will also include the flip side of "Happy Organ," "Love Me as I Love You," plus two tunes recorded for the EP. Clock will continue to issue Cortez on singles.

Victor packages using Cortez will carry a legend that the disk is released by arrangement with Clock Records.

Conferences

firm of G. Ricordi, for which Soria ant for the past six months.

Experts Cue Bars Forum on License, Copyr't Problems

ciation held last week (27), Profes- protection to designs. sor Walter Derenberg, Alan Latman and George Schiffer spoke on York University and the firm of censing." Schiffer, of Orenstein, Sullivan, stressed the greater avail-Arrow and Schiffer, spoke of the bility of trade-mark protection problems of realizing merchandis- since 1946 but stressed pitfalls coning potential of literary characters, cerning the licensor. He also spoke particularly those derived from on peculiarities of foreign law as musical works. He spoke about li- in Switzerland and Canada. These censing the Three Chipmunks countries do not have our "service (Theodore, Alvin and Simon), and mark" concept and thus the name emphasized that a successful cam- of a character can be appropriated paign should be planned before by third parties. The forum was the basic property is marketed. He the last in the current series sponnoted that a good character can sored by the Federal Bar Associaas comic books, comic strips, chil- which MCA attorney Paul Sherdren's books, etc. The Chipmunks man is chairman. have been licensed for use on 30 different products.

Latman, executive secretary of the National Committee for Effective Design Legislation, spoke on • Continued from page 3 the design aspects of merchandising and the problems of industrial designers. He pointed out that design patents are too restricted to provide adequate protection and

UA Promotion • Continued from page 4

tions from "Street Scene" and "Simply Heavenly." Miller is a graduate of the Kansas City style

The label will also release its first spoken word, "God's Trombones," in the near future. "God's ords has hired Roberta Kingsburg Trombones" is a collection of as assistant to Tom Frost, the la-Jazz drummer Charlie Persip ap- was made by Jack Maillard, veeconservative dealer feels like he's with the head of the publishing pears in the recording. Scott pee and general manager of Urapresented "God's Trombones" in nia. Miss Kingsburg was with last week.

NEW YORK --- At a forum he favored passage of the Willis meeting of the Federal Bar Asso- design bill intended to give broad

11

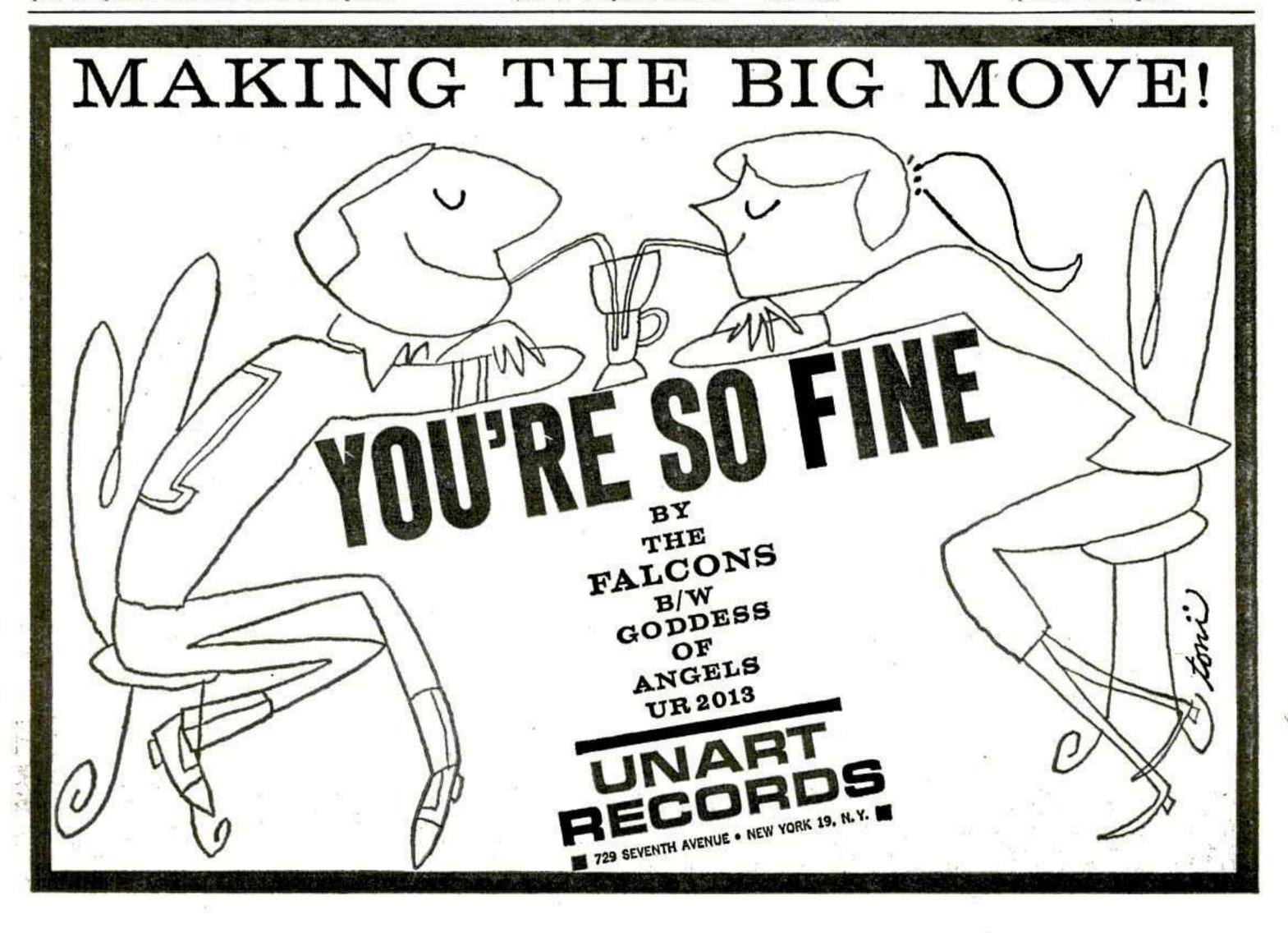
Professor Derenberg, of New "Legal Aspects of Character Li- Alexander, Maltitz, Dereberg and open up such fields of exploitation tion's Copyright Committee, of

Roulette Promosh

Herbie Mann; and "Jazz for Juniors" with the Mitchell - Ruff Duo. Latter is a "Classroom educational study of jazz" aimed at the teenage set.

New Tico packages are "Land of Cha Cha Cha - Merengue -Mambo - Rumba - Wapacha" and "I Dreamt I Danced the Cha Cha Cha - Merengue - Mambo - Wapacha," featuring various Latin American orks.

NEW YORK --- Urania Recpoems by James Weldon Johnson. bel's a.&r. director. Appointment prior to this new post.



MUSIC NEWS 12

Daniels 'Moonlight' Winner Fickle Mkt.

Continued from page 4

rights to the heirs of his estate. said the statute does not differ-Daniels also claimed that because entiate between rights which it Black did not suvive the 27th year vests in the widow and children, and because he did not leave his the executor and next of kin sucrenewal rights to Miller, the Dan- cessively. Judge Bryan then held iels' rights which came by the that the executor who renewed executor and the heirs under the the copyright during the 28th year will were paramount; and consti- of the original period took title to tuted the only existing rights to the Ben Black renewal interst the Black interest in the "Moon- which was assigned to the heirs un-

executor can take only what the iels was the owner of the Ben testator gives him and that because Black renewal interest in the the rights stem from the testator, copyright. The Court of Appeals the executor was bound by the adopted Judge Bryan's opinion agreement of the testator (Ben and affirmed the judgment of the Black) with Miller Music.

wrote an opinion that Miller had lian Abeles of Abeles and Bernpurchased from Ben Black only his stein for Miller Music. own expectancy in the renewal copyright which was an interest contingent upon Black surviving the 27th year and appropriate reg-

Pro Aid for Culture Center

Continued from page 1

"Committee on Concept."

York, to head an eight-mem-

Fleming's 30-man board has own life story and his career with elected an executive committee to include: himself as chairman; Cor-

execute a will leaving his renewal | istration prior to his death. He light and Roses" renewal copyright. der the will, which heirs assigned The Miller position was that the it to Daniels Music, and thus Danlower court. Lew Dreyer argued Judge Bryon of the lower court the case for Charles Daniels; Ju-

> **Buck Ram Deals** Continued from page 4

and cutting masters for many other labels. At the moment Ram's lune "Only You" is becoming a big hit all over again by the Frank Pourcel's Ork, and his "Enchanted" with the Platters is moving fast. Ram is penning tunes for two movies, one the title song for "The York, to head an eight-member Magic Flame," and the other a tune for the flick "Girl's Town," titled "Wish It Were Me." He is ber "Committee on Concept." producing a picture himself titled Here in Washington, chairman "Only You" which will tell Ram's the Platters.

He is now prepping a European rin Strong, vice-chairman; Daniel tour with some of his talent which W. Bell, Leonard Carmichael Da will feature Johnny Olean, Ray ported to get \$10,000 a week for

Challenges Dealers

• Continued from page 1

ordering early, at least on a limited scale.

Maintaining close jockey and distributor contacts is also a means of staying on top of records from the many new labels.

One of the dealers contacted suggested that in addition to the problems imposed upon the dealer by the above-mentioned factors, many dealers also contribute to their own difficulties. With the market constantly expanding in all areas, the dealer has to expand his own operations to properly cope with a situation which demands increasing alertness. Another suggested that the dealer must meet hit distribs half way. Rather than wait for distribs to make him aware of the latest hot records, it is up to the dealer to seek out information about records that are breaking.

ASCAP Prexy

Continued from page 4

since 1944, and has served on many committees.

Other officers elected (28) at the board meeting were: Louis Bernstein, vice-president; Otto A. Harbach, vice-president; Deems Taylor, secretary; Frank H. Connor, treasurer; Arthur Schwartz, assistant secretary and J. J. Bregman, assistant treasurer.

vid E. Finley, Ralph E. Becker, Scott, Benny Joy and Big John eight weeks overseas. While in an asset, it was decided to okay a Boston Pops - Arthur Fiedler reand Mrs. Jouett Shouse, among Taylor, the Flairs and the Fra- Europe Ram will cut the Romans, payment of about \$5,000 to the cordings, and "Till Eulenspigel," others. Mrs. Shouse, chairman of ternity Brothers. They will play an Italian dixieland group. Ram contractor on the job. It was also by Fritz Reiner and the Vienna the President's Music Committee, eight weeks in Italy, Turkey, will also spend a month in Japan pointed out that the new store Philharmonic. These four packages

Majors Take Steps Thrushes Eye Continued from page 4

is reliably reported, in one or two sides (as yet unreleased) that the boys have had a hand in. Whether **Pastures** an occasional disk by Lieber and Stoller will make an appreciable dent in the teen-age market re- road again became rough for the diskery has come up with hot sin- affiliated. gles by Johnny Horton and Billy Storm.

real speeding up for the firm.

A while back it was being determination with which the matrue-in case it ever was.

Retiring Debt • Continued from page 3

and operating costs. If the creditors preferred not to do this, Goody said that other outside money was waiting for the opportunity to come in on the deal.

thing approaching consternation ing. and incredulity. When the first Four of the diskery's best-sell-

Greener Hit

Continued from page 1

mains to be seen. Meanwhile, the thrush and she is currently un-

Teddi King, who has recorded for the Storyville label in her Capitol Records has let it be native Boston, and on M-G-M, was known that it is interested in all most recently with RCA Victor. the outside masters it can lay its Within the past month, Miss King hands on. A few weeks ago, the signed with Coral Records. Anfirm let it be known that it would other recent Coral acquisition is the process all masters received for wild, trombone-playing chantress, consideration within a few days, a Lillian Briggs, a recent alumna of Epic.

Oddly enough, the hottest fem bruited about that the major rec- artist of the day is 13-year-old ord firms were sitting back resting Dodie Stevens. The youngster, on the club business and album really an untried talent till now, business and not caring too much has reached the No 4 spot on the about the singles market. The new Hot 100 chart with her first disk, "Pink Shoelaces." Whether the age jors are approaching the singles factor is an augury of things to field indicates that this is no longer come in the world of thrushes is anybody's guess. It's a sure bet, however, that the ebb and flow of girl singers from label to label is likely to continue in the constant quest for the elusive hit.

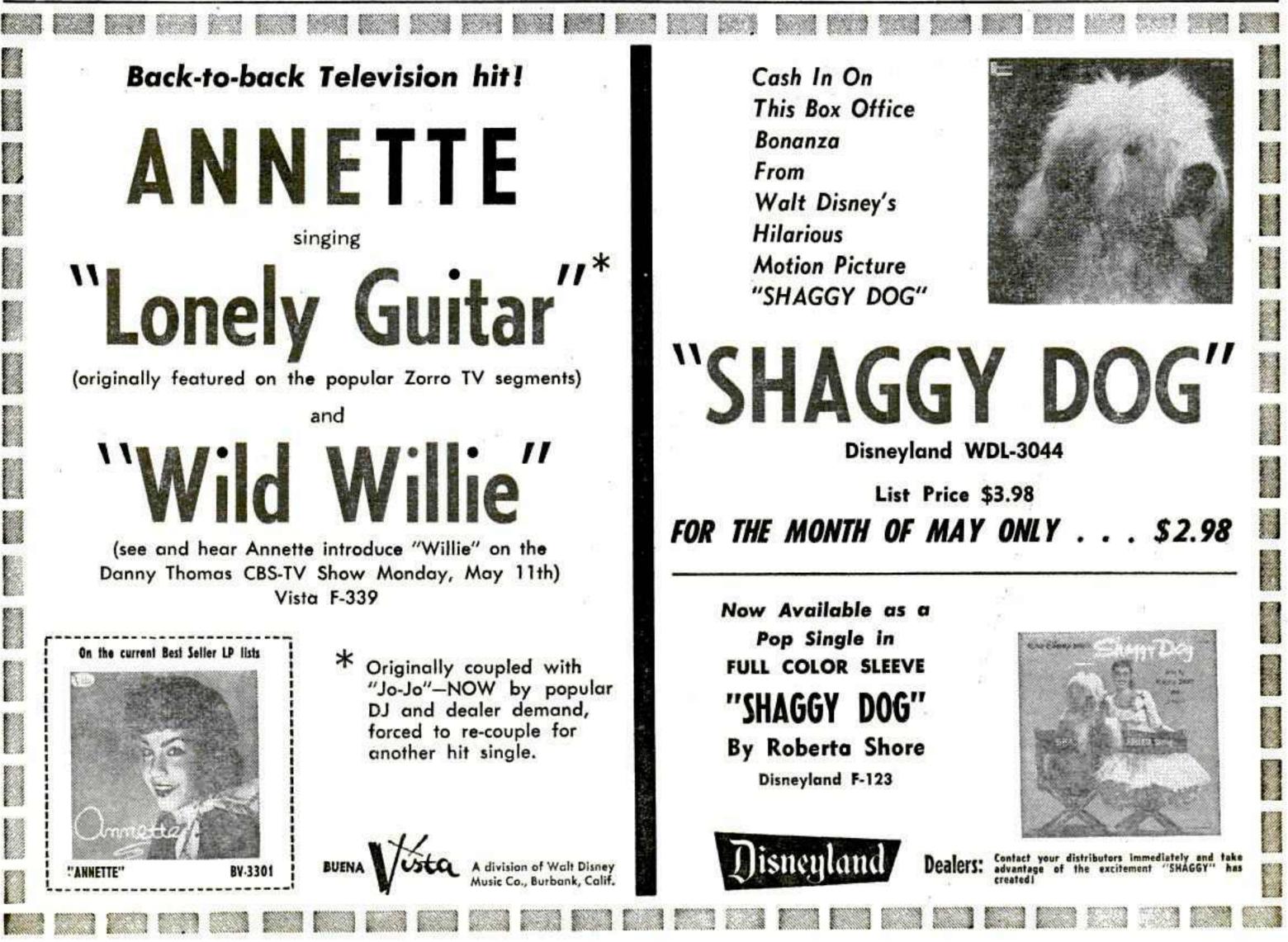
Lanza Tops

• Continued from page 3

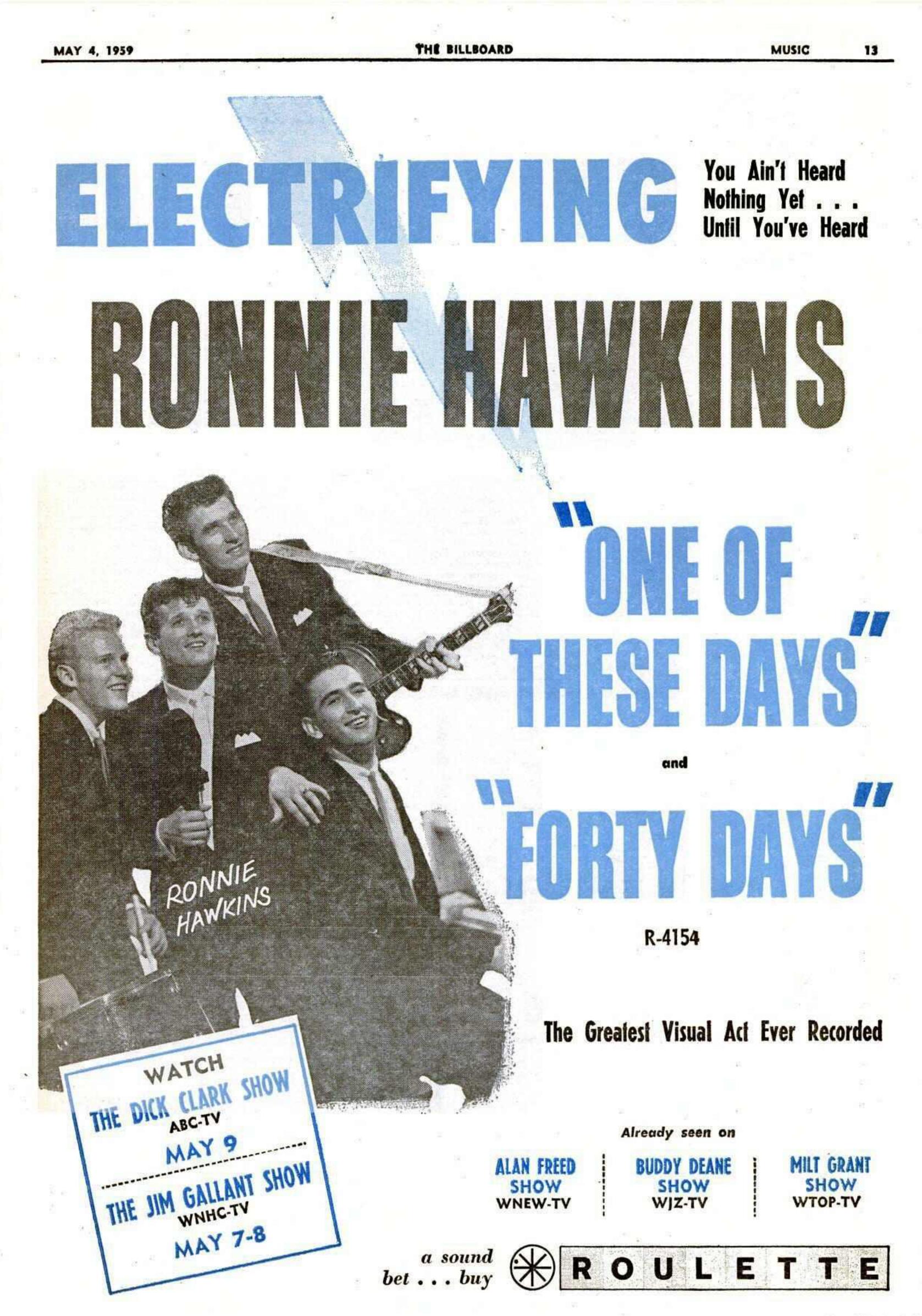
waltzes. The three packages will This statement met with some- receive national magazine advertis-

shock wave had passed, it was ing monaural Red Seal packages decided to take the matter up will be available in May in stereo. again at another meeting Thursday These include the Heifetz-Reiner-(7). In the meantime, since the Chicago Symphony performance of lease on the store was viewed as the Brahms Violin Concerto, two

has recently issued the first Inter- Greece, North Africa, Scandinavia, in October along with the Plat- was expected to gross about \$3,- will also receive national mag pronational Music Calendar for 1959. Israel and France. Unit is re- ters. motion. 000,000 a year.









MUSIC NEWS

MAY 4, 1957

Great Tunes Will Make Great Records! Latest ASCAP hits by Wilbur Sweatman, of "Down Home Rag" fame: "PLEASE, LORD, BLESS MY ONE

AND ONLY LOVE" -a sweet bailad "SWEET MANIA" another "Down Home Rag" "BABY THAT'LL GET IT" -fascinating "DOWN MISSOURI WAY" Kate's back with a cha cha beat "HONOLULU CHA CHA"

the cha cha hits Hawaii "FINE, FINE, FINE" the chick clicked "IF THE WORLD IS ROUND" (It's Crooked Just the Same)"

so true-so true "DON'T STOP LOVING ME NOW" with a beat

WILBUR SWEATMAN MUSIC PUBLISHING COMPANY 1674 Broadway, New York 19, N. Y. COlumbus 5-6837



"CALL ME YOURS"-Johnnie Ray "I KNEEL AT YOUR THRONE" -Joe Medlin Mercury "CARELESS"-Sarah Vaughan Mercury "BEAT O' MY HEART"-Harry Simeone 20th Fox "IMAGINATION"-Paula Wayne

TV REVIEWS

St. Louis Memorable 2-Hour Seg

About half way thru the TV version of "Meet Me in St. Louis" (CBS-TV Network, April 26, 9-11 p.m., EST) the charm and tenderness of Sally Benson's story of the trials and tribulations of an American family of an earlier era took hold. And once it did, the earlier miscues and nervousness were forgotten and the TV version of the memorable filmusical turned into one of the best and most enjoyable TV shows this year. Somehow the troubles of the Smith family, minor tho they were, became important, and the interpolation of extra songs into the production (as against the movie) didn't seem wrong. The show was presented with taste and dignity, and for this producer David Susskind rates a bow.

On the whole the male contingent came off better than the female, with Tab Hunter surprisingly good as the boy next door, Walter Pidgeon properly stern and yet understanding as the father, and Ed Wynn, the over-sentimentalized, creating a poignant grandfather. Of the ladies, Jane Powell turned in the most effective performance. Tho she was an old 16, her singing was excellent, and by the end of the two hours she made her role believable. Little Patty Duke, as Tootie, the sub-teen terror, was moving in more than one scene. Jeanne Craine, Myrna Loy and Reta Shaw were more than capable, tho Miss Loy seemed anxious about many of her earlier scenes, and there was hardly ever a cook with the quality of Miss Shaw.

The musical numbers added much to the show, both for the way they were handled as well as for the authentic quality of the performances. The dancing was good, tho the style was Agnes De Mille circa 1944 rather than St. Louis, 1903. The sets, however, were of that earlier era. All in all it was a memorable two hours of TV. Bob Rolontz.

Too Many Vocals Mar Kelly Show

The "Gene Kelly Show" had its high moments. These, of course, were when the fleet artist was dancing, either alone or with his charming partners for the evening. Unfortunately, much of the program was devoted to vocal selections, which are not Kelly's forte.

Except for brief stints of "Les Girls" and a specialty number, the three European ballerinas, Claude Bessy of France; Judith Dorneys of Germany, and Gerd Andersson of Sweden had little to do.

High point of the show was a spoof ballet, "Peter Gatt," a dance parody of "Peter Gunn" with music by Henry Mancini. Mr. Kelly's duets with five-year-old Cherylene Lee and Liza Minelli, Judy Garland's 13-year-old daughter, were charming.

Kelly's dance interpretation to a poem written and recited by Carl Sandburg did not quite come off. Nelson Riddle's "Coffee-House Ballet" provided the dancer and the ensemble with a strong piece of material, and Kelly's dance duet with himself was elever. Had there been more emphasis on dancing, rather than devoting a good portion of the hour to vocal numbers, the show might have shaped into one of the most entertaining this season. Howard Cook.

Diskeries' Ultra Promotion

Continued from page 3

local broadcasters and CBS-TV film stars, for later screening over the homelown outlets.

Since the Convention is being held in sunny Miami this year, many jockeys are planning to bring their wives on a combination vacation - business trip. In line with this, Cadence prexy Archie Blever will charter busses for the May 29 and 30 convention days and treat all deejay fraus to guided tours of the South Florida area; while their husbands are attending the seminars and panels.

is "Promotion Men Can Work for year, at the Americana Hotel, on You," with veteran record promo- Saturday night, May 30. The tion man Buddy Basch as a pan- show's line-up will include Pat elist. One of the most famous pro- Boone, Peggy Lee, Count Basie motion men in the country, Rus- and - possibly - Perry Como, plus sell Birdwell, will address the Sat- a raft of other big names.

urday (May 30) morning meeting. The convention was moved up a day this year. In 1958 it started with a cocktail party on a Friday night, and this year it officially tees off with a cocktail party Thursday (28) afternoon. However, most record company exces, music publishers and artists are going down earlier-many on Tuesday and several on Monday.

Dick Linke (personal manager of Andy Griffith, Tommy Leonetti and others), who staged the big show at the Convention in Kansas City last year, will pro-Scheduled as a panel discussion duce the all-star affair again this

WFMT Blue-Chip Advertisers

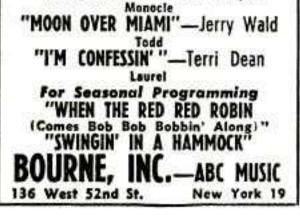
Continued from page 3

year, have been hefty time buyers, most distinguished creative public dipping into manufacturer's co-op service, competing against all AM allowances.

appears to be largely the result of best service to youth. its policy of giving a hard time to Seven years ago, Jacobs' unthe advertisers who are now rush- orthodox method of setting audiing in. Owner-manager Bernard ence above advertiser, almost put Jacobs makes the unusual claim him out of business. He had to that he has refused more advertis- broadcast an appeal for funds diing than he has accepted. Record- rectly from listeners. Some \$17,000 ed commercials are barred. All was collected. This was such an messages must be read "in a con- eye-opener that a few advertisers versational tone" by a staff an- ventured a dabble in the medium, nouncer. Copy must be shorn of some of them enjoying spectacular intrusive phrases. Phone numbers, responses, notably Talman Savings. for example, may not be repeated. Today the station's time rate of In 1957, the station won the \$150 an hour and \$27 a spot is the DuPont award for offering the highest FM rate in the nation.

and FM stations. Last year it The station's audience appeal copped the Edison award for the

NIGHT CLUB REVIEW





Park Hills, Covington, Ky.

Chevy Country Show

Roy Rogers and Dale Evans helmed the second Chevy Country and Western show of this season on NBC-TV, Sunday (26) for generally entertaining results. Indeed, this outing had a considerably more countryish tang than its predecessor,

Not that the Kingston Trio, George Gobel and Betty Johnson can be considered in the category of rural talent. Gobel, however, working frequently with cousin Minnie Pearl, contributed to the flow of the show with clever spots, particularly a scene in a supermarket which wound up as a square dance seg of shoppers wheeling their carts up and down the aisles. The Kingston group, with several finely staged bits, proved again they are one of the top new acts.

Vocally, the strongest country atmosphere was generated by such artisans as the Everly Brothers, Ernest Tubb and Johnny Cash. Rogers chanted the sacred "Peace in the Valley," to good effect.

Betty Johnson was pleasant enough in her "Buttons and Bows," the the producers might have turned a nice trick for stronger country effects by a reunion of Miss Johnson with the great sacred group, the Johnson Family Singers.

The windup featured "four minutes of 60 million records,"

Jane Morgan a Winner at Plaza

There's a lot of excitement on the floor of the Persian Room of the Hotel Plaza in New York these days and it's created by a statuesque, attractive blonde who goes under the name of Jane Morgan. In spite of the wistfulness of her record hits like "Fascination," the thrush proved, on the night caught (28), that she has the pipes to put over any type of song and the magnetic kind of act to capture any audience.

Miss Morgan's act consists of three production numbers plus a lot of special material that quickly shifts the mood for each routine. Her first is a Paris tribute, consisting of a medley of wellknown French tunes, all strung together by a tune called "Stay Out of Paris," and effectively staged via all five fiddlers of the Ted Straeter ork coming on the floor with her. She also pays homage to the late lyricist Mack Gordon, with talk-sing renditions of many of his best known songs. For her final routine she does a quick change of costume to return to the floor as Lillian Russell and sing the tunes that were favorites at the turn of the century, helped by pianist Ernest Bragg, two singers and the ork.

Attractively attired, radiating excitement with every song and every movement, and in great voice, the thrush put on a performance that had the audience applauding constantly. Little need to comment on Miss Morgan's figure, it's all there. And there's little doubt she'll rack up solid figures at this class New York spot. Bob Rolontz.

with each performer offering one of his or her top selling disk renditions. The net effect? Much on the positive side as most Chevy shows are, with smooth and imaginative production throout





Dots PARADE OF BEST SELLERS

DOT BEST SELLERS

15914 FOR A PENNY-THE WANG DANG TAFFY-APPLE TANGO-Pat Boone 724 CRYSTALETTE-PINK SHOE LACES -Dodie Stevens 1017 SANDY, TELL HIM NO-Travis & Bob 15936 YOUR CHEATIN' HEART-LIGHTS OUT -Billy Vaughn 15941 THE FIVE PENNIES SAINTS-JUST THE BLUES-Danny Kaye-Louis Armstrong C-002 CANDY TROUBLES -The Jackson Brothers 15937 LOVE IS A SIMPLE THING-I CAN'T LOVE YOU ANYMORE-Debbie Reynolds 15938 THIS EARTH IS MINE-HEART OF MY HEART-Don Cornell 15909 YOU CAN'T BE TRUE, DEAR -The Mills Brothers 15933 THE SWINGIN' GYPSIES—SO I SAID—Milton Delugg 15931 TOP OF THE MOON-I'M ALONE BECAUSE I LOVE YOU -Margaret Whiting 15930 OLD FASHIONED LOVE—COTTAGE FOR SALE—Ivory Joe Hunter 15924 BELL BOOGIE-SWINGIN' BUGLER -Lawrence Welk Presents Warren Luening 15923 BOBBY-SHOLEM ALEICHEM-Carol Hughes

NEW RELEASES

15942 THE HANGMAN-THE NET -John Ashley 15940 PLAY THE GAME FAIR-FARE THEE WELL, MY LOVE-The Shields 15935 HENRY AND EMMA, PARTS I & II -Jim & Don 15934 DOWN AMONG THE SHELTERING PALMS-UNDECIDED -The Bomarcs

BEST SELLING LO	NG-PLAY ALBUMS	EXTENDED PLAY
DLP- 110 THE MAN WITH THE BANJO -Eddie Peabody	DLP-3069 MOONLIGHT AND SHADOWS —Bonnie Guitar	DEP-1021 MELODIES OF LOVE (Vol. 1)—Billy Vaugh DEP-1022 MELODIES OF LOVE (Vol. 2)—Billy Vaugh
DLP-3000 RAGTIME MELODIES Johnny Maddox	DLP-3071 PAT'S GREAT HITS-Pat Boone	DEP-1026 JOHNNY MADDOX PLAYS CRAZY OTTO DEP-1049 PAT BOONE SINGS
DLP-3001 SWEET MUSIC AND MEMORIES —Billy Vaughn	DLP-3080 PEABODY PARADE	DEP-1053 "PAT" ON MIKE—Par Boone DEP-1054 PAT BOONE SINGS SONGS from
DLP-3003 THE HILLTOPPERS PRESENT TOPS IN POPS	DLP-3086 MUSIC FOR THE GOLDEN HOURS —Billy Vaughn	"FRIENDLY PERSUASION" DEP-1055 A DATE WITH PAT BOONE
DLP-3005 JOHNNY MADDOX PLAYS	DLP-3098 GALE'S GREAT HITS-Gale Storm	DEP-1056 A CLOSER WALK WITH THEE
DLP-3008 TAP-DANCE RHYTHMS —Johnny Maddex		DEP-1057 FOUR BY PAT-Pat Boone
DLP-3011 GALE STORM	DLP-3101 CATHEDRAL CHIMES -Dr. Charles Kendall	DEP-1058 COME GO WITH US-The Dell-Vikings DEP-1060 THE SHIFTING WHISPERING
DLP-3012 PAT BOONE DLP-3016 THE GOLDEN INSTRUMENTALS	DLP-3103 MMMM THE MILLS BROTHERSI	SANDS-Billy Vaughn DEP-1064 TUTTI FRUTTI-Pai Boone
-Billy Vaughn DLP-3017 SENTIMENTAL ME-Gale Storm	-Eddie Peabody	DEP-1066 FOUR BY BILLY VAUGHN
DLP-3023 THE BANJO WIZARDRY OF EDDIE PEABODY	DLP-3118 STAR DUST—Pat Boone DLP-3119 BILLY VAUGHN PLAYS THE	DEP-1068 THE LORD'S PRAYER—Pat Boome DEP-1069 STAR DUST—Pat Boome
DLP-3030 HOWDY!-Pat Boone	MILLION SELLERS	DEP-1071 BILLY VAUGHN PLAYS THE
DLP-3044 KING OF RAGTIME —Johnny Maddox	DLP-3121 YES INDEED!—Pat Boone DLP-3122 JOHNNY MADDOX PLAYS THE	MILLION SELLERS DEP-1072 SAIL ALONG SILV'RY MOON
DLP-3045 INSTRUMENTAL SOUVENIRS —Billy Vaughn	MILLION SELLERS	-Billy Vaugha DEP-1074 GALE'S GREAT HITS-Gale Storm
DLP-3050 "PAT"-Pat Boone	DLP-3156 BILLY VAUGHN PLAYS	DEP-1075 MARDI GRAS-Pat Boone
DLP-3052 FAVORITES BY MR. BANJO HIMSELF—Eddie Peabody	DLP-3157 THE MILLS BROTHERS GREAT HITS DLP-3158 PAT BOONE SINGS	DEP-1076 SIDE BY SIDE —Pat and Shirley Boong
DLP-3054-D "THE TEN COMMANDMENTS" -Sound Track	DLP-3164 MR. MUSIC MAKER —Lawrence Welk	DEP-1078 BLUE HAWAII—Billy Vaughn DEP-1079 MR. MUSIC MAKER—WALTZ TIME
DLP-3057 LURE OF THE ISLANDS-Hal Aloma		-Lawrence Welk
DLP-3064 MELODIES IN GOLD—Billy Vaughn DLP-3068 HYMNS WE LOVE—Pat Boone	DLP-3170 PETITE FLEUR—Bob Crosby DLP-9000 APRIL LOVE—Sound Track	DEP-1080 MR. MUSIC MAKER—POLKA TIME —Lawrence Welk

RECORDS, Inc. . Sunset and Vine . Hollywood, Calif. . Phone HO 2-3141 THE NATION'S BEST SELLING RECORDS



OTHER BRAND-NEW RED SEAL MONEY-MAKERS ALL IN LIVING STEREO AND REGULAR L. P.

Brahms Symphony No. 4 Boston Symphony Munch



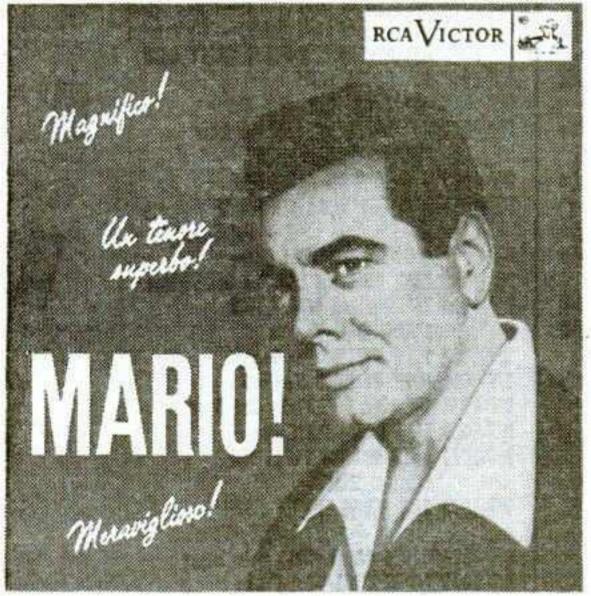
LM/LSC-2297.

A Stereo "first" from RCA Victor! Munch, Boston Symphony give this major concert work a brilliant performance. Brahms "standard" plus latest and greatest audio equals sales!

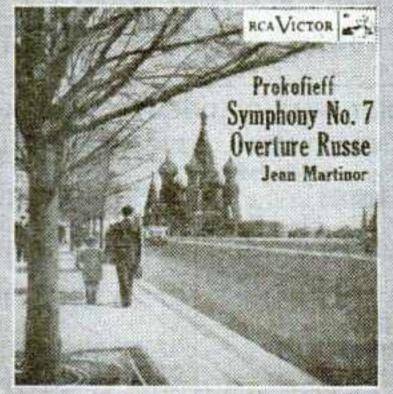
LM/LSC-2299. Complete performances of Lehar's finest waltz creations, in richlytextured orchestrations. Includes The Merry Widow, Gold and Silver, four others.

ON RCA VICTOR!

lanza



LM/LSC-2331. Mario Lanza at his glorious best! America's most popular tenor sings twelve beautiful and beloved Italian songs, including such joyous favorites as <u>Funiculi'</u> Funicula'. In Living Stereo and regular L. P.



LM/LSC-2288. A Stereo "first" from RCA Victor! Dynamic, colorful modern music! A much-needed recording by a great European orchestra. Also includes Overture Russe.

Copyrighted material

BIG-SELLING RED SEAL ALBUMS, NOW ALSO AVAILABLE IN "LIVING STEREO"

CONCERTO IN D (Brahms). Heitetz; Chicago Symphony, Fritz Reiner conducting. LSC/LM-1903.

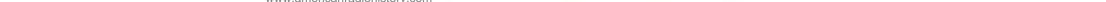
WALTZES BY THE STRAUSS FAMILY. Boston Pops Orch., Arthur Fredler conducting. LSC/LM-2028.

TILL EULENSPIEGEL'S MERRY PRANKS; DEATH AND TRANSFIGURA-TION (Richard Strauss). Reiner, Vienna Philharmonic. LSC/LM-2077.

LA BOUTIQUE FANTASQUE (Rossini-Respighi): DIVERTISSEMENT (Ibert). Fiedler, Boston Pops Orch. LSC/LM-2084.

THE WORLD'S GREATEST ARTISTS ARE ON.

RCA VICTO

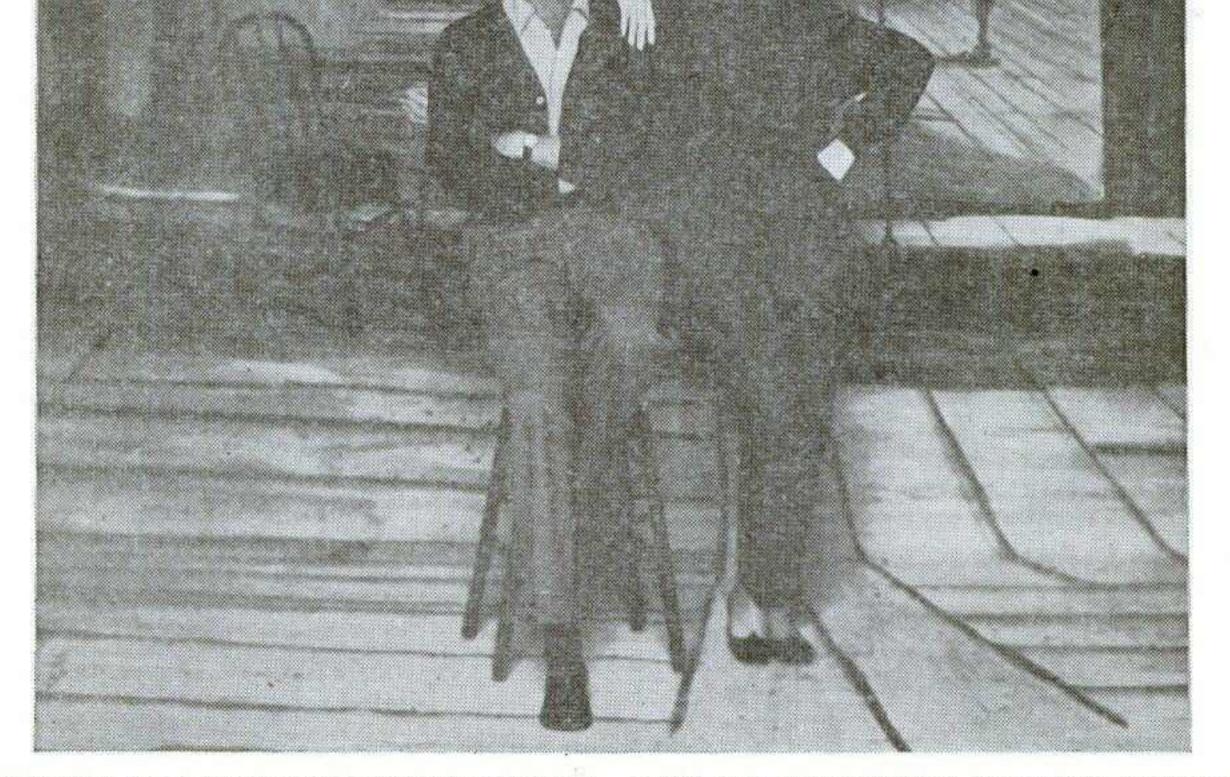


17 Vesta

MUSIC

17

PORGY and BESS LENA HORNE/HARRY BELAFONTE



THERE WILL BE MANY "PORGY AND BESS" ALBUMS...BUT ONLY RCA VICTOR GIVES YOU HARRY BELAFONTE & LENA HORNE-TOGETHER FOR THE FIRST TIME - IN THE GREATEST ALBUM OF THEM ALL!

And RCA Victor shoots the works to make this your biggest seller! • NBC Television Network – commercial announcements on: "Ellery Queen" – May 15, "Steve Allen" – May 17, "Ellery Queen" – May 22 NBC Radio Network "Monitor" spots • 7,000 promotion spots on local radio stations • Complete coast-to-coast Disc Jockey campaign

THIS IS IT!

RCAVICTOR

Consumer ads in <u>The New Yorker, Time, Ebony, Esquire, Playboy, Photoplay, The New York Times and New York Post</u>
 Local newspaper ads
 Statement stuffers
 Blinker Box
 Day-Glo Streamer
 30" x 30" full-color Blow-ups
 All-out Publicity Campaign

Call your RCA Victor record distributor right now! Order regular L.P. (LOP-1507) and Living Stereo (LSO-1507).



PHONOGRAPHS . COMPONENTS .

THE BILLBOARD

18

Communications to 1564 Broadway, New York B6, N. Y.

AUDIO NEWS

MAY 4, 1959

RADIOS • TAPE RECORDERS

New Webcor Stereo Tagged at \$37.95

top.

CROSBY DEAL

Granco Set For Stereo FM Output

NEW YORK --- Granco Products is going all-out for the Crosby multiplexing system. The firm will make it possible for purchasers of FM sets to receive multiplex stereo via a \$20.00 adaptor. In addition, buyers of new sets will get fully equipped stereo sets at no extra cost.

To effect the changes, Granco and Crosby have entered a licensing arrangement. Granco President, Henry Vogel, maintains that the public is but a step away from high fidelity broadcasting. The last step is the approval by the FCC of a particular system of FM mul-tiplexing. Granco thinks it will be Crosby's.

CHICAGO - Webcor invaded | The self-contained Melody at more strongly the low-priced field \$37.95 list sets a new price low for of manually operated stereo port- the local firm's two-channel portables, with two new phonos, both able manuals and is under anyof which set a new low for pre- thing on the market except Travvious Webcor pricing and also Ler's carry-able unit. The Lark, at standout as among the lowest \$39.95 is another radical innovapriced in the entire portable play- tion pricewise, for it offers a threeback field. Both, too, offer a new piece portable unit, with the speaksweeping modern design in the er units detachable from the front cabinetry, with the actual cabinet of the master playback unit. Each housing the unit not the normal unit has a four-foot connecting rectangular or square, but rather a cord or both speakers can be defuturistic angular design of either tached and are equipped with portable cabinet side. In addition, hooks so they can be hung on the the top of the portable, housing wall. Both units come in two difthe turntable and turn arm, is of a ferent two-tone color combinations, turret-top design, replacing the four-speed flocked turntables with conventional square or rectangular 45 r.p.m. adapters, individual volume controls and four-inch speakers. Bud Letzter, sales manager, said both units are being shipped now.

The two portable debut is a prelude to Webcor's introduction of more stereo models in late June at the National Association of Music Merchants' convention in New York. Titus Haffa, Webcor prexy, told stockholders this week that Disk Bonus Webcor would release a new lightweight reel-to-reel stereo tape recorder at that time.

Firm Debuts New Speaker Catalog

NEW YORK --- Electro-Voice has created a new catalog as a guide to their many speakers, enclosures and speaker systems. Printed in several colors, the Catalog 134 also has an introduction to stereo sound and shows how atra, etc.) plus Angel and Capitol-of the World product to stereo sound and shows how atra, etc.) plus Angel and Capitol-speakers should be placed for of-the-World product. proper stereo sound distribution. Dealers may write to the firm's Buchanan, Mich. headquarters for (\$329.90) and model 838-1838 Dealers may write to the firm's and model 838-1838 copies.

HAVE RECORDER, WILL TRAVEL

NEW YORK - Station WNEW here has equipped 11 newsmen with Transitapes, the six-and-a-half pound tape recorders produced by Steelman.

The firm's service department recently got one of them back for a check-up. Seems it had been hit by the full force of a fire hose while a newsman was covering a spectacular blaze on Broadway.

Steelman was understandably proud at hearing that "the tape was undamaged and the sound came thru perfectly" in the radio station's report.

WNEW newsmen have been able to scoop other news media by making on-the-spot interviews and phoning them into the station for immediate broadcasting.

Capitol Sets On Phonos

HOLLYWOOD -- Capitol is packaging 20 free stereo albums with its bigger ticket two-channel phonos as part of a "Spring Stereo Special" sales inducement offer. Cap phono ad copy spotlights the "\$100 worth of stereo records free" pitch.

Albums include top Cap pop

Capitol Aids Stereo Sales

HOLLYWOOD - As part of their big "What's New" stereo disk sales push (see story in Music section), Capitol has created several point-of-sale displays and sales aids. Shown here are the "What's New" counter box (below) and a wire rack display (right). Capitol in-tends the wire rack to hold "What's New" plus regular new release stock in depth. In addition, firm offers a giant poster more than six feet square, a three-and-a-half-foot streamer and pads of descriptive literature.





New D. C. Disk Shop **Decorates for Sales**

By MILDRED HALL WASHINGTON --- The new- upstairs. est, most glamorous record store



FORT WAYNE, Ind .--- Magna-

vox, previous to now a factor only

in packaged hi fi and stereo play-back, this week elaborated on its

of the audiophile line.

finished basement, and three booths

The new Disc Shop, in the Unihere in the flossiest of the town's versal Building, frankly caters to new buildings, is bright and airy, carriage trade, but will accomodate with the emphasis on availability every buyer from the most serious of every kind of music on record. to the teen-ager who wants Elvis. For listening, the new Disc Shop Convenience and elegance are exwill have two stereo rooms in the pressed thru cool, silvery woodwork, and a decor that includes plenty of grenery.

Unique Idea **In Speaker Systems Bows**

NEW YORK --- ALPHA-sonic, the Osseo, Minn. electronics firm, has a new idea in loudspeakers. In a round, drum-shaped end table which is actually a speaker enclosure, they have mounted an eight-inch speaker in the bottom of the "drum" and a four-inch tweeter in the top.

Result of this arrangement, says the firm, is what they call "surround sound." The listener has no consciousness of speaker placement.

The end-table cabinets them-selves are of "heavy wood" construction with a Formica lamination. Available in walnut, mahog-any, or blonde finish, they are tag-ged at \$39.95. Impedence of sys-tem is eight ohms.

Audio Fidelity Takes Telefunken **To Chicago Show**

NEW YORK -- When the Parts Show opens in Chicago, May 18, Audio - Fidelity will be on hand with their new Telefunken line. Firm was recently appointed exclusive distributor in the U S. for Telefunken Professional Products (The Billboard, April 27). Representing the firm at the Audio Fidelity booth will be the firm's topper, Sid Frey, and his chief engineer, John Mosley. Some A-F disks will probably be on hand, but only for demo purposes.

alico Nicrostan Stoles Pressura Gaug of its commercial speaker sales wing, told The Billboard that Magnavox, which has marketed packaged TV, radio and playback, only thru its own selected dealers, will sell the line of eight speakers sans baffles or enclosures to any qualified dealer. Sondles explained that Magnavox has available for commercial purchase over 250 speakers, but he has selected only the most popular eight as the start of the audiophile line.

(\$459.90).

stereo fans.

Coming Soon The Billboard's May 18 **ELECTRONIC PARTS DISTRIBUTORS SHOW** Edition

with a full schedule of special features on

The Stereo Story: what it has accomplished

... its present status ... its future prospects

... including detailed treatment of the subject as it relates to Packaged Phonos . . . Components . . . Conversions . . . Loudspeakers . . . Cartridges . . . Tape . . . Stylii . . .

Full distribution to the complete attendance at the

ELECTRONIC PARTS DISTRIBUTORS SHOW

Conrad Hilton Hotel, Chicago, May 18-21

Simplified Shopping Easy shopping is accomplished by "browser boxes," individual stands, clearly labeled – and with "Phonolog." The big index is kept on a centrally located stand, available to everyone.

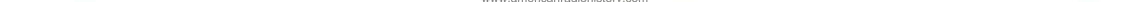
Each browser box, finished uniformly in silvery wood-tone is la-beled for content by type of music, (Continued on page 23)

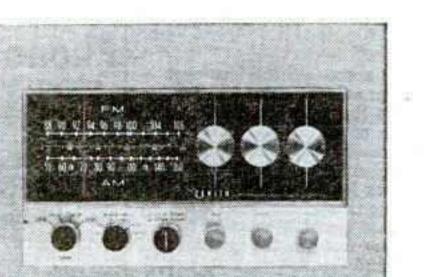
initial venture into component parts, which was disclosed last week (The Billboard, April 27). Stanley S. Sondles, assistant secre-tary of Magnavox and veteran chief of its commercial speaker sales

Where previously the low on the custom-made line was \$139.95, the firm now offers a \$59.95 list for the framed "talking picture" which is 23 by 27 inches overall. The birch picture-frame-speaker en-closure, available in walnut, ebony and white is available in three and white, is available in three different pairs of matched pictures, with a right and left concept for stereo use. However, Gale Sherman, sales manager, emphasized that "talking pictures" can be used individually as well. Color combi-nations are neutral to blend with many vari-colored decors. Each "talking picture" in the new series is equipped with a dual eight-inch woofer and mid-range horn with crossover and a three-inch tweeter with a 20-watt overall capacity.

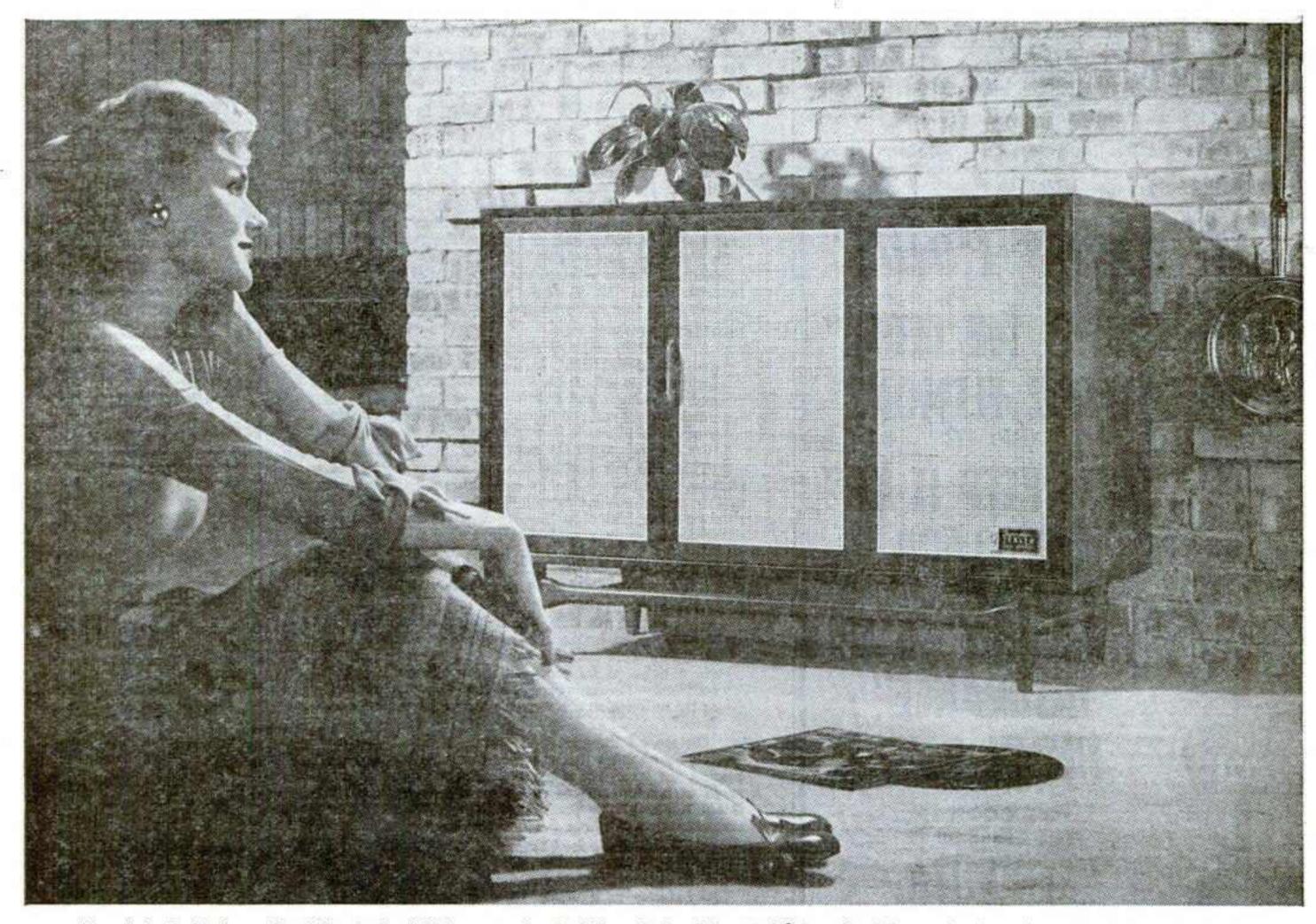
Jensen Aid Ready

CHICAGO --- Jensen Industries has a new slide-film presentation to offer their salesmen for use in dealer sales meetings. The "can-ned sales meeting" will bow at the Parts Show, Chicago, May 18.





Why no other stereophonic high fidelity unit adjusts to the acoustics of your room more precisely than a Zenith. Only Zenith has this Studio Sound Control Panel. It gives precision control of tonal response, virtually the same control as that of a recording studio sound engineer. For example, the Stereo Balance Control adjusts the separate speaker systems for true stereophonic sound. Calibrated dials indicate the slightest change you make in tone. Other reasons Zenith is the world's finest high fidelity: powerful push-pull Zenith-designed dual channel amplifiers have up to 40 watts of power output undistorted, up to 80 watts peak; Zenith quality speakers have heavier Alnico 5 magnets. On a Zenith, recorded music comes alive as never before.



MUSIC

Above is the Zenith Crescendo, a full stereophonic high fidelity instrument self-contained in a single console, with Zenith-quality FM/AM radio. Has LC crossover network, Zenith's exclusive Cobra-Matic[®] Record Changer and Cobra[®] Tone Arm. In walnut veneers and solids or in ebony color, Model SF2570, \$700*. Other full stereophonic consoles from \$299.95.* Stereophonicequipped models with remote speaker systems, which you may add now or later, from \$159.95.*



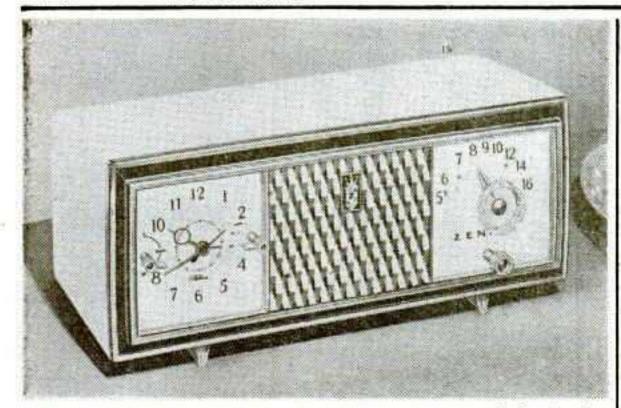
Royalty of television, sternophonia high fidelity instruments, phonographs, radios and bearing aids, 40 years of leadership in radionics exclusively, *Manufacturer's suggested relail price, Slightly higher in the Southwest and West Coast. Prices and specifluctions subject to change without notice.



The quality goes in before the name goes on

THE BILLBOARD

AUDIO NEWS



ZENITH'S SAXONY AC clock-radio features sweep-second hand, sleep switch, appliance outlet, gold color trim and latticed grille. Comes in three colors-blue, white and terra cotta.

Monthly Sales Stimulator Set For Retailers

MINNEAPOLIS - A monthly advertising and sales promotion service, especially designed for record and electronics distributors, is being offered by Electronic Distributors' Advertising Service here. At a cost of \$17.50 per month, distributors would receive a monthly kit, containing a wide range of ideas and information to stimulate their business thru direct mail, advertising, public relations and even employee stimulators, such as house organ and contest ideas.

Form Pressing, **Recording Firm**

according to an announcement Sound Studios. from Jerry Minter and Jack Mat- Matthews will supervise the rethews.

Minter is known in the audio able on request.

New Tuner Has Muting System

CHICAGO --- Sherwood Electronics has a new FM tuner which features "Inter - Channel Hush." Tabbed the Model S-3000, the new tuner has special circuitry that mutes the noisy "hash" normally heard between channels on sensitive tuners. The degree of silencing can be adjusted by a front panel control.

Other features include "featherray" tuning eye, multiplex out-put jack, "long distance" switch, and flywheel tuning. Unit carried a \$105.50 tag.

field as the developer of the Hydro-NEW YORK - Components feed Lathe and belt-driven turn-Corporation, Denville, N. J. firm, tables. Matthews has been in is forming a recording division. charge of disk recording for Reeves

cording service. Prices are avail-

Audio Feedback By RALPH FREAS.

ABOUT TAPE CARTRIDGES

Over a year ago, RCA Victor announced the imminent debut of a tape cartridge player. An announcement like this, particularly from a giant electronics firm with a big stake in the record business and with some of the biggest names in the entertainment world tied to recording contracts, is news. The event was naturally widely reported. The arrival of this new home entertainment device was looked upon as having strong effects upon the home entertainment scene. What would it mean to the dealer? What would it mean to the tape and disk industries? These are some of the questions responsible reporters and editors asked themselves. They not only asked the questions, they attempted answers - and in print.

That cartridge player still hasn't made an appearance. Its debut is still imminent (The Billboard, April 27). The trade press is still reporting everything it can find out about the progress of the machine from drawing board to assembly line to market.

WHO'S CONFUSED?

Subsequent to the RCA announcement, three firms reported that they would follow the RCA lead with similar cartridge players. The three firms are Ampex, Pentron and Motorola. They showed pilot models of these machines as long as nine months ago. Phil Gundy of Ampex painted a glowing picture of tape's future and the cartridge player at a meeting of the Magnetic Recording Industry Association (MRIA) meeting last May. All of these happenings were duly reported in the trade press. RCA Victor issued a catalog of tape cartridge selections with specific titles, playing times and prices last July. These were reported.

Now, in the May issue of a magazine that addresses itself to tape recorder enthusiasts, "stories published in the trade press" are given as the specific reason for "confusion in the tape recorder industry." And, by publishing these stories, the trade press is accused of sabotaging its dealer-readers.

DEALERS, TOO, AT FAULT

The trade press, thank heaven, doesn't have to bear all the blame for causing confusion in the tape industry. "Some dealers," according to the tape magazine, are also at fault for mistakenly thinking that stereo tape was "through" when the stereo disk appeared.

The magazine has a point there. Stereo tape isn't thru and, in the opinion of Billboard staffers, has a long and more prosperous future ahead. There are darned few people reporting on the home music scene who don't agree that music on tape is superior in quality and fidelity to its disk counterpart.

Alpha-Sonic Bows Custom **Phono Units**

MAY 4, 1959

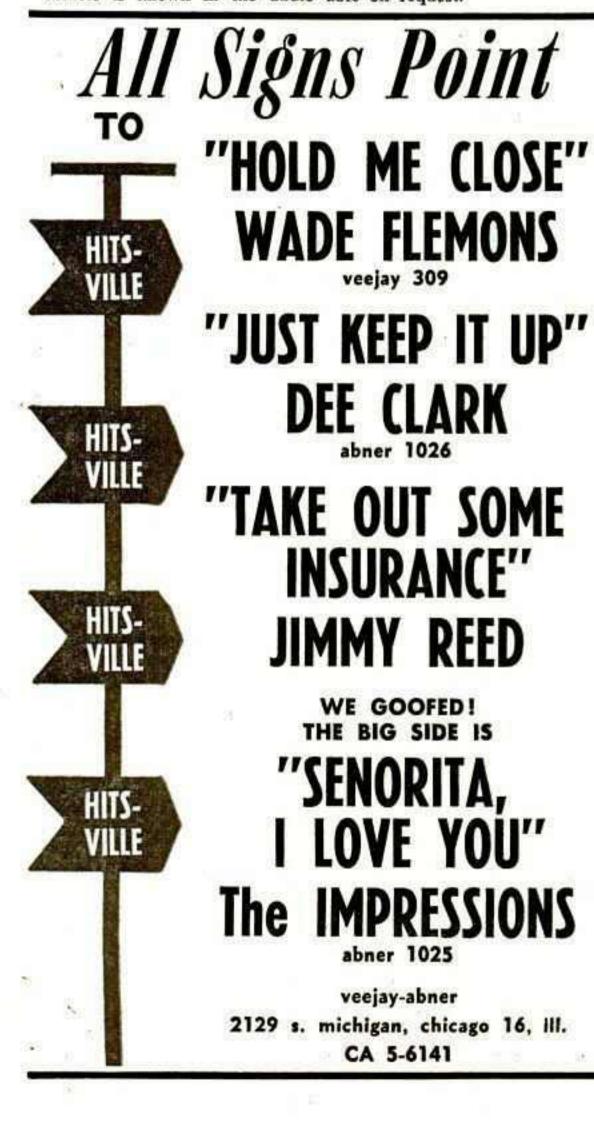
OSSEO, Minn.--Another firm has joined the ranks of component parts and packaged hi fi set makers who are designing equipment with both a functional furniture as well as audio appeal. Alpha-Sonic is offering the first of a contemplated line of enclosed speakers, built into functional cabinetry. The first available model is a circular wood end-table, laminated in walnut, mahogany or blond finishes at \$89.95 list. An eight-inch speaker is mounted on the bottom and its deflected four-inch tweeter is mounted in the top, distributing the sound in a 360 degree pattern.

