

# The Billboard

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## BMI Cleffers Seek Cut of B'dway Pie

Projected Fall Stem Musicals Carry Trade-Mark; Other Scores in Works

By REN GREVATT

NEW YORK—Writers affiliated with Broadcast Music, Inc., are making their strongest bid to date to crack into show music, a field in which BMI has been virtually completely unrepresented in its nearly 20 years of existence.

The importance of BMI material in the fields of pop, country and rhythm and blues, of course, goes without saying. BMI writers have also made substantial contributions to the classical repertory. To date, however, the field of the Broadway and off-Broadway legit musical has seen only one major scale offering containing a BMI score. This was "The Body Beautiful," about a year ago, a show which had an undistinguished run.

### Fall Legitgers

Now, however, at least four legit Broadway offerings are in the works for fall production or in the talking stage. Perhaps the most advanced at this writing is "Fiorello," a musical based on the story of one of New York's more colorful mayors, Fiorello LaGuardia. Jerry Bock, who was co-cleffer of the score of both "The Body Beautiful," and "Mr. Wonderful," now a BMI writer, is writing this with Sheldon Harnick, an ASCAP writer. Since ASCAP writers do not get performance money from the Society on joint efforts with BMI tunesmiths, it's presumed that Bock will make arrangements to compensate Harnick out of the BMI performance

money. This show is being staged by Griffin and Prince.

Meanwhile, Bernie Wayne is in the final stages of the score work for "Torero," which deals with the story of Cyrano de Bergerac in an updated Spanish setting, and finds the famous character in the guise of a bullfighter. Joseph Schrank is penning the book for this one, which is in line for a September New York opening following a tryout in New Haven.

Another BMI cleffer, Gordon Duffy, is now writing the score for "The Happy Town," a musical destined to arrive on the stem around October 1, following New Haven and Philadelphia tryouts. Allan Buckhantz is producer.

Less clearly blueprinted at this time is a project for Broadway which would involve Fred Ebb and Paul Klein, a pair of BMI cleffers. Meanwhile the duo has been acclaimed for their current offering. It's a complete two-act revue called "Isn't America Fun," now playing New York's swank East Side intimacy, the Blue Angel.

BMI cleffers have been or will be repped off-Broadway this season too. "Olay," a successful limited-run off-the-stem affair, cleffed by the Spanish BMI-affiliated writer, Toroba, was one of these. Now in the works is a revue project set for the Renata Theater for May 20. This is the work of three BMI writers, Paul Nassau, Robert Kessler and Martin Charmin, the last of whom was in the cast of "West Side Story."

There are examples, too, in the

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## ASCAP LAUDS HERBERT FOR CLEFFER AID

By MILDRED HALL

WASHINGTON — Dinner sponsored by ASCAP in honor of the 100th anniversary of its co-founder Victor Herbert, held here last week, was a gourmet's delight, from turtle soup and amontillado, to the classics flambées and liqueurs. High-ranking members of the American Society of Composers, Authors and Publishers, headed by Stanley Adams, Jack Yellen and Arthur Cunningham, trekked down from Manhattan to mingle with 17 senators and 32 congressmen and a roster of Washington officialdom, for a grand total of nearly 300 guests.

Retiring ASCAP prexy Arthur Cunningham received a rousing ovation for his work of the past two years for the Society, during his somewhat long but very heartfelt tribute to Victor Herbert. Herbert was lauded for his great talent, but perhaps even more so for enabling the songwriter to end the brutal era of poverty or patronage, and obtain his rightful performance money. Cunningham frankly pulled out all the stops on this aspect of songwriter need, which is now stronger than ever, he pointed out, since performance is the chief source of today's songwriter income.

Listening attentively to this part of the speech were Congressman Emanuel Celler, House Judiciary committee chairman, who hopes to crack the juke performance exemption in hearings this May, and representatives from the offices of Senator O'Mahoney, author of an anti-juke exemp-

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## Pic-Based Diskeries Step Up Impact on Best-Seller Charts

Warners, UA, 20th-Fox, Colpix Entries All Hit Hot 100 List

By HOWARD COOK

NEW YORK — The newer, film-based companies, which until recently have been fairly inactive chart-wise, have begun to make a strong impact on both the best selling singles and album charts. Since the first of the year, the four new film diskeries, which have been in operation for close to a year, have been represented on the charts.

### Warner Bros. Leads

Warner Bros. leads the pack with the greatest number of disks to have made the Hot 100 chart. Since February, the label has had clicks with "Apple Blossom Time" by Tab Hunter, "Midnight Oil" by Charlie Blackwell, "You Can't Be True, Dear" by the Mary Kaye Trio, "Kookie, Kookie (Lend Me Your Comb)" by Edward Byrne with Connie Stevens, "77 Sunset Strip" by Don Ralke and "There's No Fool Like a Young Fool" by Tab Hunter, which hit the chart this week. Of the platters which have placed on the Hot 100, three of the Warner Bros., so far have climbed to positions above 50. The label also had a chart disk last year with Tab Hunter's "Jealous Heart."