Harry Baker, sales manager, said the next unit will be a square endtable. Baker is currently setting up factory reps and distributors nationally.



"Yeowie! Here's a whole chest full of Jensen Cartridges!"

20



But, really was it a mistake for dealers to put their dollars behind stereo disks, when, in a short, six-month period last year, every disk and phono firm went into stereo with a passion. Not only did they leap into it but they put promotional dollars - hundreds of thousands of them - behind the stereo disk. A dealer would be foolish indeed not to cash in on that heavy-weight type of promotion.

REALISTIC POSITION

The Billboard took the position more than a year ago that dealers had, in tape recorders, a versatile instrument to sell. It has hundreds of uses in the home and in business and industry. Every use is a selling point dealers can use in approaching a prospect. Reproduction of music is only one use. How important it is depends upon the prospect.

That was our position a year ago and it is still our position. We believe dealers can realize a large percentage of thir annual volume in selling tape recorders and we try to show them how thru "how-to-do-it" features and stories of successful tape recorder merchandising. Such a story was "Stunts Set Up Sales for Syracuse Dealer" which appeared in last week's issue. If you didn't read it, go back to it. It has some interesting and worth-while ideas. AND FINALLY

The tape magazine that indicts the trade press as a cause of confusion also reports that 450,000 tape recorders were sold last year. And sales of 750,000 are anticipated for the year ahead. Hurrah! Who's confused - the trade press, the tape recorder industry, or the publication that says the industry has been confused?

On second thought, that sounds a little smart-alecky. There's no question that the recorded tape industry took a beating last year. We've reported that too. The stereo disk made tremendous strides and promotion-wise it was hard, if not impossible to beat. The RCA cartridge player announcement didn't help the situation any.

But to shove the blame for this on the trade press is totally unfair. It could be interpreted as a sign of panic and weakness - not for any individual, but for an industry as a whole. And closing the doors of MRIA meetings to the trade press, as they have recently been closed, doesn't better the situation.

POSITIVE APPROACH

A far more positive approach, it seems to us, is that recently taken by V-M and Ampex with their vigorous promotions on the pleasure and fun in owning a tape recorder. We also applaud the move toward miniaturization and greater portability - factors that lead to increased sales. Steelman's "Transitape" and the new Webcor models are examples of this.

Imagination, enthusiasm for the product, salesmanship, product improvement - these are some of the things that will push the tape recorder industry ahead.



HOW AN AD IN BILLBOARD **MEANT THOUSANDS OF EXTRA DOLLARS** TO ME

Last year I read an ad in The Billboard that sold me on selling HIGH FIDELITY to my customers.

Since then I've made close to two hundred dollars clear profit on the sales of HIGH FIDELITY . . . and I can directly trace \$2,000 worth of equipment sales to the ads and editorial material in the magazine's pages.

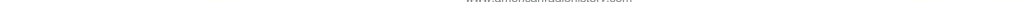
Now that HIGH FIDELITY has merged with AUDIOCRAFT, my customers get two magazines for the price of one. And I get more traffic than beforecustomers who come in for coples of HIGH FIDELITY and buy other Items before they leave my store.

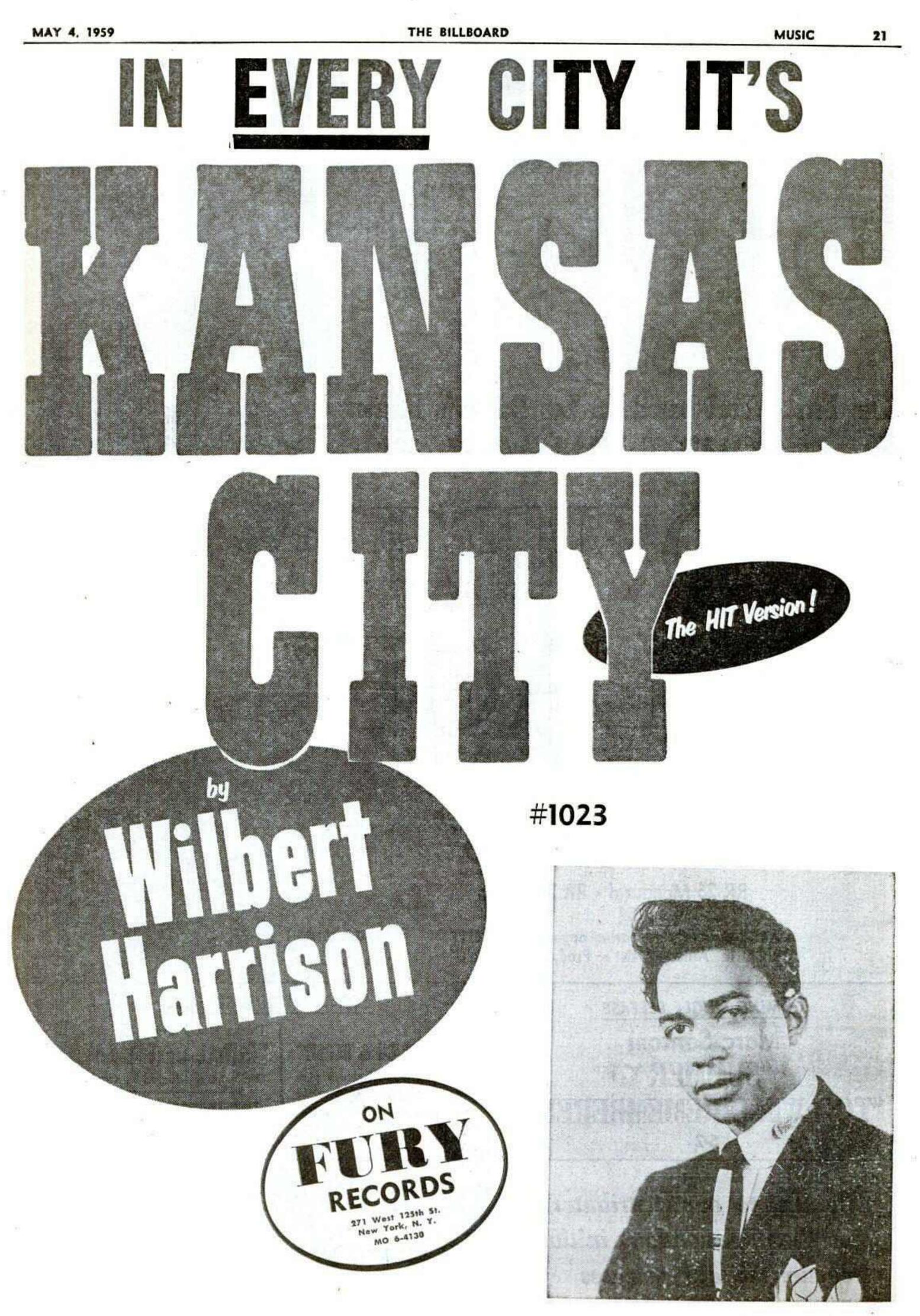
How about you? Why don't you stock HIGH FIDELITY now. You sell copies for 60c . . . pay only 36c - a 40% profit. And there's no risk - unsold copies are fully returnable!

ORDER TODAY FROM:

High Fidelitu The Publishing House Great Barrington, Mass.

Scovrighted mate





1.10

MY

MAY 4, 1959



Raynote Records, Inc. Presents

Darla Hood

Singing The First Vocal based on Les Baxter's Famous-"QUIET VILLAGE"

V		A	J	-
	b/w			

"Red Dress"

RR 26 Monaural · RR 25 Stereo

DARLA currently appearing opposite VINCENT PRICE in Allied Artist's Prod. "THE BAT"

JOSE GRANSON Personal Management A & R for Dorla Hood

COMING SINGLE RELEASE

Marc Santoni **"SUMMER" "TOO WELL REMEMBERED"** S-2

COMING ALBUM RELEASES

"FOR THE BRIDE & GROOM" Only album with real church pipe organ & vocals; Marches at right tempo; newest shower, wedding and anniversary gift.

Darla Hood sings - Lex Baxter's **RITUAL OF THE SAVAGE''**

Orchestra conducted by Ray Whitaker

SENSATIONAL SOUNDS of DON LEE ELLIS"

Thanks, to our distributors for their tremendous initial reaction to our releases



0.		Records,	1
say	note	Kecoros,	Ync.
6331	Hollywood	Blvd., Hollywood 28, Calif.	HO 2-2287

RAY WHITAKER.... Pres. & Director of A&R TOM BUTLERGeneral Manager



THE BILLBOARD

AUDIO NEWS

23

D. C. Shop Decorates for Sales Counter Top Continued from page 18

musicals and standards stun the eye in a mural of album covers along the side wall.

from the service counter. Here is a handy bank of hit singles, a nee- down to meet our competitors." dle microscope, and the almost continuously demanding phone. Downstairs, still in process of construction are the two stereo rooms, with comfortable settees, and air conditioning.

Proprietor Dan Danziger estimates he carries about 100,000 LP's, and wishes his stock were smaller. The record output is massive, but he intends to keep up with competition. Like most dealers, he wishes the manufacturers. would not turn out such a baffling amount of duplication.

Also, Danziger pleads with diskeries to "give us identifying numbers on the front of the package. It means faster service both by clerks and customers who like to get their own records. The browser box loses some serviceability when the customer has to check backs of albums to find a number. Today, especially, with the record field so complex and voluminous, the numbers should be easily seen.'

What's Inside

Another plea from Danziger is for titles that tell what's inside. A customer with literally hundreds of choices in front of him, looks at something called "Starlight Concert" and hasn't the faintest idea of what it contains. "Dealers wish the manufacturers would not mislead the public with fancy titles. Every album title should have definite indication of what's inside. Too many customers, faced with a vague album title, will pass it up. There are always a number of clerks around to help when needed. Danzger help has to know music thoroly, and be able to talk it with the customers. The sell is strictly "soft," and discreet. Part of the operation is a fast mail-order service.

or by particular labels such as Lon- | ziger says. Labels continue to indon and Westminster. Folk and crease, too. The store stocks evcountry and Latin American mu- erything put out by the majors, sic have a long counter directly but Danziger limits himself to beneath the wide expanse of plate- about 10 per cent of the output of glass frontage. Popular albums of the other 70 or 80 labels carried.

Forging Ahead

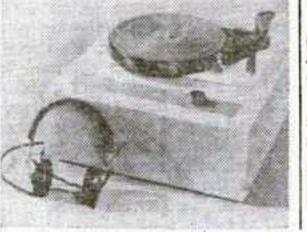
The new store is having the usual up-hill struggle against dis-In the two aisles of browser counters and supermarket rack boxes is a "Stereo Center," across sales, Danziger said, but "so far, we've managed to keep our prices Looking ahead, if plans of Washington realtor Cafritz materialize, the Disc Shop locale will be a central part of "Crystal City" -a center akin to New York's Radio City. When a reality, the Disc Shop will have demonstrated the best ways for the small businessman to get into important shopping centers-a problem now getting attention from the Senate Small Business Committee.

> The answer seems to be to get there firstes' with the mostes and don't forget the glamor.

Stereo Demo Unit Shown

NEW YORK - Clevite disk demonstrator for counter use. The unit uses "high fidelity" headphones and is expected by the manufacturer to be a boon to the small disk shop that hasn't been able to demonstrate stereo properly.

The firm states that the headphones are able to deliver a response of from 50 to 13,000 cps. Other components are four-speed



Garrard player with Electro-Voice on Sonotone stereo cartridge and a Clevite "Walco" cartridge. The Clevite "Brush" headphones also serve to cut off any distracting noises in the store situation.

The changer provides two sets of stereo outputs so a demo can be made to two persons at a time. "Walco" is introducing a stereo Of course, monphonic disks can also be played for purposes of comparison.

The headphone demonstrator is tagged at \$99.50. Extra headphones cost \$22.00.

Stromberg Amp Is Loaded With **Stereo Features**

NEW YORK ---- A new "Stereo 60" Control Amplifier (Model ASR-444) is being shown by Stromberg-Carlson.

stereo amplifier and pre-amplifier nel, and master gain control, give and pre-amp, with each channel flexibility to suit room acoustics giving 30 watts rated power, and and listener's preferences. And a peak power handling capacity of "phantom output" (mixed A and B) 60 watts in each channel.

The "Stereo 60" uses the "Stereo on the selector switch.

Arvin Going Fully Stereo

COLUMBUS, Ind .- Arvin Industries, which got its feet wet in the stereo playback field with the release of several two-channel portables in the past six months intends to go heavier into the dual-track field phono-wise, it was learned this week. Arvin will probably not debut its new material until about August. The new line will extend from portables to full consoles.

Tone Balance" signal, which introduces an audible signal into each channel, so that the two channels can be balanced in the operating environment. Separate bass, treble The "Stereo 60" is a complete and volume controls for each chanfor three-channel stereo is included



Danziger has found jazz a "growing business," even with conservatives. "The ones who buy the classics often pick up a little jazz -it's lively, a tonic."

The store is also planning a children's corner, with special low browser boxes where the small fry can select their own disks, and a sales counter to make it complete.

Sales at the new store, which opened in March, showed a 20 per cent gain over those in the old store in March of last year, Dan-

Bell Rumored **Ready on RCA-Type Player**

COLUMBUS, O .--- Though the rumor could not be confirmed, it was reliably reported that Bell Sound Systems here would perhaps be the first or second firm to actually market an RCA-Victor type stereo tape cartridge playback deck. RCA-Victor is reported right on the brink of delivery of its own magazine-type deck (The Billboard April 27).

Bell, it's known, will show an extensive line of components and the reported tape machine, to its distributors during the Parts Show at the Conrad Hilton, Chicago, May 18.

ASTATIC ... THE ONLY COMPLETE LINE

• Astatic makes the ONLY complete line of plug-in cartridges in the industry, and is YOUR ONLY SOURCE OF A SINGLE-LINE INVENTORY that gives you everything. With the Astatic line, you have a plug-in cartridge model that truly fits on every replacement sale.

• There is a sharply rising demand for cartridges with diamond tips-creating a tremendous source of new high profit sales. EVERY ASTATIC PLUG-IN CARTRIDGE MODEL IS AVAILABLE WITH DIAMOND OR SAPPHIRE TIPS, to guarantee your giant share of this blue chip business.

 Astatic provides a COMPLETE MERCHANDISING PACK-AGE for easy, more profitable handling and selling. A colorful, permanent-type DISPLAY-MERCHANDISER is an integral part of the package. The display-merchandiser contains the most popular assortment of Astatic plug-in cartridges. Also available is an attractive window card. In addition, an easy-toread cross reference chart is included to show immediately which Astatic plug-in your customer needs.

HARD-SELLING, PILFER-PROOF DISPLAY-MERCHANDISER

Here's a display masterpiece, a plastic merchandiser that helps you stock, sell and stock-replace Astatic plug-ins. Each cartridge is packed in a sturdy transparent plastic box. Identification and description beneath each box gives your customer immediate information as to model and type required for replacement.

EASY SALES, EASY PROFITS NO INSTALLATION OR SERVICE PROBLEMS ... WITH ASTATIC PLUG-IN CARTRIDGES

CALL YOUR DISTRIBUTOR NOW OR WRITE FOR FULL DETAILS

In Canadia: Canadian Astatic Limited, Toronto, Ontaria

CORPORATION, CONNEAUT, OHIO

Espart Salar, Rabura Agencies Inc., 431 Greenwich St., N. Y. 13, H. Y., U.S.A.

GO BY BRAND - GO BUY ASTATIC



MUSIC FEATURES

24

THE BILLBOARD

MAY 4, 1959

VOX JOX

By JUNE BUNDY

JAZZ JOX: The Billboard's annual jazz supplement is coming up next month, and again, we're asking all jazz jockeys (or pop jocks with jazz segs) to write and give us information about your respective shows. We plan to devote a full Vox Jox column to jazz deejays in the special jazz issue. Some of you have already written and we've filed your answers away for use in the special. Please send us data on your programming, promotions, and any thoughts you have on the status of jazz record shows today and the deejay's role in that field.

THIS 'N' THAT: Pat Fagan, WGR-TV, Buffalo, guested on Alan Freed's WNEW-TV, New York, record hop show last week. Fagan hosts a weekly "TV Dance Party" on Saturdays from noon to 2:30 p.m. The jock, who produces his own show, has scheduled Tommy Sands as his guest next week. . . . Jerry Teel, KSTN, Stockton, Calif., recently set a record of 245 hours, six minutes and 20 seconds of non-stop broadcasting. His Wake-athon, staged in a local clothing store, ran from Thursday, March 26, at 8:02 to the following Sunday, April 5, 1:06 p.m. Adding interest to the stunt was the fact that Teel was married March 22, just four days before he started the promotion.

CHANGE OF THEME: Ted Estabrook, well known radio-TV producer-director, has taken over active management and control (with Jack Valdes) of WCUE, Akron, O. The new management You," on the Carlton label. was launched, via the spinning of the same record all day "to stimulate talk about the outlet." . . . Buddy Holiday has moved from WINZ, Miami, to WTTT, Jacksonville, Fla., where he is program director, and hosts a two-hour afternoon record show. The station notes Holiday recently switched from "sweet album music" to a "modern formula" programming format, and now needs "all kinds of pop singles."

Dan Daniel and Stanley Mack, WDGY, Minneapolis, have switched time periods. Daniel has moved into Mack's 9-11 a.m. and 2-4 p.m. time slot; while Mack has taken over Daniel's "Morning Mayor" office-6-9 a.m.. New morning (6-9) man at KOMA, Oklahoma City, is Rod Redd, who is also program director of that outlet.... Chris Cross and "Frantic Frank" Madden have joined KIXZ, Amarillo, Tex.... Don Doty has left WPBC, Minneapolis, and moved to KSTP, Minneapolis. He emsees an all-night "Doty on Duty" program across the board.

GAB BAG: Candy Lee, 17-year-old deejay at WDOK, Cleveland, writes: "Most promotional men for record companies must think that since this is a 'man's world' all disk jockeys are men!! Well, you know and I know that this isn't true! Because I am a female and have been a disk jockey for almost eight years, but I still get mail addressed to Mr. Candy Leell

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Lonely for You' **Hits for Stites**

Gary Stites was born in Denver on July 23, 1940. He began his entertainment career as an amateur magician at 13, turning professional the next year. He started singing at 14, when confined to bed by a rheumatic fever attack.

Stites then taught himself guitar, and started a band, the Satellites, which he has kept to date. It is with this same group that he waxed the climbing "Lonely for

The artist has a passion for custom cars, and owns two. One is a 1955 Mercury, on which he's been working almost two years. The other is a 1947 Ford, factory stock on the outside, but with custom interior and a completely chromed 1952 Oldsmobile engine. The latter job has won over a dozen trophies.

Stites stands five feet eight inches, weighs 140 pounds, and has blue eyes and brown hair.



DISTRIBUTOR NEWS

- By HOWARD COOK

MINNEAPOLIS: Paul Nilson of Capitol Records Distributing Corporation names "Only You" by Frank Pourcel as his number one disk. Strongest new records are "Hallelujah, I Love Him So" by Peggy Lee and "You Made Me Love You" by Nat King Cole. Sonny James' "Talk of the School" is moving well. Top country records are "Anybody's Girl" b-w "Total Strangers" by Hank Thompson and "Gamblin' Man" by Rose Maddox. Top, new LP is "Look to Your Heart" by Frank Sinatra. "Come Dance With Me" by Sinatra is still selling strongly. Tennessee Ernie Ford's religious albums are selling big. Stereo sales are up and are accounting for a large share of the total LP volume.

Amos Heilicher of Columbia Midwest lists "The Battle of New Orleans" by Johnny Horton as his top seller. Following are "Cool School" by Tony Bennett, "Pointed Toe Shoes" by Carl Perkins, "Frankie's Man Johnny" by Johnny Cash and "This Here Goat" by Mitch Miller. Strongest c.&w. items are "Heartaches by the Number" by Ray Price and "I Don't Mind Saying" b-w "I'll Catch You When You Fall" by Charlie Walker. Strongest albums are "Porgy and Bess" by Miles Davis, "Happy Session" by Benny Goodman and Andre Previn, "Folk Sing-Along" by Mitch Miller and "What Is There to Say?" by the Gerry Mulligan Quartet.

Connie Toomey of Decca Distributing Corporation mentions "Goodnight Irene" by Billy Williams on Coral as a strong side. "Heavenly Lover" by Teresa Brewer on Coral is building. "The Shape You Left Me In" by Jimmy Donley on Decca has gotten a strong initial reaction. Other strong disks are "Summer Dreams" by the McGuire Sisters on Coral, "Walkin' in My Dreams" by Chuck and Betty on Decca, and "Imitation of Life" by Earl Grant on Decca. Top country platters are "Just This Side of Memphis" by Red Foley, "I Love Everybody" by the Wilburn Brothers and "I Cried a Tear" by Ernest Tubb - all on Decca. Top LP's are "Lonely Teardrops" by Jackie Wilson on Brunswick and "The Buddy Holly Story" on Coral.

Mildred Boerboom of F. G. Hayer Company, RCA Victor distribs, places Presley's latest two-sider at the top of the list. "Guess Who" by Jesse Belvin follows. "Lonesome Old House" by Don Gibson has been selling strongly. "Young Ideas" by Chico Holiday is building. "Home" by Jim Reeves continues to sell well. "Let's Make the Most of a Beautiful Thing" by Lucien Farrar is getting jockey attention. Hottest albums are "Peter Gunn" by Peter Mancini, "When You Come to the End of the Day" by Perry Como, "For LP Fans Only" by Elvis Presley and "The Best of the Ames Brothers."

PORTLAND, Ore.: Word from Jerry Dennon of B. G. Record

Program director Jack Vaughn, WNAX, Yankton, S. D., wrote the words and music of Kathy Linden's new disk "Goodbye, Jimmy, Goodbye." ... Station WOWO, Fort Wayne, Ind., which books record hops throut the winter season, will offer a regular three-a-week schedule of record hops this summer from area lake resorts, starting Memorial Day and running thru Labor Day. It is a joint promotion of the station and the resorts.

Tom Estes, WMAG, Forest, Miss., writes: "We program mos all the top 100 now, and have one of the most listened to gospel shows on the air." In line with this Estes says he needs waxgospel, pop and LP's, adding he experiences particular trouble in tracking down disks by the new smaller labels.

TURNTABLE GIMMIX: Pat Landon, WRCV, Philadelphia, "turned the tables" on his sponsors last month. In a switch - gimmick the jock celebrated his birthday on the air by giving presents to his sponsors-all 47 of them. All spots that night were delivered "free" as bonus-gifts to Landon's advertisers.

CHANGE OF THEME: Charles Lancaster, recently released from the service, has returned to WLBN, Lebanon, Ky., as program director-deejay; while jock Bruce Lankfort (of the same and Lloyd fish for a hobby. Scostation) has taken on the additional duties of news director.... field and Finnie play basketball. Phil Stone, veteran deejay at CHUM, Toronto, Canada, has been The group will be seen nationally appointed full-time director of the station's public service and live on the "American Bandstand" on talent departments. He is dropping his afternoon record show, May 13. but will retain his 6 p.m. sportscast.

New program on WALE, Fall River, Mass., is tagged "Whale on the Go," a daily four-hour (2-6 p.m.) show emseed by Jay Roger Sisson and Cliff Taylor. In addition to records, the show features news, editorials, and human interest stories.

New personnel line-up at KLRA, Little Rock, Ark., includes program director Jimmy Kaye, formerly p.d. at KATR, Corpus Christi, Tex.; morning deejays Jerry Hendrix, Mary Heffington, Hal Webber, Don Hopson and Dick (Dippy) Alford. The station now features a "Top 20" format.

Eight of Houston's most popular disk jockeys competed in a brick-laying contest last Sunday at 2 p.m. on the Downey Brothers sales lot. Each contestant was required to mix his own mortar, and had a specified time limit in which to lay as many bricks as he could. The winner received a \$100 cash prize. Competitors were MAY 1, 1954 Bob Kelly, KTHT; Arch Yancy, KNUZ; Tim Nolan and Bob Byron, KPRC; Joe Halstead, KLIE; Hal Murray, KILT; Ken Collins, KXYZ and "Hotsy Totsy," KYOK.

PAY-OIL-A?: Dick Biondi, WKBW, Buffalo, writes, "What with all this talk about automation, consider this for a future Vox Jox column. 'Machine X-1930 that held such high ratings between 4-8 p.m. at WWWW, Okosh, has now taken over the 5.9 slot at WYYY. Machine W-4076 that held down the spot at WYYY has guit in opposition to the long periods in between servicings'."

Falcons Soar With 'You're So Fine'

Baritone Bonny Rice is the leader of the five Detroiters who call themselves "The Falcons." Joe Stubbs and Eddie Floyd are the tenors. Bass Willie Scofield sometimes plays piano for the ensemble. Lance Finnie accompanies the group on his guitar.

All the lads are in their early twenties, and have been together since 1958. Their current hit is "You're So Fine," on the Unart label.

The Falcons enjoy listening to records. Their own favorite groups are the Coasters, the Drifters and the Midnighters. Rice likes to go dancing in his spare time. Stubbs

YESTERYEAR'S TOPS-The nation's top tunes on records as reported in The Billboard APRIL 30, 1949 1. Cruising Down the River 2. Forever and Ever 4. Red Roses for a Blue Lady 3. Careless Hands 5. "A"-You're Adorable-6. Sunflower 7. Far Away Places 8. So Tired 9. Again 10. Some Enchanted Evening 1. Wanted 2. Make Love to Me 3. Cross Over the Bridge 4. I Get So Lonely 5. Young at Heart 6. Secret Love 7. Answer Me, My Love 8. A Girl, A Cirl 9. Man With the Banjo 10. Here

Service is that four new numbers are creating action in the Northwest. One of the hottest new novelty tunes to hit in a while is "Hey Diddle Diddle" by the Bow Ribbons on Trans-Continental. "Shirley" by John Fred on Montel looks like a big one. "Two Lovers in Love" by the Steadies on Tad is clicking. "Julia" by Vic Winston on Big Top is getting attention. Other strong sellers are "Pajama Party" by Bobby Pedrick Jr. on Big Top and "Lonesome Traveler" by Clint Miller on ABC-Paramount. Alvin "Red Taylor" has a hot one with "Snake Eyes" on Ace.

ALEXANDRIA, Va.: Lewis Kirby, of the record department of the Virginia Theological Seminary, writes to advise that their seminary book store is now the exclusive U.S. distributor for Canterbury Records. They are interested in acquiring other religious lines for distribution.

DETROIT: Dave Hollis, promotion mahoff of RCA Victor Distributing Corporation in Detroit reports that Esquivel was in town last week to plug his new album, "Exploring New Sounds in Hi-Fi." Jesse Belvin also visited as part of his current deejay tour.

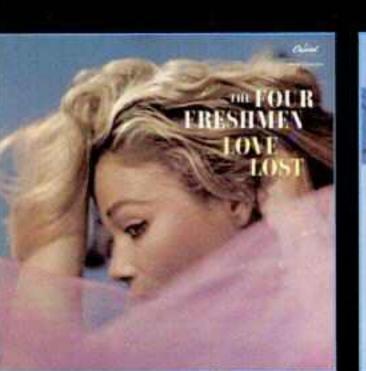
DISTRIB DOINGS: United Telefilm Records will handle distribution of Lido Records, new New York diskery which bowed last week. The Lido label will function independently of the two UTR labels, Tel and Warwick. Jack Angel and Sid Arkey will produce masters independently and turn them over to UTR for distribution.

ABC-Paramount has switched to Seaboard Distributing Company in Albany, N. Y. Seaboard will also handle the company's affiliate lines.

Pickwick Sales which comprises Design, Stereo Spectrum and Cricket Records has set foreign distribs in Cuba and Mexico. Cuban distrib is Compania Cubana Radio Phileo, S. A.; Mexican distrib is Casa Riojas.

OAKLAND, Calif: News from Chatton Distributing Company this week is that "Just Keep It Up" by Dee Clark on Abner is doing just that. "Ooh-Sha-Lala" by Mickey and Kitty on Atlantic is showing well. Other sides getting action are "Chili Beans" by Felix and His Guitar on Aut, "This Broken Heart" by the Sonics on Checker and "Twelve Months of the Year" by Harvey on Chess. "Bump Ti Dee Ump Bump" by the Terrifics on Demon has the kids making up new dance steps. "Margie" by Fats Domino is the side in that area. "Boccuccia Di Rosa" by Johnny Dorelli on 20th Fox looks promising. Coming up are "Side Saddle" by Johnny Buzon and "All the Better to Love You" by Steve and Donna on Liberty. Kapp's Bob Demain was in the area last week promoting "Suite for Two Bands" by Les Brown and Vic Schoen.

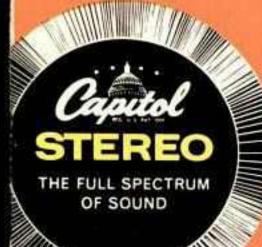
PHILADELPHIA: Bob Heller of Chips Distributing Company writes that "Three Stars" by Tommy Dee on Crest and "Little Dipper" by the Mickey Mozart Quintet on Roulette are best sellers. Top LP is "101 Strings Play Porgy and Bess" on Stereo Fidelity.





preview of outstanding new stereo

a



albums

featuring top artists in top

performances

A NEW KIND OF Promotional Program!

Here's a way to *double your profits* in the one most important part of your business – NEW RELEASES*!

- A whole new concept of record retailing
- An all-out merchandising effort
- An exciting new kind of promotional album

and a second sec









HAT'S NEW?

is the key to big *plus-volume* for those challenging summer and fall months ahead—an album featuring 12 *complete* preview selections from *brand-new* Capitol albums. And it will retail *profitably* at \$1.98!

* National figures show that more than 40% of record store volume is in albums out less than 60 days...

Capitol-ize on that fact with "WHAT'S NEW?"

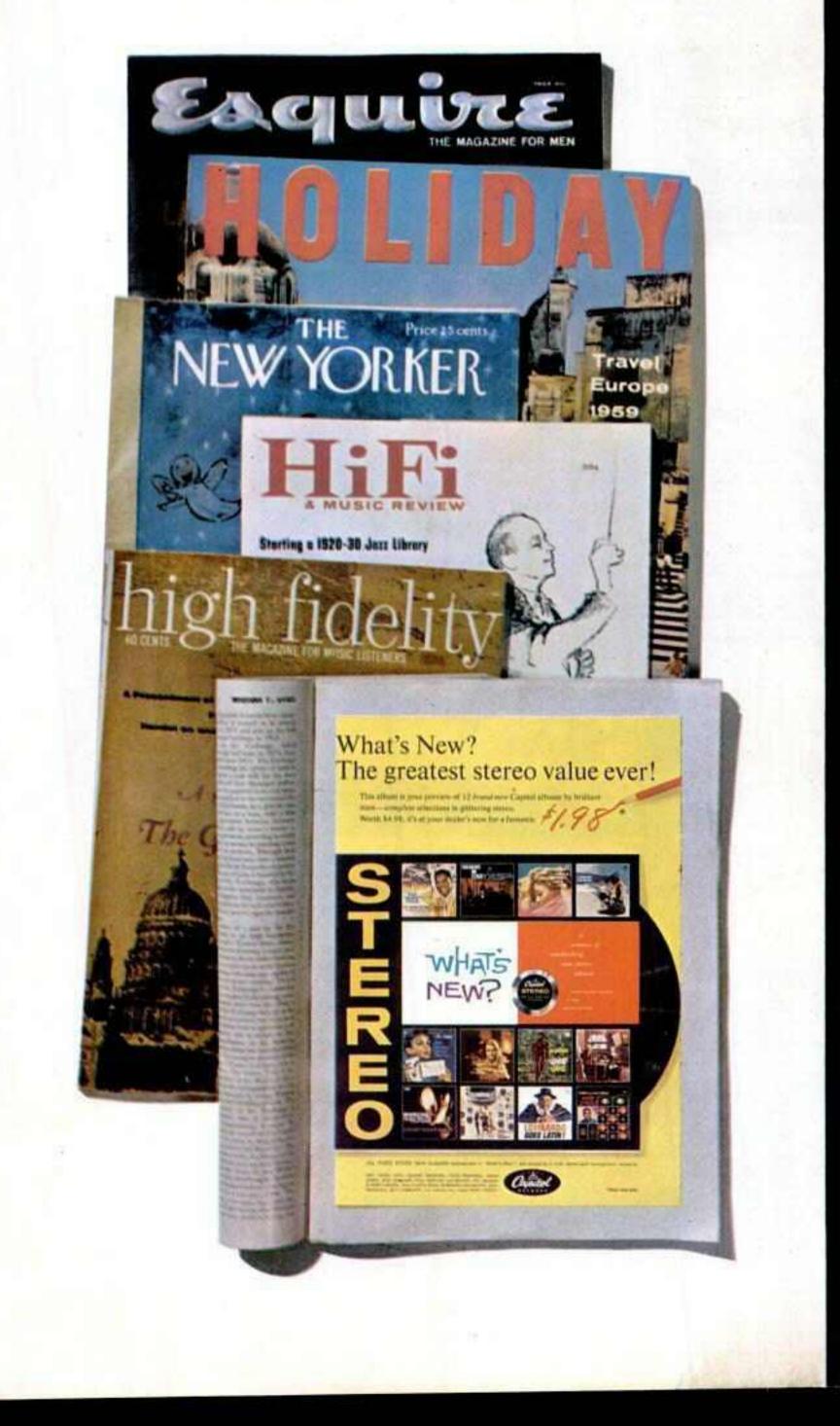


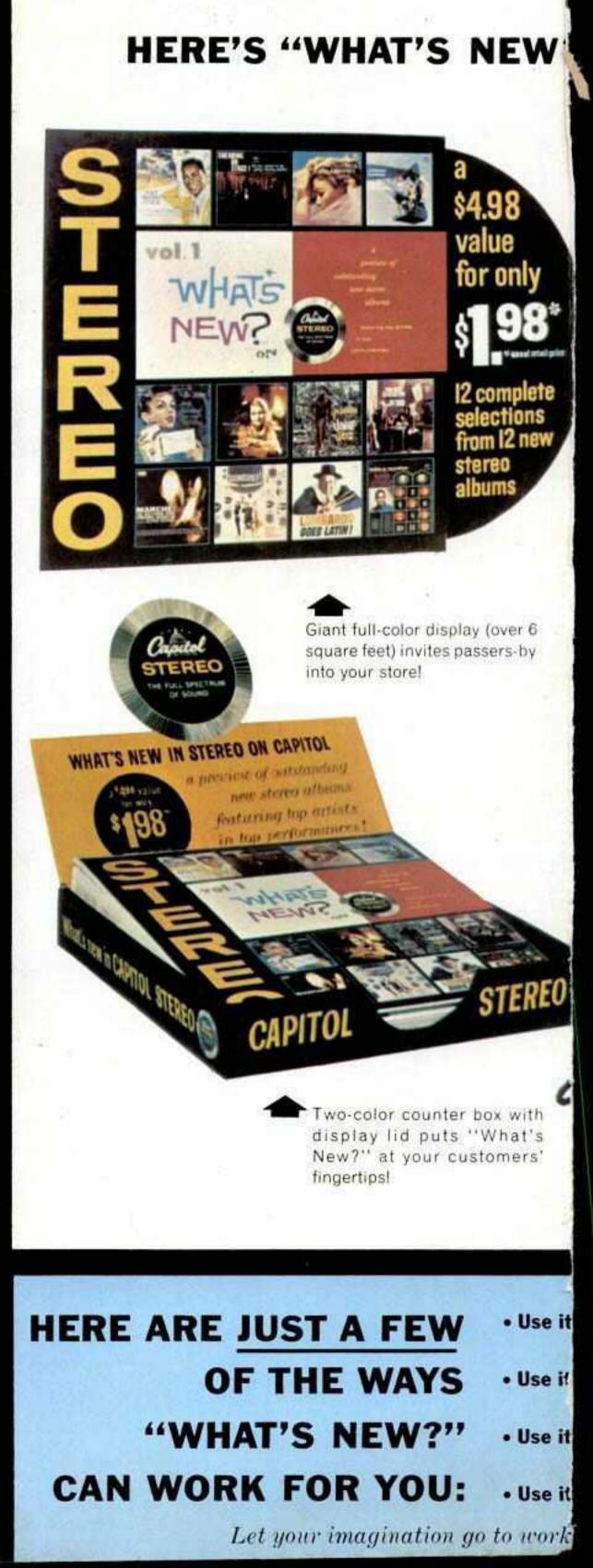
WHAT'S NEW? PLENTY!

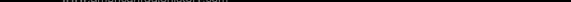
THIS IS THE FIRST

"What's New?" albums. One wi each new release by Capitol. It's program designed to bring you back to you time after time. From

FULL-COLOR ADS IN 5 NATIONAL MAGAZINES WILL TELL STEREO FANS ABOUT "WHAT'S NEW?"







of a continuing series of l appear simultaneously with part of a *new kind* of promotional *olume buyers*—and bring them the Hit-Makers...



" TO HELP YOU SELL YOUR CUSTOMERS:



NAT KING COLE

WHAT'S NEW? The greatest stereo value ever! \$

Versatile 3½-foot full-color streamer for added impact wherever you need it!



This little "theme-setter" can be used as a part of a window display or on doors, cash register or counter—anywhere to keep your customers reminded.

This wire rack holds "What's New?" and regular new release stock in depth.

Pads of descriptive literature attach to counter, rack card, or display box. Also available loose for use in direct mail or as package stuffers!





Subscription cards to help you sign up repeat customers. Be sure to ask your Capitol representative about this exciting profit-building idea!



Prepared newspaper ad mats make your local tie-ins easy and profitable!

as a focal point to establish an exciting "new release" department!

as a leader to draw traffic for all new releases-stereo and monophonic!

in a "subscription" plan to bring customers back every month!

as a premium to increase each customer's purchases!

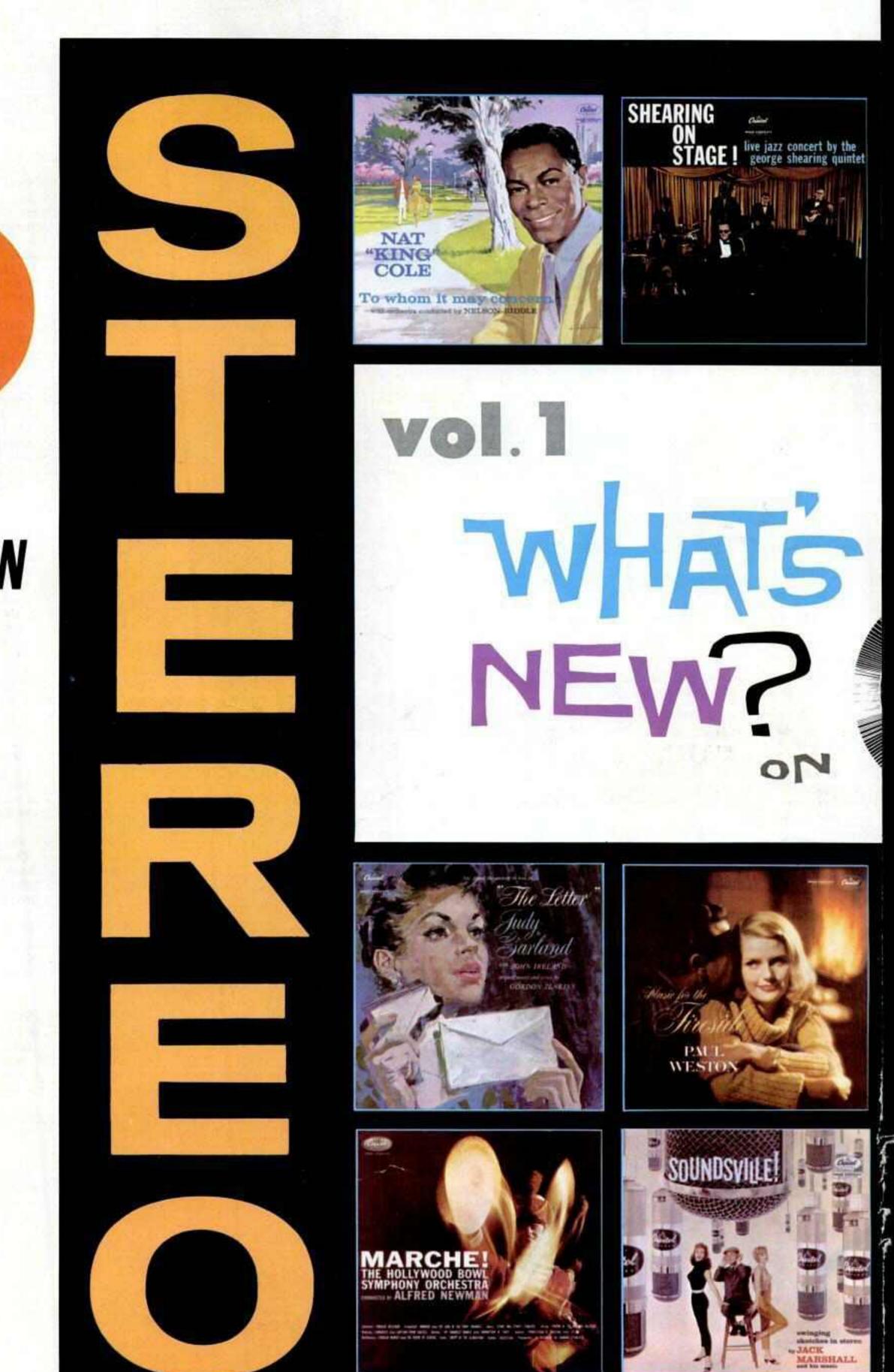
-there are many more tremendous promotional possibilities.

GET ON BOARD THE GRAVY TRAIN CALLED "WHAT'S NEW?"

On "What's New?" you get full discount *plus an extra 10%* — but that's not all: you'll *write your own profit ticket* on follow-up sales of the top-drawer albums introduced to your customers via "What's New?" for *months to come*.

Your Capitol representative can detail the opportunities that "What's New?" offers. If he hasn't called on you yet, *phone him* collect today.





WHAT'S NEW

PLENTY

Copyrighted ma



about." That's what record dealers all over the country tell us. For instance...

"Excellent sales resultsrecord buyers like to read AUDITION

cover to cover."

Milwaukee, Wisc.

Bay Music Center

AUDITION helps the store in buying merchandise. — Ray's Record Dept., Elmira, N. Y.

Many overseas importers just rave about Audition. — Cardinal Export Corp., New York 5, N.Y.

We are sure AUDITION is a trade stimulant. Olsen's Music & Book Center, Palatine, 111.

We give AUDITION away to our best customers. - Everetts Music Co., Washington, 1a

Our customers look forward to each new issue of AUDITION. — Pastonow Music Co., Rockville, Ind.

MUSIC

STEREOPHONIC DISKS

LISTED BY LABEL

POPULAR JAZZ CLASSICAL

LATEST STEREO NOTES

the only consumer buying guide that shows album covers in **FULL COLOR**

FEATURES TO HELP YOU SELL MORE LP's TO MORE CUSTOMERS

LISTINGS OF NEW ALBUM RELEASES POPULAR-CLASSICAL-JAZZ

LIST OF BEST SELLING ALBUMS CLASSICAL-POPULAR-JAZZ

AUDITION Billboard Bldg., Cincinnati 22, Ohio

I want to increase my profits from album sales. Enter my monthly order for AUDITION as follows:

					MY PROFIT	
N	0.	OF	COPIES	MY COST	(at 15c cover price)	
()	20	copies	\$2.00	\$1.00	
()	40	copies	\$3.60	\$2.40	
()	80	copies	\$6.40	\$5.60	
()	100	copies		\$7.50	
()	200	coples	\$12.00	9c on each copy	1
			No-POPER VIELD IN INVITE			

SIGNED_______STORE_______ADDRESS_______ CITY_____ZONE___STATE_____ Please include postal sone





MUSIC AS WRITTEN

By BOB ROLONTZ

BOB RUSSELL SWINGING

Writer Bob Russell, in New York these past few weeks, noted that he had already had 31 waxings of his standards and new tunes this year by both album and singles artists. Last year Russell pointed out, he had over 100 waxings of his standards and new songs cut by key album artists. This points up the importance these days to any pop writer of the growing album market, and as Russell stated he's not complaining at all about album a.&r. men cutting standards. Russell's latest single waxing was a Della Reese version on Jubilee of his hit of two decades ago "Time Was." He also has two sides in a forthcoming Roy Hamilton set on Epic called "Come Out Swinging" a title suggested by the cleffer.

BIG THREE MOVES

The Big Three this week will be ensconced in its new offices in the Loew's State Building in New York, the same building in which M-G-M Records is located. The Big Three is the last of the publishing firms to exit the Columbia Records Building at 51st and Seventh Avenue, where they have maintained offices for close to two decades. Prior to The Big Three, music veterans tell us, Irving Berlin Music was located at the Columbia Records Building in the days when Columbia Records was one of the handful of diskeries in the record business.

LITTLE BOPPER ARRIVES

Adriane Joy Richardson, wife of the late J. P. (Big Bopper) Richardson, gave birth to a son, Jay Perry, at Perreboune Hospital, Houma, La., April 28.

New York

Thrush Barbara Evans is now at the Stardust Hotel in Las Vegas. . . . Ray Meinberg, sales promotion manager of Colpix is flipping over the activity on warbler Jimmy Darren's disking of "Gidget." ... Mel Powell, Gunther Schuller and composer Ned Rorem had their new works premiered by the New York Chamber Symphony conducted by Arthur Lief at Town Hall on Sunday (3).... Singers Dotty Dunn and Don Hurdy joined the Signatures vocal group last week. . . . Margie Peterson and the Ja-Da Quartet played a week at the Chudiere Club in Quebec, Canada, last week.... Harry Belafonte started a four-weeker at the Riviera in Las Vegas this week (4). After this engagement the singer starts his national tour which starts at the San Francisco Opera House on June 17.

Buddi Satten will be featured on piano on the first album to be issued by Herb Wolf's new label, Panama Records.... Jazz pianist Paul Knopf opened at Birdland, New York, this week (4).... Thrush Carolyn King, wife of United Artists Records promotion man Al Rosenberg just returned from a singing tour of the New England States and is set for a return engagement at the China D'Or in New York. Also on the bill at the restaurant-club will be Mickey O'Malley and Ron and Joy Holiday. . . . Del Close and Thomas Aldredge, who were in the St. Louis company, are in the forthcoming musical "The Nervous Set," which opens at the Henry Miller Theater in New York on May 12.... Seeco Records has opened a branch of the label in Cuba, with Rogelio Martinez in charge.... Billy Ward and his Dominoes shattered their own record at the Golden Hotel in Las Vegas last week.

50 MORE JOIN LABEL PARADE

NEW YORK ---- Fifty new labels joined the label parade in the last few weeks. Here are the names and addresses of the newcomers:

Acousticon Records, care of Laurie Records, 1775 Broadway, New York; Anna Records, 5139 St. Antoine, Detroit; Artia Records, 600 Fifth Avenue, New York 20; ASI Records, care of Acousta-Sound Inc., 3131 Western Avenue, Seattle; Bergen Records, 110 Deren Pike, Little Ferry, N. J.; Buddha Records, Box 10522, St. Petersburg, Fla.; Cajam Records, 4469 Delmar, St. Louis; Carol Records, care of London Records, 539 West 25th Street, New York; Carthay Records, 1614 North Argyle Avenue, Hollywood 28: Circle Records, care of Tradewind Publishing Company, 1071/2 Super Street, Houston 11; Classic Editions, 719 Tenth Avenue, New York 19; Dude Records, 1150 Austin Highway, San Antonio; Empire Records, care of Bayou Record Productions, Box 6305, Shreveport, La.; Ermine Record Company, 1074 West Division Street, Chicago; Finch Record Company, 120-24 178th Street, Jamaica 34, N. Y.; Headline Records, 135 West 55th Street, New York; Jodi Records, 4103 Palisades Avenue, Union City, N. H.; Kelley Records, care of Coast Records, 2534 West Pico Bivd., Los Angeles 6; Key Records, 8213 Roanoke Avenue, Takoma Park, Md.; Kool Records, 8029 Gulf Freeway, Houston; Label Records, care of Masters Releasing, 30 East Tupper, Buffalo 3; Lad Records, 730 Fifth Avenue, New York; Lucky Seven Records, care of Bayou Record Productions. Box. 6305, Shreveport, La.; Maine Records, 729 Seventh Avenue, New York 19; MMC Records, Box 967, Madison 1, Wis.; Panorama Records, 250 West 57th Street, New York; Pat Records, 601 McDode Street, Bossier City, La.; Peak Records, care of Richloy Records, 208 North Broad Street, Philadelphia 2; Rakrik Records, care of Allied Artists, 1560 Broadway, New York 36; Rox Records, 11420 Babbitt Avenue, Granada Hills, Calif.; San Records, Bon Aqua, Tenn.; Shammy Records, 405 South 9th Street, Nashville; Sick Records, Box 1479, Honolulu 6; Skoop Records, Box 995, Nashville; Snag Records, care of Sanama Music, 142 West 8th Street, Jacksonville, Fla.; Southfield Records, care of Gene Parson Publications, 7023 Oxford Street, Oaklawn, Ill.; Speed Records, 229 W. Gray, Houston; Stylo Records, care of Dub International, 5024 Club Road, Little Rock, Ark.; Tagg Records, care of Wayne Neil, Box 281, Hamilton, Ala.; rudewind Records, 186 South Broadway, Lawrence, Mass.; Tropical Records, 1350 North Highland Avenue, 1350 North Highland Avenue, Hollywood 28; Troy Records, care of Jubiles Records, 1721 Broadway, New York 19; Trump Records, P. O. Box 167, Clovis, N. M.; Venture Records, care of Renown Records, P. O. Box 1674, Durham, N. C.; Versailles Records, care of Duke Niles, 1650 Broadway, New York: Vertigo Records, 727 North Kedzie Avenue, Chicago; X-Power Records, Box 192, Millville, Penn.; Wren Records, care of Ampar Distributors, 1501 Broadway, New York; Wynne Records, care of Star Satelite Records, 2407 South 10th Street, Philadelphia 48.

ON THE BEAT By REN GREVATT .

It's no secret that a large segment of the record business has vacated the big city areas. The hits can come from virtually anywhere today, including such a relatively remote area as Jackson, Miss. Down in Jackson, an amiable little guy named Johnny Vincent is swinging these days with the Ace label. But things have not always been so swinging for Vincent.

"I've always been hipped on the record business," says Vincent. "Down in Jackson I would make a record now and then at a small local studio. I mean it was small. They had one mike and one-tape machine that had only the seven and a half speed. No professional stuff at all. There was a piano player there, Huey Smith. Huey would play for the singers on the recording dates but he wanted to make a record himself. I didn't think he had a chance but we finally made one. It was called "Rockin' Pneumonia."

"At the time I was sort of operating out of my house and my pocket. Very little funds were available, if you know what I mean. We had our records pressed by Plastic products up in Memphis. They had a truck which would go out with the records. So I went up to Memphis and hitch-hiked a ride on that truck up to the MOA convention in Chicago. We kicked the record off up there and we did great with it after that.

"The next record Huey made was "Don't You Just Know It." We figured after one big hit the second would be a natural but all of a sudden we were sitting with 80,000 pressings in Memphis and man, I thought I was going to have to eat them. Finally Dick Clark got hold of the record and started playing it. That's what did it. He broke it for us. Then one of the big record companies that was always buying masters offered \$25,000 for it but we wanted to stay in the record business so we held on to it.

"Then we found another kid down in Jackson. That was Jimmy Clanton and he has really done a job for us and for himself. He's only 19 and he has already made his first picture, "Go, Johuny, Go" with Alan Freed. Now the picture companies are all after him. We've had good luck with our artists. Frankie Ford is doing well with "Sea Cruise," and both he and Jimmy have been signed by GAC for personal appearances.

"We've got no more than half a dozen artists now and we like it that way. I believe in turning out a few records that are good and commercial and in knocking myself out promoting them. You can't spread yourself too thin in this business or you wind up getting nothing off the ground. We also believe in trying to test a record for a reaction before we bring it out.

"New Orleans is a red hot record town. Down there they talk records 24 hours a day. I have an interest in a couple of distributorships there-Records Sales and United Records. We test thru them and we find it's a great help. If the record gets a reaction in New Orleans, it's probably going to move well all over, we find.

Sandy Baron, the actor, has cut a record for Okeh under the name The Rock 'n' Roll Schoolteacher. . . . Phil Moore is conducting and arranging a new M-G-M album for the Natale Fields Trio. ... Artie Valando of Sunbeam Records returned to New York last week after a West Coast trip. . . . Paul Wittgenstein, the one-armed Austrian pianist, is coming out of retirement to cut an album of classical music for Boston Records of that city... Tamiment Country Club, in the Pocono Mountains of Pennsylvania, will host Duke Ellington Jazz Festival on Friday and Saturday evenings, June 26 and 27. Marshal Stearns will direct the concerts, and all the members of Ellington's band and the Duke will May Issue

Roulette Bids Nat Tarnopol To A.&R. Slot

NEW YORK - Nat Tarnopol, who manages Brunswick artist Jackie Wilson, has joined Roulette's artist and repertoire staff department. He will handle a group of Roulette artists and function utors, New Orleans; Record Merbasically in the singles department, aitho he will also cut albums with any artists he develops himself.

Tarnopol, who has moved from Detroit to Roulette's New York headquarters, will continue to manage and record Wilson, but otherwise he will work exclusively for Roulette, under a.&r. head Joe Reisman,

cord Frankie Lymon, Pearl Bailey, He succeeds Bob Reisdorff, who with the London Philharmonic, Johnnie Strickland, Tiny Tim and will continue his association with Dorati with the Philharmonica the Hits, the Techniques, and C.&C. but will devote his full time Hungarica, Howard Hanson and Patti and Margie. Meanwhile, the to Dolton Records. Sharon Shaffer, the Eastman-Rochester Orchestra, exec is looking for material and Reisdorff's assistant, transfers to and Frederick Fennell with the new artists.

Request Ups Production

NEW YORK --- Request Records has stepped up its production of both stereophonic and monaural disks. And the firm has appointed a flock of new distributors. These new jobbers are: Advance Distrib- two-track versions include the utors, Chicago; R. & D. Distribchandising, Los Angeles; Juan Martinez Vea, San Juan, Puerto sey Lewis Trio. Rico.

Choate to C.&C. Seattle loats, Lou Stein, Jan Marek, the mer manager of Decca's Northwest and Pierre Chalet and his ork.

At Roulette, Tarnopol will re- firm's sales and promotion staff. by Paray and Detroit, Antal Dorati Choate's department.

Paray Album **Tops Merc's**

CHICAGO --- Thirty-three monaural and stereo items are in a May 1 release announced by Mercury Records.

A feature of the release is a performance of Schumann's Symphony No. 1 ("Spring") by Paul Paray and the Detroit Symphony Orchestra. This completes the cycle of Schumann's four symphonies in Paray diskings. It is appearing in stereo and mono.

Popular packages in one-and-Gene Rogers Trio. Frank D'Rone, Sister Rosetta Tharpe, Pete Rugolo's ork, Julian (Cannonball) Adderly, Terry Gibbs and the Ram-

Former mono releases now coming in stereo feature Sarah Vaughan, Patti Page, the Harmon-SEATTLE--Lew Choate, for- Vienna Light Opera Ork, Jon Hall

branch, has joined C.&C. Distribut-| Classical items, previously availing Company here as head of the able in mono, include three disks Eastman Wind Ensemble.

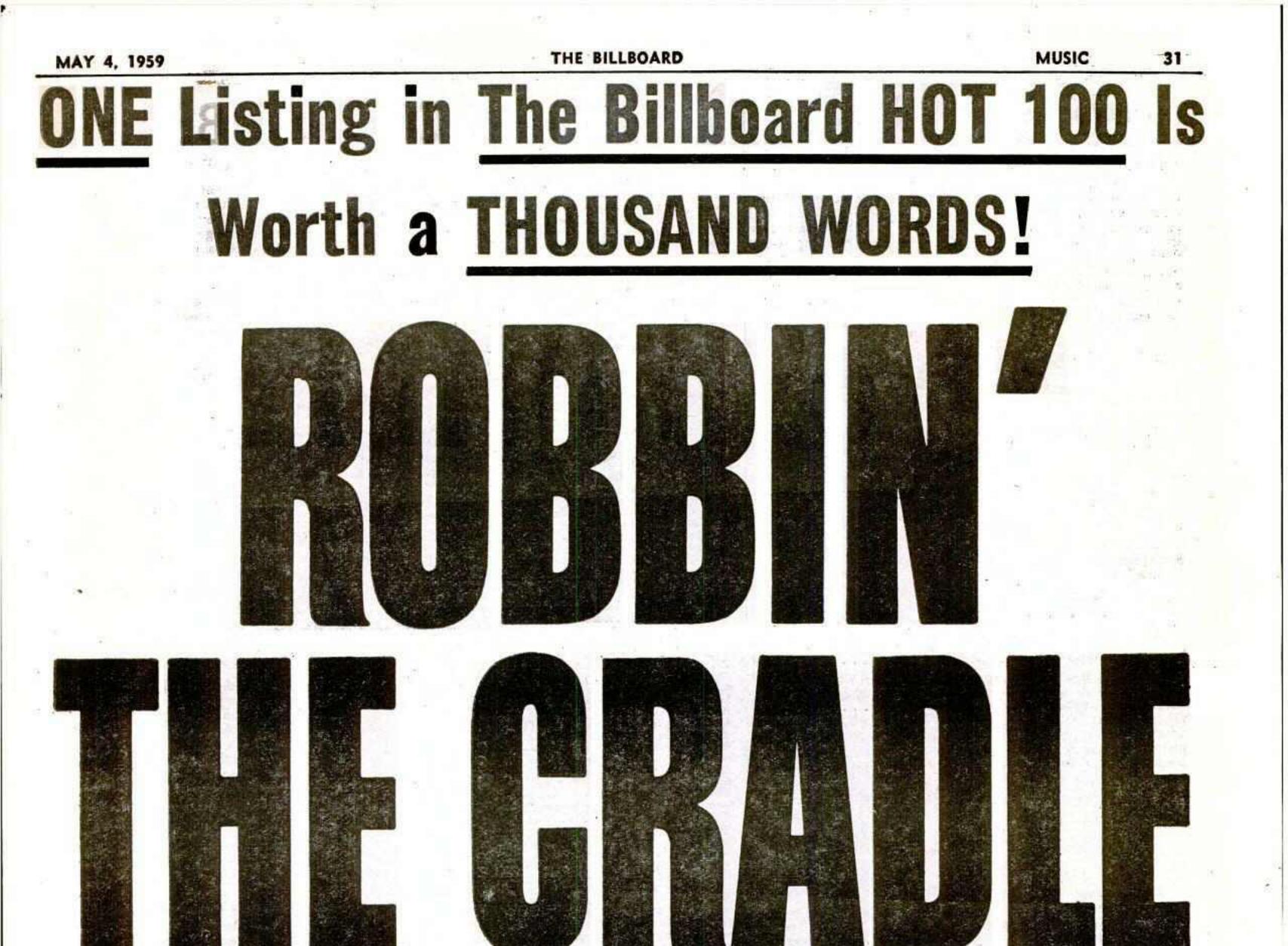
"On albums, we're going very slowly. We've got one by Jimmy Clanton on the songs he does in his picture. And we have one coming up by Huey Smith. But we'll come out with them one at a time. And we'll operate the album program just the way we do with singles. A few releases only. Make sure it's a good product and work hard to put it over. Forget the deals. You never need deals to sell a good product. Pretty soon, we'll be coming out with our first girl singer. We're calling her Miss Ace, after our label. Her real name is Carol Lamb. You'll be hearing about her and I hope you'll be hearing about Ace, too. We intend to keep swinging, man."

The disk scene appears to be turning back to what has been called the "apparel" kick. A year or so ago, "Short Shorts" started a surge in this direction. Then after a considerable dormant spell, Dodie Stevens came up with a smash hit in "Pink Shoelaces." Just last week three additional disks of this category were noted by The Billboard reviewing staff.

Tony Butala, on the Epic label, had a story about "Long Black Stockings," a rather intriguing title which discussed among other things, the garb of a teen-aged cutie as she "wiggled" her way down to the corner drugstore. On King records, an effort by Trini Lopez, called "Here Comes Sally," was noted. This song was all about the "girl who wears tight slacks." Finally, Gordon Young, a new artist on Felsted, turned in a side with the title, "Fills Her Skirt." In this, Young discussed "the ways she rolls her eyes and fills her skirt." There's no telling what we can expect next but it appears that the cleffers may have tapped an interesting new vein of song material.

Record hops, long part of the life blood of this single record business of ours, apparently are bigger and better than ever. Tom Clay of WJBK, Detriot, may be the holder of a new record with a turnout of more than 6,300 teen-agers in a recent hop in the Motor City. In attendance were Al Martino and such groups as the Impalas, the Royaltones, the Imperials and the Intruders. Detroit's Miss Teen Queen was crowned by Governor G. Mennen Williams. National Foundation for Cystic Fibrosis was the beneficiary of the affair. National Teen Clubs was the promoter of the event.

Brook Benton, not content to make hit disks himself, is also a cleffer, as is the case, of course, with many artists in the country and r.&b. fields. Benton's latest, for Larry Scher on Mercury, is titled, "I'll Meet You After Church Next Sunday." ... Carlton's newest find, Gary Stites, drew 1,100 pieces of mail, after a recent performance on the Rate the Records Show on WNTA, New York. According to the Carlton people, 339 Gary Stites fan clubs are now in operation.... Berklee School of Music in Boston, has released another of it's "Jazz in the Classroom" series. Current edition is Volume 2, with a third reported on the way.





BY

NRC 023













BEST SELLING LP'S

FOR SURVEY WEEK ENDING APRIL 25

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	or Char
1.	Gigi Sound Track, M-G-M E 3461 ST	2	44
2.	Peter Gunn Henry Mancini, RCA Victor LPM 1956	1	13
3.	From the "Hungry i"	3	12
4.	77 Sunset Strip	6	3
5.	Have Twangy Guitar, Will Travel Duane Eddy, Jamie JLP 3000	5	14
6.	Come Dance With Me	4	12
7.	Still More Sing Along With Mitch Mitch Miller, Columbia CL 1283	8	7



8.	Exotica, Vol. 1	-	1
9.	The Kingston Trio	13	24
10.	My Fair Lady Original Cast, Columbia OL 5090	10	161
11.	The Buddy Holly Story Coral CRL 57279	14	2
12.	Open Fire, Two Guitars	7	13
13.	South Pacific	9	58
14.	Flower Drum Song Original Cast, Columbia OL 5350	12	17
15.	Film Encores	18	78
16.	Near You	11	11
17.	The Music Man	16	62
18.	Sing Along With Mitch	15	43
19.	Inside Shelly Berman	20	2
20.	Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	22	53
21.	Billy Vaughn Plays Dot DLP 3156		1
22.	Continental Encores	-	1
23.	For LP Fans Only	24	6
24.	Tchaikovsky: 1812 Overture Minneapolis Symphony Orch., (Dorati) Mercury MG 50054		3
25.	Ahmad Jamal Argo LP 636		9
The o	chart listings include both monophonic and stereop	honic	sales.

Here's a set that seems certain to figure highly among the several recent recordings of the Gershwin classic. Vocals by Ella Fitzgerald and Louis Armstrong are just about perfect, especially Miss Fitzgerald's sensitive reading of "Summertime." Russ Garcia's tasteful ork settings eapture to fullest extent the brilliance of the wonderful score. His overture serves as a fine introduction to the set. The package is handsomely bound with an attractive cover. Liner notes are interesting and readable. Top potential.



SOME LIKE IT HOT!

Marilyn Monroe-United Artists UAE 10005

Pop EP Albums

Miss Monroe is heard on three tunes that she warbles in her current pic. The title tune is also added to fill out the EP. She thrushes the tunes in sexy fashion with a fine ork assist. It's an excellent programming item, and with the reviews the film has gotten, it should prove a brisk seller.



----Jazz Albums-----

BASIE ONE MORE TIME

Count Basie Ork-Roulette R 52024

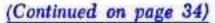
Here's a new Basie album that should make Basie fans jump for joy. Every tune and every arrangement breathes a fresh, new unhackneyed Basi and band, retaining the swing and drive of the Basie crew but with a more subtle feel than before. The tunes include both new tunes and oldies by Jones including "For Lena and Lennie," "Rat Race," "Quince," "The Big Walk" and "Muttnick." The recording is excellent, too.

---- Jazz Special Merit Albums -----

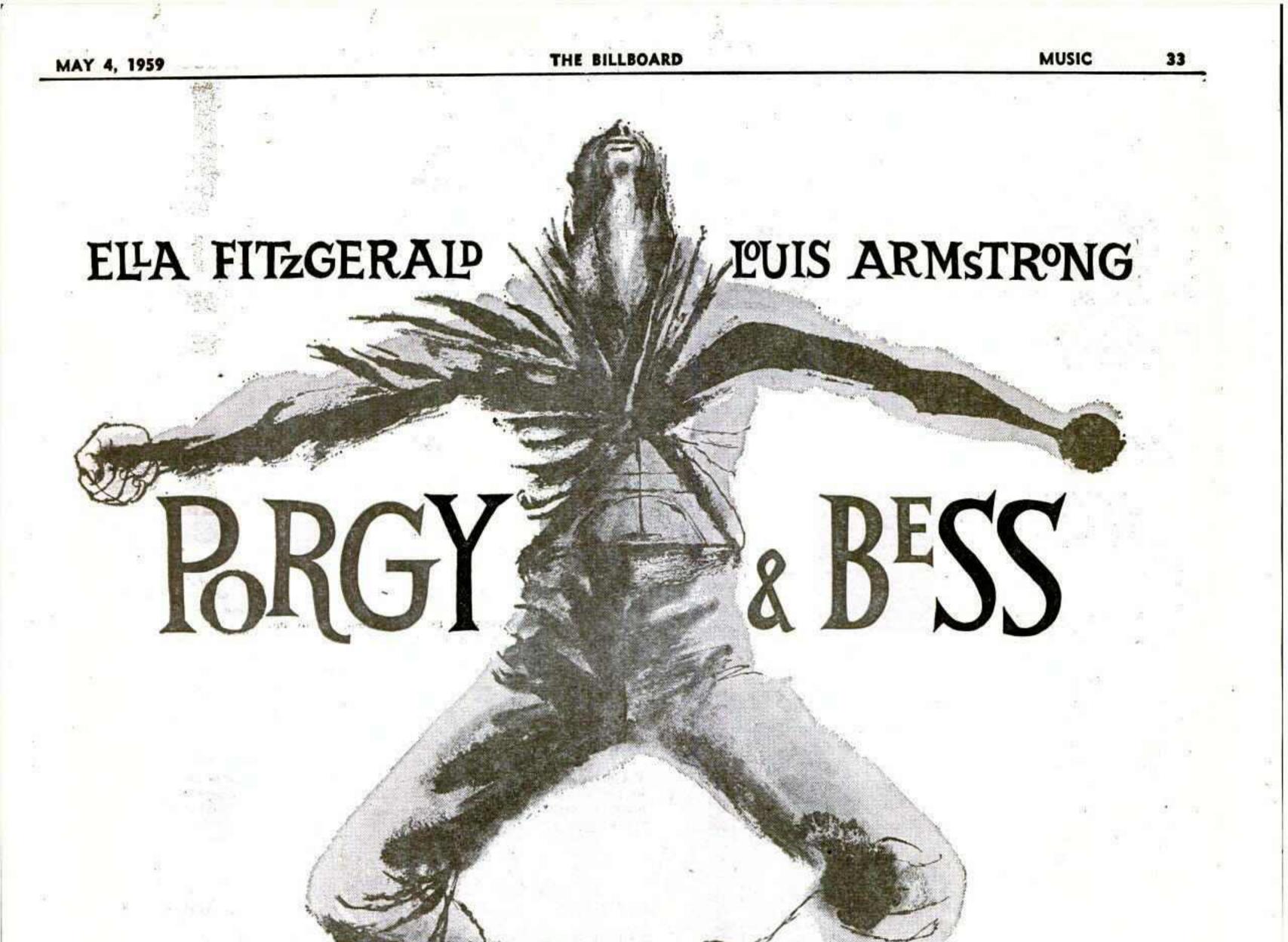
DIZ 'N' BIRD IN CONCERT

Dizzy Gillespie & Charlie Parker-Roost LP 2234

For collectors and buffs, in general, this set should be of interest. The two who contributed so much to modern jazz are heard in a collection of sides during the late 1940's and early 1950's. Parker's great tone and some of Gillespie's best writing are featured. Sound is more than adequate. "A Night in Tunisia," "Groovin' High" and "School Days" are included.







THE MAGNIFICENT PERFORMANCE BY ELLA FITZGERALD AND LOUIS ARMSTRONG WITH MUSICAL BACKGROUND BY RUSSELL GARCIA IS A POWERFUL BLENDING OF MUSICAL GENIUS AND SOULFUL INTERPRETATION. THIS RENDITION OF THE GREAT AMERICAN FOLK OPERA BY GEORGE AND IRA GERSHWIN AND DUBOSE HEYWARD PROVIDES AN EMOTIONAL EXCITEMENT YOU WILL WANT TO EXPERIENCE OVER AND OVER THROUGHOUT THE YEARS. DISC JOCKEYS!... Send for your special

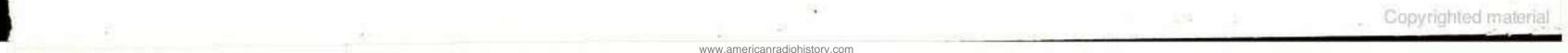
Two Long-Playing Records with Elegant Illustrated Book in Golden Byzantine Mosaic Album Cover

> MONAURAL STEREO MG V-4011-2 MGVS-6040-2



451 N. CANON DRIVE, BEVERLY HILLS, CALIF.

DJ copy of Porgy & Bess!



• Review Spotlight on Albums ...

Continued from page 32

-----Classical Albums---

MELODY

The Capitol Symphony Orch. (Dragon)-Capitol SP 8476

STEREO & MONAURAL

The sure-fire sales appeal of Carmen Dragon's name makes this package a potent item. As the title indicates, the album spotlights lush instrumental symphonic arrangements of highly melodic standards—"Liebestraum," "Beautiful Dreamer," "Theme From the New World Symphony," etc.

RAVEL: BOLERO, LA VALSE, PAVANE OUR UNE INFANTE DUFUNTE

Pittsburgh Symphony Orch. (Steinberg)-Capitol SP 8475

STEREO & MONAURAL

These are perhaps Ravel's most popular and most recorded works, but the Steinberg Approach lends new vigor and warmth. The "Bolero" is interpreted with mounting tension to the brilliant climax. The lovely "La Valse" is briskly and brightly presented, and the haunting "Pavane" is performed with poignance and grace. Excellent sound and fine cover painting are additional lures.

PROKOFIEV: PETER & THE WOLF; HAYDN: TOY SYMPHONY

Peter Ustinov, Narrator With the Philharmonica Orch. (Von Karajan)—Angel 35638

STEREO & MONAURAL

Excellent narration by well-known Broadway actor-playwright Ustinov and fine musical performances make this package a strong sales item. There are many other versions of the charming Prokofiev work available, but this one has sufficient appeal to attract sizable sales. Delightful cover.



	Billböa	rd BE	ST SE	LLERS	
			R	H	R
N.				Y	Y

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddle Records. This week's chart is:

BEST-SELLING EP'S

POSITION	TITLE ARTIST, COMPANY, RECORD NUMBER
O PETER	GUNN
2 RICKY	SINGS AGAIN
3 THE F	ABULOUS JOHNNY CASH
(THE E	VERLY BROTHERS' BEST Cadence CEP 111
5 STILL	MORE SING ALONG WITH MITCH Mitch Miller, Columbia EPV 12831
6 HYMN	S
D JAILH	DUSE ROCK
8 KING	CREOLE, VOL. 1
9 KING	CREOLE, VOL. 2 Elvis Pressley, RCA Victor EPA 4321
1 HANK	WILLIAMS SINGS

34

BRAHMS: SONATAS FOR VIOLA & PIANO William Primrose Viola & Budolph Firky

William Primrose, Viola, & Rudolph Firkusny, Piano -Capitol P 8478

The Brahms sonatas written originally for clarinet and piano, were also designated by the composer for viola and piano as well. This recording, featuring William Primrose on viola and Rudolph Firkusny on piano, indicates that the two sonatas are as lovely when played on viola as on clarinet. The performances are excellent and the recording is fine, too.

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

LENNIE HAYTON INTRODUCES THE SCANDINAVIAN SUITE NO. 1 COMPOSED BY GENE DI NOVI Roulette R 25065

The programmatic sketches are scored for strings, reed choir, piano and percussion. It's romantic in feeling with some jazz overtones. The melodic work is descriptive, musically, of various scenes and moods of the city of Stockholm and of that city during various seasons. Prime appeal will be to modern devotees, but the serious and competent work can create general interest. It's certainly worthy of exposure and consideration.

-- Solo Instrumental Albums ------

BEETHOVEN: PIANO SONATAS Myra Hess, Piano—Angel 35705

In the E Major Op. 109 and the A Flat Major Op. 110 sonatas, the grand dame of the piano world demonstrates once again that there are few who can compete with her energetic command of Beethoven's brisker passages. Both works have been recorded frequently, and there is much competition from pianists of various schools. However, Dame Myra's large personal following will help disk move.

-- Spoken Word EP Albums -----

ORSON WELLES IN THE COURT ROOM SCENE FROM COMPULSION 20th Fox FEP 101

Orson Welles reads the moving, dramatic court-room speech delivered by the famous criminal lawyer Clarence Darrow in defense of the young murderers Leopold and Loeb. It's a brilliant tour-de-force for Welles and should provide an exciting model for young thespian students. Also should appeal to movie fans. An interesting off-beat package which should be a sales sleeper in its specialized market.





<section-header><section-header>

CUDDLE UP A LITTLE CLOSER, RCA Victor LSP 1914. Photographer Eleanor Browning sums up perfectly the title of album by Reg Owen with precious shot of mama Basset hound and her sadeyed litter.

SALLES DILLBONRO

Best Selling Pop EP's

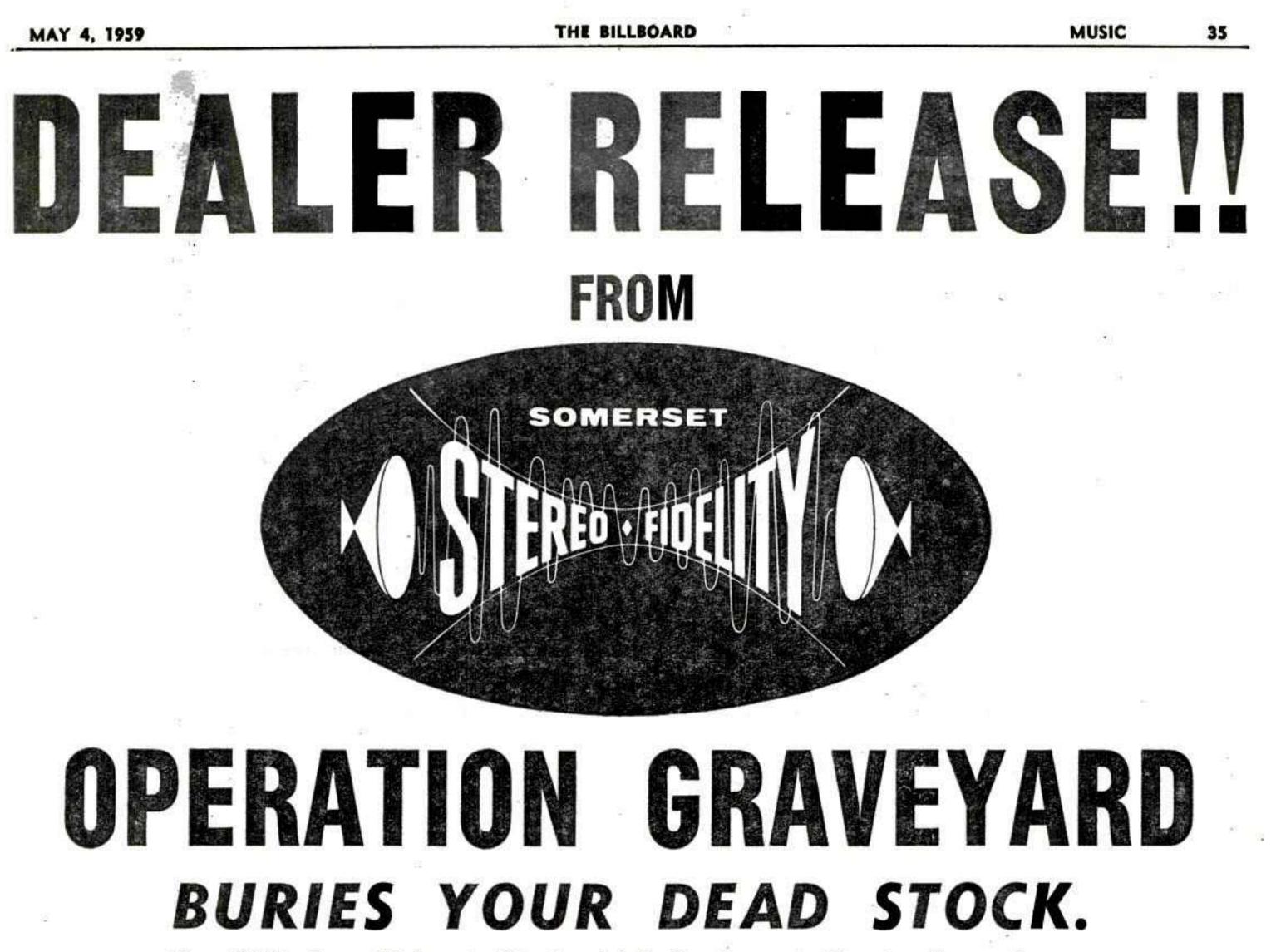
FOR SURVEY WEEK ENDING APRIL 25

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.

 PETER GUNN-Henry Mancini......RCA Victor EPA 4333
 NEARER THE CROSS-Tennessee Ernie Ford......Capitol EAP 1-1005
 SPIRITUALS-Tennessee Ernie Ford.....Capitol EAP 1-818
 THE FABULOUS JOHNNY CASH.....Columbia EPB 12532
 ELVIS SAILS-Elvis Presley.....RCA Victor EPA 4325
 KING CREOLE, VOL. 1-Elvis Presley..RCA Victor EPA 4319
 RICKY SINGS AGAIN-Ricky Nelson....Imperial EP 159
 DETOUR-Duane Eddy......Jamie JEP 301
 JOHNNY MATHIS.....Columbia EPB 8871
 THE LONELY ONE-Duane Eddy......Jamie JEP 100

HEILLBOARD H





Stereo Fidelity, the world's largest selling stereo label, offers the greatest inventory cleanup plan ever devised to help dealers get rid of their dead L.P.'s. Effective to May 15, 1959, with the purchase of any 100 Stereo Fidelity L.P.'s . . . you may return for unit exchange 25 12" (only 12") L.P.'s of any label in any price category as long as it is a 12" L.P. in a jacket

TURN YOUR 'STIFFS" INTO FRESH FAST-MOVING STEREO STOCK.

CALL YOUR NEAREST "OPERATION GRAVEYARD" UNDERTAKER

EASTERN DISTRIBUTORS

Action Sales 452 W. 46th Street New York, N. Y.

Allen Dist. 3409 W. Leigh Street Richmond, Va.

Associated Records 76 Tolland Street E. Hartford, Conn.

Astor Records, Inc. 1901 5th Avenue Pittsburgh, Penna.

Chips Dist. 1415 N. Broad Street Philadelphia, Pa.

Cosnat Dist. Corp. 1233 W. 9th Street Cleveland, Ohio

Cosnat Dist. Corp. 415 Halsey Street Newark, N. J.

General Dist. 2329 Penna Avenue Baltimore, Md. Mangold Dist. Co. 2212 W. Morehead Street Charlotte, N. C.

Onondaga Supply Co. 344 W. Genessee Street Syracuse, N. Y.

Pan American Dist. Corp. 3401 N.W. 36th Street Miami, Fla.

Pan American Dist. Corp. 90 Riverside Avenue Jacksonville, Fla.

Records, Inc. 790 Commonwealth Avenue Boston, Mass.

Record Sales Corp. 1070 Union Avenue Memphis, Tenn.

Record Sales, Inc. 640 Baronne Street New Orleans, La.

Leonard Smith Co. 30 N. 3rd Street Albany, N. Y.

Southland Dist. 1235 Techwood Drive, N.W. Atlanta, Ga.

MIDWEST DISTRIBUTORS

Commercial Music Co. 2338 Olive Street St. Louis, Mo.

Heilicher Bros. 119 N. 9th Street Minneapolis, Minn.

Jay-Kay Dist. Co. 3725 Woodward Avenue Detroit, Mich.

James H. Martin, Inc. 1341 S. Michigan Avenue Chicago, Ill.

WESTERN DISTRIBUTORS

Associated Sales, Ltd. 806 Kapiolani Bouvelard Honolulu 13, Hawaii

Big State Dist. 1550 Edison Street Dallas, Tex.

Calmar Dist. Co. 18 N.E. 48th Street Oklahoma City, Okla. Central Record Sales 2100 W. Washington Bouvelard Los Angeles, Cal.

Central Sales Co. 1108 W. Dallas Street Houston, Tex.

Chatton Dist. Co. 2517 San Pablo Avenue Oakland, Cal.

Great Western Record Dist. 1364 S. 2nd Street Salt Lake City, Utah

M. B. Krupp 309 S. Santa Fe El Paso, Tex.

M. B. Krupp 1919 N. 16th Stree Phoenix, Ariz.

Santone Sales Co. 412 S. Main Street San Antonio, Tex.

Walter Slagle & Co. 725 Broadway Denver, Colo.

Stanley Dist. 235 Westlake, North Seattle, Wash.



Nationally advertised to send YOU customers—not mail orders to the factory.



That's just about \$3,000 worth of sales for every retail record store in the U.S. and, incidentally, a mighty good reason why it pays dealers to stock the records featured by these labels in their HIGH FIDELITY advertising.

the Strange SIR THOMAS

Dealers Agree That ADVERTISING IN HIGH FIDELITY MAGAZINE HELPS THEM SELL MORE RECORDS!

In a recent personal-interview survey (July, 1958) conducted among record stores, 58.9% of the dealers said that their customers actually mentioned and referred to consumer magazine advertising in making purchases . . . and dealers chose HIGH FIDELITY advertising by 8 to 1 over the next magazine in the field for doing the best job of influencing their customers to buy records!

"HIGH FIDELITY renders a service of incomparable value . . ." says one record buyer (an owner of over 2,000 LP's).

HIGH FIDELITY'S reader files contain scores of unsolicited letters that point up, over and over again, its unmatched consumer recordbuying influence. Like the reader quoted above, many rely solely on HIGH FIDELITY for their guidance in making record purchases. Here are just a few additional quotes taken directly from reader letters: . . . "a wonderful magazine for a person building a record library" . . . "best all-around publication of its kind on the market" ... "provides excellent guidance in the most advantageous purchase of records and components" . . . and many, many more . . . all emphasizing the kind of a pre-selling job manufacturers are doing when they advertise regularly in HIGH FIDELITY.



fidelity

the same with the



Want details! Write today to: Dealer Services Division, HIGH FIDELITY Magazine, Great Barrington, Mass.

THE MAGAZINE FOR MUSIC LISTENERS

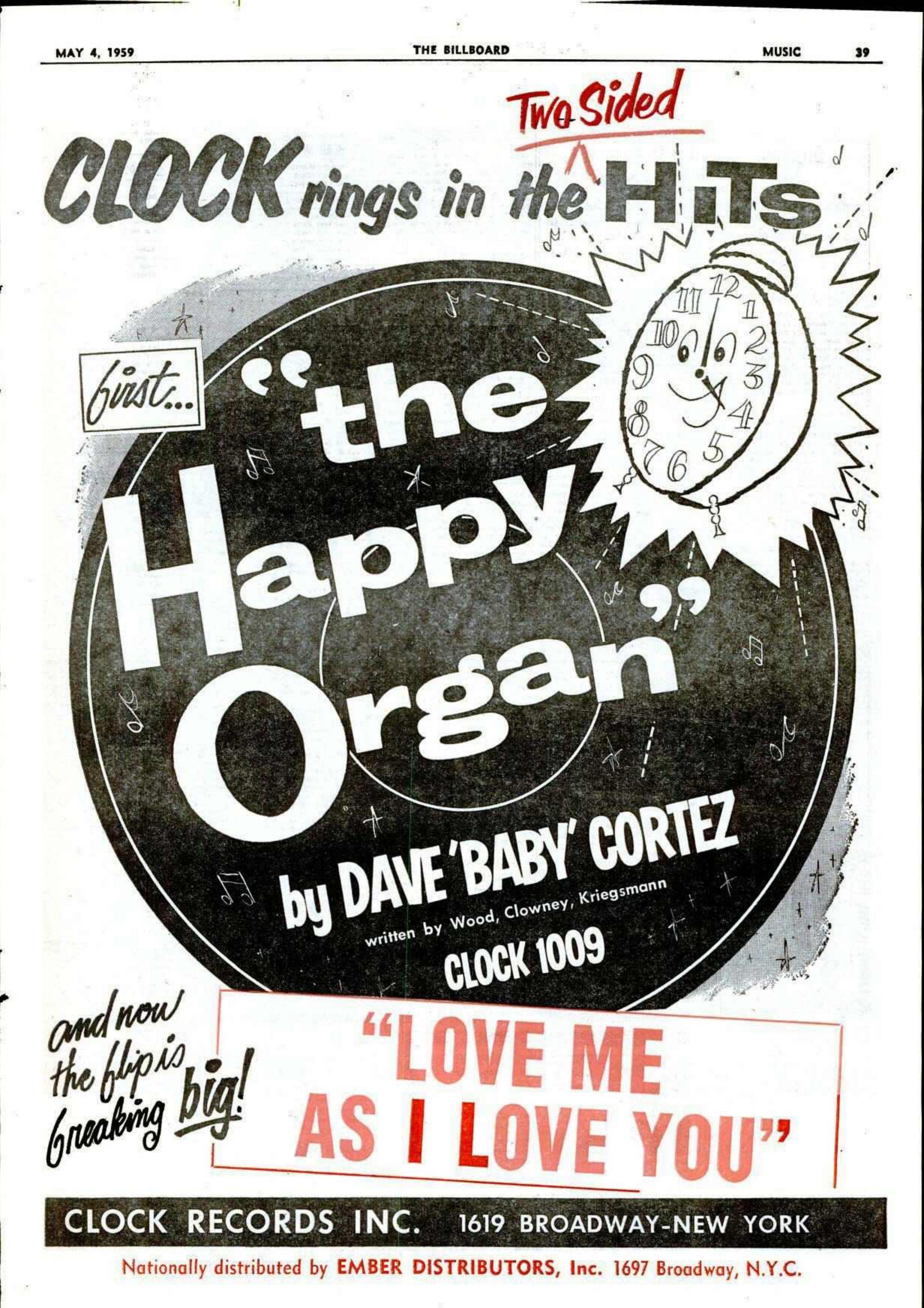
Great Barrington, Mass., with branch offices at New York . Chicago . Los Angeles

Published by Audiocom, Inc., a Subsidiary of The Billboard

38	The Billboard's Music Pop	oularity Charts PACK	AGED RECORDS	MAY 4, 1959
• Reviews and k	Ratings of		for practically all. Some are not unlike the	the tunes that made Al Joison, Eddie Can- tor, Eddie Leonard, Bert Williams, Lou Dockstader, Honeyboy Evans, Edwin
New Popular A	Ibums	*** WELCOME MATT DENNIS Arranged & Conducted by Sy Oliver. Jublice SDJLP 1105	lead against the support of the group.	Christy, George Primrose and himself, fa- mous. Jessel sings "Dixie," "In the Good Old Summertime," "My Mother's Eyes," and "Roll Those Roly Poly Eyes" in the style affected by the minstrel men up to
		STEREO & MONAURAL	POPULAR **	the late 1920's. For nostalgic rack buyers,
Interation designed as a second se	AGE RATING CATEGORIES	Dennis' distinctive style with fine ork support from Sy Oliver's ork is used to listenable effect on a fine group of stand-	** THAT WONDERFUL MUSICAL	LOW-PRICE POPULAR ***
	in which it is classified)	ards. He has a smart sound that is per- fectly highlighted by the good arrange-	Stere-O-Craft RCS 508	*** EUGENIE BAIRD SINGS
SPOTLIGHT-Sure-Fire Merchandise-	★★★—Good Potential—Will Sell	ments. It's an excellent programming set. His fans will go for this. Selections in- clude the album title tune, a Dennis origi-		TON" Design \$8 32
Top Demand	** — Moderate Potential — Sal- able Qualities	nal, "You'rd Be So Nice to Come Home to" and "Cheek to Cheek." Good prospects.	that has been doing well in night clubs over the past two years, bring their happy style	
tential — Essential Inventory	★—For dealers who stock all merchandise.	*** TAMMY GRIMES Off Broadway OB 401 Tammy Grimes has an intriguing selec- tion of tunes which were recorded during	66" "On a Slow Bost to China." and	Veteran band canary Engenie Baird pro- vides some pretty piping on a group of nostalgic items penned (or associated with) by Duke Ellington, Backing spotlights Ty-
POPULAR ****	**** A-ONE, A-TWO THIS IS LAWRENCE WELK	a recent stint at Julius Monk's Down- stairs. She's bright and brassy on the nov- elties and warm and winning on the bal-	"Blue Skies." Stereo la excellent.	with Mercer Ellington as conductor-arranger, Solid item for low-priced field,
**** JUST A DREAM Jimmy Clanton. Ace 1001 Clanton has a big following in the pop	(2-12") Coral CX 3 This two-record set of the Welk aggre- gation showcases the band as a whole,	lads. Backing by planists Stan Keen and Carl Norman is excellent. The smart, taste- ful set is worthy of exposure. Lovely	Carlo Savina Ork, RCA Victor LSP	BAND **
singles field, and this LP spotlights the dreamy, rockaballad style which made him	then, is the complete Welk, just about as		STEREO & MONAURAL	** GERMAN BAND CONCERT Dana DILP 8014
a teen-age favorite. In addition to the title tune-his big hit single-the lad warbles four songs from his forthcoming Alan Freed movie, "Go, Johnny, Go" in which he plays the title role. A strong package for the rock and roll set.	such numbers as Moritat," "The Poor People of Paris," "Liechtensteiner Polka," and there are specialties by Alice Lon,	*** HONKY TONK PIANO Moe Wechsler. Roulette R 25069 With the assistance of banjo, bass and drums, Moe Wechsler makes things jump with lively renditions of a group of old	piece but that second channel adds much	This set is part of Dana Record's new international series and it features the Great Entertainment Ork and the Great Symphony
**** MEYER DAVIS PLAYS "RED- HEAD" FOR DANCING RCA Victor LPM 2039 Excellent program of dancing music from	**** BILLY DANIELS AT THE STARDUST, LAS VEGAS MGM E 3762	"How Dry I Am" and "Sweet Adeline." Some more recent favorites also get the treatment, including "Heartaches," "I Ain't Got Nobody," "Japanese Sandman", and	** THE GIRL IS YOU, THE BOY IS ME Carlo Savina Ork, BCAVictor LSP	LOW-PRICE CHILDREN'S ****
the Broadway show "Redhead." The mu- sic moves beautifully in the famous society	STEREO & MONAURAL	"Maple Leaf Rag." Honky tonk fans should like Wechsler's technique.		**** WESTERN PLAYHOUSE Featuring Bob Wilson. Lion L 70103
ork leader's popular dance tempo. Altho the individual tunes are not extremely not- able, the score is fresh and melodic. Bouncy versions of "Just for Once," "I Feel Merely Marvelous" and "The Uncle Sam Rag." Attractive cover of Gwen Verdon in scene from the show. Artist has strong appeal. Prime sales potential.	One of the great club entertainers of our time, Bill Daniels has so much person- ality that only a limited amount can be projected via disk. It's enough, however, to convincingly sell such emotional numbers as "Tenderly," "Begin the Beguine," "Temptation" and "Star Dust." The al- bum was recorded at the Stardust in Las	Coral CRL 57260 A broad range of material, with Hooper singing the vocals, Material includes Hoop- er's hit,"Oh Happy Day, plus such di- verse pieces as the novelty, "Minnie the	A package of romantic ballady all in	Here's a salable low-priced package for kids, featuring pleasant, authoritative nar- ration by Bob Wilson and enuberant west- ern-styled warbling by Carter Farriss and Len Stokes, Stories spottight Wyatt Earp, Bat Masterson, Daniel Boone, Davey Crock- ett, Kit Carson, Jim Bowie, and Wild Bill Hickok.
**** THE PLAMATES CUTTIN' CAPERS	for those who like realism.	Mermaid," "With a Liftle Bit of Luck," "The 4th 'R' " (Religion), etc. Good sound.	** HOLIDAY FOR HARP The Daphne Heliman Quartet. Columbia	DOCUMENTARY *
Roulette R 25068 The Playmates devote themselves to a wholly original set of 11 numbers (not a standard among them, praise be) and some	POPULAR ***	*** SAY IT WITH FLOWERS Ronald Binge Ork. RCA Victor LSP 1890 & LPM 1890	HL 7167 Diverse program of standards, popular tunes and folk songs in a swingin' style display versatility of the harp as a popular	* THE SOUNDS OF CAMP Folkways FX 6105
are clever indeed. These all are of the special material, night club type of song		STEREO & MONAURAL	music instrument. Backed nicely by the Daphne Helman Quartet, thru the fine ar-	FOLK ***
which the boys have written for their act. The general novelty approach is not unlike	This package spotlights the haunting film	Delightful disk of many moods with a program chosen for the names of flowers	rangements of Jimmy Stutts, the harpist swings brightly thru such varied tunes as	



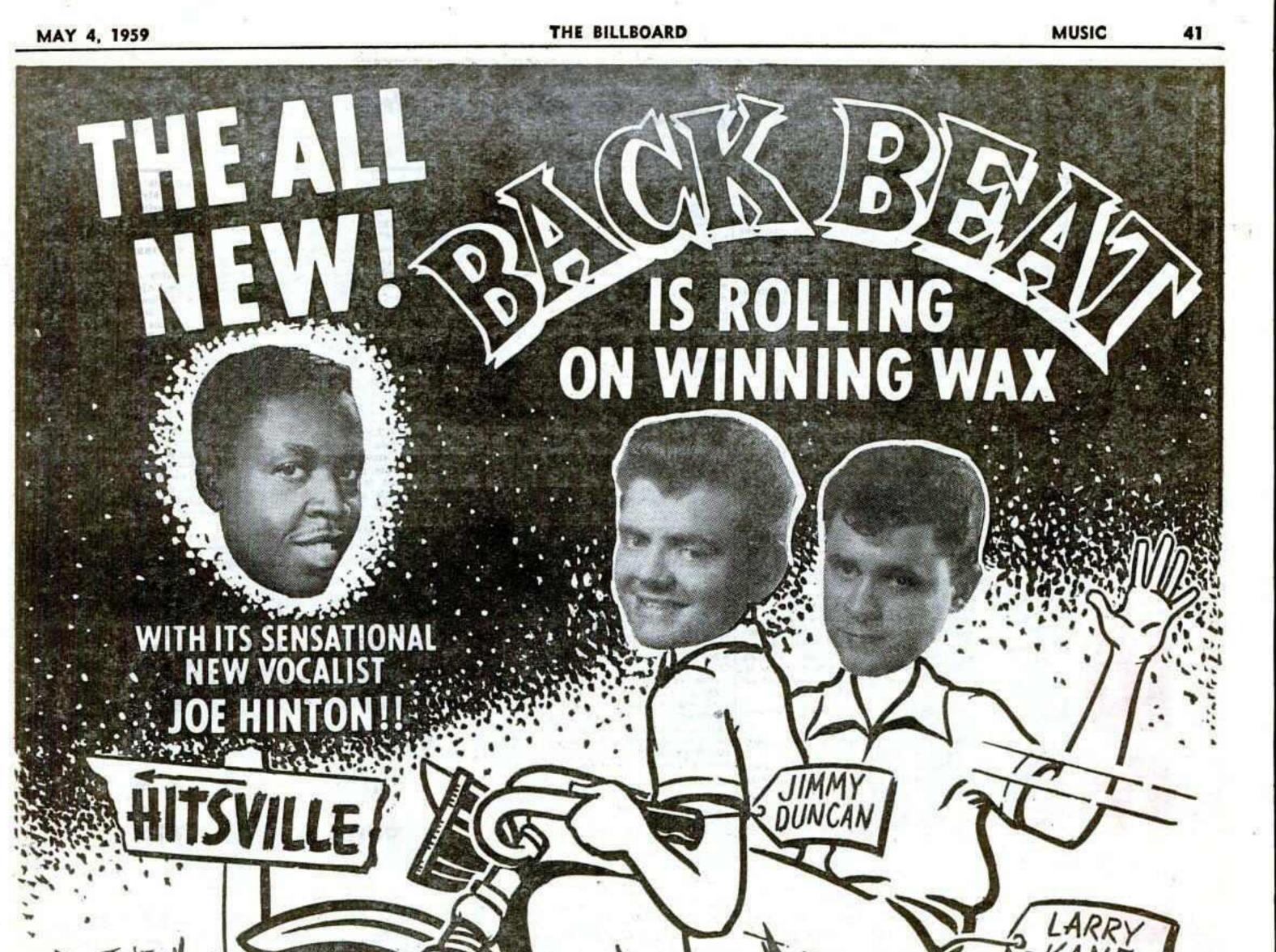






ON WARWICK





ENERTHANK The a Pledge To all Our Friends in the Industry: although we may not be able to give you a "smash" each time, we do promise to record the very best talent and material possible, and give the In other words, we'll always be trying to make each release count !!! Many Thanks For Your Help: very best of ourselves. Jimmy Duncan and Larry Kane AER and PROMOTION BACK BEAT RECORDS INC. 5208 Wylie · Houston 26, Texas · Phone: OR. 3-1225

One in a Series of Industry Personality Statements



TOM EDWARDS - Disk Jockey, WERE, Cleveland, Ohio; M. C. of Landmark

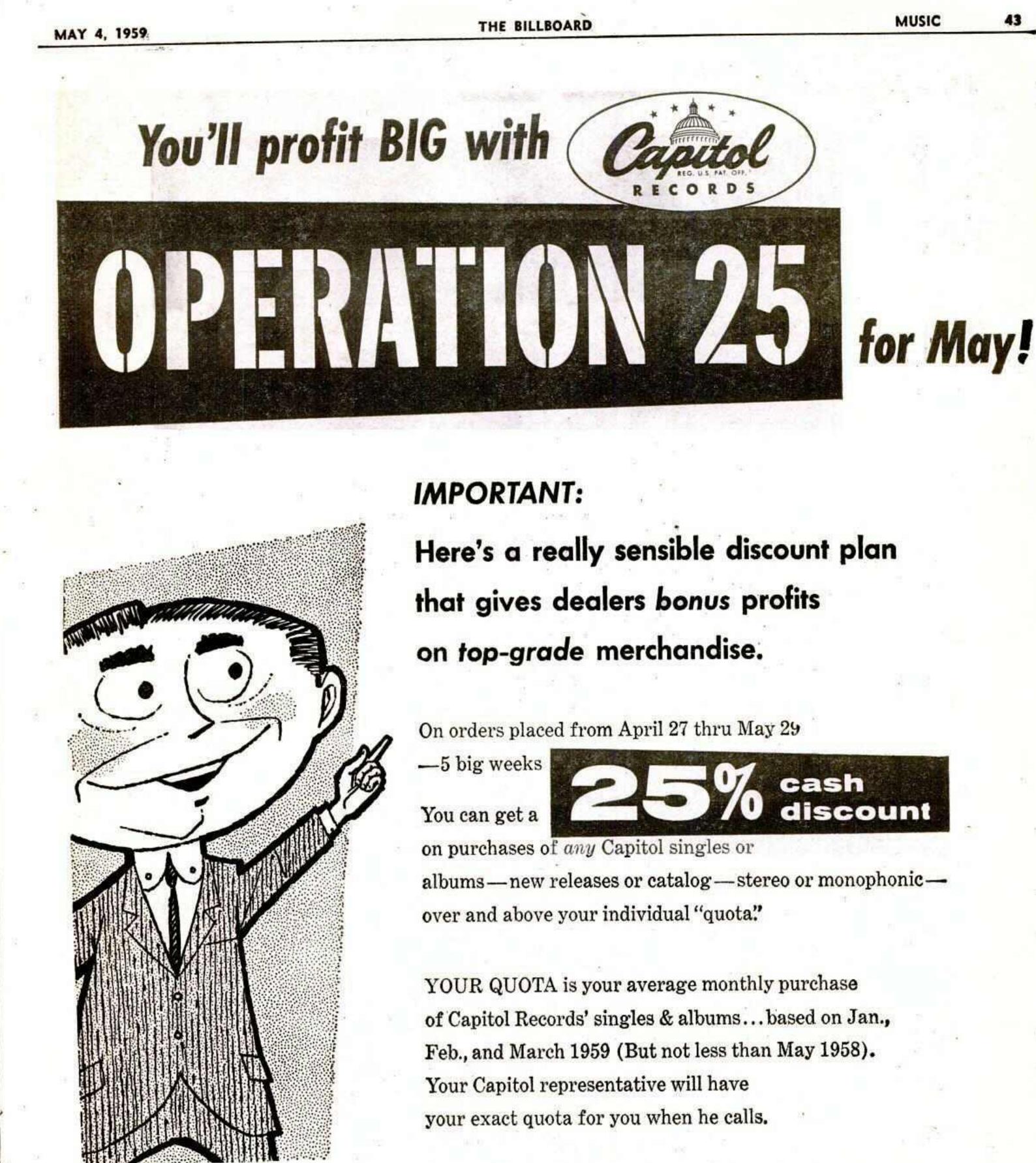
Jamboree, WEWS-TV; Editor Tom Edwards Music Newsletter; Dot Recording Artist,

says...

"Obviously, to be a successful deejay, a man must have talent, a flair for showmanship and the right tools for the job. One of my best tools is that weekly copy of Billboard. In order to talk intelligently about records and the artists, I have to know all about what is happening in the business. In a highly competitive market like Cleveland it's imperative that I be aware of new records and changing trends before my competition does. That's why I read my copy of Billboard thoroughly the very day I get it and not wait till the end of the week to skim through it. As a recording artist as well as a deejay, I am doubly aware of the importance of a favorable review of a record in Billboard. I find the reviews to be of inestimable help in finding the good records from the average of 125 new records I receive each week. To sum it up, I don't think I could do my job as well without the information that Billboard brings me every week."

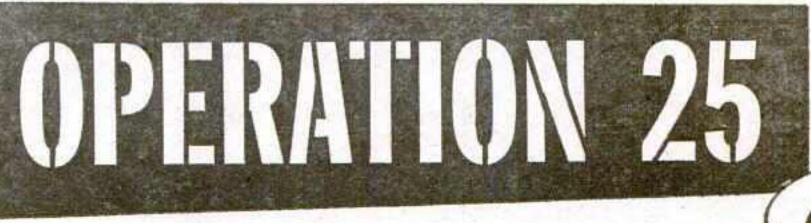
The Billboard THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY





Don't miss out on this tremendous opportunity to PREPARE FOR PROFITS-Call your Capitol representative TODAY to get FULL DETAILS on ...

Any purchases over that amount during the 5-week program period earn the 25% discount!







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

HONOR ROLL OF

44

MAY 4, 1959

H1T5

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending April 25

This Week		Last Week	Weeks on Chort	This Week		Last Week	Week O Char	m
1.	Come Softly to Me By Troxel, Cristopher, Ellis-Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolphin 1 RECORD AVAILABLE: Rounie Height, Dore 516.	1	8	6.	Venus By Ed Marshall—Published by Rambed-Lansdale (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 103).	2	11	l
		9		7.	A Fool Such as I By Bill Trader-Published by Leeds (ASCAP)	4		5
Z .	Pink Shoe Laces By Mickie Brant-Published by Pioneer (BMI) BEST SELLENG RECORD: Dodie Stevens, Crystalette 724.	3	.	-	BEST SELLING RECORD: Elvis Presley, Vic 7566, BECORDS AVAILABLE-Hank Snow, Vic 6562; Bill Haley & His Comets, Dec 36 His Comets, Dec 30673.	0873.		
3.	Guitar Boogie Shuffle By A. Smith—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Virtues Runt 324.	5	6	8.	I Need Your Love Tonight By Sid Wayne-Bix Reichner-Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7506.	6	5	5
4.	Happy Organ By Wood-Clowney-Kriegsmann-Published by Lewell (BMI) BEST SELLING RECORD: Dave (Baby) Certez, Clock 1609.	7	5386	9.	Tell Him No By T. Prichett-Published by Burnt-Oak-Lowell (BMI) DEST SELLING RECORD: Travis & Bob, Sandy 1017. RECORDS AVAILABLE: Dean & Marc, Bullseye 1025; Jackson Brothers, Arco & Margle Rayburn, Liberty 55183.	8 1139;	4	1
5.	Sorry, I Ran All the Way Home By Zwirn-Giosasi-Published by Figure (BMI) BEST SELLING RECORD: Impalas, Cub 9022.	9	4	10.	Turn Me Loose By D. Fomus-M. Shuman-Published by Avalen (BMI) BEST SELLING RECORD: Fabian, Chancellor 1033.	1	14	1
		— Se	ecol	nd Te	en			_
11.	Never Be Anyone Else But You By B. Knight-Published by Eric (BMI) BEST BELLING RECORD: Ricky Nelson, Imperial 5565.	10	9	16.	That's Why By Berry Gordy JrTyran Carlo-Published by Pearl (BMI) BEST SELLING RECORD: Jackie Wilson, Brunswick 55121.	19		3
12.	Three Stars By Tommy Dee-Published by American (BMI) BEST SELLING RECORD: Tommy Dee, Crest 1057; Roby Wright, King 5192.	15	4	17.	Kookie, Kookie (Lend Me Your Comb) By Irving Taylor-Published by Witmark (ASCAP) BEST SELLING RECORD: Edward Byrnes with Cennie Stevens, Warner Bros	28	2	2

13.	Since I Don't Have You	13	6				
177 (1976)	By J. Rock-Skyliners-Published by Calico (ASCAP) BEST SELLING RECORD: Skyliners, Calico 184.		. 2651	18.	Tijuana Jail By Denny Thompson-Published by Falstaff (BMI)	6	4
14.	Enchanted By Buck Ram-Published by Choice (ASCAP)	17	4		BEST SELLING RECORD: Kingston Trio, Cap 4167. RECORDS AVAILABLE: Johnny & Jonie, Challenge 59041; Johnny Bond, Ditto 120.		
	BEST SELLING RECORD: Platters, Mer 71427. RECORD AVAILABLE: Lenny Troy, Wanderlus: 1107.			19.	By F. Bryant & B. Bryant-Published by Acuff-Rose (BMI)	24	2
15.	Kansas City By Leiber-Stoller-Published by Fire (BM1)	25	2		BEST SELLING RECORD: Everly Brothets, Cadence 1364.		
	BEST SELLING RECORD: Wilbert Harrison, Fury 1023 (Fire, BMI) RECORDS AVAILABLE: Rocky Olson, Chess 1723 (Fire, BMI); Rockin' Ro the Rebels, End 1043 (Fire, BMI); Hank Bailaro and the Midnighters, King 519 Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie L Federal 12351 (Armo, BMI).	5 (Armo		20.	It's Just a Matter of Time] By Brook Benton-Hendricks-Otis-Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mercury 71394.	2	11
-		1	hird	Ten			
21.	By F. Bryant-B. Bryant-Published by Acuti-Rose (BMI)	26	2	26.	Only You By Loin De Vous-Buck Ram-Ande Rand-Published by Wildwood (ASCAP)	-	1
	RECORD AVAILABLE: Everiy Brothers, Cadence 1364.		17		BECORD AVAILABLE: Frank Fourcel, Cap 4165.		
22.	A Teenager in Love Ey Doc Penus & Mort Shuman-Published by Rombalero (BMI) RECORD AVAILABLE: Dion & the Helmonta, Lawrie 3027.	-	1	27.	For a Penny By Charles Singleton—Published by Roosevelt (BMI) RECORD AVAILABLE: Pat Boone, Doi 15914.	22	4
23.		_	1	28.	It's Late	14	8
	By Les Baxter-Published by Baxter-Wright (BM1) RECORDS AVAILABLE: Martin Denny, Liberty 55162; George Wright, Hi	F1 502.			By D. Burnette-Fublished by Eric (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5565.		
24.	Tragedy By Burch-Nelson-Published by Bluff City (BMI) RECORD AVAILABLE: Thomas Wayne, Fernwood 109.	18	10	29.	This Should Go On Forever 2 By J. Meiler-Jollivette-Published by Jamie (BMI) RECORDS AVAILABLE-Rod Bernard, Argo 5327; Guitar Gable, Escello 2153; Gene	21	6
			-	1/200	Terry & Downbeats, Savoy 1559.	e e e e e e e e e e e e e e e e e e e	
29.	Sea Cruise By Huey Smith-Published by Ace (BMI) RECORD AVAILABLE: Frankle Ford, Ace 554.	20	•	30.	Six Nights a Week By Alicia Avelyn & Billy Dawn Smith—Published by Winneton (BMI) RECORD AVAILABLE: The Crests, Coed 509.	29	2

Copyrighted material

10

1

MMMM americantacliphistory com

-

121





47/7505



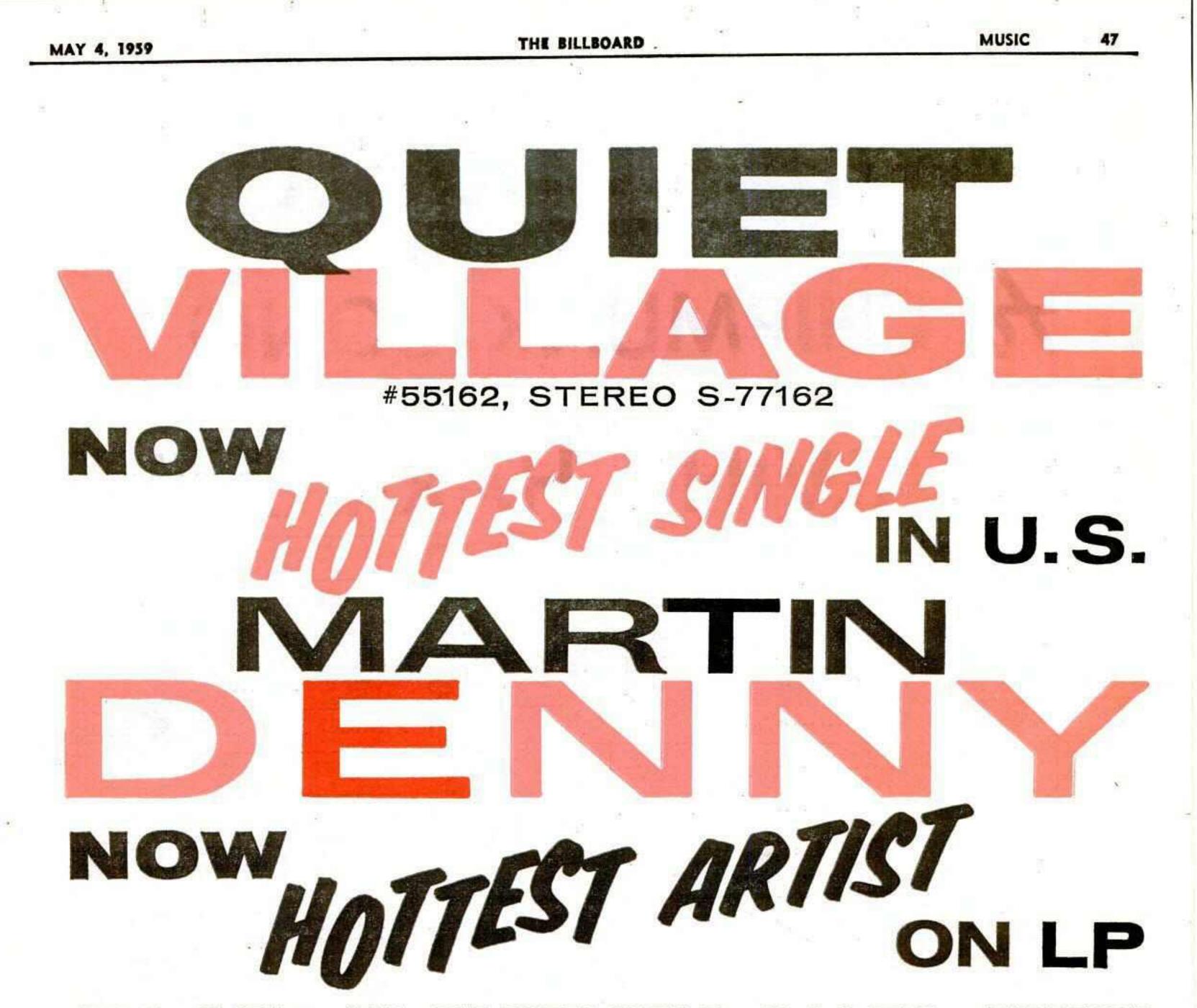


ALCO PROP

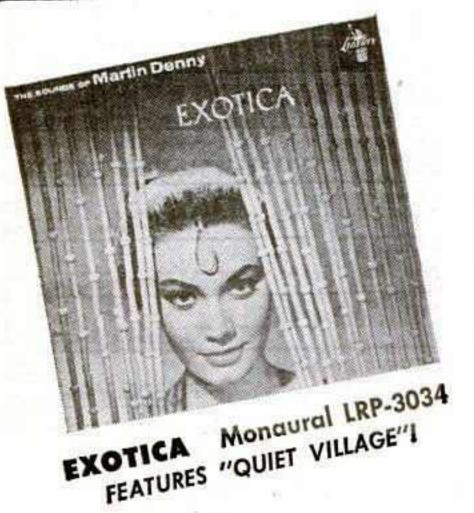
from WITCH DOCTOR for CHIPMUNK SONG to ALVIN'S HARMONICA



Copyrighted materia



ALL LP'S IN FANTASTIC SALES JUMP!





EXOTICA - II STEREO LST-7006 Monaural LRP-3077



HYPNOTÍQUE Monaural LRP-3102





PRIMITIVA STEREO LST-7023 Monaural LRP-3087



FORBIDDEN ISLAND STEREO LST-7001 Monaural LRP-3081





48	The Billboard's Music Popularity Ch	arts , , , POP RECORDS	MAY 4, 1959
Bil	The Iboard I O		FOR THE WEEK ENDING MAY 10
THREE WEEKS AGO Thio weeks ago one week ago This week	ADWAUGHER Artist, Company, Record Number	OBA DEAD OF THE ATTACT OF THE	gnation shows the outstanding n in The Not 100 since last merely is to provide quick sides which moved up most thries which first entered the h position.
1 1 1 0	COME SOFTLY TO ME 9	49 37 31 🕥 COME TO ME	Mary Johnson, United Artists 160
13 13 6	THE HAPPY ORGAN	48 39 39 🕢 ALMOST GROWN	Chuck Berry, Chess 1722
25 20 9 🕤	SORRY, I RAN ALL THE WAY HOME	60 55 38 🚯 SO FINE	Flestas, Old Town 1062
3 3 4 🚯	PINK SHOE LACES	70 47 32 🕢 GOODBYE, JIMMY, G	OODBYE
975	GUITAR BOOGIE SHUFFLE 9	11 10 20 🚯 IT'S LATE	Ricky Nelson, Imperial 5565
8 5 2 6	A FOOL SUCH AS I	93 🚯 ★ THE BATTLE OF NEW O	RLEANS 2
10 4 7 9	I NEED YOUR LOVE TONIGHT 6	35 33 35 🕥 GUESS WHO	Jesse Belvin, RCA Victor 7469
16 11 8 🚯	TELL HIM NO 7	— 66 54 🕢 ★ ENDLESSLY	Brook Benton, Mercury 71443
2 2 3 9	VENUS	24 26 29 O IT DOESN'T MATTER	ANYMORE Buddy Holly, Coral 62074
17 17 10 🕕	TURN ME LOOSE 6 Fablan, Chancellor 1033	58 45 44 🚯 SOMEONE	Johnny Mathis, Columbia 41355
21 18 14 🕕	THREE STARS 6	44 40 33 🕤 I MISS YOU SO	Paul Anka, ABC-Paramount 10011
22 19 13 🕜	ENCHANTED 7	33 31 37 EVERYBODY LIKES TO	An
30 21 17 🕕	THAT'S WHY 7	7 16 26 CHARLIE BROWN	
12 15 12 🚯	SINCE I DON'T HAVE YOU	23 24 47 C PLEASE, MR. SUN .	
14 12 15 🚯		53 42 42 🕢 TELL HIM NO	Dean and Marc, Bullseye 1025
00 71 24	KANSAS CITY 4	46 30 40 🚯 YEP1	Duane Eddy, Jamie 1122
50 32 22	TAKE A MESSAGE TO MARY	31 41 46 THE MORNING SIDE (
6 6 11 🕡	NEVER BE ANYONE ELSE BUT YOU	— — 65 ⊕ ★ PERSONALITY	Joyd Price, ABC-Paramount 10018
- 72 25 🕦		61 52 51 (g) LOVEY DOVEY	Clyde McPhatter, Atlantic 2018
- 69 34 🕡	* A TEENAGER IN LOVE	19 29 43 🕤 ''VE HAD IT	Bell Notes, Time 1004
5 9 16 2	TRAGEDY	81 70 58 5 I STILL GET A THRI	Joni James, M-G-M 12779
67 36 27 😰	POOR JENNY	54 44 52 52 AS TIME GOES BY .	Johnny Nash, ABC-Paramount 9996
15 14 18 🗃	SEA CRUISE	26 35 49 53 HAWAIIAN WEDDING	SONG Andy Williams, Cadence 1358
79 43 30 🛃	ONLY YOU 5 Frank Pourcel, Capitol 4165	32 34 48 🚯 NO OTHER ARMS, N	Chordettes, Cadence 1361
20 22 21 💽	Ron Bernurd, Argo 5527	88 83 56 G I THINK I'M GONNA	KILL MYSELF.
27 23 23 26	Pat Boone, Dot 15914	91 85 61 55 I'VE COME OF AGE .	Billy Storm, Columbia 41356
95 79 36 2	Alartin Denay, Liberty 55108	29 28 45 (f) IF I DIDN'T CARE .	Connie Francis, M-G-M 12769
39 38 28 28	And Creatily Coco. 505	28 25 41 3 WHERE WERE YOU (NOUR WEDDING DAY)?1(
- 90 53 🕢		- 88 72	The Falcons, Unart 2013
4 8 19 🕕	IT'S JUST & MATTER OF TIME	87 81 57 BONAPARTE'S RETRE	Billy Grammer, Monument 403

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

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

These 100 sides are listed in order of their national POP-ULARITY, 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.

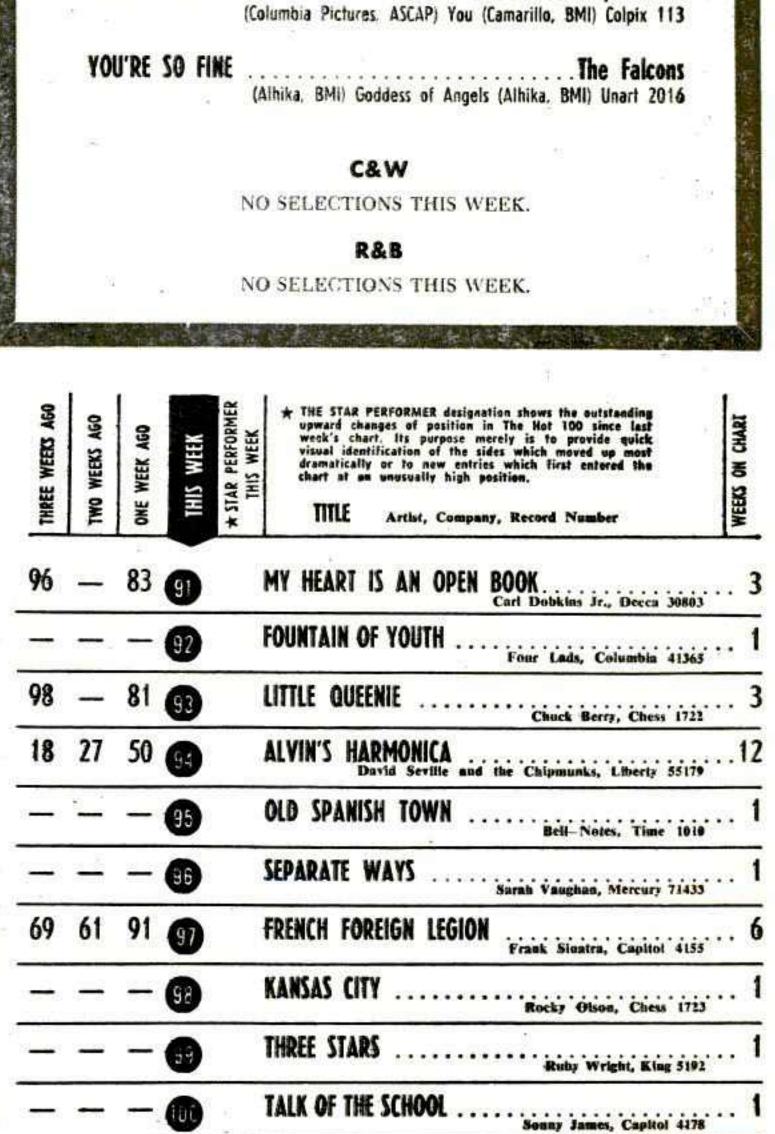
THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	Herebox THE STAR PERFORMER designation shows the outstanding upward changes of position in The Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the sides which moved up most dramatically or to new entries which first entered the chart at an unusually high position. NO <
94	87	60	61	LONELY FOR YOU 4
-	78	63	62	I NEED YOUR LOVIN' Boy Hamilton, Epic 9307
5	-	80	63	* CASTIN' MY SPELL Johnny Otiv Show, Capitol 4168 2
77	60	55	64	THAT'S MY LITTLE SUZIE Ritchie Valens, Del-Fi 4114
	62	64	65	WANG DANG TAFFY APPLE TANGO Boone, Dot 15914 3
H	-	88	65	* CROSSFIRE
40	46	59	67	I'M NEVER GONNA TELL Jimule Rodgers, Roulette 4129
-	noses	76	68	THERE'S NO FOOL LIKE A YOUNG FOOL
	95	94	69	★ I WAITED TOO LONG
-		89	Ð	★ GIDGET 2
-	-	77	0	FRANKIE'S MAN JOHNNY Johnny Cash. Columbia 41317 2
57	67	85	12	THE BEAT
-			13	* KANSAS CITY Hank Baltard and the Midnighters, King 5195
45	51	68	14	HEAVENLY LOVER 8
90	80	73	15	JO-JO THE DOG-FACED BOY 4
-	97	97	T	* I TOLD MYSELF A LIE
-	-	-	0	★ LONESOME OLD HOUSE
711101	73	1.00	18	THE KISSING TREE Billy Grammer, Monument 403
85	74	-	19	WHO'S THAT KNOCKIN' Genies, Shud 5002
		96	80	* STRING OF TRUMPETS 2
-		-	8)	★ JUST KEEP IT UP 1 Dee Clark, Abner 1026
-	-	13(35)	-	YOUR CHEATIN' HEART 2 Billy Vaugha, Dot 15936 2 ROBBIN' THE CRADLE 2
78	77	87	-	THE WALLS HAVE EARS
		_	64	A DEACE
89	76	69	85 85	77 SUNSET STRIP
		nerek	60	Don Rafke, Warner Bros. 5025 ★ YOU MADE ME LOVE YOU Nat King Cole, Capitol 4184
_	9 	99	68	SUMMER DREAMS
1		1	69	* YOUNG IDEAS 1
			90	* WHITE LIGHTNING 1
			-	



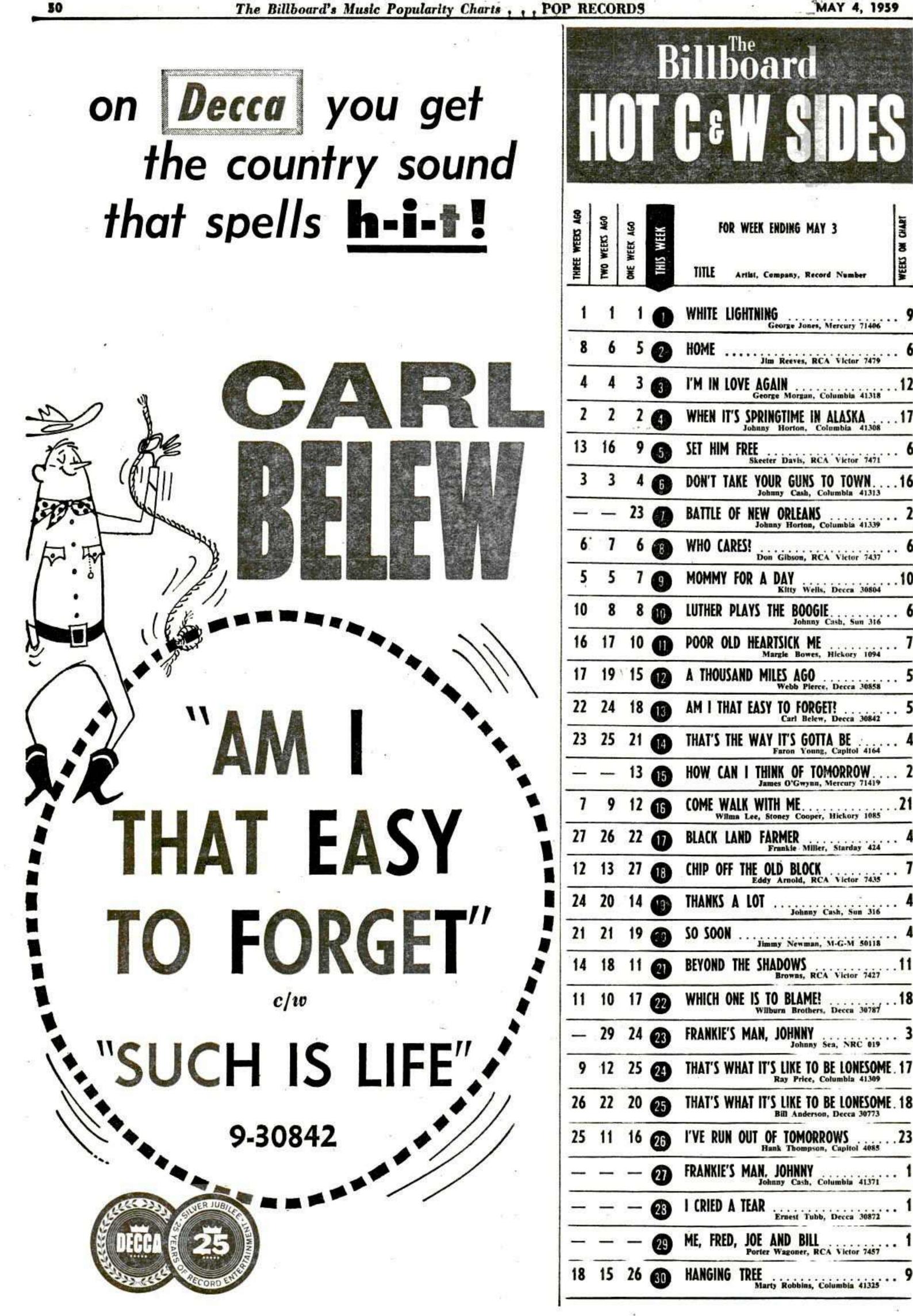
These records have shown the greatest national SALES BREAKOUT potential this week for the first time. Action sides are listed in capital letters.