United Artists is in second place among the film-based record companies with a total of five records to have made the charts. Four of these were on United Artists, and one of their current hits is on their subsidiary label, Unart.

The United Artists chart disks are "Try the Impossible" by Leo Andrews and the Hearts, "The Green Mosquito" by the Tune Rockers, "Gazachstahagen" by the Wildcats and "Come to Me" by Mary Johnson. The Unart hit is "You're So Fine" by the Falcons. "You're So Fine" and "Come to Me" have also been selling strongly in r.&b. markets.

Four of the UA clicks, up until now, have gone above 50 on the best selling chart.

Twentieth Fox had one of the biggest Christmas singles this year. "The Little Drummer Boy" by the Harry Simeone Chorale also continued to sell strongly long after the holiday season.

### Colpix Makes It

Colpix made the charts for the first time this week with "Gidget," Jimmy Darren's latest single.

Both Warner Bros. and United Artists have had best-selling albums. United Artists has had a best-selling jazz LP for several months with "I Want to Live" by Gerry Mulligan's Jazz Combo. Warner Bros. TV sound track of "77 Sunset Strip" jumped into the number six slot on the best-selling LP chart this week after being in release for less than a month.

In cover art, all of the film companies have also had selections by The Billboard music staff. Warner Bros. again leads with four selections. United Artists has had

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## Lieber-Stoller Team Mulls It

NEW YORK — Jerry Lieber and Mike Stoller are among those BMI cleffers, mulling a Broadway move, who have been most closely identified with the hit artists and music of the pop world. Last week, Time Magazine noted that the writers of "Hound Dog" have been approached about doing Broadway material, which would admittedly fulfill the pair's fondest ambitions.

One tradester, reflecting on the prominent hit-makers, remarked: "Well, they certainly have quite a story song in 'Charlie Brown.' If they can come up with that and a tune like 'Yakety Yak,' I'd say they have the special material, show touch all right. If a tune has that feeling and can make it as a pop hit, what more could a show ever need?"

## NEWS OF THE WEEK

### Best-Selling LP Chart Lists

#### 10 Indies Among 13 Labels

A greater label spread than ever was noted in this week's best-selling album chart. Thirteen companies were represented of which 10 were indies. Broad base of material includes soundtracks, original cast, pop, jazz, folk and spoken word items. Leading artist was Mitch Miller with three sets listed. Page 2

### Manufacturers Re-Examine

#### Free Records Policy

With the soft rustles of spring and a rougher singles market, many record manufacturers are taking a new look at the policy of giving away free records for promotional purposes. Page 2

### Jocks Mull Own Organization,

#### Discuss Inherent Problems

The possibility of deejays setting up a truly national jockey organization — and the prob-

lems inherent in such a venture — are being discussed by more and more spinners. Much of the interest expressed has been sparked by "Lucky Lager Dance Time" exec Bill Gavin's outline of such an organization's aims and purposes, compiled from various deejays' suggestions. Page 3

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JOHNNY HORTON'S "THE BATTLE OF NEW ORLEANS"

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# Rustles of Spring Spark Diskery Freebie Jitters

## Giveaways Make No Hits; Time to Stop 'Alice-in-Wonderland' Look?

By BOB ROLONTZ

NEW YORK — Once again, as appears to happen every spring, record manufacturers are taking a long hard look at the practice of giving away free records in order to get a new single off the ground. As one manufacturer put it to The Billboard only a few weeks ago, "If your product is good, why should you give it away?"

The long hard look is taking place because, over the past few weeks, single sales have been "soft," a happenstance that seems to take place every spring with the regularity of the swallows returning to Capistrano. During the swinging fall and winter season many manufacturers who give away records with a somewhat reckless abandon don't seem to mind the practice. But as soon as things tighten up, they hastily examine their free record excesses and vow to cut it out in the future. By the time the summer is half over and business starts to pick up again these vows vanish like the average New Year's resolution.

It may surprise some profligate manufacturers to know that there are many record firms that don't give away hardly any records at all — as the saying goes — and they still manage to come up with hits. These latter manufacturers will say, and with good reason, that you can't make any record a hit that the public doesn't want, and that you can give away thousands of free records and the record will still be a flop. There are a few manufacturers who won't agree with this reasoning. The conservative manufacturers will also point out that when a record is selling you don't have to give away any records since distributors and dealers buy it because they are getting calls for it. But in spite of this some manufacturers will again and again go out on a wild fling, sending out free records, making deals, "swinging" as the saying goes, and still only coming up with

a hit when the record is wanted, and dying when the record is not — with or without freebies.