POP

THE BATTLE OF NEW ORLEANS
(Warden, BMI) All for the Love of a Girl (American, BMI) Columbia 41339
I WAITED TOO LONG
(Aldon, BMI) You're Teasin' Me (Progressive, BMI) Atlantic 2021
I TOLD MYSELF & LIE
(Wemar, BMI) The Masquerade Is Over
(DeSylvia, Brown & Henderson, ASCAP) M-G-M 12780
LONESOME OLD HOUSE
(Acuff-Rose, BMI) I Couldn't Care Less (Acuff-Rose, BMI) RCA Victor 7505
YOU MADE ME LOVE YOU
(Broadway, ASCAP) Must Be Dreaming (Sweco, BMI) Capitol 4184
The above are provious Billboard Spotlight picks
GIDGET











MEMPHIS 3, TENN. . PHONE: JA 5-3283



• Best Selling Sheet Music in U. S. Tunes are ranked in order of their current national CHeARTselling importance at the sheet music jobber level. Weeks This Last Week BREAKERS 1. COME SOFTLY TO ME (Cornerstone) 1 2. NEVER BE ANYONE ELSE BUT YOU (Eric)..... 2 164. PINK SHOE LACES (Pioneer)..... 6 5 5. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein) 11 2 NEW 6. PETER GUNN THEME (Northridge)..... 4 11 DALE HAWKINS' 7. 77 SUNSET STRIP (Witmark)..... 7 8. FOR A PENNY (Roosevelt)..... -1 SAIN TRAINING 9. IT'S JUST A MATTER OF TIME (Eden)..... 9 10. VENUS (Rambed-Lansdale)..... 5 LOVIN' YOU. 11. THE HAPPY ORGAN (Lowell)..... -BABY?" 12. GIGI (Lowal-Chappell)..... -13. I'VE HAD IT (Brent)..... 12 b/w 14. I NEED YOUR LOVE TONIGHT (Gladys)..... 8 "MY DREAM" 15. HEAVENLY LOVER (Skidmore)..... 10 3 checker 923 Best Selling Sheet Music in Britain (For week ending April 25) 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. Side Saddle-Mills (Mills) The Little Drummer Boy-Bregman, Vocco & Conn (Bregman, Vocco & Conn)

FOLK TALENT & TUNES By BILL SACHS -

Week Chart Around the Horn

Claude Gray's initial waxing for Pappy Daily's "D" Records, "Letter Overdue" b.w. "I'm Not Supposed to Think of You," has just been released. Deejays who may have been missed in the mailing may obtain a copy by writing to Gabe Tucker, 311 East 11th Street, Houston 8, Tex. Gray penned both tunes himself. . . . Barbara Allen, of of "New Dominion Barn Dance," Richmond, Va., plays the Airport Drive-In Theater, Sandston, Va., May 13-14, along with Zag Pennell and Johnny Gee. She'll also appear with Rusty Adams and the Rhythm Pals at the Pony Round-Up in Chincoteague, Va., for six shows from July 27-August 1. Miss Allen is being handled by Jim Gemmill, of the WRVA Theater, Richmond.

Leon McAuliff and His Cimarron Boys will be a feature of the Rodeo of the Ozarks at Springdale, Ark., July 1-4. Fair dates already set for the group include the Macon County Fair, Decatur, Ill., August 3, with Johnny Cash; Altamont, Ill., August 8, with Smiley Burnette; Milledgeville, Ill., August 9, with Dale Robertson; LaPorte, Ind., August 12, with Dale Robertson; Terre Haute, Ind., August 15, with Johnny Cash; Fayette County Fair, West Union, Ia., August 25, with Jimmy Wakely and Homer and Jethro; Greater Jones County Fair, Monticello, Ia., August 28; with Johnny Cash; Princeton, Ill., August 29; Indiana State Fair, Indianapolis, September 2, with Steve McQueen; Beaver County Fair, Beaver, Okla., September 10-11, with Smiley Burnette; DeRidder, La., September 30, with Tex Ritter; Frontier Days Celebration, Stillwater, Okla., October 30, and Arkalalah Days, Arkansas City, Kan., October 31. Jack Henderson, formerly of "Cowtown Hoedown," Majestic Theater, Fort Worth, has turned over the running of the show to Uncle Hank Craig and Doyle McCoy. Easy Ed Hamilton has joined the "Cowtown" roster and started a deejay stint on KCUL. "Cowtown Hoedown" in recent weeks has hosted such c.&w. notables as Jim Reeves, Marty Robbins, Hank Locklin and James O'Gwynn. The show's Braga Sisters have a new Felsted waxing in "Thirty Yards of Petticoat" b.w. "Little Girl Blue." Frankie Miller, of the show, is beating the drums for his new Starday release, "Black Land Farmer." Smiley Monroe, who appears at the Saddle Club, Los Angeles, each Monday night, and the Skylight Ballroom, Compton, Calif., on Tuesday nights, will take a sixpiece band into Dave Stockner's Red Barn, Fresno, Calif., every third Saturday night for a ballroom-type shindig with guest stars. He made his first stand there last Saturday (25). Smiley is pushing his new Vita label release, "Sweet-heart of All My Dreams" b/w "For Heaven's Sake, What Are You Doing on Earth?" . . . Dwain Marrs, who has worked with Western bands in Kansas, Oklahoma and Texas, has joined the roster of Ray Sanders and the Santones. Deejays may obtain a copy of Sanders' new releases, "I Can't Resist You" b/w "I'm So Afraid," which he did with the Jordanaires, by writing to his manager, Hal Smith, at 4705 Gallatin Road, Nashville.

Starcher and His All-Star Band. He also appeared on Starcher's television show on WSVA-TV, Harrisburg, Va. Buddy's newest on the Starday label couples "The Battle of New Orleans" and a new version of the original "Wildwood Flower" titled "Pale Wildwood Flower." . . . Logan Records has issued a new platter by Mickey Fortune and band, coupling "It's Gonna Hurt Me More" and "You'll Never Know," both penned by Ray Sanders. Deejay samples are available by writing to Mickey at R.R. 3, Elizabethtown, Ky.

Ferlin Husky handles the emsee chores on the Prince Albert portion of "Grand Ole Opry," aired over the NBC radio network via WSM, Nashville, this Saturday (9), with Lonzo and Oscar as special guests. ... Roster of "Louisiana Hayride," Shreveport, these days includes Johnny Horton, Jimmy Martin and the Sunny Mountain Boys, Carl Belew, Johnny Mathis, the Gays, the Four B's, Linda Brannon, Margie Singleton and the Hayride band featuring Dobber Johnson on fiddle and Felton Pruitt on steel guitar.

We've been hearing some mighty heartening things on the great promotional job on country music which Dave Stone, of KDAV, Lubbock, Tex., is doing in that sector. We had a note the other day from Harry Stone, executive director of the Country Music Association, lauding Dave for his outstanding work in behalf of c.&w. music. We received similar laudatory comments from Tillman Franks, artist service director of "Louisiana Hayride," Shreveport. "The best promotion in the country music field is being done by Dave Stone," writes Franks. "He has everyone within a 200-mile radius of Lubbock country-music conscious via his Station KDAV. Country music is a way of life to Dave. I have never encountered anyone who loves it as well as he does. We need more people like him in the field." Dave owns an interest in stations in San Angelo, Amarillo and Lubbock, Tex., and Colorado Springs, Colo., and conducts his own country music show every afternoon over KDAV. Hank Thompson and His Brazos Valley Boys Monday (4) conclude a month's tour thru the East, Middle West and West, including a brief dip into Canada. On July 3, the combo moves into the Showboat Hotel, Las Vegas, for a threeweek return stand, and August 17 launches a fortnight's return engagement at Wort Hotel, Jackson Hole, Wyo. . . . Jim Reeves has launched an eight-week tour of the Midwest and East, including his first trip thru the Maritime Provinces of Canada. He will be joined by the Louvin Brothers and Donna Darlene for the last five weeks of the trek. Yodelin' Jerry Hanlon, of Wichita Falls, Tex., who recently introduced his new song, "Birth of the Yodel," dedicated to the late Jimmie Rodgers, on Roy Glenn's "Red River Jamboree," Paris, Tex., made his fourth appearance on the Glenn show last Saturday (2).... Don Wade has a new release on San Records label, pairing "Forever Yours," written by Carl Perkins, and "Oh, Love!" Deejay copies are available by writing to San Records, Bon Aqua, Tenn. . . . **Rudy Thacker and His String** Dusters, with Larry Dale on (Continued on page 95)

Sock in N.Y., N.J., Philly & Boston Sing Little Birdie-Good Music (Zodiac) Petite Fleur-Essex (Hill & Range) Smoke Gets in Your Eyes-Sterling (Harms) May You Always-Essex (Hecht, Lancaster & Buzzell) Gigi-Chappell (Chappell) My Happiness-Sterling (Belasco) It Doesn't Matter Any More-Monarch

(Spanka)

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

As I Love You-Macmelodies (Northern)

Lawrence)

(For week ending April 25)

Britain's Foremost Musical Publication.

Maurice (Ashland)

Wait for Me-Sterling (--)

Donna-Aberbach (Kemo)

Tomboy-John-Fields (Roncom)

Charlie Brown-Progressive (Tiger)

Come Softly to Me-Morris (Morris)

Last

Week

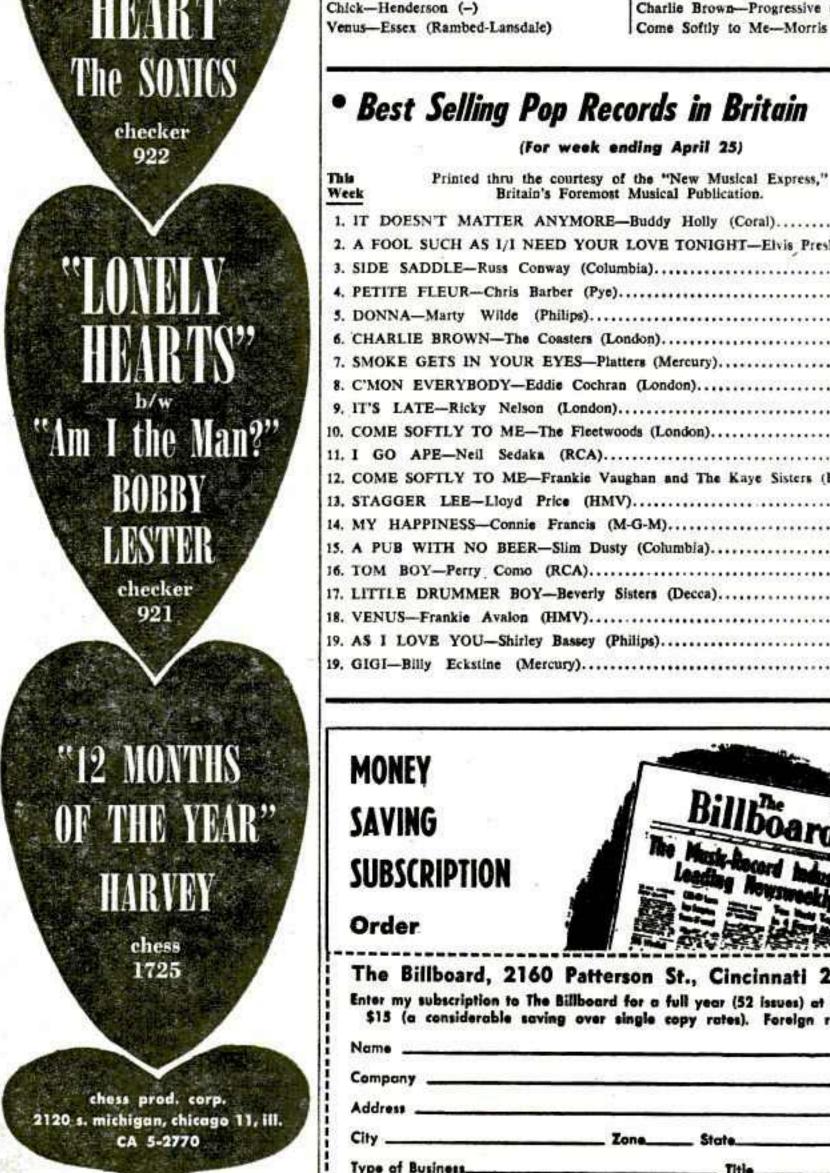
Trudie-Henderson (Kassner)

A Pub With No Beer-Good Music (St

If I Only Could Live My Life Again-Peter

52

MAY 4, 1959



_		_
1.	. IT DOESN'T MATTER ANYMORE-Buddy Holly (Coral)	. 1
2	A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT-Elvis Presley (RCA).	. 1
3.	. SIDE SADDLE-Russ Conway (Columbia)	
4.	. PETITE FLEUR-Chris Barber (Pye)	
5.	. DONNA-Marty Wilde (Philips)	8
6.	CHARLIE BROWN-The Coasters (London)	e (
	. SMOKE GETS IN YOUR EYES-Platters (Mercury)	
	. C'MON EVERYBODY-Eddie Cochran (London)	
	. IT'S LATE-Ricky Nelson (London)	
	. COME SOFTLY TO ME-The Fleetwoods (London)	
	I GO APE-Neil Sedaka (RCA)	
	. COME SOFTLY TO ME-Frankie Vaughan and The Kaye Sisters (Philips)	
	STAGGER LEE-Lloyd Price (HMV)	
	MY HAPPINESS-Connie Francis (M-G-M)	
	A PUB WITH NO BEER-Slim Dusty (Columbia)	
	TOM BOY-Perry Como (RCA)	
	. LITTLE DRUMMER BOY-Beverly Sisters (Decca)	
	AS I LOVE YOU-Shirley Bassey (Philips)	
	GIGI-Billy Eckstine (Mercury)	
	MONEY	
	Rillene	
	SAVING	
	The Mark Annu I	Ê.
	SUBSCRIPTION Leading Manager	1
	A State Stat	5
	Order States Lines	1
-		
	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.	
	Name814	1
	Company	
	Address	5 91 10
	City Zone State	2 N/2
	Type of BusinessTitle	
		9

Mac Wiseman, Dot disker, last week made a number of personals in the Shenandoah Valley area with Buddy



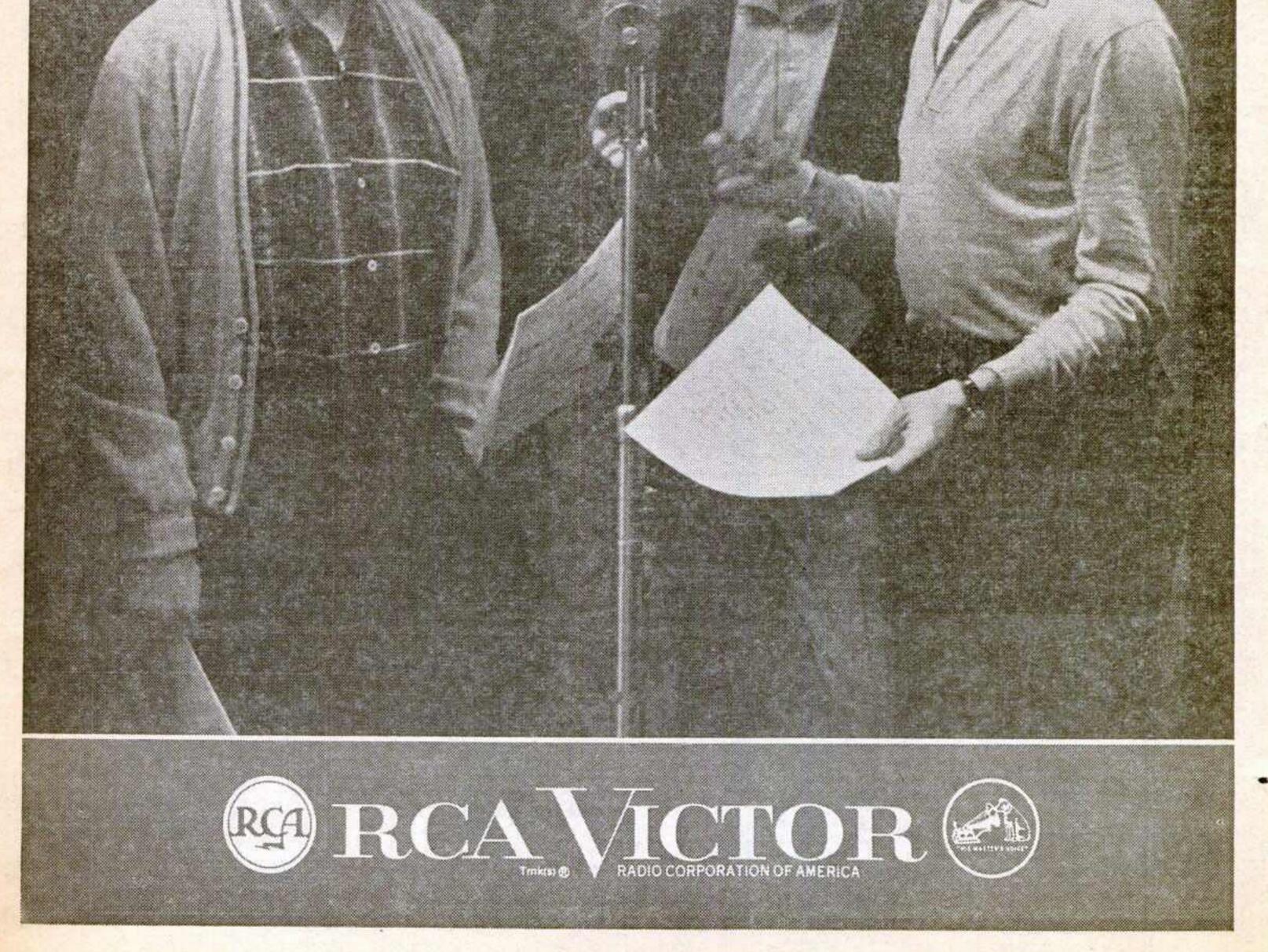
TEERO

THE BILLBOARD

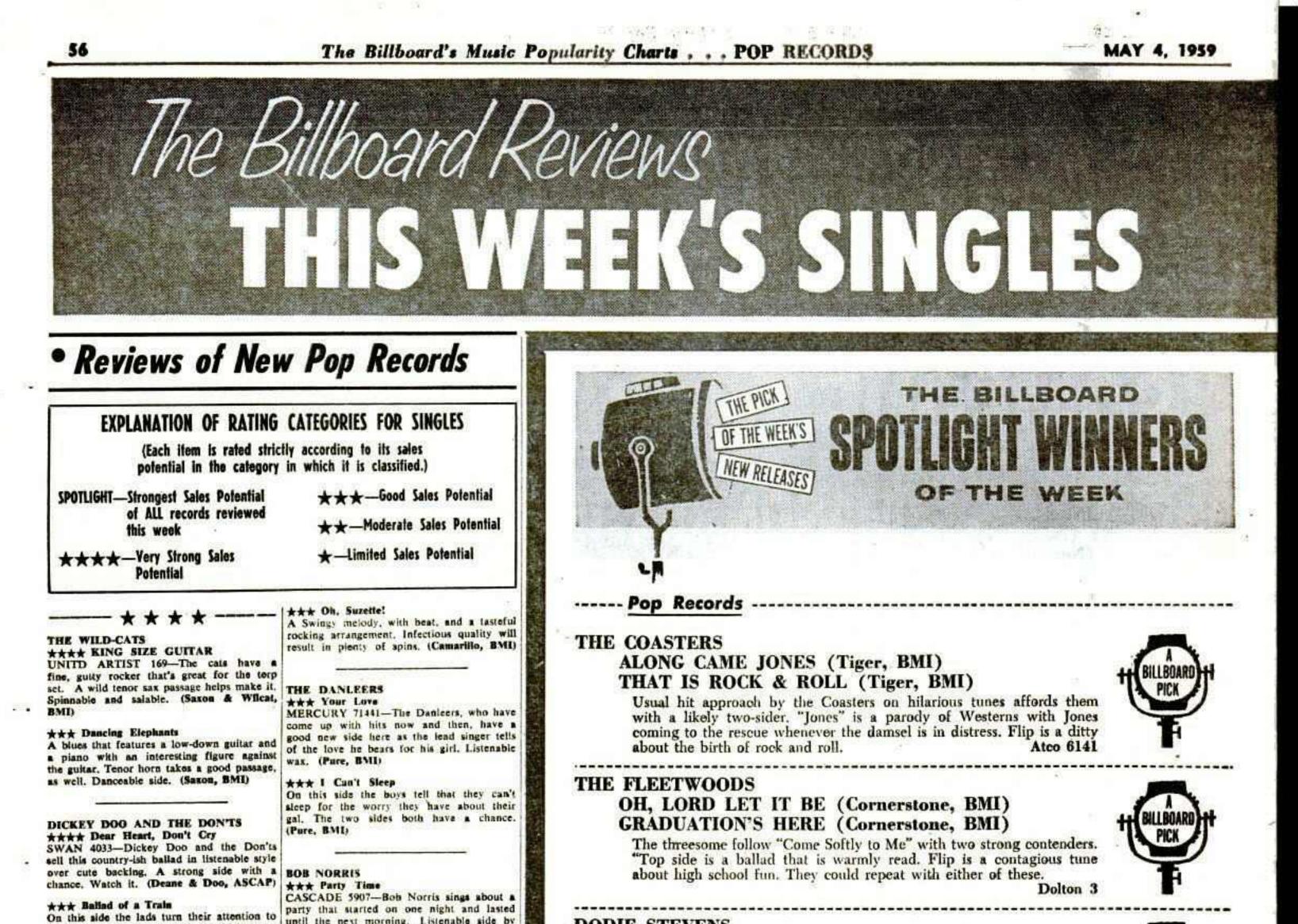
MUSIC 55

THE AMES BROTHERS' LATEST HIT! SOMEONE TO COME HOME TO c/w MASON-DIXON LINE 47/7526

2







a train and tell the story of the old locomotive that is making its last run. There is a talk bit in the middle a la the Kingston Trio. (Deane & Doo, ASCAP)

HUGO & LUIGI *** La Plume De Ma Tante

RCA VICTOR 7518-Attractive novelty is sung in bright fashion by a children's chorus. It's cute and has possibilities. (Korwin, ASCAP)

*** Honolulu Lu

A pretty tune about a miss from the Hawaiian capital is sung neatly by the Hugo-Luigi ork and chorus, (Oxford, ASCAP)

DON RALKE **** Zoobal

WARNER BROS. 5058-The Raike crew follows up its hit "77 Sunsot Strip" with a wild cha cha with touches of classical riffs. It could make noise and grab some coins. (Witmark, ASCAP)

*** Stardust

The Don Ralke ork turns in a rock reading of the great standard with a tenor sax giving out with the melody. (Millis, ASCAP)

STEVE & DONNA

**** All the Better to Love You LIBERTY 55192 - Folkish ditty is sung appealingly by boy-girl team. Interesting backing. (Daywia, BMD)

*** Ever Since the World Began

Showmanly chanting by duo on an infectious rhythm-rocker. Has dual market appeal. (Asa, ASCAP)



THOMAS WAYNE

*** You're the One That Done It MERCURY 71454-Wayne, who is currently making it on another label, has a good contender with this diskery. Tune is a rockabilly sort on which he's nicely backed, (Tree, BMI)

*** This Time

"This time we're really breaking up" is the theme of this countryish ballad. Wayne handles the attractive tune with appeal. It also has a chance. (Tree, BMI)

THE THREE G'S

*** When It's Summer Again COLUMBIA 41363 - A cockaballad, very *** Angel From Heaven Camarillo, BMH)

until the next morning. Listenable side by the chanter. (Kavetin, BMI)

*** It's Not Easy to Say The singer sells a rockaballad with warmth and feeling. He tells the gal he loves, he wishes her luck as she goes off with someone new. (Kavelin, BMI)

ALFRED NEWMAN ORK *** Theme From the Diary of Ann Frank 20TH FOX 138-A pretty and melodic

strain is this theme material, taken off the sound track of the current pic hit. Easy listening mood way, suitable for Jock attention. It's done in a light-classical style. (Robbins, ASCAP)

*** Spring Is Coming

More "Anne Frank" sound track material. This has a relentless, pounding sound full of foreboding. Score was written by the conductor, Alfred Newman, Both sides figure as jockey wax. (Robbins, ASCAP)

LESLIE HARRIS

*** Come On Little Sarah SHAD 5006-A shouter. Harris ploughs into this in something of a modified Little Richard style, Harris handles it well and the band really pounds in back of him, Interesting talent. (Danbury, BMI)

*** I Hung My Head and Cried A modified form of the blues has a tragedy

feeling in the message. Harris is again in good shout form here and he gets a solid backing. (Brant, BMI)

THE KEITH TEXTOR SINGERS *** Fine and Dandy

WARNER BROS, 5061-This is from the Gary Moore album "That Wonderful Year 1930," and it's done in easy and languid harmony style by the mixed vocal group. Fine for mood jock segs. (Harms, ASCAP)

*** Them There Eyes

From the same album comes this bright and happy, banjo-accompanied revival. Smart and programmable arrangement for ork and chorus. (Bourne, BMI)

RICKY COYNE & HIS **GUITAR ROCKERS**

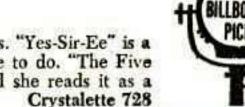
*** I Want You to Know EVENI 4294-Coyne belts the rockabilly with spirit, Snappy backing with Bo-Diddley type breaks is effective. It can soll. (Darices, BMD

tastefully done by the chanters. The Rockaballad with light plano backing is triplet figure is quite subdued, and the side crooned with appeal by Coyne. Potential has a relaxed quality. (Cedarwood & appears similar to that of flip. (Darless, BMD

DODIE STEVENS YES-SIR-EE (Melody Masters, BMI)

THE FIVE PENNIES (Dena, ASCAP) The young thrush can click again with her latest tries. "Yes-Sir-Ee" is a

TALLAHASSEE LASSIE (Conley, BMI)



rock-a-tango that tells about the things that kids like to do. "The Five Pennies" is the title tune from the coming flick, and she reads it as a rockaballad. Both are likely clicks. h are fikely clicks. Crystalett

Cannon makes his debut with a pounding rocker that should place him

on the charts in short order. The side really moves, and the lad handles

the tune with spirit. Flip is "You Know" (Salem, BMI). Swan 4031



THE LIFE GUARDS

FREDDY CANNON

EVERYBODY OUT'TA THE POOL (Tinker, ASCAr) **TEEN-AGE TANGO (Seabreeze, BMI)**

The new group has clever, instrumental sides that stack up as scrong bets to olick. "Everybody" is a real blues-rocker with a danceable beat. The cats are shoutin' messages to swimmers to leave the pool. "Teen-Age Tango" is a really cute side with a voice saying "One, Two, Three, Glide" throut the side. ABC-Paramount 10021



THE AMES BROTHERS SOMEONE TO COME HOME TO (Shalimar-Sheldon, BMI)

The Ames Brothers sell this pretty ballad in fine fashion over interesting chorus and ork support. It's a bit different for them. The infectious side could be a hot one. Flip is "Mason-Dixon Line," (Skidmore, ASCAP). **RCA Victor 7526**



DEAN & MARC

THE BEGINNING OF LOVE (Arc, BMI) CRY (Mellow, BMI)

The duo, who did very well with their version of "Tell Him No," has two good sequel sides. "The Beginning" is a pretty tune that tells a teen-appeal story. Flip is a rockin' version of the old Johnnie Ray click. Bullseve 1026



BOBBY FREEMAN

MARY ANN THOMAS (Meridian, BMI) LOVE ME (Bennell-Clockus, BMI)

"Mary Ann Thomas" is a cute rocker that Freeman sells with plenty of drive over pounding backing with a strong fem chorus assist. "Love Me" is a rockarumba. It has a sound, and the solid backing helps. **Tosie 863**



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

The fastest, most complete and most authoritative evaluation of this week's new releases

THE FOUR COINS MY FIRST LOVE (Midnight, ASCAP) **ONE LOVE, ONE HEART (Tee Pee, ASCAP)**

The Four Coins have good prospects with their latest entries. "My First Love" is a lovely ballad that they read with appeal. Flip, "One Love" is a new treatment of "Because" with profound new lyrics. Either can click. Epic 9314

HENRY MANCINI ORK TIMOTHY (Northridge, ASCAP) SPOOK! (Northridge, ASCAP)

Both sides are from the orkster's latest LP, "More Music From Peter Gunn." The jazz-styled items should follow the path of his hit EP of tunes from the show, which is still big. RCA Victor 7512

THE INTRUDERS

FRANKFURTERS AND SAUERKRAUT (Aurelio, BMI)

Tune is adapted from "O Tannenbaum." The rockin' side with occasional spoken bits, could catch on with the kids. Good follow-up to "Fried Eggs." Flip is "Creepin'," (Leeann, ASCAP) Fame 313

RUTH BROWN

JACK O'DIAMONDS (Tiger, BMI) I CAN'T HEAR A WORD YOU SAY (Tiger, BMI)

The thrush belts "Jack O'Diamonds" in first-rate style. The backing is in a "Stagger Lee" groove. Flip, "I Can't Hear" a clever tune is about a cat who's handing her a line about making her a big star. Dual-market appeal. Atlantic 2026







JIMMY BEE *** Glory

beam, BMI)

*** Little Angel

THE ELIGIBLES *** Car Trouble

CAPITOL 4203-A catchy rhythm-novelty is sung brightly with funny double-talk gimmick. (Big D, BMI)

*** 1 Wrote a Song Nice blend work by group on a pretty rockaballad. (Central Songs, BMI)

THE DO-RAY-MI TRIO

*** Saturday Night Fish Fry CRAFT 112-The bouncy rhythm piece gets that kind of performance, with the chanters giving it a chatty effect with occasional semi-narrative style, Good juke item; also available in stereo. (Cherio, ASCAP)

*** On a Slow Boat to China

A stylish reading of the pretty ballad. Lead singer has a relaxed style, and the piano backing is very tasteful. Available in stereo. (Frank, ASCAP)

BUDD JOHNSON *** On the Alamo

CRAFT 111-The standard, in a rocking instrumental arrangement which uses voices as part of the background. Has a live sound. Also available in stereo. (Kahn, (ASCAP)

*** You're Driving Me Crazy

RICHARD MALTBY ORK *** The Ballad of Al Capone

HAMILTON 50029-Spiritual-derived tune COLUMBIA 41392-A first rate performis about a chick named Glory. Bee belts ance of the tune from the pic "Al Capone" the rocker to good effect with fine fem by the Maltby crew, debuting on the label. chorus support. It bears watching, (Moon- Side could grab spins and some coin, (Madrigal, ASCAP)

57

*** Don't Go Home

Rockaballad is warmly sold by Bee with a Tune, a hit with the Playmates a while back. good ork and chorus assist. It can step out receives a good go from the Maltby crew for pop and r.&b. loot. (Moonbeam, BMI) on his first waxing for the label. A good side. (Kahl, BMI)

KING ROCK

*** Scandal

ZOOM 003-Rocking, pounding instrumental features twangy guitars. Side has a sound and a chance. (Burt Ray, BMI)

*** Send-Dl

Vigorous instrumental is patterned along similar lines to the flip. Potential appears about the same. (Burt Ray, BMI)

BOBBY GRABEAU *** Olita

CREST 1059-Soft chant by Grabeau on a haunting ballad theme, Interesting backing accompanies. Good talent. (Choice, ASCAP)

*** There's Something About Your Kiss Cute item is given a quality sing by the lad, Smart backing helps. Side rates spins. (American, BMI)

SYLVIA SYMS *** Some People

COLUMBIA 41386-Miss Syms hands her usual good vocal to another show tune. This one's from "Gypsy," and it's a possible jock entry. (Chappell, ASCAP)

** I Say Hello

Another show tune, this one from the Another standard, in a rocking instrumental current "Destry Rides Again." It's a pleasarrangement, similar to the flip. Voices are ant ballad, and Miss Symns hands it an

THE GAYLORDS SWEETER THAN YOU (Pure, BMI) HOMIN' PIGEON (December, BMI)

The Gaylords have their strongest in some time. "Sweeter Than You" is a pretty tune that they render in listenable harmonies over good backing. Flip, "Homin' Pigeon," is a pretty calvpsoish effort. Both are worth watching. Mercury 71450

Pop Disk Jockey Programming-----

ANDRE PREVIN & DAVID ROSE LIKE YOUNG (Robbins, ASCAP)

Bluesy piano by Previn is embraced by Rose's lush ork to provide a tasteful side that offers excellent programming material. With plugs this can step out. Flip is "Young Man's Lament," (Rose, ASCAP)

M-G-M 12792

EDDY & BETTY

SWEET SOMEONE (Shapiro-Bernstein, ASCAP)

The duo styles the pretty oldie in simple harmony over light, uke backing. They have an attractive sound, and the side is choice wax for all programming segs. Flip is "Saturday Night Fish Fry," (Preview, BMI). Warner Bros. 5054

ENOCH LIGHT & THE LIGHT BRIGADE WITH MY EYES WIDE OPEN I'M DREAMING (DeSylva, Brown & Henderson, ASCAP) I CRIED FOR YOU (Miller, ASCAP)

Light and crew have two lush and lovely sides. Both are given smooth rockaballad treatments with the accent on soaring strings and wordless chorus. The quality sides have a chance, if plugged. Grand Award 1032

Pop Talent -----

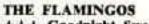
JIMMY NORMAN

YOU WIN AGAIN (Acuff-Rose, BMI) THANK HIM (Pioneer, BMI)

Norman could have a dual market entry with his initial wax attempts. He presents, "You Win Again," the Hank Williams oldie in rocking fashion. "Thank Him" is a slower tune, but his chanting is equally winning. Mun-Rab 102

(Continued on page 62)

essentially to support the rhythmic instru- agreeable outing. (Chappell, ASCAP) mental. (Bregman, Vocco & Conn, ASCAP)



*** Goodnight Sweetheart

END 1046-The lead gives a sensitive readdreamy wax which could hit paydirt. (Robbins, ASCAP)

*** I Only Have Eyes for You The boys have an offbeat arrangement of

the standard which has a crazy mixed-up this pleasant ballad, It's ably backed by a but the r.&r. triplets are still there. spins, (Felst, ASCAP) (Remick, ASCAP)

LOU JOSIE

*** Lonely Years

BATON 269-Lou Josie bows on the label combo. (Shapiro-Bernstein, ASCAP)

*** I'm Gonna Get-Cha

Latinish item is sung smartly by Josie, while a male group sells it well behind him, Flip appears more important. (Skidmore, ASCAP)

DON RONDO

*** Cuckoo Giri

JUBILEE 5372-A swingin' upbeater and it's given a good outing by Rondo, Spinnable wax. Could step out. (Siras, ASCAP)

sweeping fiddles, then Rondo comes thru

with a nice vocal on the rockaballad, (Ross

*** You're On My Mind Again This starts with a pounded kettle drum and

The gals sell the updated standard with here. (Chappell, ASCAP)

THE FOUR ACES

Jungnickel, ASCAP)

*** Anyone Would Love You DECCA 30899 Warm ballad is sung pleas-antly by the boys over sweet backing by the ork. (Florence, ASCAP)

*** The Five Pennies The boys sing a song from the movie "The Five Pennies" over listenable backing by a The boys sing ASCAP)

THE ROCK 'N' ROLL SCHOOL TEACHER RONNIE AND ROY *** Lessons I & II

the "teacher" giving a lesson in geography here with a Coasters' styled reading of a and the kids chanting a response. Of novelty wild rocker titled "Big Fat Sally." The tune value, the material is done with gimmicks has lots of zip and the boys sing it with and a beat. Second side tells of Wyatt Earp, ferver. Good side. (House of Fortune, BMI) who burped. (Mosar & Singleton, BMI)

BING CROSBY *** Say One For Me

COLUMBIA 41387-The groaner turns out a pleasant version of the title tune from his ing of the classic standard. It's pleasant, new flick. Also a spinnable side. Good choral effects are heard in the backing. (Felst, ASCAP)

** I Couldn't Care Less

PETE MANN

KIM SISTERS

*** Ching Chang

*** Call On Me

From the movie "Say One For Me," comes start. Parts of the side have a jazz quality, fem chorus, Jocks will find this worth

POPLAR 116-Mann chants effectively on a slow-paced ballad with fem choral supwith a first-rate reading of a listenable port. It's nice wax and it's worth spins. ballad, helped by a gals' group and the (Jell, BMI) ** So Help Me Heart

EPIC 9312-The Korean gals are on an Oriental kick here as they sing of a lonely boy in Chinatown. Song is cute and the gals sing it well. They are now appearing in Las Vegas, Nev. (Southern, ASCAP)

Mann gives a good performance on a

medium beater in a blues framework. An-

other pleasant side. (Jell, BMI)

****** Harbor Lights

much feeling over a big beat and triplets

THE BLUE CRYSTALS

*** Queen of All the Girls MERCURY 71455-She's the prettiest girl of all, sing the Blue Crystals on this listenable side. Boys have a teen sound and side has a chance. (Pure, BMI)

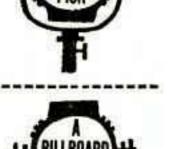
The boys sing of the trouble they've had large ork with a clarinet lead. (Dens, with their gal, who broke up with them and gave them back their ring. (Pure, BMI)

*** Big Fat Sally

OKEH 7117-A wild schoolroom scene with CAPITOL 4192-The boys make their debut (Continued on page 59)



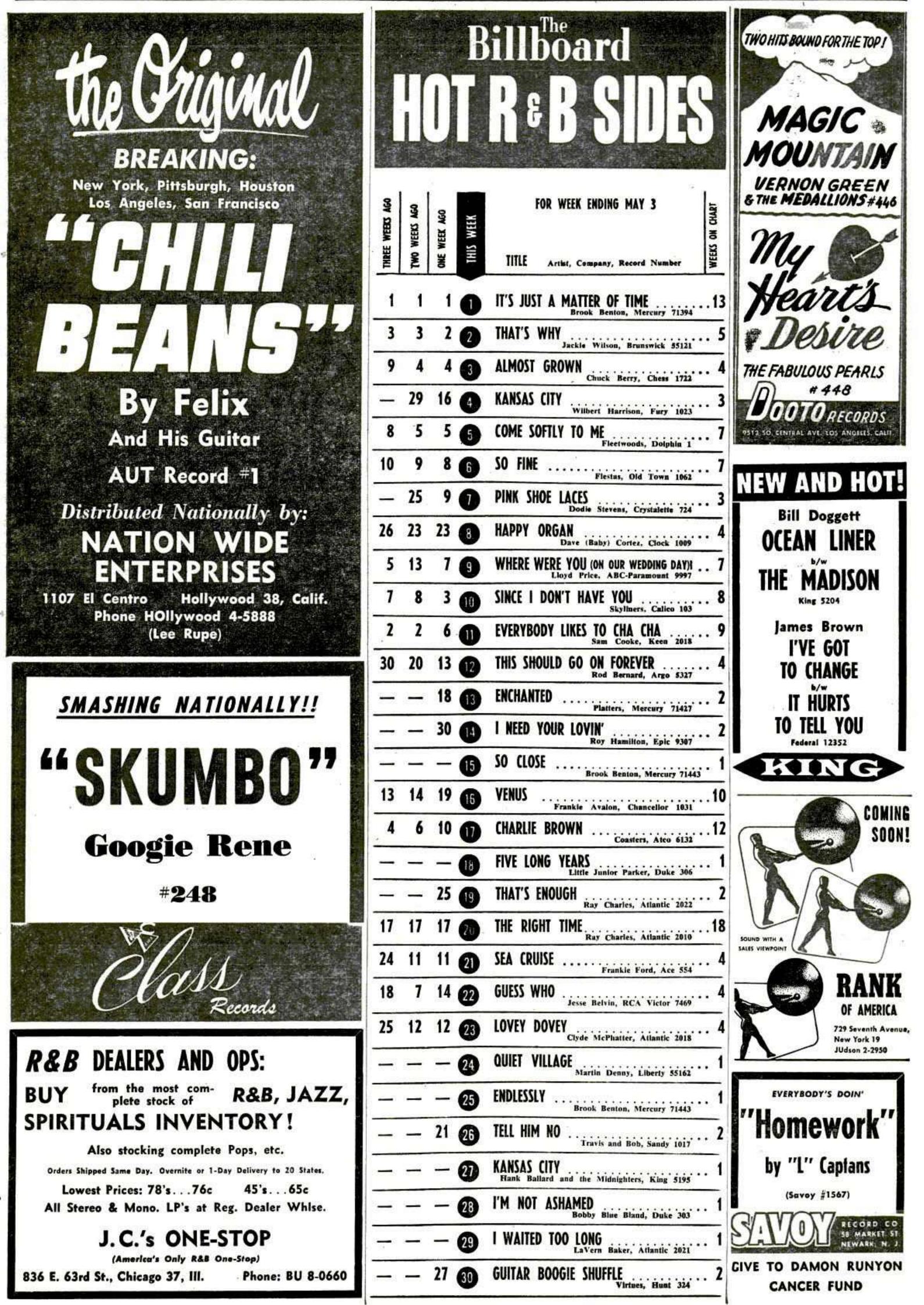








The Billboard's Music Popularity Charts . . . POP RECORDS





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

59

Reviews of New Pop Records Groovy Sounds by the Popular Piano Trio THE THREE SOUNDS Continued from page 57 BLUE BELLS ** Here I Am H. B. BARNUM ORK b/w O SOLE MIO *** Quiet Village Cha Cha Ronnie and Roy bow on the label with a Blue Note 45-1725 pleasant reading of a sad rockaballad, over TROPICAL ISLE 103-This is a cha cha fem vocal group and combo support. (House version of the Martin Denny hit. It has an GOIN' HOME ESENTS interesting quality about it and it has all of Fortune, BMI) the wild, junglish sounds. Les Baxter is the b/w TIME AFTER TIME PETER VAN HATTUM cleffer of the material, (Baxter-Wright, Blue Note 45-1726 BMI) CURTIS JOHNSON *** Baby, Baby KAREN DOLIN A Great New Voice • A Great New Personality EVENT 4268-Rocker blues tells all about * I Wish I Were a Mystic a real gone chick. Johnson handles the The new West Coast thrush offers a fair SINGING York 23, N. Y. tune in bright fashion with rhythmic chorus W 63rd St. New reading of a medium rhythm tune. Instruand plucked string support, (Peer, BMI) mental on flip has considerably more com-"I WOULD mercial merit. (Nu Dey, BMI) HOUSE ** Teen-Age Love Affair Moderate beat tune is given a fair sing by the artist. Flip appears a bit more potent. (Peer. BMD) ON THE SAMMY DAVIS JR. Hit of the Week ★★ You'll Never Get Away From Me DECCA 30892-Davis sings the medium TOMMY DEWARDS THE FLAMINGOS paced tune from the score of the forthcom-GIANT'' *** Ever Since I Met Lucy ing legit show, "Gypsy." He's supported by a thin, jazz-oriented backing. (Chappell, DECCA 30880-Catchy rocker is handed a sprightly delivery by group, Dual market ASCAP) side. (Bourne, ASCAP) MY MELANCHOLY Panorama #1002 ** Fair Warnin A Westernish tune from the legit click ** Kiss-a-Me Nationally Distributed By: "Destry Rides/Again," has the sound of the Moving stint by lead singer and group on BABY open plains. Can get some spins. (Florence, an okay rockaballad. (Michele, ASCAP) TODD RECORDING CORP. 101 West 55th St., ASCAP) K12794 THE CHEVRONS THE DRIFTERS *** That Comes With Love ** There Goes My Baby BRENT 7000 - Catchy rhythm-rocker is You Gotta Hear Him! chanted personably by lead singer and ATLANTIC 2025-The Drifters turn in a MEMO: good reading of a ballad with strings filling group. (Danbury, BMI) ROY TEO A SENSATIONAL NEW RELEASE out the background, while the boys moan along behind. (Jot-Progressive, BMI) "I ONLY HAVE ** Don't Be Heartless Lead singer and group sing out with feeling "MAMA DOLL" ** Oh My Love on okay rockaballad. (Danbury, BMI) EYES FOR YOU' The Drifters sell a ballad nicely, again helped out by a stringed background, (Jot-THE FLAMINGOS Progressive, BMI) b/w BOBBY HAMMACK ORK END #1046 NASCO "PLEASE MY LOVE" *** Rhythm CAPITOL 4193-Instrumental, relaxed and 6027 THE HARMON BOYS CHOIR with infectious rhythm. Fine tonal texture WITH FRED WEISMANTEL Deejays-If you haven't received your sample copy, and creative effects here. Watch it. (Milbee, ** Hip-Hop ASCAP) contact us. PALETTE 5011-A youngsters' choir sings a sprightly effort in a march like tempo. Fair NASHBORO RECORD CO., INC., Nashville, Tennessee ** Little Child chances. (Zodiac, BMI) Instrumental reading of the hit of some years back. Like the flip, arrangement ** That's How Close achieves creative effects and builds in inter-A novelty gimmicky effort on a German 1650 BROADWAY (JUdson 6-1060) N. Y **OSVALDO FARRES** est. (Morris, ASCAP) kick. The lyric, however, is sung in English. (Zodiac, BMI) Composer of "Come Closer to Me," "Without You" and HAROLD TIDEWELL "Perhaps, Perhaps, Perhaps"







1.

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

Reviews and Ratings of

MEN SUITES

Angel 35618



orchestral support, too, is outstanding, and helps make the stereo version especially satisfying. In all, one of the finest reditions

CLASSICAL ***

STEREO & MONAURAL

Ravel's vigorous scoring of Moussorgsky's

*** PAGANINI CAPRICES OP. 1

- STEREO & MONAURAL

glamorous, but unnatural violin sound.

12004 & DGS 712004

Wind Ensemble. The other side of the LP is to find a better team than Fischer-Dieskau tive Lennox Berkeley Trio for violin, horn receive careful performances and will interest collectors.

BALLET Rondo-lette 12-SA 94

Good stereo recording of the popular ballet. Combination of the popularity of the program, stereophonic sound and low price should make the album prime rack material.

sky). Urania USD 1026

works. Competition on disk is slight. This could argue for adding to inventory. Melodic and emotionally driving, it has many of the qualities that attract listeners to the could hope for. It has spread definition and depth. Bernard Lebow's liner notes are comprehensive and add to the enjoyment of

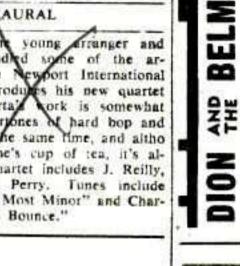
ORCH.

While the authorship of these two works has long been in dispute there's no doubt

given over to a first recording of the attrac- and Demus. Lovers of German art songs will discover much of beauty in these perand piano which again features the English formances, and will overlook the baritone's German text and translations,

& STRINGS









62

MAY 4, 1959

Reviews of New Pop Records

Continued from page 60

MIKE PEDICIN QUINTETTE ** Hey Pop Give Me the Keys

by the group on their debut disk for the Maestro, BMI) label. Fair chances. (Rhyme & Rhythm, ASCAP)

** St. James Infirmary

Revival of the old Cab Calloway hit. Good instrumental interludes. It can collect some poin. (Gotham, ASCAP)

BOBBY EDGE

** Cuore Mia FELSTED 8573-Neopolitan-styled ditty is sung brightly by Edge. (Howe-Lee, ASCAP)

** Helping Hand Emotional delivery on a pleasant ballad. (Royalty, BMI)

Unsurpassed in Quality at any Price

8" x 10"

GLOSSY PHOTOS 5% CEACH IN 5,000 LOTS 6 1/2 c in 1,000 LOTS \$8.99 per 100

POST CARDS \$36 per 1,000 Copy Negatives 5x10 \$1.50

MOUNTED ENLARGEMENTS 20" x 80" \$3.50-30" x 40" \$4.85

FAN MAIL PHOTOS AS LOW AS 1e Each

COLOR ALBUM COVERS

DELIVER WHAT WE ADVEBTISE" PLaza 7-0233

HANK DAVIS ** You're My Kind

APOLLO 534-Moderate rocker with teen WIZZ 716-Pleasant warbling stint by Davis appeal lyric is given a rhythmic workout on okay country-flavored ditty. (Masic

> ** I Want You to Be My Baby Same comment. (Music Maestro, BMI)

PIERCE BROTHERS ** Castin' My Spell

45 5416-Uptempo blues, with a voodoo quality about it. Arrangement includes what seems to be sounds of the jungle-birds. animals, etc., all blending with the lyric, (Moonbeam & Elizabeth, SMI)

** Death Row He's in jail for murder, and he tells the sad story of why he did it. Lyric is set to a reminiscent melody. Chanter does well.

ANITA RUCKER ** Heartaches and Tears

(Buttons, BMD)

45 5413-A country-flavored song is belted out by the chantress in pop fashion, to a rocking backing, featuring horns, (Buttons, BMI)

** I Need Love

A blues, shouted effectively by the chick, Side is in a relaxed, slow thythm with a lot of beat. (Foresite, BMI)

HARTBRYNE BROTHERS

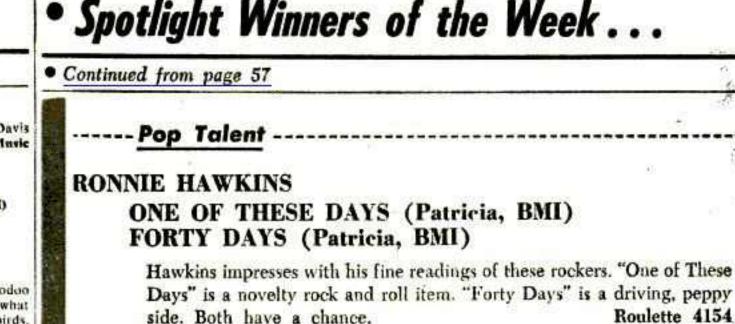
** Raise Up Yo Haid Tom Dooley HARTBRYNE 1164-The Hartbryne Brothers (it just can't be their real name) come thru with a funny reading of the hit of a few months ago that may tickle some funnybones.

* Pore' Little Ole Texas On this side the boys explain how Texas is small when measured besides Alaska, our largest State,

BOBBY DEAN

** It's a Fad. Ma! PROFILE 4006-The lad sings of the fads that kids take to today including wild shirts, etc. (Oury, ASCAP)

Just Between Teens Bobby Dean tries hard on this teener song but it's only a fair go. (Midway, ASCAP)



JACK GRAYSON

JUST A BOY (Triumph, ASCAP) GO AHEAD ON (Triumph, BMI)

Effective outings by Grayson on two good debut sides mark him as a talent to watch. "Just a Boy" is a rockaballad. "Go Ahead On" is Liberty 55190 spiritual-styled over a solid beat.

THE DERBYS

JUST LEAVE ME ALONE (Actual, BMI) NIGHT AFTER NIGHT (Actual, BMI)

The new group bows to good effect on two interesting sides. "Just Leave Me Alone" was cleffed by Brook Benton, and it's warbled strongly. "Night After Night" was written by Donnie Elbert, and the Derbys Mercury 71437 hand the tune a wild, rhythmic reading.

Pop Novelty

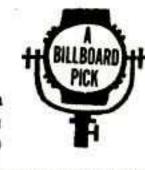
THE BOW RIBBONS **HEY DIDDLE DIDDLE (Rush, BMI)**

The Bow Ribbons, a charming group of youngsters, have a hot novelty contender with their rock version of the nursery rhyme. Gimmicked backing helps on the cute side. They are joined by Elroy Peace on "Quick Like," the flip. (Sherman, BMI) **Trans-Continental 3001**

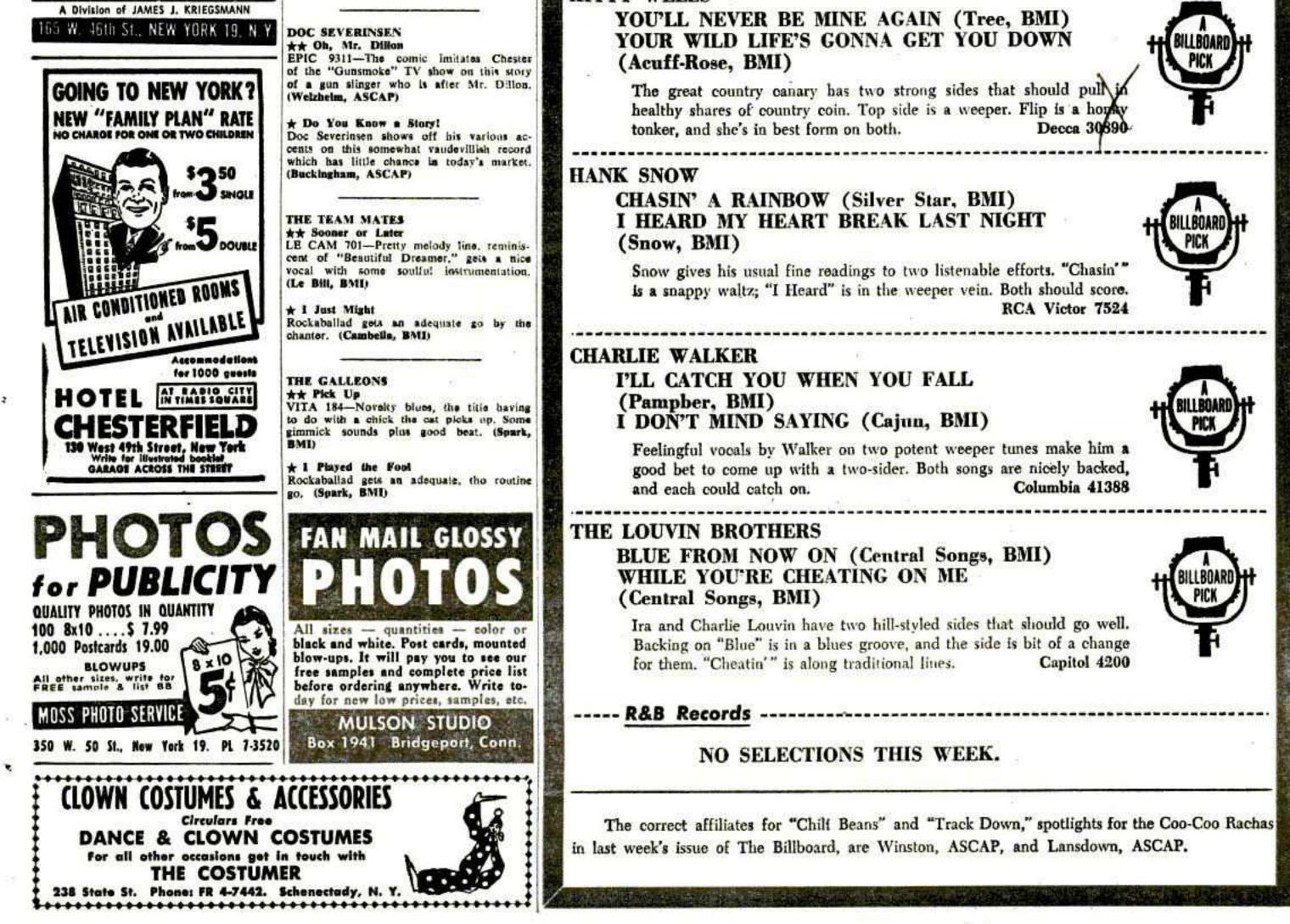


KITTY WELLS









DOBRITCH NAMES ST. LOUIS ACTS

Arena Repaired for Police Circus; TV 'Rifleman' to Be Featured Name

which now has been repaired. The Brothers. Arena roof was damaged in a recent St. Louis tornado. Show dates for the Police show. Bobo Barnett ore May 7-17.

Dobritch's performance will fea- Great Wallenda high wire act. ture Chuck Conners and Johnny Crow, from the ABC-TV program ing Zacchinis and the Flying Val-"Rifleman."

Show will start with a tournament and get underway with the Karrells, Roman ladder; Carmenas, head-to-head; Landon Midgets, and the Eddys, trampoline, all in one display.

Jungleland Wild Animals will be worked by Dick Walker. The Hildalys and Riksos (Nocks) ap- Moves Fair to pear together and clowns follow.

"Aerial Carousel," a Wallenda number, is flanked by aerialists Jeannine Pivoteau, Elizabeth North Ruth Flannagan and Joanne Day. Bike display has the Four Goetchis and the Prince Quartet. Roberto de Vasconcellos exhibits his dressage horse.

Chimps, Wire, Clowns Chimp acts are produced by

ST. LOUIS-Make-up of the | Watkins and Niccolini. The Damm St. Louis Police Circus was an- Brothers, Lola Dobritch and nounced by Al Dobritch, the pro- O'Donnell Trio appear in the wireducer, last week. The program walking display. Musical clown will be in the St. Louis Arena, number features the Bizzarro

Rose Gold Trio takes to the air has the spot between that and the

After intermission come the Flyentines. Clown rocket precedes a (Continued on page 66)

Exchange Club

CHARLESTON, S. C. --- The Coastal Empire Fair has leased the old race track property in North Charleston for its 1959 fair, president and manager Robert Scarborough reports. It is between two main arteries and ideally situated for all kinds of traffic, he noted.

The property consists of 38 acres Theatrical Enterprises will provide of the Western Canadian A loop, on which there are no structures attractions at nine Canadian fairs which starts at Brandon, Man., on as yet. This fall's fair, to be held this season for one of the office's June 29 and ends at Regina, Sask., October 26-30, will be entirely un- busiest years north of the border, August 21. In between are three last year, which paid off a total der canvas and plans for addition Sam J. Levy Sr., president, dis- fairs at Calgary, Alta.; Edmonton, purse of more than \$350,000. of buildings will hinge on the re- closed last week. sults. Previous fair was held on Major plum of the booking seathe Citadel grounds.

Communications to 188 W. Randolph St., Chicago 7, Ill.

B AVERAGE COMING OUT OF CHUTE TWO

OUTDOOR

WESTMINISTER, Colo.---This suburban Denver community's Westminister Round-Up Days celebration will feature a junior rodeo open to high school students whose scholastic standing at their schools make them eligible for participation in the usual school sports.

Betty Garvansites, rodeo secretary, has circulated entry blanks to high schools thruout the State. The rodeo, scheduled for night performances, June 19-21, will include standard events.

The celebration, under the general chairmanship of Floyd Leopold, will get under way June 15 with a free square dance. The paved parking lot of a shopping center will be used for the dance and concessions.

John Robinson, Denver, will have his John Robinson Enterprises' rides at the celebration thruout the seven days.

Rodeos Draw Record 14,113,200 in 1958

THE BILLBOARD

Tops Previous 13,696,410 in 1956; California Leads With 66 Events

DENVER-Professional rodeo, port on their crowds. By last week set a new attendance record last 11 of the 25 had sent in figures. year that already seems destined to be scrapped by the crowds pay- ance records and all 11 enjoyed ing to see the cowboy in compe- bigger crowds than in 1958. tition this year.

The Rodeo Information Commission said here that rodeos approved in 1958 by the Rodeo Cowboys' Association drew a total attendance of 14,113,200, an increase of 1.6 million over 1957.

Previous record year for rodeo increase over the 458 rodeos approved by the association in '57.

had been 1956, with attendance of five years. 13,696,410. The association approved 475 rodeos last year, down from the '56 figure of 519 but an

The rodeo association, noting good attendance at several early rodeos this year, recently asked the first 25 rodeos in 1959 to re-

Barnes Books Nine Canadian Fairs

CHICAGO-Barnes-Carruthers, grandstand revue at the five fairs

Alta., and Saskatoon, Sask. Also booked in Canada by Stu McClellan, Barnes' sales rep, are the Central Canadian Exhibition, Ottawa, where the agency will put on a circus revue for two nights and a full grandstand revue with acts for six evenings. Barnes will also again provide the night grand-stand show at the Western Fair, London, Ont., and has signed a re-Vue and acts for the Sherbrooke At Moscow Ex In addition, B-C has booked the Kings and Queen of the Sky into Pacific National Exhibition, Vancouver, B. C.

Of the 11, nine set new attend-

63

Rodeo attendance figures are * compiled by the Rodeo Information Commission, a non-profit news service that surveys all association rodeos every season.

A spokesman for the commission predicted today that rodeos will outdraw both major league baseball and college football within

Growing Faster

The cowboy sport drew less than either sport in 1958 but is growing faster, the commission points out. Baseball attendance was 17,460,630 (source: World Almanac) last season, up 2.6 per cent from 1957.

College football attendance for 1958 was 19,280,700 (source: A United Press International survey), an increase of 5.4 per cent over the year before.

Rodeos showed a gain of 8.9 per cent in 1958 and have averaged gains of 6.3 per cent every season since 1953. That year was the first season surveyed by the commission.

For the third year in a row, California was the biggest rodeo State in the U. S. The association approved 66 rodeos in the State 0

Operating at **Crescent Park**

'Flying Fish'

PROVIDENCE - The second Flying Fish ride has been erected at Crescent Park by Carll and Ramagosa of Wildwood, N. J. Somewhat similar to the Wild Mouse rides, this one is a duplicate of the unit at Pacific Ocean Park, Santa Monica, Calif.

to represent fish. A third such Rush office here, announced. ride is operated by the manufacturers at the Boardwalk in Wild- James (Matt Dillon) Arness in the wood, under the name Up'N'Atom. Crescent Park owner Arthur Simmons had the Flying Fish in op- August 7-9, and the Boot Heel Roeration on Sunday (26).

son was the contract for the night

'Gunsmoke' Trio Signed By N. M. Fair, 2 Rodeos

Chester, Doc and Kitty trio of are October 2-4. North explained television's "Gunsmoke" series has that they are available for personals been booked for three-day appear- only on Fridays, Saturdays and The Flying Fish uses closer-set ances with rodeos at the New Mex-tracks than the Wild Mouse, and ico State Fair, Albuquerque, and ing the "Gunsmoke" film series two-seater cars shaped and painted two rodeos, Mike North, of the Art Mondays thru Thursdays.

> The performers, who support video show, will do three-day stands at the McCook, Neb., rodeo, deo, Sikestown, Mo., September

BEVERLY HILLS, Calif. --- The | 4-6, while the Albuquerque dates

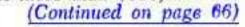
The trio scored big at the National Orange Show in San Ber-nardino, Calif., where they appeared in the pavilion Friday and Saturday (24-25). Booked in un-der the Fanchon & Marco banner, they played to standing-room only at three shows the first day and three capacity performances the second day, which was hurt by noon rains.

Supporting talent in the show included Jacqueline Hurley, acrodancing; Wilder Brothers, comedy songs; Tulara Lee, comedy; Jerry Rosen ork, and Don Rice, emsee.



120 Helicopter **Sales Reported** By Herschell

NORTH TONAWANDA, N. Y. ----A total of 120 Allan Herschell schell sales manager. Moses stated that 37 units were delivered in 1957; 53 in 1958 and 30 units delivered or scheduled for delivery parks, carnivals and kiddielands.



U. S. Fashions To Be Shown

WASHINGTON - U. S. fashions will play a prominent role in the American National Exhibition, which opens in Moscow's Sokolniki Park July 25. Clothes will be modeled for Soviet visitors, to range from work and play clothes to formal attire.

Fashion show, with Russian commentary, will be presented four times daily in an outdoor area under an all-plastic pavilion. Majority of the models will be nonprofessional and will represent the wide range of economic groups and nationalities making up the Helicopter Rides will have been American population. Models will delivered by June 1, 1959, accord- be schooled in simple Bussian ing to George Moses, Allan Her- phrases and will tell the audience where they live in the U.S. and what they do.

Another phase of the fashion presentation will be displays, before June 1, 1959. The distribu- housed in the main exhibition hall, tion of the Helicopter ride was showing fabrics and synthetic finearly evenly divided between bers, as well as U. S. distribution (Continued on page 66)

GIANT NEW YORK THEME PARK PROPOSED BY WEBB & KNAPP

NEW YORK--Plans for a proposed huge \$30,000,000 American history theme park entitled Freedomland were unfolded here last week by William Zeckendorf, president of Webb and Knapp, giant real estate firm. Mayor Robert Wagner expressed interest in the plan.

The board of estimate of the city is considering the proposal for a syndicate to lease property from Webb and Knapp. The proposed site is half of a 400-acre area in the Baychester section of the Bronx. It is bounded by the Hutchinson River, the Hutchinson River Parkway and the New England Thruway.

TEXAS STATE FAIR MUSICALS CONTRACT CHEVALIER, LAINE

DALLAS-The 18th summer season of State Fair Musicals here will present Maurice Chevalier in his one-man show, four musical comedies and an old-time operetta favorite.

In addition to Chevalier, the 12-week season in the airconditioned State Fair Music Hall will include "The Pajama Game," "Wish You Were Here," "The Vagabond King," "High Button Shoes" and "Bells Are Ringing."

Each show will have 14 performances during a two-week run. There will be performances nightly Mondays thru Fridays and matinees on Sunday afternoons.

Dates of the shows and casting to date is as follows: June 8-21, Frankie Laine in "The Pajama Game"; June 22-July 5 Shirley Jones and Jack Cassidy in "Wish You Were Here"; July 6-19, Richard Torigi in "The Vagabond King"; July 20-August 2, Maurice Chevalier; August 3-16, Bob Crosby and Janis Paige in "High Button Shoes," and August 17-30, Peggy Cass in "Bells Are Ringing."

"Bells Are Ringing," the newest of the season's repertory, will be presented here for the first time in the Southwest. This and the other musical shows will be produced in Dallas by the Musicals' own staff headed by Managing Director Charles R. Meeker Jr.

The Musicals again this season will offer to season ticket purchasers a bargain discount rate of six shows for the price of five.



www.americanradiohistory.com

GENERAL OUTDOOR

MAY 4, 1959





GENERAL OUTDOOR

Los Angeles **Sports Arena** To Open July 8

LOS ANGELES-With the Los Angeles Memorial Sports Arena being finished approximately three months ahead of schedule, the first event will be boxing on July 8, followed by the 1959 Los Angeles Home Show for 11 days, starting July 16, H. A. Mahr, assistant general manager under W. H. Nicholas, said last week.

Mahr said that a number of requests had been received for space in the \$6,000,000 structure, but they have not yet been finalized. He estimated that in about two months, when a study of dates and facilities has been made, the prospective exhibitors will be advised as to approximate costs and available dates.

The new arena covers approximately 195,000 square feet on three levels. Seating capacities vary from 16,000 for hockey, 17,-500 for basketball to 19,000 for boxing.



ARENAS & AUDITORIUMS **New Canadian Showplaces Take Construction Spotlite**

By TOM PARKINSON

ANADA, ALWAYS A fertile field for arenas and attractions, is U particularly active currently in regard to new buildings.

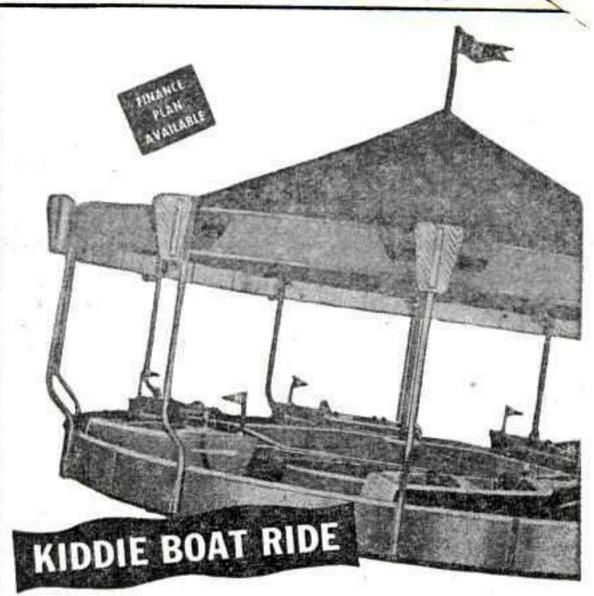
Vancouver is preparing to open its elaborate new facilities on July 5. If the queen gives her consent, Vancouver Civic Auditorium will be called the Royal Elizabeth Theater, and the list of attractions that has been booked for the 1959-1960 season reads like royalty of show business.

It includes "My Fair Lady," conductors Herbert Von Karajan and Walter Susskind, soprano Elizabeth Schwatzkopf and the Japanese Takarazuka Dance Theater, all coming shortly after the opening.

Later in the season Vancouver will have Vincent Price in "Three American Voices"; the North American premier of the Israeli Dance Theater, the "Gay '90's Revue" with Patricia Morrison, Obernkirchen Children's Choir; National Ballet of Finland, Russian cellist Rostropovich, the Ballet Russe de Monte Carlo; "Voyage to the Moon," presented by the Boston Opera Company; Vienna Boys Choir, Jose Greco, pianists Eden and Tamir, and Royal Festival Company of Norway.

More to come to Vancouver are Jerry Lewis, Sammy Davis, Danny Kaye, Eddie Fisher, the Moiseyev Dance Company, African Ballet Company, boat shows, auto shows, fashion shows and many local and Canadian events.

Manager John Panrucker's building is air conditioned and includes an elaborate and large stage. Moreover, during the construction, the floors, walls and ceilings were given acoustical treatment that includes adjustments which will permit the "tuning of the building to acoustical perfection without any reconstruction



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."

GENERAL OUTDOOR

66

-

THE BILLBOARD

MAY 4, 1959

		THE DILLOVARD		MAT 4, 1939
COTTON CANDY A PROBLEM!	Carnival Routes	Gity, Mo., 4-10.	Rock City: (Broadway) East St. Louis, Ill., 4-10. Rose City Rides: Lutesville, Mo.; Sikeston 11-16.	
WHIRLWIND	A-1 Amusements: Caruthersville, Mo. American Beauty: Flat River, Mo.	Hannum, Morris: Lansford, Pa., 4-10.	Royal American: Memphis, Tenn., 9-16. Siebrand Bros.: El Paso, Tex., 4-10.	14: Belding 15: Muskegon
	American Funland: Las Cruces, N. M. Amusements of America: (10th &	Holiday Am. Co.: Fairmount, Mo., 4-18.	Smiley's Am. Co.: Bassett, Va. Strates, James E.: Wilmington,	Polack Bros.: Tacoma, Wash., 8- 10; San Francisco, Calif. 13-17;
And and	Bigler Sts.) So. Philadelphia, Pa. Baker United: Speedway City, Ind., 4-10.	La., 4-10.	Stumbo's Tri-State: Hartshorne,	Ringling Bros. and Barnum & Bai- ley: New York 4-12.
	Barstow Amusements: Glenwillard, Pa., 4-16. Beam's Attractions: Johnstown, Pa.;	King Bros.: Derby, Colo., 4-10. King Expo.: Roseville, Mich., 4- 10; Avondale 14-24.	Shenandoah, Ia., 11-16. Tatham's Fun Fair: Bement, Ill. Tennessee Valley Am.: Franklin,	1 1939
	Portage 11-16. Bee's Old Reliable: Danville, Ky., 4-16.	Lagasse Am. Co., No. 1: Lawrence, Mass. Lagasse Am. Co., No. 2: Burling-	Tenn. Thomas Joyland: Princeton, W. Va. Tinsley, Johnny T.: Greenville,	Chicago, Ill., indefinite run.
	Belle City: (2700 S. Chase) Mil- waukee, Wis., 4-7; (So. 27th & W. Morgan Sts.) Milwaukee	Lagasse Am. Co., No. 3: Newbury- port, Mass.	S. C.; Anderson 11-16. Venditto Bros.: Cranston, R. I. Virginia Greater: Crisfield, Md.:	Bells Are Ringing, The: (Philhar- monic Aud) Los Angeles, Calif., 4-9.
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	8-17. Big State: Clarksville, Tex. Brodbeck & Schrader: Muskogee,	Leeright Midway: Garland, Utah; (Fair) Richmond 13-16. Lindle, Jack: Beardstown, Ill.,	Volunteer: Erin, Tenn.; Central City, Ky., 11-16.	13, 15-16.
 raw sugar. 2. More cones per hour or per day. 3. Exclusive Spring Suspension eliminates all vibration. 4. Sturdier construction throughout. 	Okla. Buck, O. C.: Menands, N. Y., 12-17.	boldt 11-16,	Wallace Bros.: Memphis, Tenn. West Coast, No. 1: Richmond, Calif., 5-11.	Dark at the Top of the Stairs: (State) Minneapolis, Minn., 4-9; (Pabst) Milwaukee, Wis., 11-16.
 Better component parts from spinner head to plug. Easier to get perfect results all the time. 	Burkhart: Helena, Ark.; Blytheville 11-14. Byers Bros.: Ruston, La.; Pine	Manning, Ross: Quantico, Va.;		Lil' Abner: (Curran) San Francis-
 Preferred by all the successful operators in the U.S.A. and all over the world. Completely guaranteed for full satisfaction or your money back 	Bluff, Ark., 11-23. Capell Bros.: Winslow, Ariz. Capital City: Dalton, Ga.; Dayton,	Portsmouth 11-16. Marks, John H.: Annapolis, Md. Merchants Jubilee: Kilgore, Tex. Merriam's Midway: Boone, Ia.,	World's Finest: Brantford, Ont. World of Pleasure: Detroit, Mich., 11-24.	co, Calif., 4-9. Look Back in Anger: (Geary) San Francisco, Calif., 4-9. Music Man, The: (Shubert) Chi-
by world's most dependable manu- facturer of Concession Equipment and Supplies. And: 20 more construction features.	Tenn., 11-16. Carl, A. J.: (8 Mile & Gratiot) De- troit, Mich., 4-10; (8 Mile & Grand River) Detroit 11-17.	11-16.		cago, Ill., indefinite run. My Fair Lady: (Kiel Aud) St. Louis, Mo., 4-16; (Music Hall)
All this value, yet only \$275.00 complete! Write for complete brochure and nformation so you can order your Whirlwind soon. YOU'LL BUY IT	Carroll's Greater: Minneapolis, Minn., 11-16. Central States: Hays, Kan.		Adams Bros.: Kewanee, 111., 5;	Kansas City, Mo., 18-30. Not in the Book: (Ritz) Los An- geles, Calif., 4-16.
GOLD MEDAL PRODUCTS CO.	Chanos, Jimmy: Muncie, Ind.; Richmond 11-16. Cherokee Am. Co.: Chanute, Kan.;	Monarch Expo.: Belleville, Ill.; Moberly, Mo., 11-16. Moore's Modern: Andrews, Tex.	Galesburg 6: Canton 7; Havana 8; Clinton 9. B. & M.: Waukegan, Ill., 4-9;	Two for the Seesaw: (Biltmore) Los Angeles, Calif., 5-9. Warm Peninsula: (Proctor's) Sche-
316 E. Third St., Cincinnati 2, Ohio	Broken Arrow, Okla., 15-16. Colbert's Fiesta: Clinton, Mass. Coleman Bros.: Norwich, Conn.	Motor State: New Boston, Mich.; Oxford 11-16. New England Am. Co.: Ludlow,	Hammond, Ind., 11-16. Beers-Barnes: Gordonsville, Va., 4; New Market 5; Moorefield 6;	nectady, N. Y., 4; (Stanley) Utica 5-6; (Auditorium) Roches- ter 7-9.
SEASONAL OR	Continental; Kingston, N. Y. Crafts Expo.: (Fair) Barstow, Calif., 6-10; (Helldorado) Las Vegas,	Mass. Nolan Amusements: Nelsonville, O. North American: Kirksville, Mo.	Keyser 7; Everett, Pa., 8; Lig- onier 9; Monroeville 11; Pitts- burgh 12; Oakdale 13; Mount	
YEARLY &	Nev., 13-17. Crafts Fiesta: (Fair) North Holly- wood, Calif., 6-10; Woodland	Norton's Rides: Duncan, Okla. Orange Bros. Hugo, Okla. Page Bros.: Bowling Green, Ky.;	Nebo 14; Leetsdale 15; Cora- opolis 16; Everson 18, Clyde Beatty-Cole Bros.: Palisades,	JOHN BUNDY President & General Manager
INSURANCE NEEDS	Hills 13-17.	Albany 11-16. Page Combined: Hapeville, Ga. Palmetto Expo.: N. Wilkesboro,	N. J., 4-10; Easton, Pa., 11-12; Bethlehem 13; Pottstown 14; Norristown 15; Wilmington 16;	YOUNG-BUNDY MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY 806 St. Louis Ave., East St. Louis, III.





Va., 9.

0., 4-9.

4-9.

Utah 14-20.







Finest Shaver Value on the marketthe only one to buy. Write for details on this and the rest of the Gold Medal Sno-Kone Line-Up. Guaranteed to make more sales and profit. WRITE FOR DETAILS GOLD MEDAL PRODUCT

807 E. Third St., Cincinnati 2, Ohio Write now for 1959 catalog of SNOW—FLOSS—APPLES POPCORN

BIG MONEY in POPCORN

CONCESCO one-pound popper fits into any type operation. Capacity possible for sales to \$50.00 hourly. Uses natural or bottle gas. Stirs electricially.





and distribute Coca-Cola with the aid of other beverage firms and breweries. Distribution and sale of both Coca-Cola and Jolly Cola is skedded to begin July 1.

Park Salutes Mothers-in-Law

HOLYOKE, Mass. --- Sunday (19) was proclaimed Mother-in-Law Day at Mountain Park here.

The park, in a special tribute to victims of sons-in-law, gagwriters and cartoonists, included a gift for every mother-in-law present, plus grand prizes for the oldest motherin-law, the youngest mother-inlaw, the most popular mother-inlaw and the mother-in-law accompanied by the largest number of grandchildren.

Copenhagen Spots **Begin Operations**

COPENHAGEN--The Damhus Tivoli, operated by the Stefansen Brothers, opened April 11 for nightly and Sunday afternoon action. Full-scale operation will begin in mid-May with open-air shows, cabaret and dancing Park also has rides, kiddieland, cafe, coin-machine arcade, games, re freshment stands and concessions

Suburban Dyrehavsbakken opened Thursday (30) with the Aerial Hustreis as the free attraction.

Copenhagen's Tivoli opened Friday (1) and its season will run until September 13. Tivoli-Karolinelund, Aalborg, and Zoo-Tivoli, Odense, opened April 24, a holiday. The new Folk Park Arhus opened Friday (1).

The popular concert singer, Elizabeth Schwarzkopf, appeared as the soloist with the Tivoli Concert Hall Orchestra on opening night Tivoli Theater also opened Friday (1) with big-time vaudeville.

been with the Bob Work Shows in 1957. Survived by his widow, Mabel. Burial at Ravenwood, W. Va.

LECARDO-Capt. Fritz,

tattooed sword swallower, knife thrower and weight lifter with many major circuses and carnivals, April 13 at San Francisco. He made the trip to Europe with the Ringling show and was with Sells-Floto, Mighty Haag and other shows. He was a charter member of Showfolks of America. Burial at San Francisco.

MILANA-Joseph,

74, known in oudoor show business as Ajax the sword-swallower, April 27 in New York. He had spent a lifetime as an act and pitchman, much of it in the New York area for Dave Rosen, Hubert's Museum and Ringling in Madison Square Garden. Survivors include his widow, two sons, two grandchildren, a brother and a sister. Services May 1 in Brooklyn, with burial in Pinelawn Cemetery, Amityville, N. Y.

ROSSITER-Tom,

86, scale man, April 22 in Cambridge (O.) Hospital. A concessionaire for 50 years, he was a member of the Ohio Concessionaires' Association and the Masonic Order.

SMUKLER-Jack,

67, of a heart attack April 28 in Detroit. He was at one time a clown with the old Harry Polack Circus and later teamed with his wife, Gladys, as the Original Michigan Rubes in playing fairs They also did a trick car act. As a Detroit film projectionist, he was for 30 years chairman of the sick committee of Local 199, International Alliance of Theatrical Stage Employees. Besides his widow, survivors include a son, Dwight, who also appeared in the rube act; two brothers, Berney Smuckler, well-

PONOKA, Alta .--- Hector Laand Powelson Amusements and brie has been re-elected president at City Park, Parkersburg, of the Ponoka Stampede Associa-W. Va., prior to his retirement tion. L. G. Saunders is vice-president and Art Kissinger is secretary. Dates of the annual stampede are June 30-July 1.

The stampede grounds are being improved under a five-year plan started in 1956. The grandstand now seats more than 7,000, Levelling and fenciag have been done, and chutes and corrals built. This year \$10,000 will be spent on improvements, which will include the building of a field enclosure.

Cloverdale, B. C., Posts \$4,100 Purse For Annual Rodeo CLOVERDALE, B. C .--- A total

of \$4,100 in prize money will be distributed at Cloverdale's 14th annual rodeo, May 16-18. Events will be preceded by a queen contest April 25.

Events will include Brahma bull riding, wild horse races, chuck wagon, calf roping, bronk riding, steer wrestling and flat races. A western style parade will open the rodeo May 16.

The event is sponsored by Lower Fraser Valley Exhibition Society.



WANTED

Domestic and export distributors for exclusive franchise to sell internationally known electric candy floss machines. Must be established firm with active sales organization covering wide area.

For details write Electric Candy Floss Machine Co. P. O. Box 7006 1416 Lebanon Road Nashville 10, Tennessee

FOR SALE-1 new "WHIRLWIND" Cotton Candy Machine (cost \$275), \$235.00; 1 new Deluxe Floss Jiffy Stand (cost \$125), \$80.00; 1 new Floss Maintenance Kit (cost \$35), \$19.00; 1 new Ice Shaver, Sno-Konette Ma-chine, complete outfit (cost \$190), \$145.00, SLIGHTLY USED-1 large Star Hot Dog Steamer, Model 172, \$45.00; 2 Portable Sport-Ka'er Beverage Dispensers, Ea. \$29.00; 3 Portable Sport-Kater Hot Dog Machines, Ea. \$19.00, 25% down, bal. C.O.D., F.O.B. La. BOB JACKSON 368 N. Spaulding Ave., Los Angeles 36, Calif. Call WEbster 1.9257





CIRCUSES

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Iff.

RINGLING, BEATTY WIN **HIGH WEEKEND GROSSES**

R-B to Count \$1,800,000 In New York

68

NEW YORK - -Rinvling Bros. and Barnum & Bailey Circus is expecting to equal or edge ahead of its 1958 Madison Square Garden gross, reportedly around \$1,-800,000. But to do it will take the 10 more performances scheduled this time than last.

There is every reason for satisfaction in the Ringling camp, it is reported. Expenses are lower and the circus can pull a healthier net than from comparable grosses of recent years.

Capacity business with the \$6.50 top ticket price is around \$43,000, and several of these full houses

Early Stands **Give Business** For Hunt Bros.

satisfactory business has greeted learned. But after midweek the Circus, which opened its 1959 tour daily. Saturday (18) at Dover.

GIRL INJURED IN HANNEFORD PERCH ACCIDENT

OKLAHOMA CITY-Vicki Hanneford, wife of George Hanneford Jr., was injured when their perch pole failed and she fell to the floor of the Municipal Auditorium here. The accident occurred while they were performing with Polack Bros.' Circus.

At Mercy Hospital here her injuries were diagnosed as dislocation of both hips and fraotured vertebrae.

have been recorded. On April 4. when three shows were put on, an

ranged from thin to fair at midbounced up nicely in some instances. Kid tickets are half price for weekdays.

Midweek Light

are charged adults prices, begins on Friday nights, and Friday night a. only about 1,200.

Beatty-Cole To Top 400G At Palisades

PALISADES, N. J. --- Indications are that the Clyde Beattythan \$400,000 for the 109-per- crowd. formances ending Sunday (10). doubled this year, with a longer run and more seats.

The 1958 total ticket gross was much applause. exceeded some time ago. Enlargefrom a full house.

on weekends. Saturday (25) had a (voltege) riding act by Cristiani \$80,000 take was realized and that turnaway at 1:30 and a full house family; 5-Aldo and Nina Cristiani is exclusive of concession revenue. at 4:30 p.m., plus a night show. with 20 Doberman pinscher dogs; Generally, night attendance has On Sunday (26) both afternoon 6-unsupported ladders with Or performances were to full houses. este, Piero and Freddie Canistrelli week, but afternoon shows have The usual three - show - per - day 7 - clown boxing by Etolo and schedule has been in force for all Francisco Fornasari; 8 - Freddie weekends and the shows of the and Ortans Canistrelli, rola-bola; final Saturdays and Sundays are -clown walkaround; 10-principa sold out in advance, according to riding act with Margaret and Evy Weekend schedule, when kids the amusement park management. Karoly; 11-swinging ladders, fea-Business for the show on week- turing Joyce and Piero Canistrelli, days has been satisfactory, the 12-Oreste Canistrelli, head slide; business has been very poor. Fri- slow. The engagement has built 13-Cristiani family in teeterboard day (24) had attendance estimated up the pattern of producing good act, with Benny, Remo, Tripoli, business on weekends only, and Chita and Cosetta Cristiani; 14-Some weekdays have grossed as that continues this year. Night high school horses worked by Evy SEAFORD, Del .--- Better than little as \$15,000 after taxes, it was business has been low all along. Karoly; 15-Red Dingler and Com-The Beatty-Cole show is build- pany in trampoline number; 16the earliest dates for Hunt Bros. show is getting about \$35,000 ing a set of six floats. General elephants; 17 - leaps and finale manager Frank McClosky has been spec. released from a hospital, where he was under treatment. where the circus is appearing, has ance. The costuming is smart, and worked tie-ins with a chain of all of the wardrobe for the specs supermarkets. General admission is new and colorful. ticket is given with each \$5 worth of groceries purchased. Another Side Show. The show has two tie-in is with the Boy Scouts and large elephants-Lois, bought from Girl Scouts for \$1 reserved seat the Ringling-Barnum circus, and tickets.

NEW KING OUTFIT **BOWS IN GEORGIA**

Cristianis, Canistrellis, Dingler, Karolys, Parks, Hinckley With It

WARNER ROBINS, Ga .- The Jim Calver, second openings and new King Bros.' Circus met with tickets; Pearl Power, door; Slim a rousing reception at this busy Turner, boss canvasman; Pearl air base city, a few miles from Mays, blade box; Bert Johnson, Macon, Saturday (25).

Opening matinee brought a nearcapacity crowd and/at night there Cole Bros. Circus will gross more was a three-fourths of capacity

A lively performance, composed The potential has been more than largely of members of the Cristiani and Canistrelli families, ran for one hour and 25 minutes and won

Performance by displays: 1 ment has given the show a poten- spec, "Wonders of the World"; 2tial gross of more than \$8,000 Red Dingler and Company, aerial bars: 3-comedy mule, worked by Business has been good to fine Buck McLane; 4-Russian Cossack

torture act, and Al Mills, tickets. Clowns: Danny Styron, Billy Winters; Etolo Farnasari, Red Dingler and Pepi Dingler.

Advance: John M. Burke and Joe Williams, contracting agents; Fred Newhouse, contracting press agent; John Cousins, manager of advertising car; John Hart, J. C. (Ding) Simpson, Fred Wolpin and Sam Wolfe, billposters.

Band: A. Lee Hinckley, leader; Bill Tobias, trombone; Joe Browning and Charles McGaughey, cornets; George Thompson, bass; Al Yoder, drums; Francis Butler, organ.

Concessions: Tom .Kennedy, manager; Tom Kennedy Jr., assistant manager; Etta and Chuck Whitehead, midway diner; John Boring, No. 1 stand; Frenchy Bougie, snow; Joe Bowen, ice house porter; Tom Kennedy Jr., floss and apples; Frank Abernathy, novelties, and Harry Vincent and Jim Malone, seat butchers.

Pit Show No. 1: Whale, Jos Lewis, manager; Pit Show No. 2: Snakes, Dick McLaughlin, manager.



MAY 4, 1959

scored in Dover, where the show day (25) and \$59,000 for Sunday was set up a couple of days in ad- (26). vance and where weather was good. Attendance nose-dived following Monday (20) in Selbyville pulled Easter week, partly due to the reall-day drizzles, with attendance sumption of school and partly bebeing light for the matinee and cause of a change in the performfilled the tent next to capacity for ance schedule. At one time there the night show. Tuesday (21) was was a possibility that the show cold and raw here and the matinee would shutter for two days to perplayed to a half-full tent.

agent for the Cristiani show.

- It is another story for weekends. Two turnaway houses were The circus got \$54,000 for Satur-

mit a hockey playoff, and first ad-

Harry Hunt said the show has vertising mentioned this hiatus. But contracted the Plainville (Conn.) the New York hockey team was Stadium thru operator Joe Tinty beaten and the circus got to perfor a return engagement. A visitor form on those two days. Late in Seaford was J. C. Rosenheim, change in advertising did not create much attendance, however.

Kelly-Miller Opens; New Top, Seats, Acts Show Newly Painted, Personnel Named, Performance Outlined

Miller Bros.' Circus opened at its two 20's. It contains nine cages, home base here Sunday (26), with mostly bought from the McCaw tended that evening. Saturday enadditional people, new canvas, Motor Circus a year ago, plus the more new seating, different mid- giraffe, which formerly was in a way line-up and a fresh coat of pit show, and all the show's elepaint all around.

This is the show's first appearance under the full ownership of D. R. Miller, who bought out his spec. Display 2 takes to the air brother during the vinter. The with iron jaw, traps, loop-the-loop circus is moving on 33 show-owned and cloud swing acts. Elephants trucks, plus four-wheel trailers that are on the track for plank walking, bring the fleet to 47 units.

Included are two new-design seat wagons, each seating about 300 Dempsey Conder and W. V. Shearpersons. The new type was de- er handle pony drills in end rings, signed by Miller and more units David De Lock has dogs on Stage of the kind are under construction. The circus also continues to John Narfski presents bears in the use four wagons from previous center ring. Swinging ladders comyear, seating about 140 persons prise Display 7. each. All are reserves, and plank blues remain in use.

top with six poles and 12-foot side ing globes, trampoline and rolywalls. Side Show and menagerie boly in the rings. Another clown are in separate tents, and the me-

HUGO, Okla .- Al G. Kelly & nagerie is a 70 with three 30's and phants and lead stock.

Performance Outlined

The performance opens with a followed by wire acts in all three rings. After a clown walkaround, 1, chimps on Stage 2 and Capt.

The Loyal Troupe (5), riding act, is followed by the first concert an-Big top is a new 10° foo' round nouncement. Display 10 has roll-(Continued on page 69)

Polack Draws At Okla. City

OKLAHOMA CITY --- Polack Bros.' Circus played to 30,400 patrons in eight performances here at the 6,000-seat Municipal Auditorium April 22-25. A special Sunday showing (26) was given for 4,500 members of Tinker Air Force Base, bringing total attendance to 34,900 people.

Wednesday (22) brought 3,000 in the afternoon and 4,500 admissions that evening. Thursday (23) had 3,200 in the afternoon and

4,000 in the evening. About 3,500 were on hand for the Friday (24) afternoon showing and 4,000 attertained 3,600 in the afternoon and 4,600 that evening. Sunday (26) was a sellout 4,500 to personnel of the Tinker Air Force Base.

CUCCIOLO AND **ZOPPE PLAYING** IN DISNEY PIC

LOS ANGELES-The Alberto Zoppe riders have been working on the new Walt Disney production, "Toby Tyler." Cucciolo doubles as Toby Tyler and Alberto is the riding instructor. The troupe, consisting of three men, three women and two midgets. opens with Clyde Bros.' Circus May 9 in Sault Ste. Marie. Ont., after their picture work is finished.

A brand new big top, trimmed

in red and blue, with striped side-Palisades A musement Park, wall made an impressive appear-

The menagerie is located in the Babe, acquired from the Philadelphia zoo.

The show has an 80 with three 40's. Seats and banners came from the Cristiani show. Animals include four lions, a bear, six-pony drill, seven horses and others. Trucks are all new to show business and include one for the poles and big top, two for lumber and chairs, plus light plant, office, bulls and props, horses, stakes and water, menagerie top and cages, and an advance truck. There are several other trucks on the lot, including a sound unit, Tom Kennedy's concession semi and Joe Lewis whale show, as well as more owned by various acts.

Staff, Personnel

Executive staff: RAMCO, Inc., owner; Benny Cristiani, manager; Remo Cristiani, assistant manager; Charles Underwood, general agent; Tripoli Cristiani, director of personnel; Freddie Canistrelli, equestrian director; Paul M. Conaway, general counsel; Sam B. Warren, legal adjuster; Ora O. Parks, general press agent; A. Lee Hinckley, band leader; Buck McLane, announcer, and Tom Kennedy, concessions superintendent.

Chita Cristiani has charge of front door, assisted by Cosetta Cristiani and Ortans Canistrelli.

Department heads: George Burrows, elephants; Sam Pritchett, head mechanic; Earl Pitts, transportation; Johnnie S. Jones, electrician; Paul Levy, props; Jim Binder, ring stock; Rosina Fornasari, wardrobe; Ted Cole, squadron; Francisco Fornasari, big top canvas; Eva Hinckley, mail agent; Pietro Cristiani, inside tickets, and Etolo Fornasari, reserved seats.

Side Show: Jimmy Power, manager, magic and inside lecturer;

Do Take-Off Of Each Other

NEW YORK--The second annual party of Ringling Bros. and Barnum & Bailey Circus performers was Sunday evening (26) in the ballroom of Hotel Belvedere.

About 300 performers and staffers ate a buffet lunch and staged a show at midnight, with acts doing take-offs on other acts.

Duenna Zacchini was hostess and Rose Murphy worked the come-in in Otto Griebling's makeup and wardrobe, Jackie Gerlich, Cha Cha, Arroyo, Jimmy Armstrong and Frankie Saluto (latter two from the Clyde Beatty Circus) portrayed Sciplini Chimps, and Eddie Keck acted as the trainer.

Dick Anderson did a take-off on Cina Lipowska and her horse with the assist of two undisclosed assistants portraying the horse. Phil and Betty Escalante had some skits and songs. The Bokaras staged an acrobatic interlude that included a breakaway teeterboard. The event ended about 2 a.m.

NEW SHOW GETS FAST NICKNAME

CHICAGO --- Show people across the country have been quick to nickname King Bros." Circus. At least half the mentions of the brand new show refer to it as "Benny Bros." in recognition of Benny Cristiani, the manager.

This is in the same tradition that produced such other nicknames as Two Bills show (Buffalo Bill and Pawnee Bill), the Hog show (Mighty Haag), the Yank show (Yankee Robinson) and John show (John Robinson).



4, 1959

Kelly-Miller Show Debuts Wind, Rain Hit

Continued from page 68

lowed by a clown number and the and pony boss. hippo walkaround.

juggling. The web number is fol- an; Frank McCord, water departlowed by Liberty horses, presented ment; Ione Stevens, concessions; by Dempsey Conder in center ring. Donald McIntosh, assistant; E. V. The second concert announcement Bradley, circus diner; Clen B. precedes Risley and foot juggling Shearer, Canyon Horse Show; E. in the end rings. Clowns are fol- L. Robb, Gorilla Show; R. Moses, lowed by the perch act in center Snake Show; B. Shearer, pony ride; ring. Display 24 has 12 elephants Mrs. John Long, privilege car; R. in a long mount. The concert has Menendez, usher superintendent; the Eldorado Kid, Chief Keys and Maurice Marmelejo, props boss; his tribe of Choctaw Indians, Mrs. Harry Smalley, wardrobe; J. Dempsey Conder with trick and S. Smith, The Billboard and mail slashed attendance. fancy riding and David De Lock agent; B. Jacobs, front door; Harry with roping and gun manipulation.

Staff Detailed

Staff includes D. R. Miller, owner; Obert O. Miller, general manager; James M. Cole, manager and director of public relations; Frank F. Ellis, legal adjuster; Jack S. Smith, treasurer and auditor; Bernice Jacobs, secretary; Isla Miller, Social Security; Dorothy Cole, tickets; Claude Smith Jr., superintendent; Keller Pressly, boss canvasman and seats; Dave and Deacon McIntosh, transportation; J. K. Pressley, construction and inside tickets; Kenneth Meyers, metal; B. F. Rat-

E. K. FERNANDEZ WANTS

For Hawaii's 50th State Fair, June 26 through July 4, and Hilo, Hawaii, to follow.

A Glass Blower (Mr. Manley, write), a Flea Circus and other single attractions. Also a Scrambler Ride for a longer engagement. If interested wire or write

and five in the center ring. Foot assistant; Robert Cline, herd boss; juggling, hand balancing and con- John Narfski, menagerie superintortion next take over the rings. The menage horse number is fol-

Donald Ensminger, electrician; Display 17 fills three rings with Thomas Spence, assistant electrici-Thomas, local advertising sales; B. F. Ratcliffe, banner painter; Harry Smalley, displays, and Joseph overflow night crowd prompted an Colby, demonstrations.

Performers Named

The Side Show line-up includes Ward Hall and Harry Leonard, managers; Tex Arnold and Pat Frazier, ticket sellers; Lily Strepetow, ticket taker; Little Lord Leon, fire eater and swords; Allo, alligator boy; Harry Leonard, Punch and Judy and inside lecturer; Ward Straw House Hall, magic, and Diane De Elgar, annex attraction.

R. H. (Bubba) Voss, bandmaster; Harry Smalley, bass; Louie Grebs, calliope; Herb Cliffgard, W. D. Howard, Ovila (Frenchy) Lebouef and Maurice Castleman.

Big show performers include Maurice Marmelejo, Joyce Jacobs, Jerry Pressly, Diane Pressly, Dempsey Conder, Barbara Miller, Raefel Menendez, W. K. De Lock, David De Lock, W. V. Shearer, Freddie Logan, Ora Logan, John Narfski, Lillia Loyal, Luciana Loyal, Al-

walkaround precedes elephants, cliffe, paint; Fred C. Logan, ele-with three bulls in each end ring phant boss; John Carroll, elephant Cristiani Bros.

KINGSPORT, Tenn.---Rain and heavy winds took their toll here as Cristiani Bros.' Circus was three hours late in starting the matinee to 900 people Tuesday (28). The night show fared better, with a turnout of 1,700 people. Last year, Cristiani played to two straw houses here, also in the rain.

The street parade was given late. Rumors that the show had cancelled and that a serious windstorm was headed for Kingsport

At Oak Ridge, Tenn., Monday (27) the show played to a halfhouse in the afternoon. Then an extra night show to a half-house. The top arrived four days ahead of the show, which was playing an indoor date in Atlanta the previous week. The performers arrived late due to the long run and the parade was canceled.

Big show band is composed of Marks Start Of Adams-Seils

FULTON, Mo.-Adams Bros. and Seils Bros.' Circus opened its 1959 season Sunday (26) at the Mexico, Mo., fairgrounds to a straw house in the afternoon and a three-quarters house at night. Good promotion by the pro-circus Mexico Ledger helped. Lions Club was auspices.

Monday (27), at Fulton, Mo.,

UNDER THE MARQUEE

Aero-Stylites, played the Omaha ani Bros.' Circus to town June 19. Shrine Circus April 13-19 and are following it with three weeks of indoor dates in Newfoundland. This summer they will be booked by Ray Shrine emblem rigging this winter

Hobart Hopper, Middletown, O., is chairman for the Middletown (O.) American Legion Post's circus

Famous Cole **Does Business** On Texas Trek RANGER, Tex .---- The Famous

Cole Circus continues to find good business in its Texas trek. The seat truck was demolished April 21 in a wreck on the run to Bridgeport, and another truck was purchased.

Sunday (19) the show drew good business at Euless for a matineeonly stop. Grapevine (20) was light and the show didn't get off the lot until 9 a.m. the next day due to a three-inch rain.

Show enjoyed a big day at Bridgeport (21) and the second best day so far at Bowie (22). Henrietta (23) was okay and Jacksboro (24) was another winner. Saturday (25) found Famous Cole in Ranger where they had two half houses in hot weather under Lions Club auspices. Norman Anderson visited the show here.

Bailey Signs

Wichita Falls

Kitten and Gabby Wendt, the | committee which will bring Cristi-

Carl Wallenda's rigging took more weight than ever before during the Frank Wirth circus in West Beaudet. They premiered their new Hempstead, N. Y. With the nine Wallandas on the high wire were with the Orrin Davenport Circus. the Seitz-Mendez Duo, performing both alone and with the others, making a total of 11 aloft at once.

CIRCUSES

James W. Grist, Rockville, Md., has booked Hunt Bros.' Circus into Silver Hill, Md., April 27 for the Fire Department and into Kentland, Md., April 28 for the PTA.

George Christy **Gives Equipment To Circus Museum**

SOUTH HOUSTON, Tex. ---George W. Christy, former owner of Christy Bros.' Circus, has donated an antique circus cage wagon, Christy ring curbs and other circus equipment to the Circus World Museum at Baraboo, Wis. A truck was sent from Wisconsin last week to pick up the equipment and return it to Baraboo.

STOR SALE-FOR SALE 2 Air Calliopes and Wagons For Sale

1. 4-wheel steel trailer with circus wood carvings. Contains brandnew Singer air calliope, framed to look like steamer. New blower, new generator, new instrument, new motor, new wagon. Only one in the world like this.

2. 4-wheel wagon fitted for teams or tractor. Contains like-new Tangley air calliope with player attachment and keyboard, plus five rolls

69





PARKS-KIDDIELANDS-RINKS

THE BILLBOARD 70

Kane Bros. Buy Forest Park, Pa.

125-Acre Spot Sold by Richard Lusse, New Owners Project Night Operation

CHALFONT, Pa. - Historic | changed hands relatively late. Forest Park changed hands in late April, being sold by Richard F. year is the addition of lighting for Lusse to brothers Lawrence and night business. The pattern has Louis Kane of Massachusetts. In been to shut down at 6 p.m. An recent years the spot observed its expanded ride operation will re-100th anniversary.

Larry Kane has been associated with the Freeman and Shore amusement interests for 20 years. The firm has rides, games and arcade operations at Nantasket and Revere Beaches, plus discount are the 57 by 100-foot pool, food stores at the beaches and in and game concessions, and pic-Saugus, Mass.

Forest Park is 24 miles from City Hall in Philadelphia on Route 22, and its main public transportation is the regular summer schedule out of Philadelphia by the Reading Railroad. Kane said several plans are in the works, some of which, in the nature of improvements, must of necessity await the close of this season because ownership and management

COMULE MUNVES COLDOOT

Do You Know

27 YE 243 32

One change to be instituted this sult from current solicitation of independent ride people. The park's rides include Octopus, Rollo-Plane, Merry-Go-Round, kiddie rides, and a Travers Airplane, the only high ride. Other enterprises

nicking. Seating for more than 6,000 persons is available in the widely scattered picnic groves, and booking acitivity is being organized to attract industrial and other groups. Total acreage exceeds 125. Al McKee, known in outdoor amusement circles and a long-time acquaintance of the Kanes, has been consulting on the new operation. Ida Kane, wife of Larry, will reside on the property and supervise the pionic booking.

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 4, 1959

ASBURY SETS 40-INCH TOP FOR KID RATE

ASBURY PARK, N. J .---Publicity and promotional advantages are expected to accrue from the new admission policy at city operated beaches. The lower price will apply to all persons under 40 inches tall, including jockeys and midgets, who will pay 40 cents, a penny an inch. Other persons pay \$1 on weekends and 75 cents weekdays. Special entrance archways will be situated on the Boardwalk and possibly in town, stressing the 40-inch height requirement.

Catskill Farm

CATSKILL, N. Y. --- A second trackless train is being delivered to Catskill Game Farm by National Device Company, augmenting the one installed by owner Roland Lindeman last July. It is 80 feet long and will manipulate over the park's sharp grades, which range up to 20 per cent. Capacity is 72 persons.

Tampa Animal

DEER FOREST FINDS:

Direct Mail Brings Crowds; **News Ads Attract Spenders**

switch from direct mail to newspaper ads for school picnics brought a drop in attendance but an increase in spending was outlined last week by Ed Frady, Deer Forest Park promotion chief.

Deer Forest opened in 1949 In 1950 the park began soliciting school picnics in slow months, May and June. From 1950 to 1957 they admitted kids, teachers and bus drivers free and charged parents 25 per cent reduced admission. Solicitation used a mailing list of school officials compiled by the State. A letter and brochure were sent to school principals as far north as Grand Rapids, east to Battle Creek, south to New Buffalo and west to Lake Michigan. By 1957, the picnics were attracting 10,000 children. However, Lane and a 50 per cent increase in management was disappointed with baby lambs, goats, pigs and fawns inside park spending and decided are added for the 1959 season, acto charge the kids 15 cents admis- cording to Frady.

COLOMA, Mich. -- How a sion, Frady related. They also decided to switch to newspaper advertising for wider coverage.

In 1958 kid attendance then dropped by 50 per cent, but per capita spending rose considerably. This year the ads are being augmented, and the funspot is taking space in nine weeklies and 10 dailies at a cost of about \$500.

Donn, June and Gary Adams will present four free acts a day on the outdoor stage. They have a repertoire of 14 acts, including horse, pony, mule, llama, - goats, donkey, dogs, raccoon, trick roping, fast draw and bull whips.

A new exhibit, Red Riding Hood and the Wolf; a new Fiberglas setting for the bleeding heart doves, an entrance arch to Storybook

ROLLER RUMBLINGS

Brown's Reply to URO's MARSI Vote Protest

thing clear, the Roller Skating Rink | skating industry. Also in this coun-Operators' Association of America try there is the right of secret balis not, nor does it want to, apply lot, and the RSROA does not inpressure on any group, whether it tend to infringe on anyone's conbe manufacturers or another splin- stitutional rights.

DETROIT --- "Let's make one room for everyone in the roller

type of coin operated machine can be obtained from Munves... the leaders in ARCADES are known throughout the world since 1912.

MIKE MUNVES CORP. 577 10th Ave., New York BR. 9-6677

THE MOST SUCCESSFUL MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO. 563 10th Ave., New York 36, N. Y. (3-4 Million Players - 140 Weeks at Ocean Beach Park, New London, Conn. -City Audited Figures.)

Buildings included.

that every conceivable Wild Mouse ride of Fred Cerbini and Pat Razzano had a nice day Sunday (19), its first weekend.

MANLIUS, N. Y. — The new Area Getting

Mouse Ride

At Manlius

Draws Well

Rocco Piccione, former partner in the Suburban Park operation, confirmed the sale of his half interest to Russ Pace. Joe Mandracchia is president and Pace is superintendent and manager.

WILDWOOD, N. J. -- Over 7,000 coupon books will be sent out to attract early visitors to the resort area here, according to John S. Kay, city director of public relations. The spring Scotch vacation coupons, effective May 15 to June 23, will save one-third at hotels and motels, half on Boardwalk amusements and one-fourth at restaurants.

Rides and Equipment available.

3 AH Trains

TAMPA-A miniature train system, with three Allan Herschell G-16 locomotives and trains, is being installed at Lourey Park's Fairyland, it was announced last week by Tampa Parks Director D. B. Bradley.

The trains will take passengers into a 10-acre area in which many uncaged wild animals roam. There are Mother Goose theme cages for the animals, also. The entrance and exit to the area are controlled the background of the controversy, by radio-operated gates.

Trains will be operated by Tampa Fairyland Railroad, a corporation formed for the set-up and connected with similar operations Cahill, secretary-treasurer, comin other cities.

LeSourdsville Lake Adds Scrambler

MIDDLETOWN, O .--- A new Scrambler and 32-game Fascination concession have been added at LeSourdsville Lake here, according to Don Dazey, manager.

The park will hold preview weekend openings on May 2-3 and 9-10 prior to the official opening May 17. Following the official opening, the park will operate on a six-day-a-week schedule, closing on Mondays.

ter operator group, Victor Brown, chairman of the RSROA Advisory Committee, past president, and one of its active living founders, said in reply to recent United Rink Operators' statements on relations with the Manufacturers' Association of the Roller Skating Industry.

Brown's statement indicates that the RSROA feels the public statements to date have not presented a fair view of the controversy, and goes into some detail to document showing how the present differences arose. Brown's statement of position was released by the national office here, and Charles E. mented that "Since The Billboard ran a full page on the URO's bulletins with regard to the recent MARSI vote, I am sure you will be interested in the facts.

"The tremendous success of the RSROA cannot be traced to petty politics or half-truths," Brown continued. "In this country there is

WITH BEAUTY - GLAMOUR - SNOWMANSHIE

GLAMOBOUS NEW IDEA IN BEAUTY MODERN SHOW GLAMOROUS NEW DEA IN BEAULT, MODERN SNOW-MANSHEP, LIGHTING EFFECTS AND LOUDSPEARER, IT'S DUFFERENT IT STUMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLBOOMS SKATING NINES, CLUBE TAVERN BARS, AMUSEMENT PARES, NOTELS, RESORTS

Write For Complete Free Details

HOLLYWOOD SPOTS-LITE CO.

Dept B . 3012 No. 10th St. Omeha 10. Nebracka

SKATING RINK TENTS

NEW SHOW TENTS

MADE TO ORDER

CAMPBELL TENT & AWNING CO.

PATENTER

IN STOCK

Alton, III.

NEW REVOLVING

SPOTS LITE

HOLLYWOOD

BETTER'N A

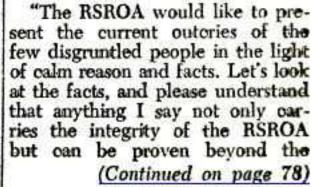
CRYSTAL BALL NO MIRRORS TO BREAK

WASH OR POLISH

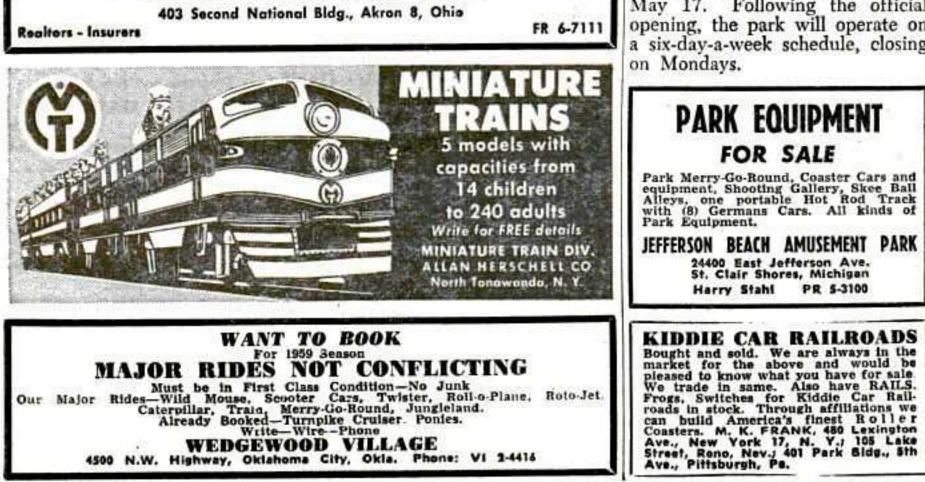
42 x 102

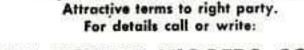
53 x 122

100 Central Ave.









THE HOWELL-VIGGERS CORP.

WEDGEWOOD VILLAGE

4500 N.W. Highway, Oklahoma City, Okla. Phone: VI 2-4416

SUMMIT BEACH PARK

on Summit Lake, Akron, Ohio

AVAILABLE STARTING THIS SEASON

UNDER LONG TERM LEASE OR BUY

Only Park in area 400,000 population.



FAIRS-EXPOSITIONS

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 4, 1959

MERGER CHANGES **Revise Judging Sked at Chi Expos**

the International Livestock Expo- 23-December 5 run. sition during the convention of the International Association of Fairs the first week of the exposition and and Expositions will have to arrive early this year.

Saturday, November 28, while the IAFE conclave doesn't officially Thursday, November 26 (Thanksget under way until the following giving Day), with the judging of Monday, November 30.

Mass. Awards **Race Dates** To Two Fairs

NORTHAMPTON, Mass.---The urday (5). State Racing Commission has approved six running horse racing stay at the exposition for steer exdates for the Hampshire, Franklin hibitors in the open, adult owner and Hampden Agricultural Society competitions, as well as in the at the Northampton Tri-County junior classes for 4-H and FFA Fair, September 7-12. September members. 14-19 was assigned the Brockton Fair. The same two groups had the same number of days las, year.

Fredricksburg Schedules Major **Fair Plant Work**

FREDRICKSBURG, Tex. -Major improvements are being Dayton, O., made at the Gillespie Fairgrounds

CHICAGO -- Fair executives been set up for the big stock show who annually turn out to see the since its merger with the Internagrand champion steer crowned at tional Dairy Show for a November

All steer judging will be held all judging of purebred beef and dairy cattle will be held during The animal will be crowned on the second week. It is planned that the steer show will open the junior livestock feeding con-A new schedule of judging has test. It will conclude with the naming of the grand champion on Saturday forenoon, instead of the

following Tuesday as heretofore. All steers will have been judged and sold by the following Monday (November 30), after which they will be replaced by dairy animals. Judging of the dairy breeds will be Wednesday, December 2, thru Sat-

This will shorten the length of

Purebred breef and dairy cattle judging is scheduled as follows: Angus and herefords, Monday (30); shorthorns and polled herefords, Tuesday (1); holsteins, polled shorthorns and red polls, Wednesday (2); brown Swiss and avrshires, Thursday (3), and jerseys and guernseys, Friday and Saturday (4-5).



CALGARY, Alta.-The Calgary Exhibition and Stampede grandstand will soon boast sound equipment valued at \$28,000.

The equipment used for last year's stampede has been retained and workmen have been installing an additional \$16,000 worth.

in time for the spring race meet in mid-May. Music will be piped thru the system between races.

A broadcast booth being built under the grandstand will be available for radio stations broadcasting from the grounds.

Reproduction from the old public address system equipment was not suitable for radio broadcast. Reproduction from the new equipment will be piped directly into the stations and out over the air with little loss in quality.

The booth will have facilities for 15 microphones, three tape recorders and two turntables, all running at the same time, and will be able to handle up to six radio stations at once.

Sound will be picked up from the infield and stage microphones and funneled thru the booth, then of the grandstand. to the speakers.

the system, the midway will be lo- wide range of uses required of it.



THE BILLBOARD

Conclave; 60 Attend Annual Banquet

on how to improve operations.

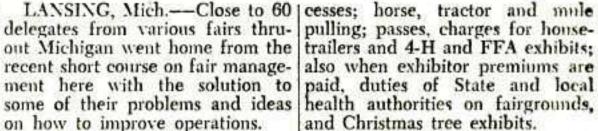
The annual school was held here in the Porter Hotel by the Michilegan, president, wielded the gavel at all sessions which were of the round-table type.

One of the high points of the course was the dissemination of information on the preparation of forms for State aid. This session was conducted by George McIntyre, Michigan director of agriculture, and his staff, including Edward R. Zemmer, chief of fairs; L. A. O'Berry and Mrs. L. S. Roosa.

Topics that came up for discussion included parades, bands, floats, automobiles, farm machinery, queen contests, judging band contests, 4-H princes and prin-

cated farther east this year to cut down noise. Also, acoustic tile is being installed in certain sections

Stampede officials found the old To facilitate the improvement in equipment unsatisfactory for the



71

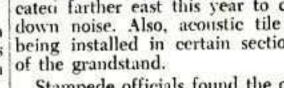
Paul Barrett, extension specialist on conservation from Michigan Installations will be completed hibitions and James H. Snow, Al- State University, illustrated his Milon Grinnell, editor of the Michigan Farmer, was a guest, as were a sizable number of State senators and members of the House of Representatives.

> Among the resolutions passed was one congratulating the Department of Agriculture and Director McIntyre on its co-operation. The association further pledged assistance in seeking amendments to present laws that would better define and regulate the State aid methods.

Serving on the resolutions committee were Clarence Harnden, Don Sweeney, Leland Wheeler and Sidney Phillips.

Broadbent Elected Ky. C. of C. Veep

LOUISVILLE -- Smith D. Broadbent Jr., president of the Kentucky State Fair Board, has been named first vice-president of the Kentucky Chamber of Commerce.



\otc



in preparation for this year's fair and other events to be staged dur- Skeds Races ing the year.

Reroofing of the large exhibition hall is the first major project. The ing will return to Montgomery roof on the 3,000-seat grandstand County Fairgrounds on May 16 for will be covered with asphaltic the first time in 30 years, accordaluminium paint.

Other projects are rewiring of tary. livestock barns for better lighting and to provide outlets for fans, midgets, sports cars, hot rods, claselectric clippers and other appli- sic car exhibits and the featured ances. Painting and general reno- mighty midgets will be George vation is scheduled for other fair Wood, of nearby Oakwood, presifacilities.

The 71st Fair is set for August 28-30.

Fengstad Resigns Lethbridge Post

LETHBRIDGE, Alta. --- S. M. (Mel) Fengstad, a member of the old archway over the entrance to Lethbridge and District Exhibition the exhibition grounds has been board for five years, has resigned. torn down and a new one will be Pressure of business was given as built at a cost of \$575. his reason. Fengstad was first vicepresident of the board and chair- Exhibition and Stampede company man of the rodeo events and chuck- are considering construction of a wagon committee.

CZECHS WILL SHOW AT PNE

VANCOUVER, B. C. ---Czechoslovakia has signed as one of the major commercial exhibitors at the 1959 Pacific National Exhibition.

The country will display several lines of export products in an arena that comprises 2,850 square feet of the recently renovated Pacific Showmart.

Exhibitor space is being purchased earlier this year than ever before, according to O. C. Cook, chuirman of the commercial exhibitor committee. Other countries in Europe and Asia are also negotiating for space.

DAYTON, O .-- Automobile racing to Goldie Scheible, fair secre-

Producing the card of quarterdent of Auto Racing Enterprises.

Medicine Hat, Alta., **Builds New Fair** Main Entrance Arch

MEDICINE HAT, Alta .--- The

Directors of the Medicine Hat new \$12,000 attractions platform in time for this year's grandstand show. If approved, it would be 60 feet by 40 feet, of steel construction, with one-inch floorboard and three-quarter-inch plywood strip covering.

"The present stage is a complete and total wreck and it costs us nearly \$1,000 a year to repair it," said one director.

Efforts are being made to have Prime Minister John Diefenbaker officially open the 13th annual exhibition and stampede, to be held July 16 to 18.

Kittle Released From Hospital

CHIPPEWA FALLS, Wis. ---W. H. (Bill) Kittle, manager of the Northwest Wisconsin District Fair here, has been released from a hospital following surgery.

Georgia Assn. Jets **May Short Course**

short course for fairs in this State storming session led by Hunter is projected for Rock Eagle Park, Monday and Tuesday, May 18-19. Sponsored again by the Georgia Association of Agricultural Fairs, the event last year drew surprisingly well and served to perpetuate interest in astute fair management. Price is \$10 per person, Joe F. Pruett, of Macon, secretary, disclosed.

Bill Benton, Savannah, is president of the association and will convene the session at 1 p.m. Monday. In the morning the directors will meet, starting at 10:30, and there will be registration, followed by lunch in the cafeteria. R. M. Penland, Macon, will give the inwill be shown.

"What's Your Problem?" will be Hulme, Elberton.

EATONTON, Ga .-- A two-day the subject of an afternoon brain-Leaf, Savannah, with separate attention given to small, medium and large fairs.

> Other afternoon subjects and their speakers will be Marvin Lorig, Albany, publicity, advertising and catalogs; Tommy Ashmore, Augusta, utilization of manpower; Georgia Extension Service, attractive homemaker exhibits; Lee Carteron, Atlanta, grounds, buildings and utilities, and R. M. Wade, Macon, educational and community exhibits. An outdoor dinner will follow around a big bonfire and with entertainment.

Second day's activi 1 include vocation in the afternoon, and breakfast and lunch in the cafe-Doug Strohbeh, Savannah, will teria; a talk by Martha Harrison, speak on short course purposes. A State 4-H leader, on 4-H participafilm on the Indiana State Fair tion; another by Strohbehn, and a discussion on contracts led by I. V.



One week CANNON COUNTY FAIR, September 7-12. Contact James W. Jennings, Chrm. Phone 1344 Woodbury, Tennessee



THE BILLBOARD 72

Clear D. C. Skies **Boon for Strates**

moving on 50 cars at present, operator. pulled good weather thruout the engagement, which served as usual as a strong kickoff for the Northern tour.

Among the top money-winners was the new Schiff Wild Mouse. Strates crewmen have been working out methods to cut down the set-up time since it was delivered during the Florida winter season.

Last year's Wilmington engage-ment pulled rain on six of the 12 days and the lot didn't react favorably to the wet treatment. The run this time seemed much better blessed by weather, which stalled the full opening until Wednesoutlook bright.

Work around the show continues as the season progresses, having been devoted mainly to rolling tively. stock over the winter. New scenic

Red Dauer Joins Fair **Time Shows**

Dauer, veteran concessionaire, has into Oregon, had 10 major and a-bell, Don Haffner, operator; Faye In addition to a Dutch lunch being the "champion beefer" of Fair Time Shows, Inc., Olivia Waldron, corporation's president, said here last week. Mrs. Waldron also announced that the show will open its 1959 season on May 5 in Corona, Calif., a contract the organization has held for the past several years. Show will follow with dates in Monrovia, Azusa and Montebello, with the second of a three-year to Krekos, Harry Myers, general contract to be played at the South- manager; Bobby Cohn, general ern California Exposition in Del representative; Louis Leos, secre-Mar starting June 26. Merced County Fair, Merced, (1,000 Sheet) Loomis, billposter. which will mark the first time for the show there. Dauer will work with Chet Bar- | includes Barbara Hellwig, unit secker, Fair Time's general manager. Dauer entered the concession field officer. Speed Mullins is the ride following his discharge from the superintendent; Adam Jeves, me-Marines and after combat service in the South Pacific.

WILMINGTON, Del. - Rain | panels are installed on the Merryheld up the opening of the James Go-Round, and the railroad dining E. Strates Shows for its two-week car added recently has been workdate here, following a bang-up ing successfully under the guidweek in Washington. The show, ance of Pop Garrett, cookhouse

> A May 11th opening is expected in South Plainfield on the lot occupied in the past near Camp Kil-

2 RA Shows Tape Eagle

Communications to 188 W. Randolph St., Chicage 1, III,

CARNIVALS

NEW YORK-Altho midget show operator Nate Eagle won't tour this season with a carnival, his voice will be in evidence for long stretches of time on the Royal American Shows. He cut threeminute tapes last week for both the Lou Dufour "Woman" show and the Gargantua II and Toto gorilla exhibit. The Eagle midgets have plenty of work, meanwhile, thru his canvassing of advertising agencies and TV producers here.

WEST COAST BOWS FOR 28TH SEASON

Both Units Premiere on Same Day; Northwest Show Opens With 18 Rides

day, when skies were clear and the Coast Shows launched its 28th ter and Phylis Jones. season April 21 when the two units, California and Northwest, opened in Alameda and Merced respec-

> There was the customary fanfare that was inaugurated years ago by Mike Krekos, now president of the corporation. Manager Al Rodin, of the California unit, initiated the season by christening block pitch, spot game, Arthur Anthe Ferris Wheels with a bottle of Napa Valley champagne. In Mer-ced, Eddie Hellwig, manager of the Northwest unit, did the honors.

The Northwest unit unveiled a

SAN FRANCISCO --- West | Fields, Ruth Crouch, Velma Nut-

Concessions: Cookhouse, Johnny Miller, owner; Gus Anztis, chef; Teddy Kozacki, John Jung, Leonore Claus. Grab, Ronnie Tooth-man, Jack Fry; toy race track, clothes pins, balloon store, Hunter and Margaret Farmer, operators; Wayne Navolt, John Sims, Walter Pearl, Alabama Stevens. Rolldown, dersen, operator; Hank Coleman, Dick Dillard, Frank Ney, Jack Wasserman, Maury Lightstone. erator; Dick Kanthe, Chet Wedge. of America and their ladies One of the high points of the

ONTARIO SLA GROUP ELECTS MARCO PREZ

TORONTO----The Showmen's League of America, Ontario Chapter, currently in the process of formation, has elected temporary officers, directors and trustees and appointed a secretarytreasurer.

Altho the organization has not officially become a chapter of the 46-year-old Chicago-based League, there apparently is little doubt that full agreement will be reached with the parent body. Final details are being worked out between a committee of the Chicago club and the new group here in Toronto and a charter is expected to be issued in the near future.

First president of the chapter is Pat Marco, of World's Finest Shows. E. Brown is first vice-president; H. Jones, second vice-president; H. Cleaver, third vice-president, and M. M. (Neil) Webb, veteran SLA Canadian secretary, is secretarytreasurer.

Trustees, in addition to Marco, are J. W. (Patty) Conklin, J. P. (Jimmy) Sullivan, J. H. Silverman, Howard Jones and Louis Herman, Q. C., long-time League Canadian counsel. Directors are B. Arent, K. Rifkin, O. Sommerville and Leo Alberts.

The chapter will hold its first election on either October 18 or 25. Its fiscal year will start on September 1, 1959, and will end August 31, 1960.

The first banquet and ball will be held November 23 in the Royal York Hotel here. This will be held during the same week of the annual meeting of the Canadian Association of Exhibitions.

Patty Conklin, who has been one of the prime organizers of the new chapter, reported that the chapter already has signed 60 members and predicts that by the end of 1960 the membership will grow to 200 or more.

League Party Marks **Final Spring Meet**

CHICAGO - Close to 100 mittee and Henry Polk was in Jewelry, Mary Ragan Kanthe, op- members of the Showmen's League charge of liquid refreshments

Scrambler, Dipper, Roll-o-Plane and Swan ride on the grounds of man, operator: John Andrews season to a close here Thursday tation of two gilt membership and Swan ride on the grounds of Merced County Fair, where the still date was played. Including these rides the unit which will go read on the short ranges, fish pond, SANTA ANA, Calif.-Joe (Red) these rides, the unit, which will go basket store, cork gallery and ring- final meeting of the season. and the other to Lou Leonard for

1959. Prior to the party the board of governors and the regular body met. President Bill Carsky was in the chair assisted by Ed Sopenar, treasurer, and Hank Shelby, secretary. Past-presidents included Sam J. Levy Sr., and Al Sweeney, and four other past-presidents arrived later-Frank and Jack Duffield, Ned Torti and Maurice (Lefty) Ohren. Reported on the sick list were Tom Durant, in Springfield (Mo.) Baptist Hospital for surgery, and Al Carsky, ready to be released from Augustana Hospital, Chicago. Bill Martin and Harry Ferris were up and around after illnesses and Lou Keller was reported as okay at home. John Sloan is out of the hospital and reported much improved. Back after absences were Bob Beaudry, Joe Marks, Harry Duncan, Bill Kaplan and Frank Duffield. It was also announced that the in Memphis late Tuesday. The graves at Showmen's Rest in show will move to the lot the Woodlawn Cemetery will be dec-

MAY 4, 1959

Harris Signs Bunker Hill, B. C. High

CHARLESTOWN, Mass.-The annual Bunker Hill Celebration Coats, foreman; Grady Phillips and nonauspices people to involve will again be held on the grounds Atlas Sward. Tilt-a-Whirl, Leroy themselves in the games. of the former State Prison this year. Contracts have been signed Rock-o-Plane, Earl Clore, foreman, for this date, June 15-21, and another on the grounds of Boston College High School, June 22-27, by Jeff Harris.

Harris said plans to build on the Charleston grounds have been deferred at a late moment, allowing ald. Scrambler, Ted Kimberly, forethe 60-year-old celebration to be held there for the third straight season. The high school spot is on Morrisey Boulevard on the South Boston-Dorchester line and was last shown in 1940 by the World of Mirth Shows. Only rides and concessions will operate there. Other dates are pending.

eight kid devices, 47 concessions Haffner. and four shows.

Equipment of both shows has plenty of flash, with rides, light towers and fronts having undergone complete refurbishing in winter quarters. The Northwest unit carries 22 light towers 40 feet high.

Lists Staffs

Personnel includes, in addition tary-treasurer; E. W. (George) Coe, Other contracts signed include business representative, and Glenn Personnel of the Northwest unit,

in addition to Hellwig, manager, retary, and Bill Stathos, security chanic; Harry Baker, chief electrician, and Paul Herron, assistant; Bill Mercer and Daniel Donaldson, front gate and tower crew; Virginia Herron, front gate tickets, R. I. Latest to and Steve Fisher, kiddie rides foreman, with Virgil Lawrence, first man, and Robert E. Chambly, third man. Norman Fisher is the cashier for the kid rides.

(2), Joe Estorja, foreman; Bob recent years. New Jersey and New Jones, foreman, and Freeman. and Quintin Archer. Roll-o-Plane, ting cash bingo prizes and setting Kenneth Benjamin, foreman, and up a nine-member commission to Albert Ratlife. Octopus, Bruce supervise all bingo operations. The Crowell, foreman, and Bill Hepner. House of Representatives passed it Caterpillar, Ray Gibney, foreman; quickly. Paul Drapeau and Cecil McDonman, and Fred R. Self. Dipper, Leo Deliglio, foreman, and Edward Wilburn.

Ticket Sellers

Ellsworth Morton is lot superintendent and Pop Lawler is night bill's sponsor, said the commission okay. Rain started intermittently watchman. Ticket sellers include would see that "sponsoring organ- on Sunday, and completely washed Harriet Bennett, Hazel Estorje, izations get the profits due them out Monday night. The following head) Williams is due in shortly Rosa Lee Abscher, Glenda B. from operators" of bingo.

(Continued on page 76) Max Brantman and his house com-

ROYAL LEAVES TAMPA FOR MEMPHIS CARNIVAL

uled to leave here in two sections four new flats were included in Monday (4), with the Memphis the lineup. Cotton Carnival as its destination.

refurbished by a 47-man crew supervised by Trainmaster Wally it more portable. Cobb, assisted by Ray Milton. Six

Delve Into Bingo

Ride personnel: Ferris Wheels start policing bingo operations in Saturday (9) opening. May 30. York previously adopted stringest

In this State's Legislature, and due for approval, is a bill permit-

At present all proceeds must go set in after the weekend but the to the sponsoring organization after spot, opening Thursday (23) had already proved pretty good. deductions for broadly defined expenses. A main concern of the commission would be to determine the good, owner Buck commented, and nature of the expenses. Rep. Eugene Cochran (D., Providence), the a Saturday matinee turned out

served with several kegs of beer, Ducks, roll-a-ball and fish pond, Ralph Pope entertained with ac-

Ruth Davis, operator; Ernest Ho-blitt, manager; Charles Crowell, chairman of the party assisted by

TAMPA-The show train of the all-steel sleepers, that had been re-Royal American Shows was sched- built to show specifications, and

Other work accomplished by a First section was to leave at 1:30 big crew here in winter quarters p.m. with the second an hour later. was the construction of a new The train had been completely Dark Ride and considerable work

Featured back-end show will be the Ricki Corvette unit with Ricki Corvette, six-foot, eight-inch exotic as the star.

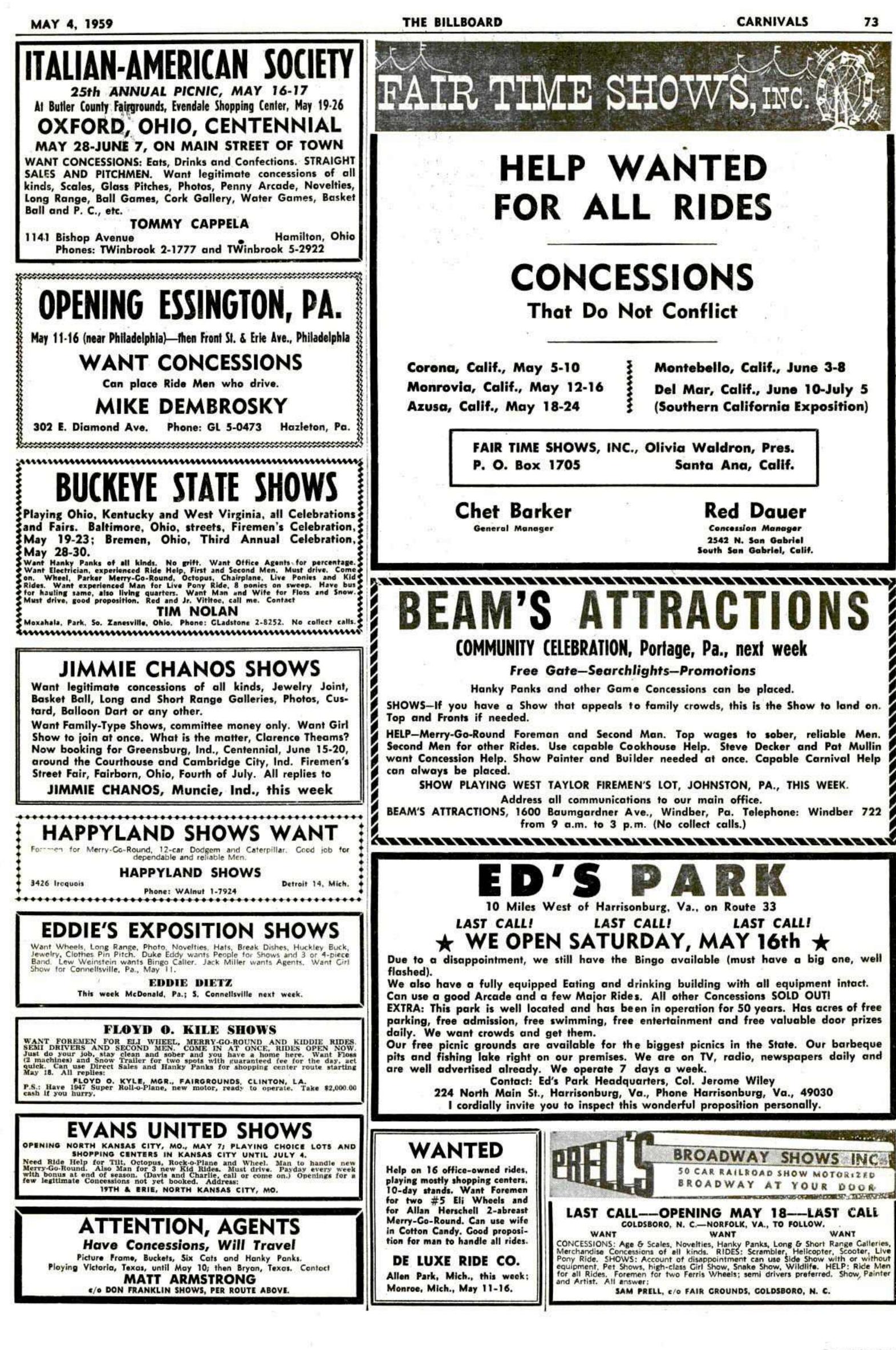
Both trains were due to arrive PROVIDENCE, R. I.--Rhode following day and is scheduled to orated with flags and services will

Coullard, first; Lawrence Andrado, tickets. Merry-Go-Round, Arnold Coats, foreman; Grady Phillips and Pork previously adopted stringest nonauspices people to involve Schenectady Premiere **Does Okay for Buck**

MENANDS, N. Y. - A good weather was far from the best. start on the season was scored by

Buck, who had been out of acthe O. C. Buck Shows, in its op- tion for several days with a sciation ening date at Schenectady. Rain condition, saw limited service during the week. There was no sign, he observed, that patron spending would not be as good this year Thursday thru Saturday were as last,

Most of the regulars were doing business. Cervanne arrived to take over the Illusion Show built in on Sunday, and completely washed winter quarters, and Harold (Fattwo nights were workable but to operate the Minstrel Revue.





74 CARNIVALS

MAY 4, 1959





THE BILLBOARD

CARNIVALS

75



www.americanradionistory.com

.

Copyrighted ma

CARNIVALS

76

MAY 4, 1959

How-Reit Opens, Staff Of I.T. Show Retained

in Queens, setting up its No. 1

others will be sprung for the op- midway arrangements. ening soon of the No. 2 unit. Staff of the How-Reit Shows is dletown, N. Y.; Flemington, N. J. the same as it has been for the and Danbury, Conn., which it had I. T. Shows, except for top man- played under its former title. In agement, as follows:

ris Brown, concession manager and expected to provide additional fair lot man; Bill Appleton, ride super- dates for the show.

NEW YORK - The new How- | intendent; John Leonard, electri-Reit Shows got rolling last week cian; Lou Scherer, office manager. Concessionaires currently inunit on Northern Boulevard and clude Ray Manning, Lillian Zarra 73d Street. Partners Pat Reith- and Gus Maynard, and the Yates offer Jr. and Al Howard were both popcorn stand, which has been on on hand. Their show is the for- I. T. for several years. Howard mer I. T. Shows, bought from Is and Reithoffer visited fair secre-Trebish (The Billboard, April 27). taries last week to inform them of Seven rides were in action and the new developments and discuss

How-Reit will play fairs in Mid-Middletown, Howard is assistant Al Howard, president; Pat Reith-offer Jr., secretary - treasurer; Mor-Reithoffer's booking activities are

Boston Club Exceeds 400

for the season Tuesday (21) with activity has recently been noticed a brief meeting, and the get- around the winter quarters. togethers will resume in October.

Close to 150 members and friends attended the open house, at which refreshments were served. Attorney Max Glazer was the principal speaker, using the subject of good will toward fellow men.

Membership now totals more than 400 members for the one-yearold organization. Current projects include shopping for new furniture and painting of the clubrooms at 276 Tremont Street.

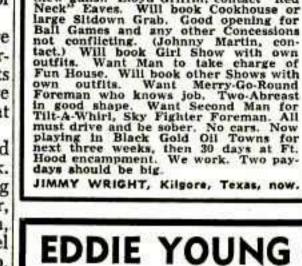
Frank McTeague was named chairman of the annual year book. Among those at the final meeting were Frank Venditto, Billie Burr, Milton Kaufman, Harry Freedman, Frank Allen, Joe Bailey, Israel Gross, Fred Veno, Joe Carrolo, Al Ross, Sam Pockar, Ralph Penney, Max Glazer, Elwood Mc-Clashing, Marvin Schwartz, Manuel Menasian, Walter Kelley, Capt. Jack Valley, Jack Russell, Bill Peir-son, Ted Goloskie, Nate Waterman, Past President Jack Ableman, Charles Tampone, Eddie LaVerne and Secretary Joe Freedman.

and spindle, Tommy and Eloise

Syester; six cat, over and under,

toy store, Johnny Lopez, operator; David Johnson, Earl Richardson,

George Caldwell, Lucky Lang,



Gem Bows In Florida

ST. LOUIS --- The Gem City Shows, which wintered in Theo-BOSTON-The New England dore, Ala., will open its season Showmen's Association disbanded soon at Pensacola, Fla. A flurry of

MERCHANTS JUBILEE SHOWS

MERCHANIS JUBILEE SHOWS WANT NOW: Concession Agents for Buckets, 6-Cats. Pin Stores, Skillos, Count Stores, Balloon Darts, Lead Gal-lery Agents for Long and Short Range (new guins). Lloyd Griffin, contact "Red Neck" Eaves. Will book Cookhouse or large Sitdown Grab. Good opening for Ball Games and any other Concessions not conflicting. (Johnny Martin, con-tact.) Will book Girl Show with own outfits. Want Man to take charge of Fun House. Will book other Shows with own outfits. Want Merry-Go-Round Foreman who knows job. Two-Abreast in good shape. Want Second Man for Tilt-A-Whiri, Sky Fighter Foreman. All must drive and be sober. No cars. Now playing in Black Gold Oil Towns for next three weeks, then 30 days at Ft. Hood encampment. We work. Two pay-days should be big.

WANTS

Watchia Agent and other Hanky Pank

Agents. Opening Fargo, No. Dak., May

16; all Fairs and Celebrations. Contact

EDDIE YOUNG

Box 264, Arcadia, Kan.

Phone: Melrose 8-4465

WANTED

Razzle Player with roadside or clubroom experience.

Phone 877, Cairo, Ill., after

9:00 P.M.

GEO. (CHUDDY) SIEGEL

RIDE HELP WANTED FOREMEN AND SECOND MEN FOR

MERRY-GO-ROUND, TILT AND WHEEL. No cars, all must drive. Year-round work. This Unit playing Shopping Centers exclusively.

> SAM FIDLER c/o B & M United Circus Waukegan, Ill., this week;

Hammond, Ind., to follow.

WANTED—WANTED

Ride Help for 8 office-owned Rides. Playing 2-week stands at Catholic Churches and Shopping Centers. Must be dependable and reliable. Top salary. Want Foremen for Merry-Go-Round. Tilt, Rolloplane and Schiff Roller Coaster. Want Second Men for Ferris Wheel and all Rides. Come on, will place you. place you.

Opening May 9, Chillum, Md., St. John The Baptist De La Salle Church, 7500 Sargent Rd.

Address all mail and wires to MYRTLE McSPADDEN Laurel, Md.

WANTED KIDDIE RIDES

In good condition, Including Merry-Go-Round and Ferris Wheel. For 100% summer location on Cape Cod. 10-week summer season. Please contact:

MR. STONEMAN 260 Tremont Street Boston, Mass. Phone: HUbbard 2-3170

WANTED -

FOR SOUTHERN STATES SHOWS tide Men in all departments; those who Ride Men in all departments; those who drive trucks and have valid license given preference. Show will leave Win-ter Quarters May 12 for Panama City, Fla., where it will operate until Septem-ber on the beach, then a circuit of Fairs until in November. Have room for a few more Stock Concessions for the season. FOR SALE OR TRADE—SEN-SATIONAL ZOOMER RIDE. A fast 40-passenger one-truck Ride. Can be seen in operation this week at Palm River, Fla., suburb of Tampa. All replies to JOHN B. DAVIS, Mgr., Southern States Shows, Route 3, Box 107 B, Tampa, Fla., or Phone 426353 Tempa. No collect calls.

SIDE SHOW ACTS



CONCESSIONS: Can place Hanky Panks, Hoop-La, Scales, Pitches, Novelties, etc. HELP: Can place two Foremen and two Second Men, must drive. (George Gloyd, answer.) Ben Glosser can use Concession Agents. Contact

JOE BOSTON WANTS

E. L. WINROD Belleville, Ill., this week; Moberly, Mo., next.



www.americanneliohistor

BEST MERCHANDISE BUYS

MAY 4, 1959

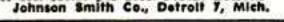
Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

77











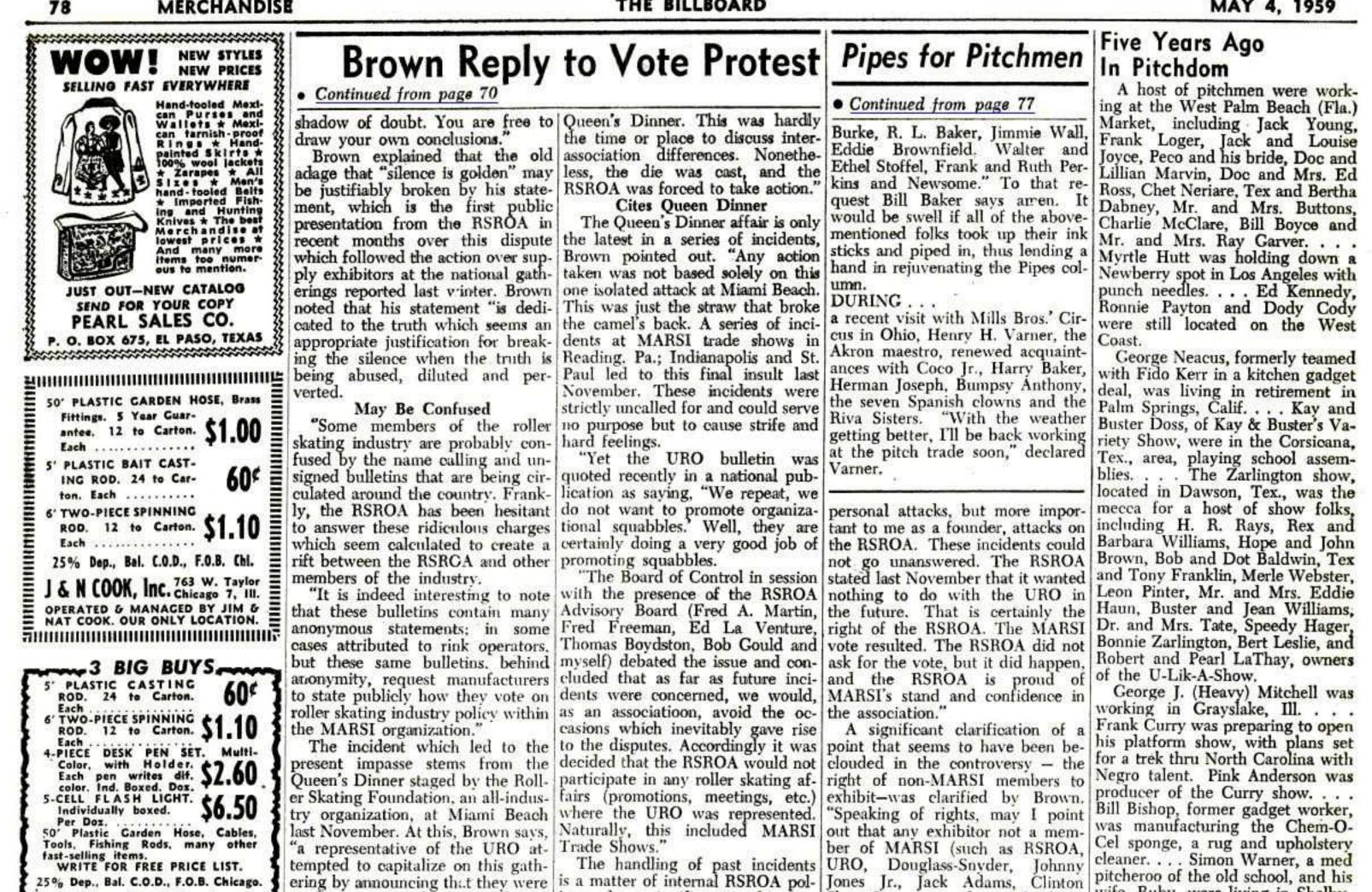
Industries. Weight control. Mary-Mac Inc Exclusive agents 325,000 a year possible with complete reducing 1012 Powhattan St. salon, 12 unit package. World's Dallas 2, Texat lowest price. Equipment all pre. Dallas 2, Texat elsion made, heavy duty. Rent. Call RI 2-8771



(Continued on page 78)

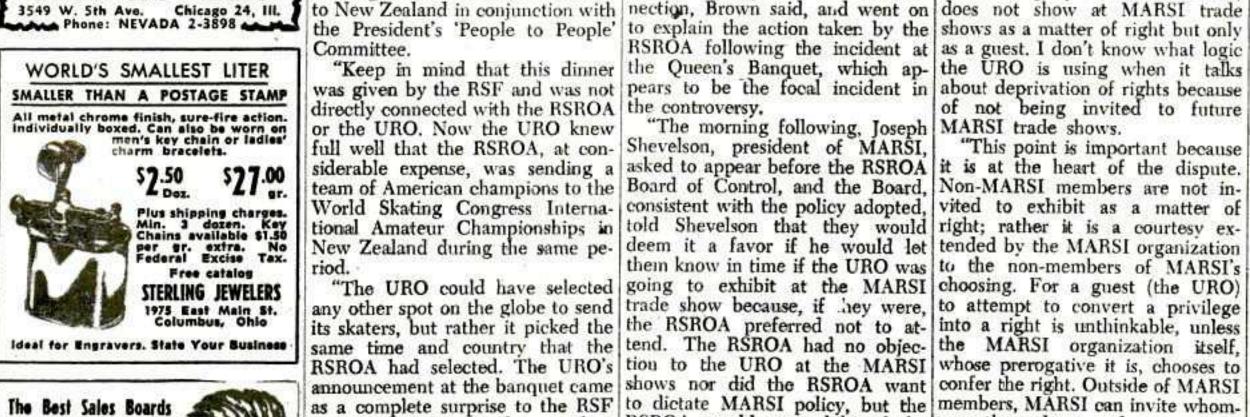


MERCHANDISE



ville, Tenn. Madaline Ragan was back in Miami after a trip to Cuba. Joining her on the jaunt were a number of other feminine pitcheroos, including Lil Hallstrom, Lil Tumini, Ruth Anthony, Louise Joyce, Bertha Dabney, Dottie Swartz and Mary Ragan.

wife, Ruby, were living in Shelby-



Sheldon Cord Products

3549 W. Sth Ave.

and Jar Games

Write for information

ind prices.

GALENTINE COMPANY

Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

114 West 14th Street

Committee.

directly connected with the RSROA the controversy, or the URO. Now the URO knew full well that the RSROA, at considerable expense, was sending a team of American champions to the World Skating Congress International Amateur Championships in New Zealand during the same pe-

"The URO could have selected any other spot on the globe to send trade show because, if hey were, to attempt to convert a privilege its skaters, but rather it picked the the RSROA preferred not to atsame time and country that the RSROA had selected. The URO's announcement at the banquet came as a complete surprise to the RSF and the RSROA. As the president of the RSF said later, 'It was like having an invited guest spit on the involved in future incidents. table.

its New Zealand plans at the

New York 11, N. Y.

211

711111

TOP

INC.

Phone: UPtown 8-1112

Value

PRICE LIST READY

NEWS ITEMS When They Are New

Send for Your Copy at Once

PLUSH TOYS and DOLLS

If you have not dealt with us in the past, ask those have

BERNY NOVELTY CO.

SURE-FIRE \$ \$ MONEY MAKER

SLUM . . . Greatest Line Ever Assembled

Phone: Algonquin 5-8290

DAMEN-LAWRENCE SALES,

FLASH · · · Superb Values

The Latest and Best Item Ever Created!

A Much Needed and Useful Item for Everyone'

CLIP CASE & SUNGLASS

COMPLETE

Slim Line Automatic Ball Pen \$.99

YOUR COST-\$9.00 per dozen. SAMPLE-\$1.00 postpaid. PHONE-WIRE-WRITE.

Approved Sunglass

4717 North Damen Avenue, Chicago 25, Ill.

the President's 'People to People' to explain the action taken by the shows as a matter of right but only RSROA following the incident at as a guest. I don't know what logic "Keep in mind that this dinner the Queen's Banquet, which ap- the URO is using when it talks was given by the RSF and was not pears to be the focal incident in about deprivation of rights because

sending a team of amateur skaters icy and not significant in this con- Skate Company and several others)

"The morning following, Joseph MARSI trade shows. Shevelson, president of MARSI, tend. The RSROA had no objecto dictate MARSI policy, but the URO did. We would not become

"Shevelson said that he as presi-"The RSROA had been silent on dent of MARSI would put the matter to a vote. The Board of Control said that it preferred not having a vote but would simply like to know in time if the URO in-The results were a resounding defeat for the URO."

Many Protests

and the like.

when it comes to the promotion of sented will give further support to stand on that record."

of not being invited to future

"This point is important because asked to appear before the RSROA it is at the heart of the dispute. Board of Control, and the Board, Non-MARSI members are not inconsistent with the policy adopted, vited to exhibit as a matter of told Shevelson that they would right; rather it is a courtesy exdeem it a favor if he would lot tended by the MARSI organization them know in time if the URO was to the non-members of MARSI's going to exhibit at the MARSI choosing. For a guest (the URO) into a right is unthinkable, unless the MARSI organization itself. tion to the URO at the MARSI whose prerogative it is, chooses to shows nor did the RSROA want confer the right. Outside of MARSI members, MARSI can invite whom-RSROA would not exhibit if the ever they please and can exclude whomever they please. Those not invited have no complaint. This isn't a case where the URO's position is on thin ice-there isn't any ice.

Sums It Up

Brown summed up his whole statement as follows: "Rather than tended to exhibit at the MARSI take these charges against me and shows. Shevelson insisted that the the RSROA seriously, I am more issue be put on the ballot. It was, of a mind to say, 'Shame on you, URO; act your age."

"The RSROA is too big to stand idly by while the URO attacks The result was an outburst of MARSI members with no better cries of "un-Americanism," "re- grounds for their attack than outstraint of trade" and "equally ri- lined above. Because innocent diculous statements," Brown said. people may be hurt, the RSROA is "Many came forward, mostly perfectly satisfied to waive any anonymous, to make these un- rights received from MARSI by founded allegations. It should be the recent vote and thereby MARSI pointed out that in their despera- can invite whomever they wish to tion charges were not leveled at exhibit at their trade shows and the RSROA, but at me, personally, those who wish to attend may do with such unsavory adjectives as so, as was the case before the con-'massa,' 'gangsterism,' 'racketeer' troversial MARSI vote which supported the RSROA. This was the "I have devoted a great portion original intent of the RSROA anyof my life to the promotion of roller way. We simply wanted to know if skating, so quite naturally these the URO had accepted the MARSI lies hurt deeply, but I can proudly invitation because, if so, in order stand on my record as a husband, to avoid future disputes, the father, grandfather and American RSROA would decline to exhibit. citizen, and can go even further "I am sure that the facts pre-

roller skating. My record is an the testimony that the RSROA is open book. I am proud of it and I strictly interested in the promotion of roller skating and not interested Brown's statement follows, he in petty controversies which can











THE BILLBOARD

CLASSIFIED

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif.

SEND FOR FREE PRICE LIST NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guaran-tee. Loughs Unlimited, 106 W. 45 St., New York, N. Y. my25

"THE ENTERTAINER"-ORIGINAL MONO-logues, Topical Gags, One Liners, Stories, Risque Jokes. Sample copy, \$2; 12 issues, \$10. Eddie Gay, 242 W. 72nd St., New York 23, New York. my4

TOP-RATED DEEJAY SELLS COMEDY material. Great collection of one-liners. Hurry. Send \$3. Mike O'Phone, 901 Eggleston, Kalamazoo, Mich. my11

24,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1700 pageal Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. je22

THREE PERFECT CAPUCHIN MONKEYS, many tricks. Trained by Joseph Cogozza, who wishes retirement due age. 1956 Ford Panel Truck, 8,900 miles. All \$1,800. Animals alone worth this. Excellent opportunity. Rare Bird Farm, Kendail, Fla.

Agents, Distributors Items

BEAUTIFULLY TOOLED GENUINE Leather Billfolds, made in Old Mexico. Dozen, \$18; sample, \$2. No c.o.d.'s, please. Old Pueblo Importers, Box 893. Tucson, Ariz. This Billfold should retail at \$5. Satisfaction guaranteed.

EARRINGS, ASSORTED STONE AND TAI-lored, \$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. my25 my25

FAMOUS MFR. CLOSEOUTS

Send for descriptive literature on other ter-rifle values on jeweiry of all descriptions. 25% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

FREE CATALOG!-BULOVA, ELGIN, GRU-en Watches, etc. 1959 styles. \$6.95 up. Buy

direct from importer: Electrical Tools, Nov-elties, Costume Jewelry, etc. Write today! Jet Premiums, 423-DN Los Angeles St., Los Angeles 13, Calif.' my11

6

HOSIERY-LOW PRICES LADIES', MEN'S,

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 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 barder 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.

BEAUTIFUL BRAZILIAN RAINBOW BOA Constrictors, 5 feet, \$10; 6 feet, \$15. Brazilian Cook's Tree Boa Constrictors, 5 feet, \$5; 6 feet, \$7.50. Green Tree Vipers, \$12,50. Fer-de-Lance, 4 feet, \$9; 5 feet, \$15. Sudden service; absolute satisfaction guar-anteed. Phone 322, Reptile Jungle, Slidell, Louislans.

BIG BOAS! BEAUTIFUL BRAZILIAN "Redtail" Boa Constrictors, 6 feet, \$20; 7 feet, \$25; 8 feet, \$40; 9 feet, \$50; 10 feet, \$75, These are true "Redtails" from Brazil, not Colombian or Central American Boas. not Colombian or Central American Boas. Extremely heavy bodies, absolutely clean mouths and 100% perfect condition guar-anteed. Colombian Boas, 6 feet, \$12.50; 7 feet, \$20; 8 feet, \$30. Stock on hand for immediate shipment. Reptile Jungle, Phone 322, Slidell, La.

CALIFORNIA SEA LIONS, LEOPARD Seals, sale or rental. Trapper-trainer, Homer F. Snow. 287 Jefferson St., San Francisco, GReystone 42268. myll

CURRENTLY IMPORTING LARGE VARI-ety Reptiles from India, South America. (Indian Pythons, Cobras, Monitors, Boas, Beaded Lizards, Fer-de-lance, etc.) Many exotic and rare species. Mary-Wald Zoologi-cal Trading Post, P. O. Box 294, Rockville, Maryland, my25

GIANT ANACONDAS, 6 FEET, \$12.50; 7 feet, \$15; 8 feet, \$20; 9 feet, \$30; 10 feet, \$45; 11 feet, \$60; 12 feet, \$75; 13 feet, \$100; 14 feet, \$125; 15 feet, \$150. Fresh shipments arrive weekly by plane direct from the Amazon River in one day. Heavy bodies,

SNAKES, TURTLE, IGUANAS, LIZARDS. Baby Alligators. Special prices in quan-tity lots. Alive delivery guaranteed. Post Office Box 1662, Ocala, Fla.

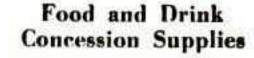
SNAKE SHOWS, REPTILE EXHIBITS! Special: Giant South American Anacondas, 10 feet, \$45; 12 feet, \$75; 14 feet, \$125.
Brazilian Red-Tailed Boas, 8 feet, \$40; 9 feet, \$50; 10 feet, \$75; Brazilian Rainbow Boas, 6 feet, \$15; Adult Fer-de-Lance, \$15; Snake Dens, \$50 to \$100; Squirrel Monkeys, Wooly Monkeys, Capuchin Monkeys. Stock on hand for immediate shipment. Veterans Animal Import, 7801 Chef Menteur Highway, New Orleans, La.

TRAINED DOGS WANTED-DESCRIBE IN detail tricks, temperament. Send pictures if possible. Box A 222, Bijlboard, 1520 N. Gower, Hollywood 28, Calif. np

Business Opportunities

AMUSEMENT PARK AVAILABLE FOR AMUSEMENT PARK AVAILABLE FOR operation starting this season. Summit Beach Park on Summit Lake, Akron, Ohio. Only park in area, 400,000 population. Land lease on land and buildings. Rides and equipment available. Attractive terms to right party. For details call or write. The Howell-Viggers Corp., 403 Second National Bidg., Akron 8, Ohio. FRankjin 6-7111. Realtors & Insurers.

A REAL OPPORTUNITY! THREE FULL PARADES made up giant balloons, special floats, fifty-foot Santa Claus floats, steel trailers, inflation equip-ment, trucks, for sale. Will sell one parade if desired. Directors selling or dissolving



ABOUT ALL MAKES OF POPPERS, CARA mel Corn equipment, Floss Machines, re placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted. Chicago III my4 FREE INVENTORY SHEETS FOR CON-cessions, Complete "One-Stop" service. Kanry King Floss Machines, popcorn, food, drinks. Catalog. Concession 133, Station "H", Toledo. my18

For Sale Secondhand Goods

MILLS TWIN-HEAD FROZEN CUSTARD Machine, A-1 condition, \$600, W. M. Crowding, Betterton, Md. Call Chestertown

For Sale-Secondhand Show Property

79

BOAT RIDE, MARCRAFT 24 PASS. WITH power Boat, Lighthouse, no tank. Good Ride for park, \$600 cash. Write: B and D Enterprises, Marilla, N. Y. my11

BRING THEM IN WITH A 60-INCH Searchlight. A-1 condition. mounted 1 unit. Roy Krog, Box 97, Burlington, Ill. DUrkirk 1-1285.

BUILD 16-PASSENGER KIDDIE SAUCER Ride, 8 saucers. Plans, \$10: costs about \$250. Free plan catalog. Brill, Box 875, Peoria, III.

FOR SALE — TWENTY-TWO HP. LE ROI Motor, excellent for major rides, flat belt drive, A-1 condition, new transmission and magnet, \$200. Scotland Rides. Box 207, Fayetteville, Pa.

FOR SALE OR TRADE-USED SEVEN (7) Amusement Gas Cars, good condition, \$250 each; new \$600. Also Hand Car and Street Car Ride. Di 2-9184, 18957 Van Owen, Reseda, Calif.

FOR SALE CHEAP

Wild Life Exhibit, complete. Sixteen cages, sixty signs, steel trailer with tandem axle. Will hav! everything.

Write GEORGE COON

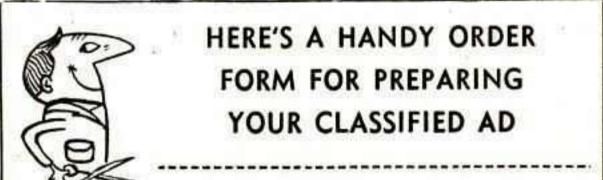
Deming, N. Mex.

GAS DRIVEN STEAM-TYPE TRAIN, SEATS 14: Kiddy Auto Ride, 8 cars, \$1,000. Claude Zucker, 402 Deleon St., Ottawa, 111.

LIQUIDATING 30 FT. PARKER MERRY-Go-Round, Little Dipper, Kid Ferris Wheel, Roto Whip, Airplanes, Complete amusement park, now operating. Percell, 900 Main, S. Williamsport, Pa.

LONG RANGE GALLERY - TRAILER mounted, side walls, easily erected, now operating. Pa. inspected. Leo Thompson, 560 54th St., Altoona, Pa.

MODEL & KISS WRAPPING MACHINE, late model, used short time, only \$1,450, Wm. J. Coffelt, 515 Kramer Rd., Spring-field, Ohio.



Box 145

Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satis- faction guaranteed. S. F. Pollard Hostery Co. (AM 5-1741), 1248 Market St., Chatta- nooga, Tenn. my25 MAGAZINE SALESPEOPLE, GIRLS, BOYS, Crew Managers. Travel U.S.A., Alaska, Hawaii, etc. Better deals plus transporta- tion. Write Mark Steele, Box 1080, Terre	anteed. For the fastest service on the best stock at reasonable prices call or wire Reptile Jungle, Phone 322, Slidell, La. GIANT GALAPAGOS TORTOISES! ON hand for immediate shipment. 100 pounds, \$250; 125 pounds, \$312.50; 180 pounds, \$450; 250 pounds, \$625. These are actual weights and not exaggerated claims. Special-Giant	corporation but continuing business until sold Contracts included. Purchase price easily made up in six months with profit, special events fairs, Christmas parades. Also one year free rent for storage and work. Certain terms can be arranged. JEAN GROS, INC. 4616 Forbes St., Pittsburgh 13, Pennsylvania BE AN IMPORTER — MAKE UP TO 1000%	1. Type or print your copy in this s	pace:
Haute, Ind., air mail today. NEW 7"X11" SIGNS-COMEDY. RELIGIOUS. general, 7#; retail, 50e. Catalog free. 15 samples, \$1. Lowy, 812 Broadway, Dept. 107,	Peruvian Red-Footed Tortoises, perfectly tame, ideal for children to ride on, 28-inch shell length, 102 pounds, \$250; 29 inches, 108 pounds, \$275; 30 inches, 114 pounds, \$300. Reptile Jungle, Phone 322, Slidell, La.	profits importing by mail. No stock in- vestments. Get the new Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tre- mendous profits. Order yours now—only \$2 postpaid. Satisfaction guaranteed. Samuel	2. Check the heading under which	
POCKET COMBS-12 ON CARD. 12 CARDS. \$2. Clip Combs, 12 cards, \$3. Sample 10¢. Carleton House (BB), La Marque, Tex.	HAVE A HARD WINTER? MONEY SHORT? Order one of our "Special Reptile Ex- hibits" for only \$90; our choice of over \$150 value of quality reptiles. Perfect stock and absolute satisfaction guaranteed. Reptile Jungle, Phone 322, Slidell, La.	Glenn (Publications), Box 507. Jacksonville, North Carolina. my25 COIN PITCH GAMES – ALL ELECTRIC. New Fascinating. Playlands, Carnivals. Fairs, Concessions. Buy direct from fac	 Acts, Songs, Gags Advertising Specialties Agencies, Distributors Items Animals, Birds, Snakes 	Miscellaneous Mobile Homes, Accessories M. P. Films—Accessories Musical Instruments, Accessories
SELL COMIC, WITTY 7X11-INCH SIGNS or Jumbo Postcards. Large variety. Sell any place. Cost less than 6e, sell 35e. Koehler, 12 Caldwell, Cincinnati 16, Ohio SELLING OUT! HUNDREDS OF STORE	MINIATURE CHIMP STUMPTAILS, Baboons, Red Patas, Parrots, etc. Hardy Baby African Turtles, 100 for \$26. Request illustrated price list. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams	DAY-GLO SIGNS FOR ALL BUSINESS Comics for private home rathskellers, etc.	 Business Opportunities Calliopes and Band Organs Collectors Items 	 Partners Wanted Personals Photo Supplies & Developing Ponies
items less than wholesale. Free catalog. Weavers Mailorder House, Nacogdoches 12, Texas.	2-1150, my18 NOW READY TO SHIP - CALIFORNIA Sea Lions. Guaranteed animals, feeding.	FOR SALE - SKATING RINK, OSSIAN,	Food & Drink Concession Supplies	Printing Rigging and Props
Did This Ad	Marine Wonderland, Inc., 1115 Strand, Her- mosa Beach, Calif.	Iowa. 44'x134' skating area: modern build- ing. insulated; gas heat. A good building for year-round business like dance pavilion.	For Sale—Secondhand Goods	Scenery, Banners
ATTRACT YOUR ATTENTION?	PARAKEETS, 85¢ EACH. MINIMUM ORDER 50 birds. Cages, \$3.60 doz. Canaries,	nite club or bowling alley. Write: Art Hemesath, Ossian, Iowa.	Property	Talent Wanted
USE DISPLAY CLASSIFIED	Flash Cages, Rats, Mice. Immediate ship- ment. Terms: Part cash, balance C.O.D.		Help Wanted Instructions and Schools	Tattooing Supplies
A sure way to attract more attention	Nat.onal Pet Supply, 3029 Olive, St. Louis 3. Missouri. je15	IT'S FOR THE KIDDIES	Locations Wanted Magical Supplies	Wanted to Book
and secure greater results.	PARKS, ANIMAL EXHIBITS, 2008: GIANT Anteaters, \$75; Peruvian Tapirs, \$100 to	Developed for Miniature Golf,	1253 BT 1254 NOVA OF 1254	A REAL REAL REAL REAL REAL REAL REAL REA
RATE: \$14 PER INCH	Anteaters, \$75; Peruvian Tapirs, \$100 to \$300; King Vultures, in full color, \$60; Adult Woolly Monkeys, \$50. Full line of	Driving Range, Zoos, Museums,		s, Accessories
Rule border permitted when using two inches or more.	South American cage animals and pet stock. Reptile Jungle, Slidell, La.	Supermarkets, Drive-In Eating or Theatres or anyone with 50 ft, of	Business for Sale Record Pressing	Used Dealer-Distributor Equipment
Animals, Birds, Snakes	PET SHOPS! WRITE ON YOUR STATION- ery for complete new price list on all South American Monkeys and other pet stock. 100% perfect acclimated stock at reasonable prices. Immediate shipment,	space with crowds. They are coin-		Used Records
ALWAYS THE FASTEST SERVICE, RAT- tlers, Cobras, Alligators, Pythons, Boa	reasonable prices. Immediate shipment, satisfaction guaranteed. Squirrel Monkeys, \$10 each in lots of 12 for average sizes; \$12.50 each in lots of 12 for all young select stock. Reptile Jungle, Phone 322. Slidell, Louislana.	Write for pictures and price to:	Coin Machi	ne Headings
Iguanas, Chameleons and hundreds of others on hand. Snake Farm, Laplace, La. myll	stock. Reptile Jungle, Phone 322, Slidell, Louislana.		Opportunities	□ Routes for Sale □ Wanted to Buy
Hardward and an effective state of the state	CITIBURIA AN AL MANIPAL MARIAR AL PAR		Parts, Supplies Positions Wanted	D Used Equipment
FREE CATALOG	Boas, Diamond-Back Rattlesnakes, harm- less Snakes, large Gila Monsters, Glant Iguanas, Tegus, Jaguar Cubs. tame Ocelot Kittens, African Lion Cub, Bob Cat, Tapirs, Monkeys, Prairie Dogs, Horned Toads, Black Bear Cub, Two-Toed Sloths, Giant Ant- caters, Honey Bears, Coati Mundi, Peccaries, Owls, Hawks, Doves, Crows. For prompt service write or wire Logston's, Box 3045, Fort Worth 5, Tex. Phone: Jefferson 42592	51 D	Talent Availab	oilities Headings
E-1-Tailored Earrings, Asst. Gr. \$18.00	Monkeys, Prairie Dogs, Horned Toads, Black Bear Cub, Two-Toed Sloths, Giant Ant-	PORTABLE ROLLER SKATING RINK	Agents and Managers	M P. Operators
55-Stone E/Rings, Etc., Asst. Gr 12.00 01-Odd Lot Necks & Braces Gr. 15.00	Owls, Hawks, Doves, Crows. For prompt service write or wire Logston's. Box 3045.	pairs shoe skates, sound system, wiring, etc., \$3,000. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone: (B. 44010	Bands and Orchestras Dramatic Artists	Outdoor Acts and Attractions
W2-Ladies' 5-Piece Watch Set 5.15 W2-Ladies' 5-Piece Watch Set. 6.25 R3-Gent's Stone Bings, Asst. Dz 2.50	SNARE CHOW ODER (BODEL BEDELT B	60" SEARCHLIGHTS AND PARTS, UNUSED	Hypnotists Miscellaneous	Vaudeville Artists
L2-Ronson Type Lighter, Dz. Cd 4.50 S20-Snapshot Camera, Boxed Dz. 14.40	SNAKE SHOW OPERATORS! REPTILE exhibits! Open your season with one of our "Complete Reptile Exhibits." Priced	Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals.		A State of the second sec
2256-3-Piece Pearl Set. Bxd. Dz. 7.20 2357-Hunting Knife & Sheath. Dz 7.20	at \$150. This den includes one 10-foot heavy-bodied Anaconda, value \$45; one	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.	Indicate below the type of ad y REGULAR CLASSIFIELD AD-2	(27)(17) (APT)
E-1-Tailored Earrings, Asst. Gr. \$18.00 E2-Stone Earrings, Asst. Gr	exhibita! Open your season with one of our "Complete Reptile Exhibits." Priced at \$150. This den includes one 10-foot heavy-bodied Anaconda, value \$45; one 8-foot Brazilian "Redtail" Boa Constrictor, value \$40; one beautiful 6-foot Brazilian Rainbow Boa Constrictor, value \$15; one 6-foot Brazilian Cook's Tree Boa Constrictor, value \$7.50; one Giant Teep Lizard value	ZOO FOR SALE - GOOD INCOME WITH		per agate line. One inch \$14 (14 agate lines to inch)
PDI-Stone Pendants. Bxd Dz 3.00 C1 or T4-Cuff or Ties, Carded Dz 1.25 25% dep., bal. C.O.D. Try semples of any items at reg prices	\$12.50; one Giant Brazilian Jacara Lizard (Calman Lizard), value \$50, and at least \$50	Carlsbad, N. M.		
NEW ENGLAND FURTHERS AT reg prices	additional value in assorted quality tropical reptiles, a total value over \$220 of quality reptiles for only \$150. No local snakes, no	Collectors Items		vailabilities ads must be paid
NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., P. I.	water snakes, no Mexican boas or other funk. All stock guaranteed heavy bodied fresh with absolutely clean mouths and	NUDE EBONY MAIDEN WOOD CARVING, sample, \$3.50; light wood Squating Man, \$2. Catalog with order, or 254. Dreco, Narberth, Penn. my4	for in advance.	
	and care instructions sent with each ship- ment. Other "Reptile Exhibits" priced from	Narberth, Penn. my4	the billboard, 2100 Patterson St., Cincl	1 Vel 1997
BE INDEPENDENT START YOUR OWN BUSINESS	6-foot Brazilian Cook's Tree Bos Constrictor, value \$7.50; one Giant Tegu Lizard, value \$12.50; one Giant Brazilian Jacara Lizard (Caiman Lizard), value \$50, and at least \$50 additional value in assorted quality tropical reptiles, a total value over \$220 of quality reptiles for only \$150. No local snakes, no water snakes, no Mexican boas or other junk. All stock guaranteed heavy bodied fresh with absolutely clean mouths and 100% perfect condition. Complete feeding ard care instructions sent with each ship- ment. Other "Reptile Exhibits" priced from \$100 to \$250; full line of Snake Dens from \$25 to \$100. Buy direct from the world's largest importer of tropical reptiles; get fresher and better stock, faster service and lower prices. Write for free complete price list. Phone or wire orders to Reptile Jungle, Phone 322, Sildell, La.	Costumes, Uniforms, Wardrobes	Please insert the above as in NAME	. Issue
NICKEL SILVER Key pro- tectors. Samples of either	lower prices. Write for free complete price list. Phone or wire orders to Reptile Jungle, Phone 322, Sildell, La	CLOWNS-FLASHY (NEW) SUITS, \$10;		I enclose
Catalog free.	YOUNG RINGTAIL MONKEYS, \$27.50	Costumes, \$7; new Red Wigs, \$5; beautiful Curtain (814x38), futuristic flash designs,	ADDRESS	remittance of
GENERAL PRODUCTS Dept. BB-70, 188 State St. Albany, N. Y.	each. Animals wanted for resale; wild- lifes built and stocked; rare animals lo- cated. Midway Farms, Route 1, Box 751,	CLOWNS-FLASHY (NEW) SUITS, \$10; Clown Cop Suits, \$8; Bundle Comedy Costumes, \$7; new Red Wigs, \$5; beautiful Curtain (81/2x38), futuristic flash designs, \$75; ten smaller Curtains, each \$15; Orches- tra Coats, \$5; Bally Capes, \$8; Indian Head- dress, \$15. Free lists. Wallace, 2453 N. Halsted, Chicago.	CITYSTATE	
	thearwater, Fia. my4	Haisted, Chicago.		



CLASSIFIED

80

THE BILLBOARD

MAY 4, 1959

LETTER LIST THE MARKET PLACE FOR BUYERS and SELLERS 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 NEW PLASTIC KIDDIE KARS FOR RE IF YOU'RE INTERESTED IN MAKING **Motion Picture Films** money in selling, see the hundreds of exceptional opportunities in Salesmen's Op-portunity Magazine. Send name for your copy absolutely free. 'Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, III. np placements on all Auto Rides. Send for folder. Also Steel Fence. \$10 section. Burk-hart Enterprise, Rt. 1, Oswego, Ill. and Accessories 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 RIDES FOR SALE OR TRADE-10-CAR SALE-35MM. SOUND MOVIES, LIFE OF Wednesday morning or Cincinnati office by Thursday morning. Jeap Ride, trailer mounted, \$2,500; 8-car Auro Ride, \$1,500; Kid Chairplane, \$500. Christ, some advertising, good condition. Armour Adkins, 1126 25 St., Huntington, SALESMEN - JOBBERS - AGENTS - HOT fast-moving \$1 item. 50% profit. Sample, 50¢. Send today. Tootsle Muffs, 1006 N. Fairfax, Hollywood 46, Calif. All rides good shape, newly painted, good cantas, ready to go. Can be seen in op-eration now. Fred Nolan, Route 2, South Zanesville, Ohio. w. Va. Rochman, Albert Rogers, Bernis Rudolf, R. C. Budolf, Robert Strickland, Myrtle Suber, Mrs. Emma Sullivan, Edward M. Sutton, Mrs. Margaret MAIL ON HAND AT Personal CINCINNATI OFFICE Ruffin, Frank P. SALESMEN! PART TIME OR SEMI RE-tired but want to keep active? Earn up to \$10,000 yearly selling shelving, parts bins. shop equipment. Write: BFC Corp., 2940E Hedley, Philadelphia 37, Pa. myll SELL CHEAP OR TRADE FOR JOINT-D.P. complete, P.A. Speakers, Mike, Bob Corbin, 7100 Nottingham, Baton Rouge, La. Rush, Whitey Ryan, Ralph Swan, W. L. EDDIE RAY, CONTACT ME AT APART 2160 Patterson St. Swank, Ruth Sakoble, S. Sanford Sr., Ray Saulsberry, Mrs. ment after midnight. Important. Cy. Swicegood, Odell Swords Jr., J. D. & Cincinnati 22, O. SKYFIGHTER, G 12 TRAIN, PRETZEL Circus Ride, Want Octopus, Bulgy, Heli-copter, Bubble Bounce, Rockoplane, F. Shafer, Mesker Park, Evansville, Ind. Mrs. SMART NEW APARTMENTS Tanner, Henry Bud Tanson Ai (Circie T Ranch) Robert SALESMEN WANTED - RESTAURANT Drive-In, Lunch Room. Illustrated signs help suggest what you are famous for. Salesmen, Jobbers, free particulars. Superior Sign Co., 7419 Telegraph Rd., Temperance, Michigan Schafer Jr., Alfred (Solo Balancing Act) Taylor, John & Opal Teron, Paul Jack Saulsberry, Robert 416 EAST 80 ST., NEW YORK CITY Parcel Post Fully Air-Conditioned Keaton, Chuck, TRAIN WITH 4 CYCLED GASOLINE powered engine, 500 feet of 12 gauge track, 3 coaches. Is in excellent condition. \$1,000 cash. Write Box C-479, c/o Billboard, Cincinnati 22, Ohio. my11 Magazine, 10r due 2 & 3 Room Suites Michigan. Seevers, H. & B. Vogt, Robert Senna. Tom Seevers, Terry F. from \$125 Vonderheid, George Almany, Fred Anderson, Sonny Andes, Gene & Mrs. Andes, William Andes Adams, Mrs. E. J. Hoge, Mrs. Mack (Shrine Prom. Mgr.) Wandoll, Johnny \$240 A WEEK Shaeffer, Melvin (Also Available Furnished) Shaffer, J. Sharp, Bobby Sharp, Virginia Sheets, Howard C. Man to call on churches and other civic organizations with guaranteed money-mak-Wankle, Charles E. TUPS FUN. G12 TRAIN, SMITH AIR-planes. Pony Ride, Circus Ride, Fire Truck. all like new, \$7,250 cash. F. Shafer, Wesker Park, Evansville, Ind. Welsh, Jerry New Elevator Bldg. Owner-Mgt. ing plan. Must have car and be free to travel. We will train you at our expense West, George West, H. A. Andes, Mrs. Shirley Howell, Otis or Doris A. Huftle, T. J. & Andes, William G. & Simmons, James W. Simuson Mra sine Sims, Bill Sims, Jim and demonstrate in the field that you can earn commissions of \$240 and more weekly. SUBSTANTIAL REWARD WILL BE PAID West, Margie for information enabling us to contact Hubert Claude Clark or 1956 Ford 34-ton pick-up truck, license =34H-986, 1959, Ala, Phone collect. L. S. Peel, 2-2888, Dothan, Wilder, Dan Williams, Anne Mrs. Hunker, Louis Hunker, Phile Hunt, Bill 3-D MOVIES. MIDGET MOVIES, \$95 EACH, A-1 condition; Counter Model Machines, Areade Equipment. Write: Meyer Wolf, 539 Boardwalk, Atlantic City, N. J. Write SALES MANAGER WOMEN'S CLUBS PUBLISHING 201 N. Wells Chicago Ansher, Joe Williams, Charles Asher, Charles Williams, G. R. Wilson, Mrs. Alice Wilson, Harvey T & Mrs. Sky Eagle, Chief Chicago 6, 111. Aungst, Mrs. Jennie Jackson, Bob Bagley, Tom Jackson, Peggy Barchinger, Wayne James, Paul Alabama. George Smaha, Toni 3 RIDES FOR SALE-ALLAN HERSCHELL Roller Coaster, Gruner Chair-o-Plane Ride Circus on Parade Ride, All rides in A-1 shape. Stanley Cegielski, Rt. 82, R. D. 3, Grafton, Ohio. BUXOM BLONDE Smith, Bert **Photo Supplies and** Barefield, James Baron, H. F. Johnson, Mrs. C. B. Johnson, Mrs. Joyce Smith, John Smith, William Wilson, Wayne Kellar, Mrs. Joyce Kankison, Rose Kellar, Mrs. Agatha Kellen, George P. Kelly, Frances Kelly Jr., Harry Kendall, Frederick G. Bays, Dick Beall, Hiram Francis (Mike) Sommers, Emerson Attractive Vocalist to play 'Diamond Lil' in the East's largest fun and recreation center near Boston. Must be able to belt out strong, good tune. Will appear with Champ Butler. FULL THREE MONTHS' BOOKING GUARANTEED. Write only to: Wojaszek. Broniaław Womack, Doris Irene Woody, Jim Yarber, Clara Developing Beardsley, George & Best, Billy L. Best, Dick (Pollack) Steavens, W. M. D P. PORTABLE PHOTO TAKES 112X2 12' METAL POPCORN, COTTON CANDY, Snow Kone Trailer, \$795 or best offer. Includes Snow Machine. Box C-482, c/o Billboard. Cincinnati 22, Ohio. Steinhart, Bernard and 2½x3 comic foregrounds, solutions, film, trays and tent. A-1 condition. Bar-gain. Write Stanley Lutz, Box 1812, Erie, Pa. Younger, Mrs. Cliff (Edith Lamb) Zachinni, Bob Biddle, Melvin L. Stevenson, Louie E. Stevenson, Miller Blanton, Jess Brennan, Vince J. Kessler, Harper Kirkland, James LLOYD SETTLE Brewer, Jack Bricke, Jack CAUGE STEAM LOCOMOTIVE AND tender. 3 cars, 24 person capacity, 1,500 ft. of Lack and ties, 150 lbs. operating pres-sure. 36-ft. Ferris Wheel, good condition, \$5,000 takes all. Globe Amusement Co., 37 Victoria. N., Hamilton, Ontarlo, Canada. JA 7-8075. my4 This is a Koyama, Kuns, Francis Eugene Koyama, Frank B. 89 STATE ST. BOSTON, MASS. MAIL ON HAND AT Broeffle, H. J. DISPLAY CLASSIFIED AD Brooks, Verie La Duke, Mrs. Peggy La Voy, Marie, c o Helen La Casse Broome Yvonne Bruno Sr., Atilio Buechling, William L **Tattooing Supplies** NEW YORK OFFICE Your Advertisement Displayed 1564 Broadway Burns, Bill NEW MODERN SHEET OF 8 COBRA TAT-too designs, \$2. Free sheet of Air Force and Marine designs which are popular everywhere. Zeis, 728-A, Rockford, Ill. np Lager, Mrs. Ann in a space this size will cost my Burto, Leon H. Lamm, Charlie M. New York 36, N. Y. Burton, Jack C. Calk, Tommy only Lane, Mrs. H. Sherman MORE BUYERS Cale or Cole, Marian Lantz Jr., Harry Calston, Esq., Hallan Latz Frederick L. Campa, Alphonzo Le Paise, Bert \$14 per insertion. Barrett, Bill Littler, James Will Stop and Read Pasteur, Louis Ryan, F. Ryan, Florence PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography Write for our low prices. PDQ Camers Co., 1546 W Cortez, Chicago 22, III. ch-tfn Wanted to Book Campa, Alphonzo Bernard, Joe Breithaupt, Hugh Campbell, Chas. Lee, Diana (Adelyne YOUR AD Dizz, Louis Goldberg, Michael King, Margaret Gamel, Earl Campbell, Frank Marie Beall) Lee. Terry SMALL CARNIVAL FOR ANNUAL STREET Caudill, Otha Lee Stampede, Great if you use a ward Lento, Anthony Roscoe Levine, Benjamine & Chalmers, Edward Fair and Merchants Sidewalk Sale, August 7 & 8. Contact: H. A. Berkey, Miami, Okia. Westers DISPLAY Ward, Irma Clodfelder, Pharobe Langden, Grace Mrs. Colleano, Winifred Cooke, J. M. (U. S. Lloyd, Lee F. Reptile Exhibit) McClure, Dorothy CLASSIFIED AD Ponies WANT TO BOOK, LEASE OR BUY FERRIS Wheel for season. John Schl. Gaylord, RATE ONLY \$14 per inch Michigan. MAIL ON HAND AT 12 LITTLE BROOD MARES FOR \$1.800, ALL sorrels. Most all of them heavy in fold. will stand shipping anywhere. Truck avail-able for delivering, 30° per mile one way. No time for letter writing. Phone day or night, 9317. P. L. Cobb, Amite, La. Cortes. Rita Cox, Cliff McCockle, Anna WANTED-6 KIDDIE RIDES, IN GOOD 4000 FOLDING CHAIRS, STADIUM CHAIRS. McDaniels. Bertha CHICAGO OFFICE Cramblitt, C. H. Cullivan, Phil (A-A) Cummings, William condition, including Merry-Go-Round and Ferris Wheel for 100 per cent summer lo-Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment, Lone Star Seating, Box 1734, Dallas 1, Tex. Ferris Wheel for 100 per cent summer lo-cation on Cape Cod. 10-week summer sea-son. Please contact: Mr. Stoneman, 260 Tremont St., Boston, Mass. Phone: Hubbard 2-3170. McFadden, Clinton Edward 188 W. Randolph St. McMasters, Wm. (Bill) Glenn Chicago 1, Ill.

Davis. Koke

DeArment, Bill

Manning, Ennis

Margaret's Tent

8 PHILADELPHIA TOBOGGAN SKEE BALL Alleys, used three short Ga

1.00

Classified

Section,

this issue.

Arcade Machines. All equipment in excel- lent condition. Contact Don Wish, 2130 Ganyard Hd., Akron, Ohio.	nonbending posters! 14x22 size 3-color win dow cards up to 50 words copy, \$9 hundred:	WILL BOOK TILT OR SWING IN PERMA nent location, West San Fernando Valley Los Angeles. DI 2-9184, 18957 Van Owen Reseda, Calif.	Decker, Joe Mathis Jr., Edward Deitrich, Francis T.	Ayres, Trobié (Lancaster, L.
Help Wanted	17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black. \$13 hundred		Delph, Dewey Miklolche, Joseph Delph, Kitty & Miller, R. A.	Hanson, L. Whitterman, Ed
DRUMMER FOR WELL ESTABLISHED traveling society combo, steady work. Vibes desired, not essential. Requisites:	Tribune Press. Dept. 259, Earl Park, Ind.	COIN MACHINES	Demetro, John Denton, W. L. Diamond Jim Show Moore, Joe	MAIL ON HAND AT
Mixing soup, good Latin reading concert. Experience, sobriety preferred over youth. Box C-484, c'o The Billboard, Cincinnati 22, Omo.	velopes both for \$4.25. Black or blue ink.	Help Wanted	Diggs, Edgar Lee (Hat Operator Dowell, T. E. Moorhouse, Mrs. Dowell, T. W. Girtle (Doc Drumm, Maurice Moran, Ed (Wol-	ST. LOUIS OFFICE
OPEN MAY 14, 18 WEEKS-ROPE SPIN- uing. Shooting, Trick Riding, Whips, Semi Drivers. Buck Lucas, Pataskala, Ohio.	Salesmen Wanted	WANTED-MAN TO SERVICE COIN-OP- erated Machines, consisting of all type games, bingos and music. If you are not interested in a permanent position, do not	(Bud) cott's Minstreis Duggan, Dub Duncan, Frank & Canzanelli	St. Louis 1, Mo.
WESTERN SWING & HILLBILLY MUSI- clans, Need Steel, Lead, Fiddle, Bass im-	AD MATCH SALES! YOUR OWN BUSI- ness without investment! Sell for world's largest direct selling manufacturer of ad-	apply. Top salary. Box C-480, c/o Billboard, Cincinnati, Ohio. my18	Duval, Mrs. Toni Motola, James	Albert, E. J. (Red) Metzger, Burt Althausen, William Miller, Paul A.
sing Must be union, sober and neat. Mini- mum 13-wk guaranteed salary. To join established radio TV stars with Weits	vertising matchbooks. Big spot cash com- mission. Start without experience: our tested sales kit tells you where and how to get orders. Men. women, part time or full	Opportunities START ROUTE OF ROLL TYPE POSTAGE	Evans, Mrs. Merie Everman, Mrs. Cleo Evers, Robert N, Ewen, Ralph (Nerveless Nocks	Andrykow, Joseph J. Minor, Frank Armentrout Jr., Robert W. Monday, Red Averili, William G. Morgan, Katherine
Box C-483, Cincinnati 22, Ohio,	time Match Corporation of America, Dept. D-231, Chicago 32. my25	Stamp Machines, no fuss. \$79 makes 25% National Service, 100 Grand. Waterbury 2, Connecticut.	Flower, Dottle Frank, Jack O'Hara, Mike Boy	Beezley, James C. O'Nell, Bob (Maloue) Boudreau, Mr. & Owens, Richard P.
2 WOMEN-30-40, TO TRAVEL SOUTH. Anility to memorize readily. Salary and expenses. Write immediately: Goldman Players. P. O. Box 62, Atlanta, Ga.	EARN BIG COMMISSION FULL OR PART time. Build profitable business of your own selling America's largest line low price business printing. 360-page catalog, samples, hundreds of items used daily by business	Used Equipment	Frazer Jr., Raymond N. Frazer, Mrs. Opal Fredkove, George Freeman, Roy Page, Jack	Mrs. A. A. Parello, Vicki Boudreau. Peter Brown, LeRoy Brown, Roy Brust, Kenneth J.
Magical Supplies	people. Advertising specialties line fea- ture- imprinted Ball Pens low as \$9.95 for 106 Calendars low as \$5.95 for 100. Free sales kit. National Press, Dept. 11, North	POSTAGE STAMP MACHINES, POST CARD Vending Machines and Folders at lowest prices direct from manufacturer. Jel Manu-	Fretz, Charles (Lefty) Fritz (Show Painter) Fritz (Show Painter)	Cassidy, Mrs. Kay Collips. Mrs. Fern Collins. Pat Collins. Pat Collins. John
NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hyp- notism. Horoscopes, Crystals, Graphology	Chicago, Ill. ch-np	facturing, 217-04 75 Ave., Bayside 6, N. Y. 6 A.B.T. MODEL B-150A RIFLES, WITH	Fuller, John A Fuller, William George Galen Girouard, Anthony Taylo	Cultinan, Richard F. Max Culpepper, Mil Rodgers, Johnnie
Sub-Miniature Radiophone for mentalists Catalog \$1 with refundable certificate. Nelson's, 335-B South High, Columbus, Ohio. my4	GOLD MINE OF 600 MONEY MAKERS Free cony. Specialty Salesman Magazine, Desk 22B. 307 North Michigan. Chicago 1, Ulinois	chromed barrels. Good supply of shot and tubrs, plus extra parts and canvas top. All for only \$200. King-Pin Amusement, 1589 Lake Lansing Rd., Haslett, Mich. my4	Glynn, Peter Goldberg, Michael Green, Mrs, Kayo Gurley, Mrs, Johnnie Powell, Gee Gee &	Dion. Ted Easter, Henry Hank Shadel, Dick Sam Estrella (Sword Shanley, J. H.
Miscellaneous	TALENT AVA	II A DIL PTIES	Hackett, Mrs. E. J. Hale, Durell David Powers, Mrs. Nellie Hanker, David Lee Price, Bob M.	Followell, Leonard Smith, Ann Dane M. Smith, Jack E.
NEW KIDDIE RIDES - FACTORY MADE, save 50°. Rockets. Chairplanes, Ferris Wheels. Thomas Falasco, 419 East Lution St. New Castle, Pa. Phone OLiver 47242.			Harrington, Mrs. Wm. Pugh. Getty & Mrs. Hattersley, James Chalmers Raither, Rocky Hays, Tom	Gruner, Jerry Stacey, Thomas Gruner, Jerry Stacey, W. A.
Phonograph Records-Why Pay More?	RATE: 10c a word, minimu		Head, Henry Margone Read, James E. Helson, Billy Reeves, Tommy	Haddix, L. Staley, Loyal Hagan Watlace Star, Hedy Jo Circus, Inc. Starkey, John
New 45 R.P.M. Records 7 ⁺ in 1000 Lots Assorted 9 ⁻ in 100 Lots Assorted Many Major Labels	Set in usual want-ad style play. First line in 5 pt. cap	(a) Set a first first set of the first set of the se	Hennessee, John & Reichert, Frank Mrs. Reid, Orval Buff Rix, Albert Rose Robison, Bob	Harry, Geneva M. Horowitz, Harold G. Kelly, Mr. & Mrs. Frank Eugene (Lucky) Walker, Ben
Send check or M.O. with orders.	upper and lower case.	54 <u>88</u> 44 92	TRUMPET, 33, DANCE OR SHOW EXPERI- enced all styles. Strong tone, good range	Kerner, Dorothy Kernes, James A. Lee, Bob Welch, Jahn F.
HAM-MIL DISTRIBUTORS	IMPORTANT: In determining		Section preferred. Locations only. Paul Simms, 1000 Snyder, Ann Arbor. Mich.	Lee, Terry Little, Clarence Luck, W. J. West, Forrest R. West, Ralph McKinley
Philadelphia 43, Pa. Sa. 4-0253 1.000 CUSHIONS - 17 WOOD BOXES, 15c per cushion, \$15 per box, Barnes, 1705 Dorchester Place, Oklahoma City, Okla.	your name and address. W c/o The Billboard, allow s include additional 25c to	ix words for address and	Outdoor Acts and Attractions	McNeese, Mrs. Gladys Duplantis McNeace, Milton N. Madson, Doug Matthews, Mr. & Youell, Harold
	replies.	cover cost of nananing	AVAILABLE - WORLD'S ONLY SINGLE Lion Act. Novelty, comedy act from 2	Mrs. Sport Young, Dolly
B	Agents and Managers	Musicians	to 12 minutes. Outstanding tricks, first- class equipment. Jules Jacot, Box 217, e'o The Billhoard, 1564 Broadway, New York 36, New York.	Lolla-Raye and Thelma Amand recently arrived in Miami from an
You Can't Miss	AT LIBERTY-CONTRACTING AGENT FOR organized shopping center or circus unit. Good transportation and mobile home. Ray	ALTO SAX, SIGHT READER, MODERN, wants State Hospital job. Attendant (experienced) double band. Edward Mc- Combs, 100 E. Jeffery St., Kankakee, Ill.	BALLOON ASCENSION — PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760. Porter Fly- ers, 614 Hoyt Ave., Muncie, Ind. my4	extended run with Charley Cox's Side Show in Kingston, Jamaica.
Finding Many	C. Herbers, Gen. Del., Canton, Ohio. Miscellaneous	AVAILABLE - COMPETENT PIANIST. Good appearance, large repertoire. Have played for and can play for higher type	BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations, Claude L. Shafer 1041 S. Dennison, Indian- apolis 41, Ind. my4	tors of the All American Indoor Circus, were recent guests of the
Bargains in the	CARETAKER WANTS A JOB WITH HAR- ness horses, Phone 3924, Conneautville, Penneylyania.	places. Write Pianist, 113 Houston, Mobile, Ala. or call GA 66649. ORGANIST-THEATRE, RINK, CLUB, EX- perienced all lines. All replies answered.	DONKEY BALL GAMES, SOFTBALL, basketball, races, contests. Complete two- hour show with all equipment. Walt Baxter, P.O. Box 845, Riverside, Calif. my11	Chris (Waxy) Pepke is a surgical
		Box C-481, c/o The Billboard, Cincinnati 22,	Here was a set of the	patient at the Warren (Pa.) Gen-

ROFESSOR WRIGHT'S 5-PERSON VA-riety Stage Show. Professional, clean, PROFESSOR riety Stage Show. Professional, clean, beautiful costumes, new props, sound sys-tem, reasonably priced. Casey, Ill. my18 TATTOO ARTIST WANTS LOCATION OR position. Have all equipment and trans-portation. Beautiful new joint and flash, suitable for Arcade, Side Show, etc. Stitch Carper, 7520 N.W. 27 Ave., Miami, Fla. mv11

Printing

TENOR CLARINET, FLUTE. NAME EX-Stitch perienced, all styles; need steady work, Fla. all offers considered. Don Stewart, 701 No. my11 Dunn, Bloomington, Hi. my18 my 18

RELIABLE COMMERCIAL MUSICIAN, doubling Trumpet, Tenor Sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fia. Tej. RI 6-6088. my25

Ohio.

RAY'S CIRCUS REVUE - DOG. PONY, Monkey Show, Bozo the Clown. Further Information: Mrs. H. R. Ray, Route \$1, Magnolla, Ohio. myt

HIGH DIVING EXTRAORDINARY—A ONE time Movietone feature. Now available as an outdoor thriller. Rigging illuminated. visible for miles. Mac Productions. 456 Lamphier, Warren, Ohio. Phone: EX 9-1479. mv18

my18

opera-Indoor of the Came irgical patient at the Warren (Pa.) General Hospital and would appreciate mail. His son is Pete, formerly of Von Bros.' Circus.

Robert (Smokey) Jones, circus elephant candler, is at the Good Luck Trailer Court in Dallas, Tex.



VENDING MACHINES

MAY 4, 1959

Everett Graff NVA President

elected president of the National a standing ovation. Vendors Association to succeed Leonard Quinn at the convention election meeting here April 18.

Graff, head of E. J. Graff & Com- (The Billboard, April 27.) Ted Ray- fectionery manufacturers in 1957 value over 1956 sales. pany, Dallas, thanked the group nor, NVA counsel, lauded both than they did in 1956, according for the honor they bestowed on Graff and Quinn for their demon- to a report issued by Commerce him by naming him president and strated leadership integrity and Department last week (21). pledged to do all he could to promote the best interests of NVA and the bulk vending industry in the

SBA's Macfee **Maps Basics Of Success**

CHICAGO-Ideas on how to young St. Louis operator, secretary. succeed in a small business and were discussed by Robert Macfee, tion in Chicago April 18. He also outlined the purpose and scope of SBA.

tials for insuring business success: Establishing policies and procedures, distinguishing between policy Convict Five and procedure and allocating time to administer both, and reaching outside one's own business for new In Blue Sky ideas and for keeping abreast of

CHICAGO-Everett Graff was | year ahead. The group gave Graff

Quinn, NVA president the past two years, was presented with a ability.

Mitchell, Raynor's new law partner, the same period. told The Billboard after the convention that plans were underway of the country during the year.

N. Y., vice-president; Bert Fraga, manufacturers. Standard Speiaclties, Oakland, Calif., treasurer; and Elliott Levy,

Named NVA directors are: Harry avoid pitfalls leading to failure Bell, Arthur Bianco, Sid Bloom, Paul Crisman, Sam Eppy, William staff specialist of the Small Busi- Falk, Bob Guggenheim, Les Hardness Administration, at the Na- man, Max Hurvich, Charles Kanak, tional Vendors' Association conven- Rolfe Lobell, Kenneth McPhail, Albert R. Martin, Paul Price, Richard Rollins, Phil Sparscino, Jack Schoenbach, H. B. Hutchinson Jr., Macfee pinpointed three essen- Jack Nelson, C. H. Applegate.

MINNEAPOLIS - Edward A

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

U. S. Announces Vending Ops Hiked Candy Buys in '57 to \$36,991,000

Operators Bought 8.5% More, a Greater Margin of Increase Than Other Outlets

Vending operators increased the Raynor singled out the contri- amount of candy they bought by butica Graff has made by begin- a greater margin than did wholening the regional meeting concept salers, chain stores, department which worked successfully. Don stores and independent retailers in

In 1957, sales of confections by manufacturers-wholesalers to vend-Graff started, in various sections 991,000, compared with \$34,083,- Paul Price 000 a year earlier. Figures are Other officers elected are: Roger based on reports submitted to Com-Folz, of Folz Vending, Oceanside, merce Department by some 225

> Confectionery sales by the manufacturers in 1957 amounted to 2,768,856,000 pounds, worth

NAMA to Hold

PR Conference

In D. C. May 21

CHICAGO-A conference to

WASHINGTON-The nation's \$1,061,634,000 at manufacturers' | valued at \$340,306,000, and com-

Imports of confectionery in 1957 amounted to 37,314,000 pounds valued at \$13,494,000. Exports amounted to 10,244,000 pounds valued at \$3,636,000.

Bar Goods Sales

Sales of bar goods by manufacturing confectioners in 1957 amounted to 883,070,000 pounds

Says Swami Sales Strong

NEW YORK-Paul A. Price, local charm manufacturer, reports that sales on his firm's new Swami Fortune Ball charm are much higher than anticipated and the item seems to be catching on rapidly.

Price exhibited the item at the recent convention of the National Vendors' Association in Chicago.

According to Price, the item has been field-tested in machines filled half with ball gum and half with on the Swami-gum machine were Briefs. plan a new public relations program high.

for the vending industry will be five-eighth-inch hollow ball. Inside by Messrs. Beitel and Kallick: the ball is a slip of paper which . Forty-five States have coneither carries a fortune prediction vened, 17 adjourned, 28 in sesor a wise saying. Price said that he is going into May 5, Louisiana May 7. production on 10 new charm items • Per-machine taxes proposed in which will be announced next nine States, "more than at any week.

plaque as a token of the work he vending machine operators bought sales level, a rise of 5.5 per cent prised 31.9 per cent of total con-In a brief acceptance speech, has done on behalf of the group. 8.5 per cent more candy from con- in poundage and 5.6 per cent in fectionery industry poundage and 32 per cent of industry sales value.

This represents a 6.2 per cent increase in poundage and a 3.5 per cent increase in value from 1956. Five-cent bars accounted for 63.7 per cent of the value of all bar goods sold in 1957. Dollar sales (Continued on page 84)

NAMA Counsels **Review State Bills, Action**

CHICAGO --- A report summarizing State legislation affecting vending up to the end of April calls attention to the need of the industry keeping its guard up. It also tells of the success enjoyed so far by the National Automatic Merchandising Association in fighting unfavorable legislation.

The report, by Herb Beitel and Sid Kallick, legislative counsel and the Swami charm, placed alongside associate legislative counsel, reconventional ball-gum and charm spectively, for NAMA, appears in mixes. He said that the collections the April 20 issue of NAMA's News

The current State picture for The Swami charm itself is a vending, as of that date, as shown

trends.

More than nine out of 10 business failures are caused by lack of proper management, he said. He Zaun Sr., and his son, Gil, both of cautioned businessmen to spend Minneapolis, were convicted on sufficient time on adequate plan- nine counts of mail fraud and one ning and urged them to plan at count of conspiracy in the trial inleast a year ahead, noting that volving the sale of cigarette vendplanning improves efficiency.

measured in terms of how well the eral District Court here. business is meeting the needs of a Another son, Edward Jr., of live with those decisions he does Company.

not make." Too many decisions are Two other salesmen, Gordon made on the spur of the moment Bjurback and James Knudson, both (Continued on page 84)

Mail Fraud

ing machines which was heard by He said that business success is Judge Gunnar H. Nordbye in Fed-

consuming public at any given Minneapolis, was acquitted, along time, and that since needs are con- with seven salesmen for a chain of stantly changing, this requires con- vending machine companies opertinual awareness and constant plan- ated by the Zauns. These included ning. He declared that the small Atlas Enterprises, DAV Distributbusiness owner or manager "must ing Company, G & E Placement be a decision-maker or he must Service and Superior Placement

(Continued on page 84)

Advantages of NVA **Insurance** Pinpointed

Following is the speech given at the National Vendors' Association April 18 by W. A. Yarmer of the World Wide Insurance Company.

I have been extended the privilege of appearing here before you to briefly discuss and explain insurance as it relates to your association. I will begin by explaining your liability insurance as carried under a group plan thru the Joseph Lipshutz Company.

the most important insurance rean automobile for either business to pay to an injured party. For or pleasure or have a vending ma- example, if your policy has limits chine, you cannot afford in either of \$20,000 over \$40,000, this

What is liability insurance? Some refer to it as "bodily injury" and others may call it "third person liability insurance." Briefly, lia-

bility insurance is where the insurance company on your behalf agrees to defend you against a member of the public who has sustained physical injury or damage to property. Whether you are responsible or not makes no difference; the company will defend in either case. The company, depending upon the exact circumstances of the alleged injury, pays medical bills, make an out-of-court settlement, may take the case to slug rejector, a locked cash box, court or may deny liability. The Liability insurance is just about amount of insurance you carry is the maximum amount the insurquired today. Whether you own ance company can be called upon case to be without adequate liabil-ity insurance. means \$20,000 limit per person and/or \$40,000 limit for two or more persons involved in any one

> accident. (Continued on page 83)

held May 21 in Washington. William S. Fishman, president

of the National Automatic Merchandising Association, said that all companies which manufacture and distribute machines or products related to vending are being invited to attend the conference. It is designed to lay the groundwork for an "immediate and longrange program in order to counteract not only the recent damaging headlines but also to present a new image of automatic merchandising to the general public," Fishman said.

"It is time that we in automatic (Continued on page 83)

P&G's Tide, New Vender Ready May 15

CHICAGO-R. J. (Dick) Ten-nes, president of Vend-Rite Manufacturing Company, has announced that his company has been awarded a contract by Procter & Gamble Company to manufacture the new Tide 120 Vender for the coin operated laundry field.

The vender especially developed to handle the new vended size box of Tide will have a capacity of 120 individual 10-cent boxes. The vender is finished in a blue pastel shade and the front panel illustrates the "Tide" trade-mark in four colors.

It is equipped with an A.B.T. permitting the machine to be filled regular business hours. without collecting coins. It is avail-Standard for wall mounting with tribuutor in the telephone directory Deluxe, which includes a stand his business. with locked storage compartment to hold an additional case of 120 nized manufacturers of vending tomers, as implied. (The Billboard, boxes.

Procter & Gamble have announced that both vender and Increased claim's frequency product will be available on or before May 15.

sion; two still to meet, Alabama

(Continued on page 82)

Bitterman Outlines Distributor's Role

services they perform were outof the National Vending Machine their mechanical problems. Distributors' Association, at the NVA convention Saturday (18).

Bitterman first sketched the anticipated burgeoning future economy of the U.S., which will shape the future of bulk vending. Then he turned his sights toward his Allied Denies theme, "The Distributor at Your Service," and first spelled out NVMDA's definition of a distributor.

In the opinion of the members of the vending distributors' association, "most if not all the following qualifications should be met,' he said.

Have an established place of chines. business in the commercial section of the city.

able in two models: Model 120-S listed as a vending machine dissupporting legs; and Model 120-D and pays proper license to operate does not offer established routes,

> machines as well as numerous merchandise sources of supply.

merchandise, as well as samples of be dismissed.

CHICAGO--The role distrib-1 the newest items, for his customers' utors play in bulk vending and the consideration.

Maintains a service department, lined by Bernie Bitterman, honor- capable not only of reconditioning ary president of the National equipment but also to render an Vendors' Association and member advisory service to operators on

Acts as a clearing house on new ideas and information valuable to operators.

(Continued on page 82)

FTC Charges

WASHINGTON - Allied Merchandising, Inc., University City, Mo., cigarette vending machine distributor, has denied Federal Trade Commission charges that it uses false advertising to sell it ma-

In February FTC charged that the company misrepresented the Keeps his business open during profits earned by purchasers of the machines, that the purpose of Al-Is proud of his profession, is lied's advertising was to get customers and not to offer employment, as implied, and that Allied relocate unprofitable machines or Represents one or more recog- resell them for dissatisfied cus-February 23.

Allied's officers, Peter A. Krane Maintains a display of conven- and William Dardick, deny the tional machines, accessories and charges and ask that the complaint

VENDING MACHINES

WE HAVE

oak's

"TRADING POST"

Bitterman Outlines Distrib Role

Continued from page 81

ing his industry and is capable of of line his business suffers." Said advising in matters of license, Bitterman: "Price alone should not methods of operation, etc.

Maintains a sufficient stock of merchandise to adequately conduct a vending machine distributing business. Altho it is impossible to stock all requirements in this fast moving business, it is agreed that a minimum of approximately tions. \$25,000 is required.

Assumes responsibility to his customers, backed by his reputation

"At Your Service" in the association's opinion, Bitterman said, means these things:

In addition to the service available to the operator mentioned above, we believe the following are definite advantages a distributor

shortest possible time. A bona by the full-time operator to his adfide distributor is accustomed to vantage. The distributor is the fill orders calling for items manu- place where the operator can trade factured by numerous sources of in old machines for new and resupply, all in the same shipment ceive good valeus for them." to the operator.

Convenience. Saving of time by operator, but also freight charges as compared to individual charges from numerous manufac-

Accommodation. Credit extended by the distributor to the operator, whenever possible, for sound business reasons.

Price. This is a consideration of the distributor the same as it is for an operator. "Every distributor

NAMA Counsels

industry immediately to NAMA.

Keeps abreast of changes affect- is mindful that if his price is out be the only consideration in dealing with your distributor, any more than it is in your other business considerations. Factors such as freight, proper service in filling the order, personal interest in the customer should also be considera-

"The bona fide distributor is usually associated with all phases of our industry. You will find his name among the charter members of our organizations that are working for the continual improvement of our industry," Bitterman said.

He declared that "every operator needs, and should need, his distributor monthly. He should never stay away from the distributor more than 90 days. The distributor is not set up just for part-Service. Filling orders in the time operators. He can be used

Bitterman pointed out that in business studies conducted by Harvard's graduate school of business administration, these reasons are cited for business failures:

Inadequate records, inaccurate records, insufficient financing, improper budgeting of expenditures, excessive operating costs, internal controls, tax planning, faulty purchasing, faulty sales and inventory controls.

He said that "many of the operators who formerly attended our conventions are no longer with us; many operators with whom we have been in correspondence in years gone by (and we have been in this field since 1935) have fallen by the wayside because of one or more of the above reasons. I am fully confident that if the operator







H. B. HUTCHINSON, JR. visited a distributor personally and had talked over his problems with him, he would still be with us as 1784 N. Decatur Road, N.E. Atlanta 7, Ga. an asset to both our business Phone: DRake 7-4300 growth and to our association." "HIT OF THE N.V.A.. a real sweetheart of a ring." 5M or more-\$10 per M Sweetheart Ask about Our Less than 5M ATLAS RING \$12.50 per M **Finance** Plan SURE-LOCK, the perfect capsule, Pat-Send ent No. 2762411. Outstanding items. Send \$1.00 \$2.50 and receive 100 quality filled capsules. for SAMPLE Contains our complete line. KIT OF CHARMS The PENNY KING Company 2538 Mission Street, Pittsburgh 3, Penn, World's Largest Selection of Miniature Charms "OWNERS OF ATLAS MASTER" Vend . . . the Magazine of Automatic Merchandising FEATURES HUNDREDS OF MONEY-MAKING MONTHLY VENDING IDEAS Candy, Gum 6 Nuts Beverages Tobacco New Products Cost you a fraction of a cent a Trends piece-when you subscribe to Vend-the Industry News magazine of automatic merchandising ! Market Place Articles Fill In-tear out-mail today ! Editoriels VEND Magazine, 2160 Pattelson St., Cincinnati 22, Ohio Yes-Please sign me up for Vend for 1 year \$5 3 years at \$11 (Foreign rate, one year, \$10) 813 City State Zone State Occupation

THE BILLBOARD

VENDING MACHINES

83





-	A A A HELP MAD
Order or write for details.	
AMERICAN SCALE MFG.CO.	
Dept. B. 3206 Grace St. N.W. Wast	vineton 7. D.C.
Send more details \$20 deposit enclosed	Send scale
NAME	
ADDRESS	
CITY	NE STATE





VENDING MACHINES

84

THE BILLBOARD

MAY 4, 157



Ops Hike Candy Purchases Production on

Continued from page 81

3D- _ D

were up 2.8 per cent. Ten-cent bars accounted for 22.7 per cent of the bar-goods market and dollar sales merces to world disclosure. This bar-goods market, and dollar sales merce to avoid disclosure. This were up 5.6 per cent.

classified as bar goods houses by Commerce Department in 1957, and their sales for the year totaled their yearly sales to the industry \$381,373,000, up 6.5 per cent from generally. 1956. Sales by these houses to vending machine operators in-

increased 6.5 per cent in 1957 from the earlier period.

Sales to vending machine operators by package-goods houses whose output is principally packin 1957 compared with \$4,229,000 in 1956. Sales by general-line houses increased from \$4,450,000 in 1956 to \$4,615,000 in 1957. Sales by 5-cent and 10-cent specialty houses to vending machine

operators increased from a 1956 total of \$696,000 to a 1957 total Statistics covering sales by bulk

SBA's Macfee

• Continued from page 81

or not at all, he said. "This is drifting," he said, "not managing."

Macfee explained that "policies are plans chameling or guiding thinking governing action" and that "when you've made a policy decision, it helps consistency and efficiency." Without policies, procedures vary, he said, often with poor results. In order to establish policy and procedures, enough time must be spent on planning.

He urged the group to keep close tabs on all sources of information in order to keep informed. Good sources, he said, include employees, sources of supply, trade associations and trade papers. In his opening remarks, Macfee lauded NVA on "doing a wonderful job in a very precarious business," stressing that "unity is the cornerstone of any association" and that 'unity will help you meet your problems." Before beginning his prepared talk on "Improving Your Management Efficiency," he discussed SBA and the services it provides. Literature on SBA and its services were distributed at the door following his talk. He explained that SBA was a permanent government agencywhose purpose was to inform, guide and service all types of small business (he said that SBA's definition of "small business" is a business that is independently owned and operated and not dominant in its field). SBA's major programs are in these areas: Management services, production, sales, new products and financial assistance. The latter is designed to augment what a bank or other credit facility can do for a small business. The list of SBA publications includes 37 on marketing aids, 99 on management aids. He encouraged people to use the facilities of SBA. He told the group there are 55 SBA field offices in 15 regions thruout the country. People seeking advice are served free of charge.

means that because the houses and Some 108 manufacturers were operators handling their goods are a small segment of the industry, disclosing the figures would divulge

> Sales of bulk goods to all outlets in 1957 amounted to 467,096,000 pounds valued at \$132,025,000, and comprised 16.9 per cent of the industry's poundage and 12.4 per cent of its value.

Sales of penny-goods houses to age goods retailing for less than \$1 all outlets in 1957 totaled \$24,per pound amounted to \$4,644,000 011,000 compared with \$22,093,-000 in 1956. This category showed the greatest increase percentagewise, 8.7 per cent in poundage and 9.6 per cent in value.

Hard to Estimate

Report points out that there are difficulties in estimating the share of the retail candy market accounted for by sales thru vending machines as a whole because some of the vending business is handled by wholesalers, either for their own vending machine operations or as suppliers for the small independent To Be Feted

Commerce's report adds that the general magnitude of the vending machine business, which in the 1954 Census of Business was credited with retail sales of \$636 milindicate that retail candy sales thru vending machines represent a somewhat larger proportion of the retail the Waldorf-Astoria Hotel. candy market than implied by manto amount to \$37 million, indicat-| Jews.



NEW YORK-George Eppy, vice-president of Samuel Eppy & Company, reports that production has begun on the first? run of the company's bulk vending machine which made its debut at the recent National Vendors' Association show in Chicago.

Eppy said that 200 units will come off the production lines and be location-tested before full production gets under way by May 15. He said that the plant will be capable of producing some 500 units a week.

According to Eppv, the 1959 NVA convention was the most successful in the history of the association, and Eppy added that his firm's dollar volume at the show was the highest ever.

Lewis Gruber By Natl. Conf.

NEW YORK --- Lewis Gruber, board chairman and chief executive lion in all products, would seem to officer of P. Lorillard and Company, will be guest of honor at a \$100-a-plate dinner Monday (4) at

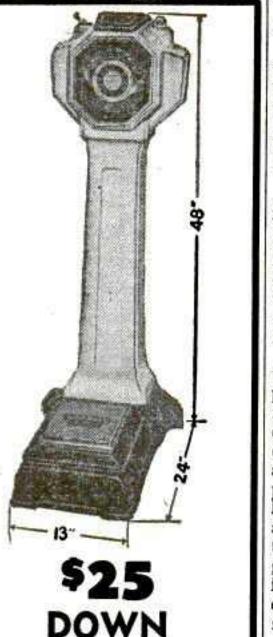
The occasion is the Tobacco, ufacturers' direct sales to firms clas- Candy and Allied Industries Divisified as vending machine opera- sion's banquet in honor of the Nators. Such direct sales are estimated tional Conference of Christians and

Presenting Gruber with the



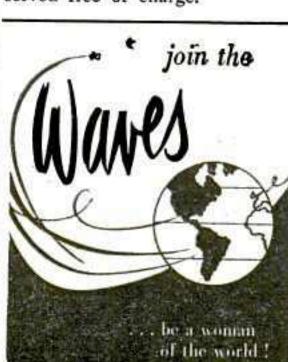
All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO. 308 Furman St. Brookiyn, N. Y. TRiangle 5-1857



DOWN **Balance \$10 Monthly** ALL WEATHER SCALE **COMPLETE CABINET AND** BASE, CAST IRON POR-CELAIN ENAMELED, FOR **OUTSIDE LOCATIONS.** WRITE FOR PRICES.





ing a minimum of 3.5 per cent of the candy market in the vending award will be Stanley Stacy, presimachine field.

turing industry ran counter to the award last year. genenral economic downturn last year, Commerce says. Sales are eswith a value at manufacturers' sales | alyst.

level of \$1,112 million. Sales of bar goods are up 4 per cent from 1957. Sales of bulk goods are down I per cent in poundage, but up 2 per cent in value.

Survey, the 31st of its kind, was of and with financial support of the National Confectionery Association.

Convict Five Continued from page 81

of Minneapolis, were convicted on one count of mail fraud. A third, was convicted of conspiracy.

Acquitted were Peter V. Chris-Letts, Henry A. Meyer, Henry Stelzer, Roger Thompson, Milton Brown and Edward E. Henderson, all of Minneapolis.

The five persons convicted were referred for pre-sentence investigation by Judge Nordbye.

The month-long trial of the elder Zaun, his two sons and the 10 salesmen brought out that scores of cigarette vending machine purchasers in 20 States were defrauded thru promises of profits to be made in the vending business. A number of the government's 55 witnesses testified during the trial that they bought vending machines which never were delivered or which were on non-existent vending machine routes.



dent of the Cavalla Tobacco Com-The picture for 1958 appears pany, Milwaukee. Stacy, who is rosy, too. Preliminary statistics also a prominent vending machine show the confectionery manufac- operator, was the recipient of the

Principal guest speaker at the affair will be Edward R. Murrow, timated at 2,790 million pounds, CBS news commentator and an-

Grant Charters To 3 New Firms

MACON, Ga .--- In Biob Superundertaken by Commerce's Food for Court here, with Judge A. M. Industries Division at the request Anderson presiding, charters have been granted to Macon Vending Service, Inc., and the Dixie Tobacco & Candy Company, authorizing them to lease and service vending, amusement and coin-operated machines of all types. Petitioners for the charters: J. B. Burns, Julian Martin and A. J. Hawkins.

ROCKY MOUNT, N. C. -Robert Walker, Elk River, Minn., B & R Vending Corporation, this city, has been granted a charter by Secertary of State Thad Eure. tian, Rogers, Minn., and Gene Authorized capital stock is \$100,-000. The incorporators: Graham D. Burden, Rocky Mount; William L. Hunt, Chapel Hill, and Thomas GIVE TO DAMON RUNYON C. Hunt, Greensboro.

Sillboan

COLORED PLASTIC 1M to 9M \$5.00 per thousand 10M and up-\$4.20 per thousand

GLEAMING VACUUM PLATED

1M to 9M \$8.00 per thousand

10M and up \$7.00 per thousand Kala at your distributor or . . uggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. . AL. 5-8393

CANCER FUND

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. City..... State..... Zone.... State.....



Circulatio

85

MAY 4, 1959

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 April 27, 1959)

		10-week period endi					-		-	101 43 15		screage	ed" equipment.	_		
High Low	Avg		Nigh	Lew	Avg		High		Avg	High	Low	Mean Avg.		High	Low	Mean Avg.
MUSIC MACHINES	4	GOTTLIES				Screamo (4-54)	75	\$ 49 225	\$ 49 225	Rocket (8) (8-54)\$ 95 Royal (U) (8-54)	\$ 95 75	\$ 95	Flash Hockey (Coinex) (9-54)			
AMI Wodel C-40	\$ 55	Arabian Knights (11-53:\$	100	100	\$ 100	Silver Skates (2-53)	50	50	50	Score-a Line	2120000		Flying Saucer (M) (6-50).	95	95	\$ 99
Model D-30 (51) 40 sel.,	245	Auto Race (9-56) Chinatown (10-52)		135	135	Singapore (10-54) Sky Way (9-54)	85	50 85	50 85	CC. 19-55 245 Shuffie Alley Deluxe	245	1995-5-1	Football (M) Goalee (CC) (1-46)	175 95	175	175
78 RPM 265 189 Model E-40 (53) 40 sel.,	Alexand a	Cinderella (3-48)	25	25	25	Spark Plug (10-51) Spitfire (2-55)	65	65	65	6 Player (U) 10-51) 85 Shuffle Alley	30	60	Gun Patrol (Ex) (5-51) Gypsy Fortune Teller	110	110	+ 10
78 RPM 225 225	225	CANADA MICH AND AND AND MERCHANISM (1947)	145	125	135	Star Pool (10-54)	75	75	75	6 Player (K) 85 Shuffle Alley	45	45	Harvard Metal Typer	250	250	250
Model E-80 (53) 80 sel., 45 RPM 275 275	275	Coronation (11-52)	25	25 25	25	Struggle Buggie (12-53) Slugfest (3-52)	55 45	55 45	55 45	10 Player C) 95	50	60	Heavy Hitter (B) Hi Ball (Ex) (2-38)	65	65	65
Model E-120 (53) 120 sel.,	-	Cyclone (4-5) Daisy Mae (7-54)	75 .	75	75	Twenty Grand (12-52) Limes Square (4-53)	30 45	30	30	Shuffle Alley 11th Frame	150	195	Hockey (CC)	75	75	75
45 RPM 395 120 Model F-80 (54) 80 set.,	295	Derby Day (4-56) Diamond Lil (12-54)	149	120	130	Thunderbird (5-54)	100	95	95	Shuffle Alley Deluxe 11th Frame (U) 325	175	one of the	(CC; (3-54)	95	95	95
45 RPM 365 365	365	Dragonette (6-54)	110	85	85	Three Deuces (8-55) Super World Series	125	125	125	Shuffle Poor Gel (11-53 50	50	50	(Meteor) (6-53)	485	485	485
Model F-120 (54) sel., 45 RPM 445 395	435		125	125	125	(4-51)	50	50	50	Six Flayer LC 50 Six Player Deluxe K) 65	45	45	Jack Rabbit (Amusematic) ('46	125	125	125
Section Control 2020 (CASE)	Gas	Flying High (2-53) Four Belles (10-54)	65	34	65 75	SHUFFLE G	AME	\$	1	Six Player Geluxe (U) 65 Six Player 10th	40	45	Jet (B)	110	110	110
ROCK-OLA 1432 50 set., 78 RPM\$ 95 \$ 95	\$ 95	Four Stars (6-52)	65	50	50	1 1000000000000000000000000000000000000			- 4	Franke U: 75	55		Jet Fighter (W) (10-54)	150	125	150
1434 50 sel., 78 RPM 75 75	75	Frontiersman (11-25) Gold Star (8-54)	115	115	115	Ace Bowles (CC) (9-50)\$	295	\$ 95	\$ 195	Speedlane Bowler (K) 185 Speedy (U, 18-54 135	185	185	Jumping Jack (G) (11-52)	85	35	75
1434 139 129 1434 149 149	139	Grand Slam (4-53) Green Pastures (1-54)	45	45	45 50	Advance Bowler (CC) (5-53)		95	- S	Star 5 Player (U) (7-52) 95 Star 10th Frame	34	45	Jungle Gun (U) (7-54) Kicker & Catchera	295 20	295	295
1434 149 149 1436 A 120 sel., 45 RPM 199 75	75	Guys & Dolls .5-53)	50	50	50	American Bank (American		100000		(U' 19-52) 65	65		K O Fighter	150	150	150
1438 120 sel., 45 RPM 295 235	265	Gypsv Queen (2-55) Harbor Lites	95	95	95	Shuffleboard (5-52) Arrow (CC)		225		Super Bonus Deluke U),. 99	75	99	Little League (W) (2-54) Lord's Prayer (M) (6-56)	125	125	125
1442 50 sel., 45 RPM., 395 245	315	Hawaiian Beauty (5-24)	50	50	50	Banner (U) (8-54)	155	155	155	Super Bonus Deluxe (U). 225 Super Frame (CC) (5-54) 125	225		Lovemeter (Ex) Mauser Pistol (Ex)	25 89	25	25 89
1446 Hi-FI 120 sel., 45 RPM	375		219	75 219	219	Bonus Bowler (K) (3-54)	195	125 75	125	Super Match Bowler (CC) (10-52)	0.0426462		Mercury Counter Gripper.	25	25	25
SEEBURG		Jumbo (10-54)	225	225 75	225	Bonus Score Bowler (CC) (4-55)	175	175	175	Super Six (U' (3-52) 100	50 29	75	Midget Movies (CC) Midget Racer (B) (11-56)	75	75	125
HM-100 Hideaway	()	Lovely Lucy (2-54)	59	59	59	bowlette (G) (7-50)	245	245	245	Targette UI	75	195	Midget Skeeball (CC) Mills Scales	135	135 35	135
(9-49)\$ 125 \$ 125 M-100 A (9-49) 100 sel.	\$ 125	Marathon (10-55)	150	149	150 69	Broadway Alley (U) Capital Deluxe		225	225	Team Bowler (U) (1-54) 95 Team Bowler (K) (10-52) 75	95	95	Panoram (Mills)	325	325	325
78 RPM 145 145	145	Mystic Marvet (3-54) Niagara (12-51)	120	120	120	Shuffle Games Capitol (U) (6-55)	435	225 235	365	Tenth Frame (K) 75	35	50	renteepe leef tratter	95	100 95	95
M-100-8 10-50) 100 sel., 45 RPM 325 325	325	Pin Wheel (10-53)	35	40	60	(arnival (K) (5-53)	125	45	235 85	Tenth Frame Bowler (CL)	40		Photomatic (M) (1-50) Photomatic Deluxe		325	325
M-100-C (5-52) 100 sel.,	395	Poker Face (8-53) Quartette (2-52)	75 95	75	75	Cascade (U) (2-53) Century (K) (6-54)	75	75	75	Thunderboit (CC) 200 Triple Score Bowler	200	200	(M) (3-36)	245	245	245
45 RPM	343	Queen of Hearts (12-52)	65	65	65	Champion (B) (5-54)	300	125	195	(CC) (6-53) 65	65	65	Pistol (CC) (1-49) Pistol Pete (CC)	75	65	75
HF 100-R 595 595 45 RPM 495 495	595	Rose Bowl (10-51)	145	115	124	Classic (U) /6-53)	140	50	80	Triple Strike Bowler (CC). 200 Venus Bowler	200	200	Pistol Target Skill	15	15	15
100-W (9-53) 535 535	535	Sea-Bells (8-56) Shindig (9-53)	194	145	185	Clipper (U) (5-55) Clipper Deluxe (U) (5-55).	195	175 210	175	Venus Deluxe (U) (3-55) 350	225	275	Pitch'm & Bat'm (S)		125	-25
M-100-G 475 475	475	Skill Pool (8-52)	50	50	50	Clover Shuffle (U) (1-53)	65	65		Victory Bowler		105	Pole: Hunt (W) Pop Up	169	169	59
WURLITZER	3	Sluggin' Champ (4-55) Sluggin' Champ	125	125	125	Club (K) (4-53) Comet Targette	75	50	65	(B) (5-54) 295 Vankees (U) 145	145	145	Quarterbacks (G) 19-55)	125	125	25
1400 (51) 48 sel., 48 or 78 RPM\$ 125 \$ 125	\$ 125	Deluxe (4-55)	1000	175	175	(U) (11-54) Comet Deluxe	110	110	110	000000000000000000000000000000000000000	1.000		Ranger (K)		195	95
1450 (51) 48 zel.,	100	Southern Belle (6-55)	95	95 30	30	(U) (11-54)	345	125	245	ARCADE EQUIPM	IENT		Rifle Gallery (G) (6-54) Rocket Ship		125	35
45 or 78 RPM 175 150 1500 (52) 104 sel.,	150	Stage Coach (11-54) Sweet Add a-Line (7-55)	100	85	100	(CC) (11 53)	110	110	110	CODE: AP-Auto Photo, 8-Bel			Round the World Trainer		-03	
45-78 RPM Mix 189 125	125	loreador (6-55)	164	150	155	Criss-Cross Fargette		102-540	1220	Coin EV-Evans, Ex-Ex			(CC) (10-53)		350	150
1550 (52) 104 sel., 45-78 RPM Mix 99 99	00	Tournament (8-55) Twin Bill (1-55)	125	145	150	Deluxe (CC) (1-55) Criss-Cross Targette		110	110	Gb-Gottlieb, K-Keeney, scope, R-Roovers, S-See			Roya: Mustang Horse Scientific Boat		275	275
1550-A (53) 104 sel.,		Wishing Well (9-55)	95	95	95	Regular (CC) (1-55) Lrown (CC) 4-53)	295	295 80	295 80	tific Sh-Shipman, T-	-Telecoin	. U-	Set Shot Basketball		0.	202
45-78 RPM Mix 155 155	155	UNITED				Diamond (K) (5-53)	235	100	175	United W-Williams, W.	-Watling	•	(Munvesi (6-52) Shoe Brush Up		225	25
1600 (53) 48 sel. 45 or 78 RPM 235 235	235	Cabana (3-53)\$		45	S 102.60	Domino (K) (5-53) Double Score		50	50	ABI Challenger :5-45)\$ 19	\$ 19	\$ 19	Shoot the Bear (S)		120	:20
1600-A (54) 48 sel.,	200	Caravan (1.56) Circus 8-52)	335	335	105 335	(CC) (3-53) 8 Player (Ge) (9-51)	95	49	15	AA Gun (K) (48) 99 All Star Basehall (W) 125	125	125	Shooting Gallery .Ex) (6-54)	125	65	25
45 or 78 RPM 200 200 1650 (53) 48 sel.,	200	Havana (2-54) Hawaii (6-54)	45	45	45	Feature (CC) (7-54)	83 125	125		Atomic Bombers (M) 95	95	95	re 2.5 중 2.2 전에 이번 바람이 날에서 방송을 가지 않는다.	123	05	
45 RPM 345 345	345	Manhattan (4-55)	30	30	30	(U) (6-55)	110	110	110	Auto Photo (AP) 1295	1295	1295		150	150	50
1050-A (54) 48 sel., 45 RPM 279 249	279	Mexico :3-54) Nevada :8-54)	65	65	65	5 Player (U) (1-51) Fireball (CC) (11-54)	40	40	40	Anti Aircratt	99	150	Silver Bullets (Fx) (11.49)	175	175	75
1700 (54) 104 sel.,	1976	Pixie :9-55) Rio (11-53)	395	65	95	Flash (CC) (9-54)	175	145		Air Hackey	150	125	Silver Gloves (M)		125	175
45 RPM	365	Singapore (10-54)	75	75	75	Gold Cup (CC) (7-53) Gold Medel (B) (3-55)		75	115	Air Football 150		150	Sia Shooter (Ex)		95	95 245
	373	Stardust (4-56) Starlet (11-55)	115	95	95	Hi Speed Triple Score		185	185	Bailoonamat Capital P (1-55) 195	175	105	Sky Fighter (M) (9-53)		110	.:0
PINBALL GAMES		Stars (6-52) Tahiti (8-53)	35	35 30	35	(CC) (8-53) Holiday Match Bowler	60	60	60	Baseball (Sc)	85	95	Sky Gunner (G) (9-53)	125	125	125
Atiantic City (5-21)\$ 30 \$ 30		Iriple Play 8-55)	85	85	85	(66) (1) (2)	165	165	165	Baseball 2 Player (G) 65	65	65	Sky Rocket (G) (5-51) Space Gun (Ex)	195	195	195
Beach Beauty (1-55) 150 135 Beach Club (2-53) 65 65	145	Tropicana .1-55)		60	60	Hollywood (CC) (5-55)	175	175	175	Basketball (G)	175	175	Space Ranger (Deco)	225	225	225
Beauty Club (2-53) 50 45	45	Tropics (7-55)		35	45	Imperial (U) (9-53) Jet _owier (B) (8-54)		110	110	Bat a Score ,Ev) (B-48) 125	95	95	Space Ship	295	295	795
Big Time (1-55) 110 95 Bright Lights (5-51) 45 45	45	WILLIAMS				Leader Shuffle Alley		75	15	Bat-a Score (Sc (Ev) 8-48) 95	95	95	Speed Boat (B) (7 53)	325	275	325
Bright Spot (11-51) 145 145 Broadway (12-55) 155 140	145	Army & Navy (10-55)\$		\$ 35	\$ 35	(U) (11-53)		125	125	Bert Lane Merry-Go-Round 275 Bin Bounce (1.51) 350	275	275	Sportland (Ex) (11-51) Sportsman (K) (11-54)	195	135	150
Coney Island (9-52) 50 50	50	Big Ben (9-54)		65 34	65	League Bowler (U) (1-54) League Bowler Deluxe			165	Big Bnunce (1:51) 350 Big Inning (B) (47) 395	350 205	350	Stancard Metal Typer		232	
Bude Ranch (9-51) 50 50 Frolic (10-52) 45 45	50 45	Colors (11-54)	135	135	135	Lightning (U) (2-55)		100	145	Big League Baseball			F S	275 .	275	275
Gayety (3-55)	75	Daffy Derby (8-54)	75	75	75	Lightning Deluxe				(W) (2-54) 145 Big 1cp (G) (6-54) 195	145	145	Star Shooting Gallery (Ex)	1612.5 2010-0		
Hi-Fi (6-54) 55 45	55	Dealer 21 (2-54) Deluxe Baseball		34	34	(U) (2-55) Magic (B) (12-54)		275	275	Bingo Roll	95	95	(9-54)	75	75	75
Ice Frolics (1-54) 75 75 Miami Beach (9-55) 125 105	115	Disk lockey (11-52)	40	40	40	Manhatten 10 Frame (U)		85	85	Bonus Deluxe (U) 350	300	325	Steeple Chase		395	395
Nite Club (3-56) 235 175	195	Dreamy (2-50)		110	135	Mars (U) (1-55)		165	165	Bonus Gun (U) (T-55) 175 Broncho Hoise	175	175	Submarine (K) (1-42		125	-25
Paim Beach (7-52) 60 60 Faim Springs (11-52) 50 50	50	Eight Bell (1-52)	12.201	35	35	Mars Deluxe (U)	395	185	245	(Ex) (10-47' 275	375	375	Super Home Run (CC) (3-54)	125	25	25
Spot Lite (1-52) 65 65	65	Four Corners (11.52) Grand Champion (8-53)	35 50	35 50	35	(CC) '8-52)	75	45	45	Card Vendor Ex) 50 Carnival Deluxe (U) 295	45	50 245	Super Jet (CC) (4-53)	225	225	225
Surt Club (3-54) 55 50	55	Cun Club (11 53)		395	425	Match Pool (Ge) (2-54)	60	60	60	Carnival Gun			Super Jet ICC) (8-53)	225	225	225
Variety (9-54) 75 65 Yecht Club (6-53) 69 69	75	Heyburner (6-51)	65	65	65	Mercury (U) (12-54) Mystic Bowler (B) (12-54)		125	125	U1 (10-54) 160		150	Super Pennant W) Super Slugger (U) (7-55)	145	145	45
	04	reng Kong (J-52) Jelopy (8-51)	55	55	55	Mercury Deluxe		523	442	Carolisel (Sel 11-54) 325 Champion Bosehall (G) 145	325	325	leleguiz (1-49) (T)	65	65	05
CHICAGO COIN Basketball Champ		King of Swat		125	145	11th Frame (U)		235	245	Lhampion Hockey ('46)., 100		100	len Irike (Ei (46)	250	174	75
(10-49)\$ 125 \$ 125	\$ 125	Lezy Q (2-54)	35	85	35	Name Bowler (CC) (1-54) Official (U) (5-52)	50	50	50	Coon Gun (S) 135	49	125	3-D Theater (M) (12-53). Three-of-a-Kind	150	150	50
Home Run		Lu Lu /12-54)		:25	125	Otympic (U) (8-54)	65	60	65	Coon Hunt (\$; 2-54) 135 Date Gun Ex 65		95	Ihree Way Gripper (Gb)	25	25	25
Tahiti (10-49) 30 30 Seddle & Turf Club	30	Nine Sisters (1-54) Peter Fen (4-55)		75	75	Original	95	50	70	Detender (B) (140) 150		125	Treasure Cove (Ex) (6-55)	210	210	200
Model 10-53) 85 85	85	Quarterback (10-49)		85	85	Pacemaker (K) (9-53)	85	49		Derby (Ex; 125		125	Irigger Horse (Ex) (7-53)		395	995
SENCO	200	Race the Clock (1-55)	165	165	165	Palisare (K) Playtime Bowler	55	55	55	Derby, 4 Player (CC) (3-52)	153	155	Underseas Raider (2-46) Voice-o-Graph (M) (4-46).		125	325
1520 Golden Nugget		Rag Mop 5 Ball (11-50)		49	49	(CC) (10-54)	165	105	165	Drivemobile (M) (7-54) 195		150	Wild West (G) (2-55)	175	175	15
(2-53)\$ 35 \$ 35 Invader (3-54)		V20CORS RULE MOANGRY		145	145	Rainbow Shuffle Alley	100		and a	500 Shooting Gallery		- 11	Wizard Whiz	25	18	20
Invader (3-54) 75 75	15	Regatta (10-55)	110	115	115	(U) (8-54)	125	125	125	(Ex) (3-55) 150	45	125	Zingo (1-51) (U)	65	63	4 - Q

6

MUSIC MACHINES

THE BILLBOARD 86

Communications to 188 W. Randolph St., Chicago 1, III.

MAY 4, 1959

'THE SOUND OF VIOLENCE' **CBS** Presents Study of Operator As Honest Citizen, Caught in Web

in public relations for the music cent businessmen and their at- tempt of a criminal group to take machine industry was reached tempt to stand up to criminal over the music machine industry Wednesday night (29) when a ma- elements. jor network presented an hour- Douglas Edwards, CBS news 250,000. Some 192 operators long television show dealing sym- commentator, opened the show with 2,000 pieces are in the city. pathetically with the problems of with a statement that the vast ma- Average take is \$25 per machine the juke box operator.

show was "Armstrong Circle Thea- zens" who make their livelihoods city could be Akron, Dayton, Des ter's" drama entitled "The Sound by working hard to provide an en- Moines or Omaha. But it is none

NEW YORK --- A milestone absorbing study of a group of de-| The drama concerned the at-

jority of the nation's juke box op- per week, with the operator and The network was CBS. The erators are "decent, honest citi- the location splitting 50-50. The

of Violence." The result was an tertainment service.

in a mythical Midwestern city of

of these places. It is no place and any place.

Opening sceni inows the board of director of a criminal combination inapping plans to take over the city. Their strategy calls for forming an association, pressuring operators to join, then forming (Continued on page 88)

Goldwater Predicts **Stronger Labor Bill**

See editorial elsewhere on this page for suggestion that operators urge their congressmen to support a stronger measure.

WASHINGTON -- Suggestion was made by Sen. Barry Goldwater (R., Ariz.) last week that the Senate Rackets Committee disband because "we haven't produced what we should have produced after two years of disclosures." Remark was fight from the AFL-CIO, on the made following Senate passage Saturday (25) of the Kennedy-Ervin labor reform bill.

Goldwater, who cast the lone dissenting vote on the bill, predicted that "by the time the bill reaches the House floor the people will be riled" and a stronger ver-

sion of the bill will be passed. Goldwater is author of the administration-backed labor bill, which is considered stronger than the one which passed the Senate.

chairman of the Rackets Committee, hoped to tighten the Kennedy-Ervin bill by tacking a "bill of rights" to it. He was successful at first, but indications of a strong grounds that the rights amendment would hurt legitimate unions, caused many senators to reverse their backing of McClellan and vote for a much milder rights provision.

Measure, as finally passed by the the United juke box as one of the Senate, relies primarily on public finest on the market and with democratic safeguards to keep he was in disagreement with com-(Continued on page 88)



CHICAGO --- Long-time music machine merchant Jack Mitnick has resigned his post as executive vice-president and sales director of United Music Corporation.

Expressing his complete faith in

EDITORIAL P-R Lesson for Trade

Armstrong's Circle Theater and Senator McClellan delivered one of the strongest good public relations punches possible for the honest and legitimate juke box operator last Wednesday (29) on the CBS-Network show "Sound of Violence."

We don't know what the Trendex rating was on this show. nor how many millions of people were watching it...but the show displayed with rare understanding the vulnerability of the juke box operator to racketeering elements...and left the definite impression that the juke box operator is the victim of a conspiracy that must and should be the concern of every citizen.

There was a public relations "lesson" for the juke box business displayed with this presentation: Tell the honest facts, display the situation for what it is...and the industry will get more appreciation than if it gandy-dances down a path of talking only about its gifts of juke boxes and participation in youth centers, et al.

Senator McClellan deserves the thanks and support of every honest juke box operator for his closing remarks. He made clear that his evaluation of all testimony before the Senate Select Committee has shown him that the vast majority of juke operators are honest citizens in a legitimate business which has been victimized by racketeers. It was also clear, incidentally, that honest unionism has likewise been victimized.

The good Senator's amendments have been watered down in the Labor Bill which has been passed by the Senate and is now before the House. If you're one of the honest operators who wants relief from the unbearable pressure of racketeering hoodlums and paper unions, now's the time to write to your Senators and Representatives and ask them to put "teeth" in the law and pass it with unanimity. We won't try to put words in your mouth. . .be sincere and complete. . .and we'll bet that with good publicity such as this Armstrong television show, it'll be a rare lawmaker who will not heed your comments.

House Hearings Still May 20-21, Plus June Date

By MILDRED HALL

formance royalty exemption (and WASHINGTON-A number of to double mechanical royalty for witnesses scheduled for House records used in juke play) immedisclosure of financial reports to affirmation of his regard for former Copyrights Subcommittee hearings diately following the May House discourage racketeering, and on associates, Mitnick indicated that on the Celler juke anti-exemption hearings. No confirmation has come bill have asked for postponement, from the subcommittee staff, or but as of last week (30), no Chairman O'Mahoney (D., Wyo.). Meanwhile, both sides of the juke box performance exemption However, subcommittee counsel battle are speculating on the results of the amended decree for added to his statement: "I've tional date sometime in June would ASCAP (American Society of Comwanted for some time to try to be provided for those who could posers, Authors and Publishers), which is rumored to be due out in Those who cannot come even to the very near future. Negotiations Now, I'm going to take a rest and the proposed one-day June hearing, have gone for a year between will have to submit statements. ASCAP representatives and the There will be no additional hearing antitrust division, and presumably date for oral testimony, says Brick- ASCAP and juke box operators would both like to know the final A rumor is afloat that on the outcome before the opening of the

300 to Honor Lou Boorstein At UJA Dinner

NEW YORK-Some 300 persons from all facets of the coin machine and record industries will gather at the grand ballroom of the Hotel Astor here Monday night (4) to honor Lou Boorstein, Leslie Distributors president, for his work on litzer line of phonographs, all types now-resigned post for the United behalf of the United Jewish Appeal's Coin Machine Division.

The dinner-dance is to be a victory celebration for the coinmen. While the 1959 drive is still on, it he's been for a year and one-half, is expected that the total donation to take charge of the new distribmade by the industry here will be utorship. Before joining Empire, in the neighborhood of \$25,000.

(Continued on page 88) former jobbing firm.

Minter to Open **New Evansville** Wurlitzer Outlet EVANSVILLE, Ind. -- Fred

Minter will open the Gateway Cooperative, a new Wurlitzer distributorship here within the next few weeks. Location will be an 8,000square-foot building at 1923 Main Street.

coin equipment.

Minter leaves Empire Coin Machine Exchange, Chicago, where Minter was a partner in Gateway Last Monday night (27), mem- Distributing Company, Chicago, a

pany policy and therefore resigned.

Strong-willed, sometimes con- May 20, 21 schedule. tentious, but with a tempered market my own product, not di- not testify at May hearings. rectly in the coin machine field. then I'll be back to work like heck again on this new item."

Mitnick was based for many years in the East as a regional manager for AMI. In April, 1956. Gateway will handle the Wur- he came to Chicago to take on his of amusement games and other phonograph. In a post-war field where many had tried to market a juke box and failed, the United machine did gain a foothold with strong export sales as well.

ST'D FINANCIAL HONORED BY STOCK GROUP

NEW YORK--The Standard Financial Corporation, a publicly held firm which specializes in discounting paper and lending money to juke box and vending machine operators, has been cited by the United Shareholders of America, an organization of stockholders in various corporations.

The award was presented by the United Shareholders' president to President Theodore H. Silbert, of Standard, at the annual stockholders' meeting at the Hotel Biltmore here Tuesday (28).

Standard was selected from some 7,000 publicly held firms for "meritorious achievement" in the field of stockholder relations and for keeping its stockholders abreast of corporate developments.

changes were contemplated in the

philosophical approach, Mitnick Cyril Brickfield said that an addi-

field.

Senate side, the O'Mahoney Copy- juke box hearings. rights Subcommittee is considering Operators have in the past holding its hearings on the O'Ma- argued that ASCAP distribution is honey bill to end juke box per-

(Continued on page 88)

Dietmeier to Leave; Name Sternfield Editor

CHICAGO-The Billboard ancoin machine division. His new affiliation cannot yet be announced.

Aaron Sternfield, long-time New York editor in the coin machine division, will succeed Dietmeier and will operate from the Chicago the benefit of the operator-reader. office.

Sternfield will move to Chicago on May 20 to assume the new position; Dietmeier has arranged his plans to remain with the staff until June 1 so as to help the new editor on the "mechanics" of the job.

Bob Dietmeier has been associated with The Billboard since Nodivision. In the years when he was arrive here in May. writing for The Billboard, he also lication.

In March, 1955, Dietmeier benounces with regret the resignation came editor of the coin machine of Bob Dietmeier as editor of it's department and also did reviewing of talent for the music and radio portions of The Billboard. During the four years in which he has edited coin machine pages, he has steadily devoted himself to improvement of news presentation for Aaron Sternfield assumes the

(Continued on page 88)

Tonmaster Stereo Shipment Due May

NEW YORK - Arnold Cortell, president of the Ameropa Trading & Shipping Company, reports that vember 1953 when he began as an the first shipment of the Tonmaster associate editor in the coin machine stereophonic juke box is due to

Tonmaster is the 60-selection took part in writing special items wall juke box made by Wiegandt, for Vend, such as the well-known Berlin manufacturer, Cortell al-"People" feature in our sister pub- ready has the monaural version of the automatic phonograph.

N. Y. Police to Survey **Juke Box Locations**

NEW YORK--- A thoro survey of local juke boxes and operating box. conditions will begin next week, according to New York Police Commissioner Stephen P. Kennedy.

Commissioner Kennedy said the survey will attempt to discover what, if any, underworld influences exist in the city's juke box industry.

Aim of the survey is to weed out violations of the law, conspiracies, racketeering or unfair labor practices. Investigators will also attempt to determine if any location owners have been intimidated.

Questionnaires

tionnaires to location owners thru- of Queens and Brooklyn, but Comout the city to gather the following missioner Kennedy then decided to information:

1. The make and model of juke

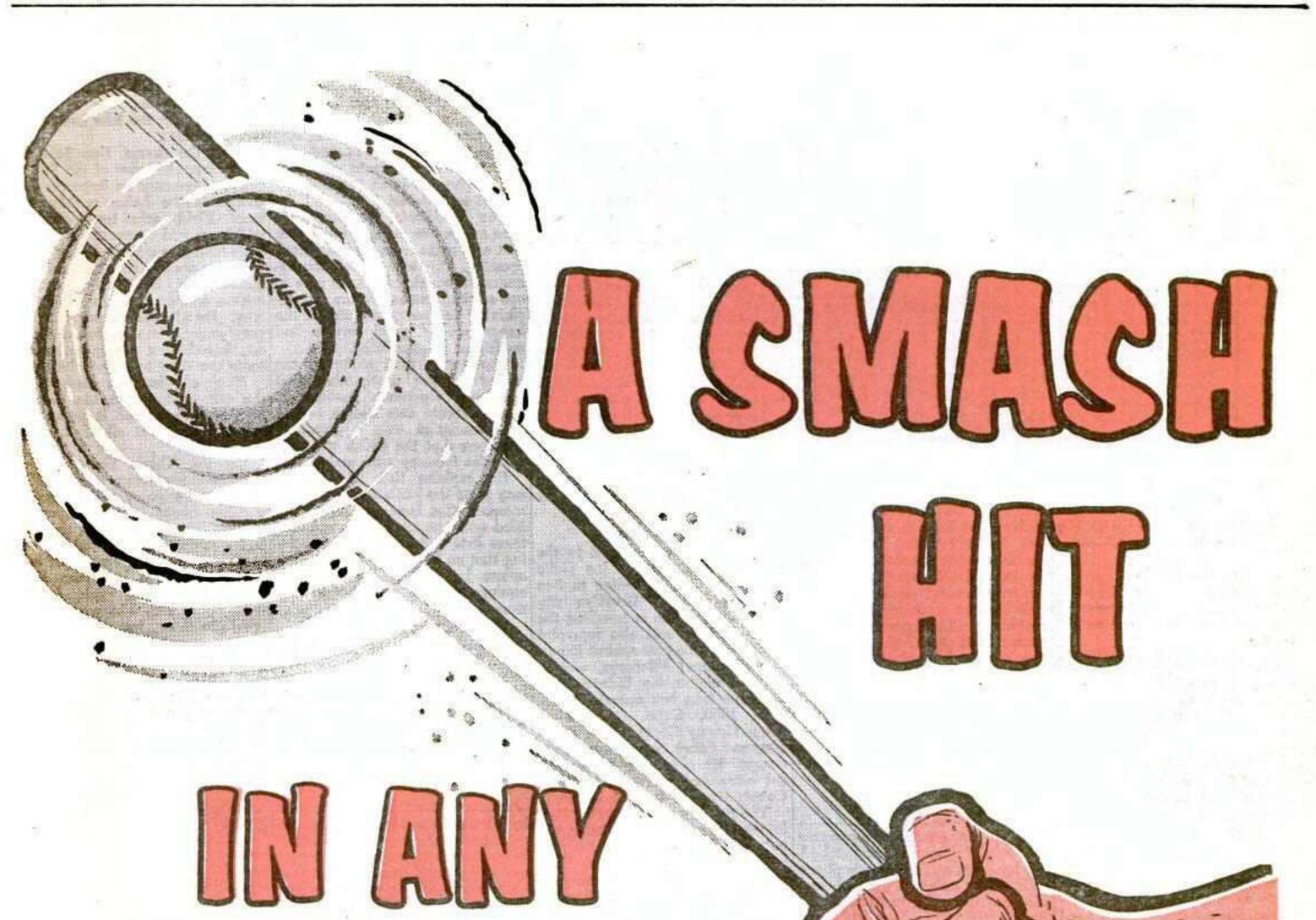
2. The operator.

3. Whether the juke boxes have union labels, and what unions.

4. Whether the juke boxes were installed voluntarily, or whether intimidation was used.

Deputy Commissione Walter Arm said that 10,000 questionnaires are being printed and that the results will be made available to local, State and federal authorities on request.

The survey had originally been Patrolmon will distribute ques- requested by the district attorneys make it citywide.

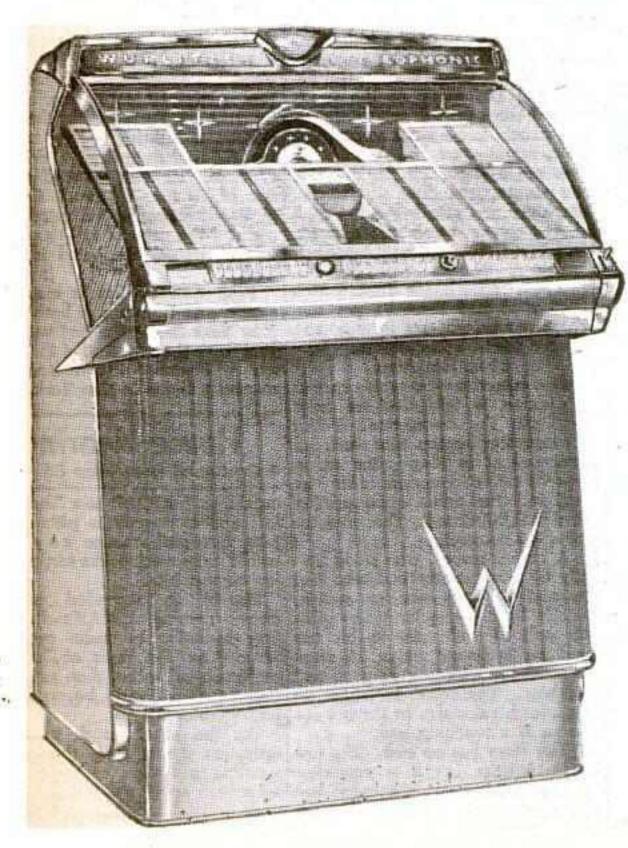


THE BILLBOARD

MUSIC MACHINES

87

LOCATION



The flexibility of Wurlitzer Stereophonic Music Systems enables Wurlitzer Operators to make an ideal and economical installation in any size, shape or type of location.

Results show Wurlitzer's true stereophonic sound leads the league in patron appeal.

Batting averages? A truly amazing score in the cash box.

WHY NOT GET WITH THE WINNER?

WURLITZER Ctereophonic-High Fidelity MUSIC SYSTEMS

Flexibility Plus!

THE WURLITZER COMPANY . Est. 1856 . NORTH TONAWANDA, N.Y.



MUSIC MACHINES

THE BILLBOARD

BILL ADAIR ADVISES

88

Don't Limit Stereo To Top Locations

foothold in the metropolitan Phila- | slightly. delphia area, with an estimated 1,500 units on location in Eastern Pennsylvania and South Jersey, according to Bill Adair of Eastern Music Systems, the local Seeburg distributor.

According to Adair, many operators are making a mistake by confining their stereo effort to top locations. Adair reasons that there is a limit on what a good stop can do, and this limit is approached on many locations with monaural units.

Hence, he continued, the operator will replace a monaural machine with a stereo unit and dis-

Goldwater

Continued from page 86

union control in the hands of the members.

Meanwhile, Robert Kennedy, counsel for the Rackets Committee, has suggested the formation of a national crime commission to help stop the spread of gangsterism in the U.S. In an article appearing in Nation's Business, a Chamber of Commerce publication, Kennedy said the commission would be independent, but should co-operate with Justice Department and the Federal Bureau of Investigation, and should carry on the work done held a brief dinner meeting at UJA by the Rackets Committee.

PHILADELPHIA - Stereo- cover that collections will either phonic music is gaining a firm remain the same or go up only

Undeveloped Potentials

The big difference, said Adair, is seen in medium-value locations, grossing anywhere from \$28 to \$32 a week. On these stops, he explained, the potential has not been developed, and the installation of stereophonic music will make a big difference. According to Adair, revenue increases of 25 per cent generally follow a stereo installation in these type locations.

Adair emphasized that he still favors the use of stereo in top locations to insure heavy play and York courts. to keep the location owner happy. But, he feels that if the operator confines such installations to top locations, he is missing the best bet for increased revenues.

While the shortage of 43 stereo records is still a problem in the Philadelphia area, the influx of new releases has helped somewhat. Adair feels that the record companies have been doing a good job in releasing 45 stereo albums, the greatest shortage exists in stereo singles.



bers of the executive committee headquarters and then made phone Kennedy suggested Senator Mc- calls asking coinmen for cash and Clellan as the head of the com- pledges. According to Al (Senator) mission. The senator has discussed Bodkin, the 1959 general chairman Cy Reeves, New York night club Kennedy also warned business- comic, will serve as emsee for the men against getting involved with evening. This year, instead of a underworld characters who make lengthy program of recording arta deal to increase the business, and ists, the evening will be devoted largely to dancing.

Court Medics Test Sanity of **Juke Unionist**

NEW YORK-Joe Gallo, local hoodlum who allegedly was one of the musclemen attempting to take over the juke box and amusement game industries here, is currently under observation at Kings County Hospital where psychiatrists are determining whether he is sane enough to stand trial on a vagrancy charge.

The Brooklyn racketeer and his brother, Larry Gallo, recently appeared before the McClellan Committee where they both took the Fifth Amendment when asked if they had committed criminal acts.

Joe Gallo, 28, has been arrested 17 times on charges ranging from bookmaking to kidnaping. He and his brother had set up Local 19, Federated Service Workers Union, which was later enjoined by New

Background

Here is the background to the current assignment of Joe Gallo for observation, according to Ben Schmier, assistant Brooklyn district attorney who is handling the case. Schmier will also represent the State in the case against Ernest (Ernie Flippy) Filocomo, who is accused of beating Sidney Saul, Brooklyn juke box operator.

In 1950, Gallo appeared in Kings County Court before Judge Nathan Sobel on a burglary charge. He pleaded guilty to illegal entry and was sent to Kings County Hospital for observation.

The psychiatrists ruled that Gallo was insane, did not know the nature of his acts, and was suffering from dementia praecox. They recommended that he be committed to a State mental institution. However, Judge Sobel set aside the recommendation of the psychiatrists on condition that Gallo take private psychiatric treatments. He suspended the three-year jail sentence. The latest incident took place Friday (24) when Gallo was slated to stand trial for vagrancy. Assistant District Attorney Schmier, recalling that the defendant had once been ruled insane by a psychiatric board, asked Magistrate Benjamin Schor to send him to Kings County Hospital for observation. The request was granted. If the psychiatric board rules that Gallo is insane, the case goes before the Supreme Court, which rules whether or not he is to be committed. If the board rules that he is sane, Schmier said that he will prosecute him on the vagrancy charge. The defendant is expected to be under observation from 10 to 20 davs.

'Sound of Violence' on CBS Continued from page 86

and locations in line.

At this point, the commentator try in the city. emphasizes that most operator asmutual self-interest.

operator. One scene shows the operator introducing the new man to one of the location owners and eximportance of good service and intelligent programming.

offices of the newly-established operators that the JBOA will pro- take place. vide the industry with stability.

tions.

Wants Competition

tors and that he prefers open competition to a closed city.

Initially, about a third of the operators in the city join the asso-ciation willingly. The remainder • Continued from page 86 are then subject to a campaign of harassment. Locations are jumped by bonus offers, larger commission arrnagements, and intimidation.

a "paper" union to keep operators drama concludes, the syndicate has taken over the juke box indus-

After the drama, Sen. John L. sociations are legitimate groups of McClellan, chairman of the Senate businessmen, banded together for Select Committee on Improper Activities in the Labor or Manage-The syndicate representative ment Field, asks for legislation then moves into the city by buying which would prevent gangsters part of a route from an established from taking over the juke box field. He points out that the juke box industry is legitimate business, with a proper place in our econplaining to the new operator the omy. He also points out that the great majority of operators are honest, law-abiding citizens who do-The action then shifts to the serve the right to stay in business. Much of what was depicted on

Juke Box Operators Association. the television screen has already The syndicate man chosen to run happened; some of it never has the association tells a group of taken place. But all of it could

But the "Circle Theater" pres-He explains that no member entation differs from the so-called may jump the location of any other newspaper exposes and magazine member, that location lists will be shotgun blasts in one important filed with the association and that regard. Thruout the play, the juke these lists will be respected, add- box operator is depicted as the ing that no longer will the location victim-not the beneficiary-of curowner be able to demand new rupt forces. He is shown as a equipment and other considera- family man who struggles for his living, as a man who wants to do the right thing, but who is some-One operator won't buy the times weak. In short, he is shown deal. He points out that the only as an ordinary human being, no way he can expand is by getting better or no worse than his fellow locations now serviced by competi- man. The industry can ask no more.

Dietmeier Leaving

editorship just past his seventh anniversary with The Billboard, having started April 29, 1952. Princi-When the location refuses to go pally employed to represent coin along, the machines are damaged machine in New York, Aaron has -sometimes with gum in the coin also represented Vend in the Greatslot, sometimes with acid, and er New York area, also touching on many other Eastern Seaboard cities for both publications. During the years of being based in New York, he has become well known in Eastern coin circles and has played an active part upon many occasions to "assist for the good of the business." Very few occasions when the New York coin machine clan gathered was he absent.

creation of such a commission, Ken- and 1956 guest of honor, the drive nedy said, and it may be recom- will continue until the last minute mended in a committee report due before the victory dinner. \$00n.

end up taking it over.

MONEY-SAVING Find out every SUBSCRIPTION week in Billboard Order Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Todayl The Billboard, 2160 Patterson St., Cincinnati 22, Ohio sillboard 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. Company Address City..... State..... State..... Type of Business...... Title...... Title.....







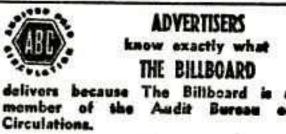
BETTER JUKE BOX PROGRAMMING MEANS A BIGGER TAKE-

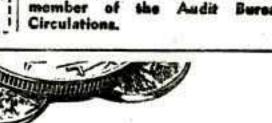


You'll want to read and use the special material covering . . . Million Record Sellers **Of The Top Artists**

> in Billboard's May 25 QUARTERLY PROGRAMMING GUIDE-

coming soon!





sometimes with the axe.

After each act of violence, the operator is approached and asked either to join the association or to sell his route-at distress pricesto one of the association's pet operators. The approach is largely successful.

Violence Halts

When one non-member defies the association, his wife receives threatening phone calls, and the operator himself is brutally beaten. The operator is able to identify

approach is tried. Here Local 13 of the Independent Union of Juke Box Servicemen enters the picture. The local number and the name of the union have been selected arbitrarily by the powers behind the association. Fake minutes are drawn up. Labels are sold for \$2 per machine Chicago, has long devoted a porper month, and dues of \$15 per employee per month are assessed.

Association members are promlocations, pickets will be dis- York. patched. Association dues, which until then had been \$1 per machine per month, are increased to \$5 per machine per month.

Must Join Assn.

One operator who wants to join the union is told that he must first join the association. When the operator replies that such an arrangement is illegal, the union . Continued from page 86 representative counters that he may join the union upon posting unfair, that ASCAP is a "monopoof a \$25,000 bond. The operator ly," and that only a pittance of joins the association.

ally by his operator and who had for current hits. resisted all pressures to switch, promise his principles or go out of performance" rather than seniority, business. The scene in which he this argument could be weakened explains his decision to the old op- for operators. erator is a touching one.

The story has no end. The law operators hope that the decree tries to help, but it is powerless wording will give them additional because potential witnesses are amunition to fire at the performafraid to speak up lest they be ance society's alleged monopolistic put out of business. When the tactics.

McClellan Talks

In working out of Chicago, he plans to make frequent trips to his assailants, and a halt is called maintain his contacts in the New to the violence. A more subtle York area; and, will extend his association affair attendance nationally within the limits of time. Publisher Dick Schreiber of Vend has announced the move of Ron Bytner, Chicago editorial staffer, to New York to give the publication a full-time editor in that area. Aaron Sternfield, moving to tion of his time to Vend. Growth of Vend, Schreiber indicated, now dictates the need of full-time servised that if any outlaw jumps their lices of Bytner for Vend in New

Fred Amann, Vend's managing editor, and Bytner will both be in New York during the first weeks of June with the expectation that Bytner will shortly thereafter permanently locate in New York.

House Hearings

juke box performance royalty A tavern owner, who stood loy- would go to songwriters responsible

Should an amended consent finally knuckles under when pick- decree revamp ASCAP's distribuets halt all deliveries to his bar tion formulas to make payment and he is forced either to com- heavier on the basis of "current

On the other hand, juke box





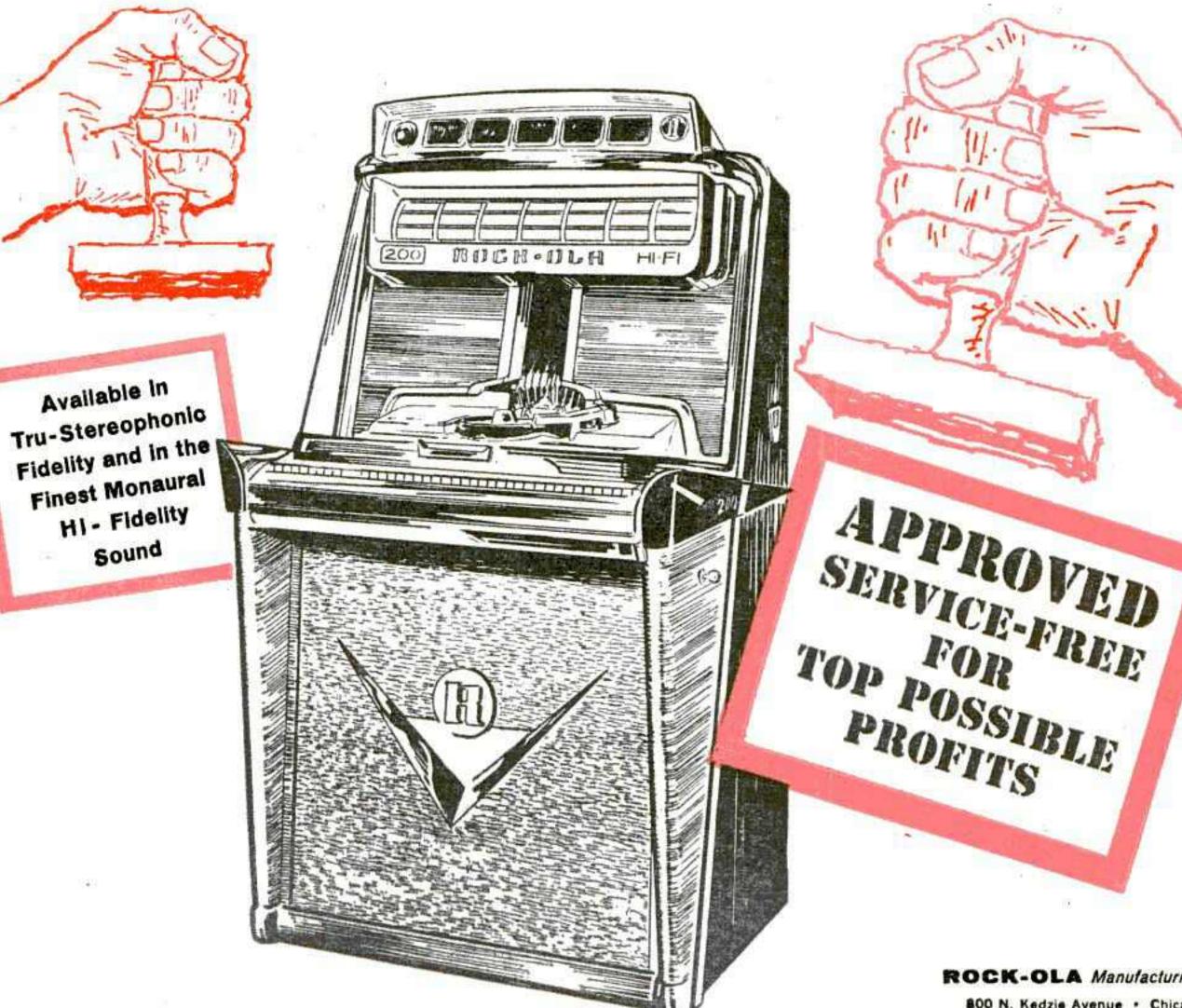
89

Each Day, More and More **Operators and Servicemen are Putting Their Stamp of Approval on the**



200 ion Model Phonographs

... because They Know of Rock-Ola's unequalled operation dependability and of Rock-Ola's unsurpassed attraction for customer play which fills the cash bag in record breaking time!



ROCK-OLA Manufacturing Corp. 800 N. Kedzie Avenue . Chicago 51



MUSIC MACHINES

THE BILLBOARD

Coinmen You Know

Denver

By BOB LATIMER

Doyle Harrington, formerly a partner in Draco Sales Company, Wurlitzer distributorship, revisited his former partners during late March. Harrington, who now operates his routes in the high mountain community of Salida, Colo., 250 miles from Denver, was chortling over the fact that weather in Salida has been balmy most of the winter, while Denver, at a considerably lower altitude, has had bad weather.

Fred L. Bixler, suburban bulk operator, is casting an eve on a sideline career as a professional singer. Bixler began singing solos in his church five years ago, and has since become a popular "guest singer" at many churches in the

area. Recently he appeared on a TV broadcast.

Recent Colorado visitors included Wyoming phonograph op-erators Jack Wells, Rawlins; Bud Albert, Richardson; Don Shipp, Rock Springs, and Paul Scott, Landers. Wells has announced purchase of the phonograph route formerly operated by Albert Richardson. The Richardson truck and shop facilities were included in the purchase.

Beards are getting to be a trade - mark of the Colorado coin machine industry, with at least one representative of every operating and distributing firm blossoming forth with the hirsute adornment. Gov. Steve McNicholls has called for a pioneer impression wherever possible, and coin machine op-

erators who hitherto foreswore even a trace of a mustache are coming forth with full-size luxuriant beards.

Doyle Wyscaver, head of Midwest Music Company, has announced his appointment as distributor for United phonographs, games and associated equipment. . . . Stereo installations are blossoming in Central Colorado communities, according to reports from Colorado Springs and Pueblo, Latest to install the double-direction music are Pete Vandenberg, Modern Music Company, Colorado Springs, and Charles Kinnard, Kinnard Music Company, Pueblo. Maestro Music Company, also of Pueblo, is experimenting with its first stereo installation.

Lee Wyscaver, formerly a partner with brother Doyle in



You'll get some good programming ideas and material from

A Salute to Latin-American **Talent and Tunes**

in Billboard's May 25 QUARTERLY PROGRAMMING GUIDE-

Stereo Helps Renewal Pitch of N. Y. Operators

local juke box operator, reports hasn't upped collections on these that the offer of stereophonic music locations appreciably, but he exis effective in getting contract re- plained that they were highnewals from locations and paring revenue stops to begin with and down location demands on the that their performance would have operator.

in Queens, is replacing equipment with stereo every time he buys a new box. To date, he has five stereo juke boxes on location, all in top stops.

Midwest Music Company, has launched a new firm, Lee Music Company, with headquarters in Arvada, suburb of Denver. . . . Braving the blizzards which have plagued the Rocky Mountain States all winter was Leo Negri, Draco Sales Company, who carried on his sales calls in Wyoming in late April notwithstanding.

Johnny Knight, Skyline, Music Company, is nursing a pair of cracked ribs, another casualty of the winter's heavy ice and snow, location so that in the long run,

Milwaukee

By BENN OLLMAN

Golf outing for the Milwaukee Recorded Music Industry group has been set for July 28 at Merrill Hills Country Club. John Plimpton, Bay Music, is head of the committee in charge. Committee members include Les Loehrke, Morley-Murphy Company; Bob Larson, WRIT; Bob Blie, Decca Records: Ken Kulow, Kendou, Inc.; Harry Jacobs Jr., United, Inc., and Benn Ollman, The Billboard.

NEW YORK --- Joe Connors, According to Connors, stereo been difficult to improve. He feels Connors, who operates 60 pieces that the use of stereo on average or slightly-better-than-average locations would have shown a big difference.

> At any rate, he plans to put this theory to the test, for all his new equipment purchases will be stereo.

Counter Offer

When a contract comes up for renewal, the location owner will often ask for advance commissions or a bonus. Connors will counter with the offer of stereophonic music, pointing out that the cost of the equipment rules out any larger bonus payment or advance commission.

He will further explain that the stereo box will probably result in larger commission checks for the the location owner will be better off.

Finally, he will ask them to make a choice, the cash or the stereo. To date, they have been taking the stereo.

According to Connors, customer comment on stereophonic music has been highly vocal and favorable, particularly on test records.

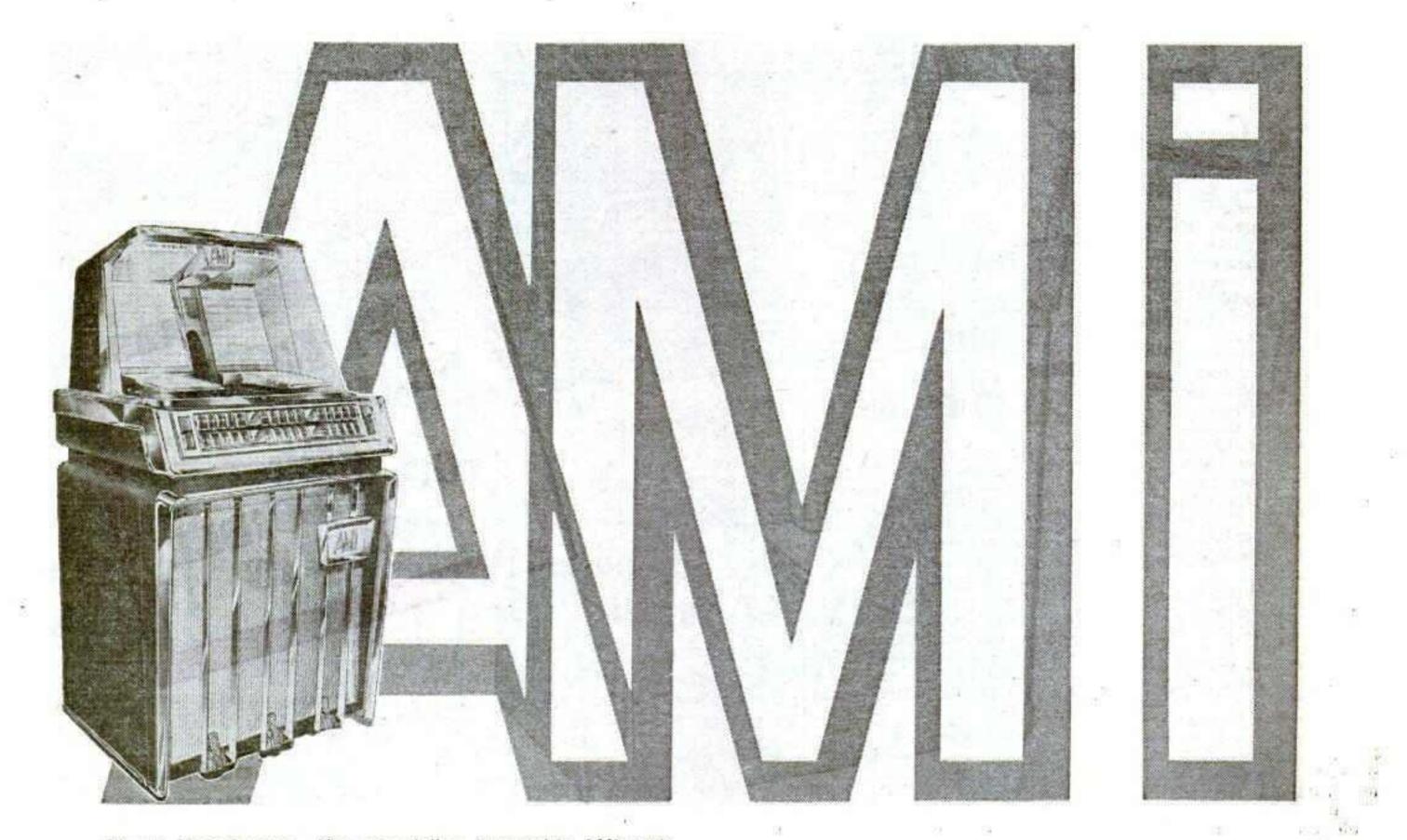




coming soon!



"Spring pickup in receipts evident," according to (Continued on page 93) is



Always More Income -Yes, your dollars invested in AMI equipment return more. Years ahead styling keeps you in top locations. You earn more, spend less. AMI equipment operates longer at peak performance without profit-stealing maintenance and repairs.

TOMATIE ANTEEN COMPANY OF AMINCA AUTOMATIC MUSIC, INC. Attitute of 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN, SINCE 1909 DESIGNERS, ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY



AMUSEMENT MACHINES

MAY 4, 1959

Communications to 188 W. Randolph St., Chicago 1, Ill.

BALL BOWLERS ON THE OCEANFRONT Turn Quiet Beachside Dance Hall Into Profitable Amusement Center

By DICK STALDER

Editor's Note: This is another in a series of Billboard articles on recreation centers and playlands featuring coinoperated bowling games. The Billboard launched this series last November when it appeared that these new installations would set a fresh trend in coin machine operations.

FERNANDINA BEACH, Fla -Ball bowling machines, in a setup designed to appeal to teen-agers and family groups, are being used by two local coinmen to try to turn what was something of a liability into a big asset.

D. C. Land and H. E. Williams, partners in businesses involving pletely repainted the building inthree bars and all types of amusement machines, have installed eight of Chicago Coin's King ball bowling machines in their new Bowling Center operation here.

They have one of the choicest locations in the city. The Bowling Center is situated on the oceanfront beside the main vehicle and except for the machines." pedestrian ramps leading onto the beach and across the street from a busy roller-skating rink and restaurant.

"We've had nothing but compliments on our new operation, asserted Land, who frankly admits that what was a "white elephant" of a business spot has been turned into a profitable place with a rosy

dance hall in the summers, but it was no go. We even hired good half dozen signs strategically lively bands and tried to come placed notifying the public of the out, serving beverages in a typical beverage ban. lounge operation. It just didn't go.

Scouting Results

"We got the idea for our new Bowling Center from The Billboard. We read about Jack Rosenfeld's Bowlette business out in University City, Mo., and sent our manager, Paul Bibb, there to investigate. His report sounded interesting, so we decided to try it, too.

Land and Williams installed their eight brand-new ball bowling machines right over the hardwood dance floor, threw up a partition at the rear of the floor and comside and out.

They also had to have the place rewired and a mass of fluorescent lighting hung from the ceiling. "This work cost us about \$1,200," said Land, "but considering we have a whole new business operation here now, the cost was small-

In addition to the bowling machines, which are evenly spaced in one long row and afford plenty of room between alleys, the partners have put in about 25 other types of coin-operated machines. Most of these they already had on hand. They include photos, shooting galleries, lucky charms and similar amusement machines.

The Bowling Center has about a The center is the answer to a lot of teen-agers' problems here.

Besides a snack bar, the amusement machines and bowlers, Land and Williams have fixed up the large area in the rear of the place as a teen center, with tables and chairs and a 10-cent play juke box. "This is open to anyone; adults,

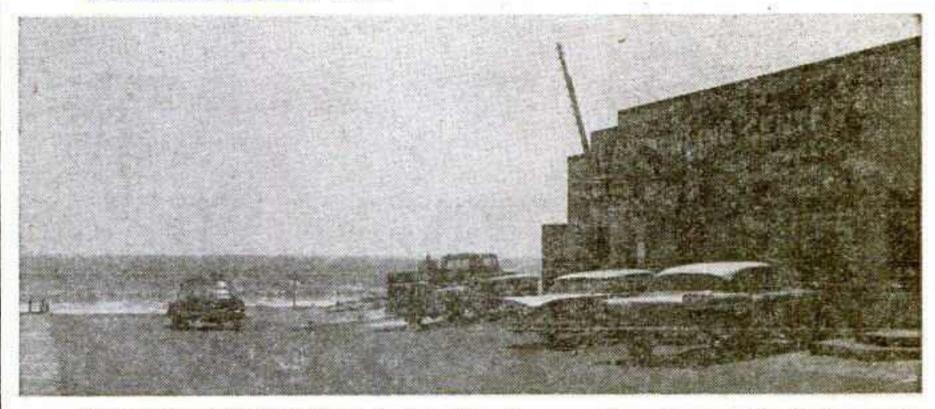
(Continued on page 94)



THE BILLBOARD

91

OPENING DAY at the new Bowling Center on the ocean brought together (left to right) D. C. Land, partner in the enterprise; George Hitchcock, Fernandina Beach city manager; Miss Raleigh 1959, chosen by the Washington Senators' baseball farm club of Raleigh, N. C., who hold their spring training in the Florida city, and Paul Bibb, manager of the Bowling Center,



BEACHSIDE BOWLING CENTER is located right on the ocean at Fernandina Beach, Fla. Building was converted from a dance hall to a miniature bowling establishment. Its two operators now realize a profit, where before business was at a low ebb.

future.

"For the past few years we have been trying to run this place as a

Chi Coin Ships New Compact Rocket Game

CHICAGO --- Star Rocket, a new compact version of the Rocket Shuffle type game, but played without shuffle pucks, was shipped to distributors last week.

Chicago Coin sees big demands for this new model, since it combines the appeal of the rocket-type bounding ball game with a floor space measurement of 24 by 32 inches, making it usable in many spots that couldn't accommodate the earlier shuffle-length models.

The game is played solely by pressing buttons after making skill selections. Object is to arrange and score rubber balls in score hole area three, four or five in-line, four corners, or diagonal. Scoring a "Y" formation of balls, designated in color on score hole area, earns a "super bonus."

Five large buttons corresponding to vertical lines of score holes, can be pressed to launch balls from one, two, three, four or all five rows at once. A smaller button is pressed to register in-line scores when made.

High scoring is featured, with player getting hundreds of points for each button pressed, and top scores for racking up in-line, corner, or diagonal ball arrangements. The game has six-digit score reels.

Since an unusual number of scoring possibilities are offered, the game keeps the player highly interested thruout the progress of play.

Star Rocket can be set to offer three or five frames of play per for 20 years and had been in game.

"They get a pretty good play, but the main interest of our customers is bowling," Land stated.

Roomy, Bright

The Bowling Center is roomy, well ventilated and lighted brightly inside and out. A large neon sign, with a pole of flashing lights, draws attention to the spot.

"In the kind of operation we want to maintain," Land explained, you have to keep the place clean and provide a wholesome environment if you want youngsters and families to patronize it. That means no drinking on the premises and strict control over drinkers to see that they don't get out of line."

Murray Simon, Hartford Dist., **Dies in Hospital**

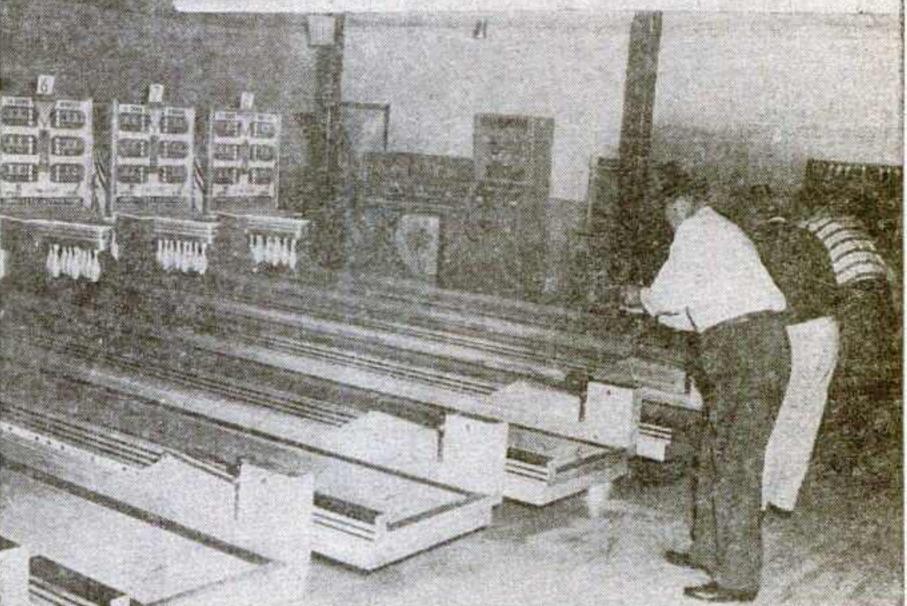
HARTFORD, Conn. --- Murray Simon, president of Reliable Coin Machine Company here, died at Mount Sinai Hospital Monday (27). Funeral services were at the Weinstein Mortuary the following day, as members of the trade turned out to pay their respects.

Simon was a member of one of the nation's most prominent coin machine families. His brother, Dave, is United distributor for New York, while his brother, Al, is Chicago Coin distributor in the same area.

He also leaves a widow, Madeline; another brother, Benjamin; two sisters, Mrs. Ida Nankoff and Mrs. Sonia Sandow, and a daughter, Mrs. Joan Cohn.

Simon, who had been in poor health for several years, was in his early 50's. He had been active in business until shortly before his death.

He had been in the business Hartford for 15 years.



D. C. LAND (left), partner in the new Bowling Center at Fernandina Beach, Fla., tries his hand at miniature bowling. Bowling games, lined up in a long row, are new Chicago Coin King Bowlers. Other amusement games flank the wall in the background.

N. J. Coinmen Set Banquet

HADDONFIELD, N. J .--- Hundreds of vending, juke box and game operators from South Jersey are expected to attend the third annual banquet, jointly sponsored by the Cigarette Merchandisers of South Jersey and the Amusement Guild of South Jersev, Saturday (9), at the Cherry Hill Inn here. Distributors and manufacturers' representatives, as well as operators, will attend the affair. Tickets at \$12.50 each may be obtained by writing either organization at 1616 Walnut St., Philadelphia.

Williams Boosts Area Of Plant by One-Third

strong faith in the future of the creased production and more effiamusement game business, Williams Manufacturing Company here increased its manufacturing plant area about one-third.

well-lighted, spacious section to the past months. Lewis said recent regular Williams plant. The new area, an extension of the building's ently good." West Side, was formerly leased to another concern.

will be used for engineering and other equipment, was actually development work on new coin done over a weekend, with no loss games. Other sections of the area of production time, Lewis said.

CHICAGO-With a show of are set up with machinery for incient manufacturing operations.

Sam Lewis, Williams director of sales, said the expansion was made possible by the top success of the The space increase adds a large, Williams games produced over the game models have proven "consist-

The expansion, a giant task which involved movement and re-A good share of the new section location of tons of machinery and



In Memory

The employees of Dave Simon sorrowfully mourn the passing of

MURRAY SIMON

We extend our deepest sympathy to the entire family.

FOR SALE -USED EQUIPMENT PIN GAMES BALLY BALLS-A-POPPIN' ... 110 CHI COIN CAPRI 75 GOTT. DUETTE 95 GOTT. FLYING HIGH 40 GOTT. JOCKEY CLUB 70 WMS. ARROWHEAD 120 WMS. GAY PAREE 250 WMS. PICCADILLY 110 WMS. STAR FIRE 150 WMS. SUPER SCORE 75 WMS. SMOKE SIGNAL 85 WMS. THUNDERBIRD 65

KING-PIN EQUIPMENT COMPANY 826 Mills Street, Kelamazoo, Mich. 7624 Fankell Street, Detroit, Mich.

TRIGGER HAPPY Detroit Arcade Mgrs. **Depend on Gun Games**

By HAL REVES

The spring Arcade season. Is under way. This is the first in a series of articles on Arcade operations throout the country.

leading the way to a pick-up in the weather picks up. This spot Arcade business here, where pros- has been open only a month so far pects until now have been dismal. this season, with 90 machines. Bernard Palugi, whose family Young in a dealer in Arcade equipone remaining downtown Arcade, around accordingly. He plans to anticipates an upward swing in add mainly guns and bowlers, figsix months. Better employment con- uring that only the latest equipditions and new Arcade equipment, ment will get dime play. mainly guns, are expected to make the difference.

shooting spree," said Palugi. He play a nickel machine three or plans to add about 10 target units, four times, but will shy away from one of each type available. He and a dime machine. Parents with chilhis partner, Frank Bertani, now dren generally won't go near the operate some 60 machines.

Best grossers, in order, are photo play if they were alone." machines, guns, voice recorders Penny machines have all but and bowling games, Palugi finds. vanished from this Arcade. Just The 18 to 22 age group accounts four machines are set on penny for 75 per cent of his patronage, play, with nickels and dimes split which includes draftees and serv- even. Young has the photo unit at icemen coming into Detroit. The 25 cents, the voice recorder at 35. remainder of patronage is mostly He is switching some fast-play maadult.

About 10 per cent of the ma- to nickel because "it stimulates chines operate at a penny "to keep business." the people going from one machine to another," while nickel and dime are the constant money-makers, he

units are about evenly divided Most of the new guns will be dimeoperated. Photo and voice machines go at a quarter.

Switch Advantage

Alvin R. Young, operating the 30-year-old Edgewater Park Ar-DETROIT -- Gun games are cade, looks for good business when since 1942 has operated the Wood-ward Amosement Company, the Areades, and is able to switch units

"Since the recession, people are money-conscious, but will buy a "In Detroit patrons are on a bargain in amusement. They will dime machine, which they might

chines, such as hockeys, from dime

says, with some baseball units fol-



CHICAGO-Jumbo is the name of a new type upright game now on display at all Bally Manufacturing Company distributors.

The game has many of the profit-proved play-appeal features which have appeared in a number of exceptionally successful Bally games over a period of years. "For example" said Bill O'Donnell, Bally general sales manager, "the play-tested Advancing Scores popularized in famous Bally games from Citation to Sea Island have been combined with the new Circus-style scoring of Jumbo to provide even greater play-appeal.



styles, nickel, dime or quarter.

Jumbo may be obtained in choice

of Lever-Arm with ratchet-action

popularized in famous Bally con-

soles, or with jumbo-size polished Push-Button. It may be equipped

with operator's choice of three coin

Mechanic on late Bingos and Phonograph. Must be experienced. Excellent opportunity and good starting salary for dependable, sober, experienced, honest man. Give references.

CALL, WRITE OR WIRE Phone: MUrray 3-8761 between 8:00 and 9:00 a.m., Central Standard Time. Ask for Mr. Smith or Mr. Malhiser. OWENSBORO AMUSEMENT COMPANY 601 Conter St. Owensboro, Ky.

FOR SALE-

350 JUKE

BOX ROUTE

\$1,500.00

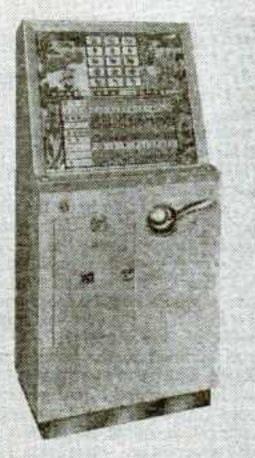
per week profit

WRITE TO

BOX 956

c/o Billboard

188 W. Randolph Chicago 1, Illinois





~ FOR SALE ~

ONE OF THE OLDEST ESTABLISHED **ROUTES IN FLORIDA, CONSISTING** OF 80% MUSIC & 20% NOVEL-TIES, OVER 90% CONTRACTED. \$200,000 PER YR. INCOME & \$100,000 CASH NECESSARY TO HANDLE ROUTE. MUST SELL, RE-TIRING FROM BUSINESS.

WRITE: BOX 955

THE BILLBOARD Chicago, III. 188 W. Randolph

In New York It's the **New HOTEL** PLYMOUTH 43 WEST 49th ST. NEW YORK **Special Theatrical Rates** \$5 SINGLE & BATH **\$8 DOUBLE & BATH** COMPLETELY REFURNISHED. AIR CONDITIONED. TELEVISION. Walking Distance to Radio City TV Center, Theatres and Restaurants. **ROBERT BENSTOCK, Mgr.**

KIDDIE RIDES FOR SALE | F.O.B. Chicago F.O.B. Chicago In operating condition. All parts complete.

PONIES

MERRY-GO-ROUNDS SPACE SHIPS

COINMEN-YOU KNOW

Continued from page 90

Clarence Smith, Milwaukee Amusement Company. "We're not pushing stereo," says Smith. "The only places we'll consider for stereo are those that demand it."

Newcomer to the Milwaukee Amusement Company staff is Laverne Duerstein, being broken in on shop chores. Plans call for adding 35 to 40 feet to the building this summer, says Smith.

Herb Wagner, G. & W. Novelty Company, South Milwaukee, is being congratulated on his daughter's marriage last week. Coin business, notes Wagner, is "just fair." Takes from cigarette machines maintaining a profitable level on the G. & W. routes.

Ray Van Toor, in charge of the Badger Novelty Company parts department, reports bulk vender traffic at a low ebb.

Seventy-eight-year-old Pops Waters retired from the coin biz several years ago, but he still keeps one location with a bowling game and a pool table for "old times sake," he says.

According to Vince Waters, the just-ended labor strike at the Allis-Chalmers Company had harmful effects on coin locations all over the county. Now that it is over, says Vince, receipts should improve in numerous spots where patronage includes A-C workers.

Lou Albafonte, Lenosha, making his weekly rounds of suppliers and distributors, noted that he is having good results with his stereo locations.

Atlas is doing well in the used games business. The firm has put some card venders in the Gorin chain department stores in Boston suburbs. . . . Ed Dicey, Caribou, Me., came into town wearing an impressive beard. It's for a centennial the town will celebrate shortly.

THE BILLBOARD

Ed Ravreby, Associated Amusements, staying close to town these days and reporting business in a slight slump. Sales Manager Dick Mandell still planing around the territory and bringing in orders. ... Bob Jones, Redd Distributors, enthusiastic about the reception for Bally's Heavy Hitter and Chicago Coin's Red Pin. The staff is keeping busy with the opening of parks and beaches on Arcade equipment.

An interested visitor around town was Sam Malik, Montreal. Also doing the rounds were Anthony Di Luca, Cranston, R. I.; Louis Zideman, Manchester, N. H.; Joe Viana and Tut Jordan, Fitchburg, and Wes Wolkawski, Med-

Hartford

By ALLEN WIDEM

James F. Tolisano, ex-president of Music Operators of Connecticut and a national Music Operators of America director, has filed a certificate of incorporation with the Connecticut secretary of state's office at the Capitol here for his Superior Music Company, Hartford, listing authorized capital, \$125,000; 12,-500 shares, par \$10; commencing business, \$104,000; incorporators, James F. Tolisano, Hartford, and Philip A. and Ambrose F. Tolisano, Ellington. Incorporation move was taken to relieve James of the bulk of his Hartford duties in view of

AMUSEMENT MACHINES

WALDEN, N. Y .--- Mike Mul-1 queen, local operator who is probably one of the best golfers in the coin machine industry, is attempting to organize a golf tournament during the annual outing of the New York State Operators Guild, to be held June 19-21 at the Homowak Lodge in the Catskill Mountains.



SEEBURG VL-200 (Converted). 550

WURLITZER 2150 595

545

495

WURLITZER 2000

WURLITZER 1900

93







1557 W. North Ave., Chicago 47, Illinois Phone: ARmitage 6-8180

WANTED FOR CASH! **Highest Prices Paid! GOTTLIEB 4-PL, CONTEST** GOTTLIEB 4-PL. MAJESTIC

> ALSO WANTED United Shuffle Alleys: LIGHTNING • CAPITAL CLIPPERS

GOTTLIEB 4-PL. JUBILEE



NATIONAL **COIN MACHINE EXCHANGE** 1411-13 Diversey Chicago 14, Ill. BUckingham 1-8211

spending the next 10 days promot- acquired Tolisano interests. ing Wurlitzer juke box sales in the Northern Wisconsin-Upper Michigan territory. Stop-ins at United, Inc., last week included Buck Manley, Portage; Don Stowe and Val Andreas, Oshkosh; C. G. Stoll, Waupaca, and Nate Robinson, Madison Coin, Madison.

Fred Schmidt, Westfield, spent some time in the Beer City hunting for good used equipment in preparation for the spring tourist influx.

Flying coinman, Frank Bartnik, Banaco Music, is grounded for the next few months due to his heavy load of route work, according to Mrs. Bartnik. In June he plans to fly to his hunting lodge in Canada for some recreation.

Sam Cooper, Paster Distributing Company, informs that music sales have spurted. Operators are trekking to the Paster headquarters from up-State to check a closeout equipment on sale.

Boston

By CAMERON DEWAR

Ben Ross, of Grayben Vending Company, Jamaica Plain, has been seen working on his power boat. An extension in his cigarette vending business has proved good. He went along with the new trend of placing music in launderomats, but withdrew them after breakage and vandalism mounted.

Tony Grazio, Atlas Distributors, Boston, has taken on a new line (for the firm), Tusko kiddie rides, and is already finding a good market for them in beach and supermarket spots. Atlas Sales Manager, Dave Shuman, can't get music machines in fast enough. Atlas' parts department is now in full swing and parts for all machines are in stock and being called for.

his early shifting to St. Petersburg, Ray Jordan, United, Inc., is Fla., where he's to supervise newly

> Murray Simon, Reliable Coin Machine Company, has been a patient at Mount Sinai Hospital. . . . A new Connecticut corporation, the Industrial Coffee Break Vending Company, Inc., Danbury, has filed a certificate of incorporation with the secretary of state's office, listing authorized capital, \$50,000; 500 shares, par \$100; beginning business, 2,-000; incorporators, John Zarcone and William M. Rader, Danbury, and Michael Zarcone, Bethel.

Ralph Colucci, Seaboard Distributors, owner of the Record Shops, local retail record-appliance outlets, has moved the downtown branch from 155 Asylum Street to 273 Asylum Street, increasing space for retail sales considerably.

Detroit

By HAL REVES

Henry C. Lemke scheduled a trip to Chicago to look over new equipment. He has concentrated recently in vending, but is planning a major expansion in amusement machine operation.

Dave Cline, formerly in the Mercury Records office, has joined the Angott Sales Company staff as salesman in the record department, reports Phil Jones, record manager. The addition to the staff was necessitated by increased volume, Jones said.

Carl Angott, head of Angott Distributing Company, was away on a trip to Buffalo headquarters of Wurlitzer, for which he is distributor. . . . Alex Kramer, operating Automatic Caterers, Inc., and the Interstate Detroit Coffee Company, is planning an early expan-sion of his firms with the purchase of a 15,000-square-foot building on the West Side,



Not shopped, but complete and running.

NEW SEEBURG

Make This Your Coin-Machine Headquarters for Anything You Require

New or Used (all used equipment thoroughly shopped-ready for use)

ARCADE EQUIPMENT

Space Gun\$125Dale Gun65Genco Rifle Gallery125Ex. Shooting Gallery125Genus Gun175Gen. Sky Fiter110State Fair225Sportsman Gun210Treasure Cove210Pistol Peta125Coon Gun125Gen. Sky Fiter65Sportsman Gun210State Fair255Coon Gun125Goon Gun125Squaits495	United Sky Raider	Midget Movies
VEND National 9 Col. 930 Cig \$ 85.00 National 9 Col. 950 Cig 95.00 National 9 M Cig. 125.00 National 9 M L Cig. 125.00 National 11 M Cig. 165.00 Kunkel or Pop-Sez Popcorn	ORS Revco Cup Ice Cream	Rebound Shuffles \$210 Official Skill Ball 125 Miami Beach Shuffle 65 Photomats

Wurlitzer Distributor





THE BILLBOARD

FOLK TALENT AND TUNES

Continued from page 52

vocals, have just had their initial release on the Blue Hen label. Tunes are "The Mountain Guitar" and "I Was a

WORLD FAMOUS EXPORTER" -Inquiries Invited-Wurlitzer 1550 or 1500 (As is, all parts intact).\$ 75.00 Seeburg 100W 450.00 Rock-Ola 1454 550.00 FAA 44

Z AMI 6200	500.00
3 AMI E80 (repainted)	325.00
2 AMI D80	250.00
2 AMI D40-45	
(repainted)	165.00
2 AMI B45	95.00
AMI E40-45	
Watling Scales & others,	
A-1 condition (slight charge for crating)	
Centro	rl
DISTRIBUTORS	
Phone: MAin 1-3511; Cable: 2120 Locust St., St. Loui	
THE R. L. LEWIS CO., LANSING MICH.	Statement of the local division of the local

FINEST RECONDITIONED EQUIPMENT

Chgo. Coin Batter Up	\$275
United Carnival Gun	
Mutoscope K.O. Champ	100
Got. Gypsy Queen	85
Bally Beach Beauty	125
Bally Key West	275
	542102541

Fool." Rudy and his boys are regulars on "WWVA Jamboree," Wheeling, W. Va.

Could," with Eanes' own recording January, Roberts says. of the time slated for early release on a Starday extended-play platter. Interested jockeys may obtain a copy of the Reno-Smiley disk by writing to Eanes at Station WHEE, Martinsville, Va., or Don Pierce, Box 115, Madison, Tenn. Pierce reports that requests for gospel records are on the increase. Interested deejays may obtain new Carl Story and Lewis Family releases and be added to Starday's gospel mailing list by dropping him a card to the above address.

Mr. and Mrs. Alvin W. Perry, who recently took over the operation of Cain's Pioneer Ballroom, Tulsa, Okla., from O. W. Mayo, who for many years served as manager-booker for the Bob Wills and Johnnie Lee Wills bands, have set Lefty Frizzell for May 9; George Morgan and the Candy Kids, May 16; Jim Reeves, June 3, and Billy Walker, June 25. Bobby Helms was the feature there last Saturday (2). A package comprising George Jones, Carl Perkins, the Tabletoppers, Little Enis and the Blue-Suede Four are tentatively set to play Caine's dansant late in June.

Wally Lane, c.&w. writer-singer of Charlottesville, Va., is guesting with Buddy Starcher and His All-Star Band in daily half hours on WSVA-TV, Harrisonburg, Va., for a two-week period. He'll also do a guest shot on "Valley Barn

swing band, are the Saturday feature at Heiser's Shadow Lake, Seattle, has booked Faron Young to appear with the combo on four dates in the area, beginning May 6 and winding up May 9 at the Shadow Lake spot. The Evergreen Drifters worked with Bobby Helms, April 15-18, in Everett, Spokane, Olympia and Seattle, all The new Don Reno and Red in Washington. On the final day, Smiley release on King Records at Heiser's Shadow Lake, Helms spots the Jim Eanes composition, came close to tieing the attendance 'I Wouldn't Change You If I record set by Ferlin Husky last

> Don Everly, of the Everly Brothers, and wife, Sue, are lullabying a new daughter born April 16. . . . James Jeter is visiting deejays in Texas, Louisiana, Arkansas and Tennessee, accompanied by his manager, J. E. Haddox, to plug his new Allstar release, "You're Free." He jumped into Shreveport Saturday (2) for an appearance on "Louisiana Hayride."

With the Jockeys

Darrell E. Franks, who runs a small radio station for military personnel at Argentia, Newfoundland, sends in a request for c.&w. records. His address is AE1, VW-11 Elect. Shop, care FPO, New York, N. Y.... A similar request has been received from Lee Edmond, who conducts a c.&w. platter show on WJLK, Asbury Park, N. J. Lee, (Continued on page 96)







THE HUB ENTERPRISES 2216 DIVISION ST. BALTIMORE 17, MD. LAfayette 3-3525

WANTED !!! PKKIKNIK 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.



PHILADELPHIA- Abe Witsen of the International Scott Crosse Company will bank heavily on resort locations - particularly along the Jersey Shore-this spring and summer.

Witsen plans to pull a lot of Arcade equipment from farmers' markets as soon as the hot weather sets in and place it on the resort stops. In addition, a good deal of the equipment he had at the 1958 Brussels World's Fair will be used for the seasonal locations.

In the fall, the games go back to the shopping supermarkets, with two new farmers' markets due to open up as locations soon. Witsen said the two new locations will account for about 150 pieces.

Exports Slow

According to Witsen, the European export situation is slow. He feels that some areas have been fairly well saturated with American games, and others, notably Germany, suffer stiff competition from games which would not be legal in most of the United States.

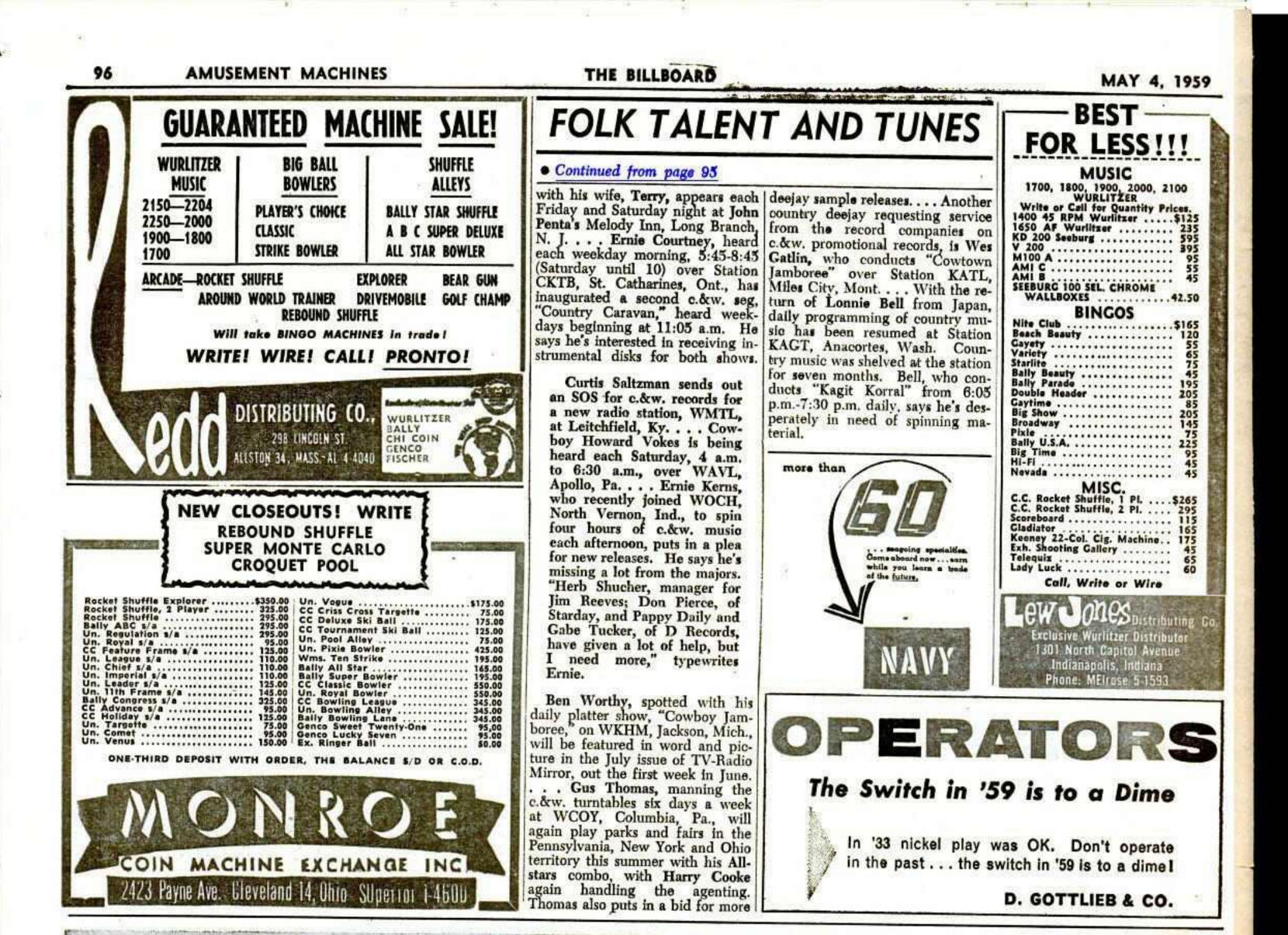
Witsen said that games in the Philadelphia area are doing only fair, with most operators awaiting the result of the appeal in the recent ruling barring multiple-coin games. These games, however, may be operated until the appeal ruling comes thru.





in Billboard's May 25 QUARTERLY PROGRAMMING GUIDEcoming soon!





Gottlieb's HII = DIVER

Here it is ... Irresistible Attraction!

DIVERS ACTUALLY SPRING FROM DIVING BOARD INTO THE SWIMMING POOL!

Here's the feature every Operator has been waiting for ... ANIMATIONI New lite box design shows divers spring into the swimming pool. You watch the diver swim around the pool in a circular motion and return to the diving board. Each diver cycle scores points.

- Terrific, eye-catching pool decoration packs 'em in at "poolside" for maximum play attraction.
- Kickout holes, targets and rollover buttons advance divers.
- Alternating light targets turn pop bumpers and cyclonic kickers on
 and off for high score.
- Four super-powered flippers—2 at bottom of field and 2 at mid-field create thrilling "relay" type action skill shots.



A American as Buschall and Hot Dogs!

THE BILLBOARD

AMUSEMENT MACHINES

97



SEEBURG

KD200		•		8	•	•	•	12	•	•	•	•	•	•	•	ł	\$675.00
VL200			S		•	s	13	•		•	•	•		•	•	•	549.50
V-200		9		•								•	•	•	•	•	449.50
HF100R			ę	•			23			•	•	•	•	•	•	•	575.00
HF100G	;					•		1		•		•	•	•	•	•	475.00
M100C	200			1		•	•			•		•			•	•	395.00
M1028	1			1	iii)		ž	5	į,	•					•	•	325.00
1														2	•		

WURLITZER

2100		•		•	•	•	•	•	•	•	ł	•	.!	\$499.50
														479.50
2000	•		•	•									•	449.50
1900														449.50
1800														395.00

AMI

G-120	1			•		•		•	\$450.00
F 100									205 00

COINMEN YOU KNOW

Twin Cities By DON LYONS

Harold Lieberman, of Lieberman Music Company and associated firms, and his wife are vacationing in Las Vegas and Palm Springs, Calif. . . . Ike Pearson, operator at Mitchell, S. D., is back from a vacation in Phoenix, Ariz. . . Gordon Stout, operator at Pierre, S. D., and his wife are vacationing at Sanford, Fla.

Rose Guillaume, Jefferson, S. D., is vacationing in Phoenix. . . . Stan Hannes, manager of the Playland Ar-

cade on Minneapolis' Hennepin Avenue, says that spring business is holding its own. ... Frank Davidson, operator at Spooner, Wis., is expected back soon from Bradenton, Fla., where he has been vacationing.

Kenny Glenn, manager of Mayflower Sales Company, St. Paul, reports the following operators in town recently: Al Eggermont, Marshall, Minn.; Johnny Czerniak, Duluth, Minn.; Jim Stansfield, Winona, Minn.; Ben Jahnke, Hutchinson, Minn., and Elgin McDaniel. Wadena, Minn.



GIVE TO DAMON RUNYON CANCER FUND



E-120		•	•	٠	•	•	•	٠	•	•	•	•	•	•		275.00
E-80					•		•	•	•	•					•	275.00
D-80	•		•	•	•	•	•	•	•	•	•	•	•	•	•	189.50

WALLBOXES

Wurlitzer 5210 (200-Selection)\$ 89.50 AMI W-200 89.50 Seeburg 3WI "100" Chrome, A-1 49.50

CIGARETTE VENDORS

Eastern Mark II	\$199.50
Eastern, 10 Col	99.50
Eastern, 8 Col	49.50
Rowe Commander (11).	109.50
Rowe Ambassador (14).	165.00
National, 9 Col., 25/30	99.50

Shaffer Reconditioned Shaffer Guaranteed Write for Illustrated Catalog

HAFFER

MUSIC COMPANY

849 North High Street Columbus 8, Ohio

Phone AX 4-4614



1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

Chicago Dynamic Industries. Inc.

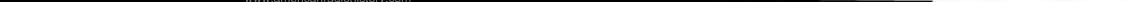


*PLAY-TESTED FOR PROFIT-POWER BY 250,000 GREAT Bally GAMES

CHOICE of Lever-Arm with ratchet-action, as illustrated, or jumbosize Push-Button. Choice of 3 coin-styles: nickel, dime, quarter. Club-styled cabinet is only 28 in. wide, 17 1/2 in. deep, 57 in. high.

Only Bally can build balance into an Upright ... insuring month-after-month attraction to players, long life on location, top earning-power...because only Bally can build the time-tested features and mechanisms of the greatest games in history, from CITATION to SEA ISLAND. Get you share of JUMBO cash-box collections. Get Bally JUMBO now.

See your distributor ... or write BALLY MANUFACTURING COMPANY . 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





SIMPLE MECHANISM INSURES TROUBLE-FREE OPERATION

3-DIMENSION ANIMATION ON BACK GLASS

4 SIZES 13 FT. LONG 16 FT. LONG Expandable with 4-ft. Sections to 17 FT. LONG 20 FT. LONG

DUPLEX

Bowling Alley

DUAL

Shuffle Alley.

Shuffle

PLAYMATE

REGULATION

BOWLING

SCORING

BUILT-IN LONG LIFE ON LOCATION

UNITED MANUFACTURING COMPANY WITH NATIONAL REJECTOR 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

10¢

PLAY

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY!



READ BETWEEN FIELINES FOR

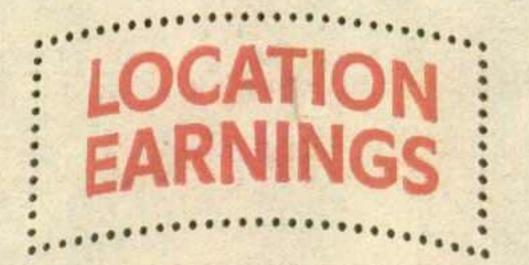
Stereo is the dynamic new sound that gives true realism to recorded music.

THE ANSWER TO MAXIMUM



: ...

Seeburg Stereo brings the beauty of Stereo to every area of any location.





••• :



America's Finest and Most Complete Music Systems



DESIGN PATENT PENDING