**All-Time Record**  
Last year the sales chief of one of the large record companies set an all time record for giving away the product, and right now that firm is still suffering with returns, even tho this label had what could be considered a good string of hits. The head of this firm had worked out the interesting theory that on a million seller you give away 200,000 records and still make a profit. This could be true but as one trade observer put it, wouldn't it make sense to make more profit on that million seller to ease the pain of those records that flop? Another label came up with the bright idea of giving away freebies of the current hot record in order to get a new record off the ground. (Sort of an incentive plan, one could call it.) This label got rid of all the hot freebies, but many of the other records are still coming back.

This is, of course, one of the key parts of the problem. If a manufacturer sells 10,000 records, and gives away 3,000 as a bonus, and the distributor only gets rid of 4,000 of the 13,000 received, what is to stop him from returning for exchange 9,000 records (which includes the 3,000 received as freebies)?

Some manufacturers say that they have to give away a certain number of free records — say 300 for the first 1,000 ordered, in order to take care of the one-stops. But few one-stops ever receive these free 300; distributors usually sell them. Or manufacturers tell you that their distributor demands a certain number of free records to pay for his promotion, which usually means either the promotion man, or to use for promotion at the deejay level. Is this, ask some courageous manufacturers, not the job of the distributor himself, rather than the manufacturer? And most manufacturers contrib-

(Continued on page 23)

## MAJORS STILL LEAD—BUT

# 13 Labels on LP Chart Spotlight Wider Spread

NEW YORK — This week's best selling LP chart includes listings by 13 labels—a wider spread among the various labels than the chart has shown in a long while. Several categories, including pop, jazz, folk and spoken word are represented. Sound track, original cast and male vocalist sets, while they continue to dominate the chart, no longer account for the overwhelming percentage of listings that they have commanded in months past.

Tho the majors still have a majority of the positions, 10 positions are divided among indies. Columbia is first among the companies with seven packages. Capitol has five and RCA Victor has three. M-G-M, Jamie, Warner Bros., Kapp, London, Verve, Argo, Mercury, and Coral have one album each.

A break-down by category shows male vocalists holding six places with LP's by Frank Sinatra, Ricky Nelson, Buddy Holly, Elvis Presley and two by Johnny Mathis.

There are five sound track sets. Three are from films and two are adapted from TV programs. The movie tracks are "Gigi," "South Pacific" and "The King and I."

"Peter Gunn" and "77 Sunset Strip" are the TV sound tracks.

Vocal groups are represented by three albums. Two of these are by the Kingston Trio; one is by the Platters. Original cast albums also account for three listings with "Flower Drum Song," "My Fair Lady" and "The Music Man."

Other selections include a spoken word disk by humorist Shelly Ber- man, a jazz LP by the Ahmad Jamal Trio, and instrumental volumes by Roger Williams, Duane Eddy and Mantovani.

Top artist on the chart is Mitch Miller with three sing-along sets.

# Victor Tape Cartridge Bow Tabbed 'Imminent'

NEW YORK — The debut of the much-heralded and long-awaited RCA Victor tape cartridge player is "imminent," according to sources at the firm's Cherry Hill (Camden, N. J.) plant. Most recent move in the long tussle to get the unit in production was shipment last week of the semi-automatic models from the latest pilot run to RCA execs in New York.

The RCA spokesman told The Billboard that the production line is not now running. The firm is awaiting opinion of top execs which has been "all favorable so far." Once the green light is given, the cartridge players will come off the line in quantity. This conceivably could be as early as two weeks from now. But RCA will give no firm statement at this time.

When production starts, three models will be turned out—two stereo and one monaural. One stereo model is fully automatic. The other, mentioned above, is semi-automatic, that is, when the tape plays to the end, the ma-

## AM-PAR INTROS PHONO MODELS

NEW YORK — ABC-Paramount Records introduced the first two models of its new phonograph line last week. (See story in Audio Department for complete details.) Both models are portable stereo units, which will be priced "well under \$50."

The phonos will be distributed by Am-Par's regular disk distributors. The label's general director of sales, Larry Newton, and its album sales-merchandising director, Alan Parker, will handle the new phono division.

## ARMADA to Meet in June

NEW YORK — The Association of Record Manufacturers and Distributors of America (ARMADA) will hold its first annual convention in Chicago's Hotel Morrison, June 8 and 9, it was decided here this week by the group's executive committee. During the two-day clambake, there will be the nomination and election of officers, diskery exhibits and a symposium at which representatives of the rack jobbing fraternity and the Society of Record Dealers of America will address the assemblage.

A concerted membership drive is now in effect which will take in all manufacturers and distributors in an attempt to make the June conclave a truly all-industry affair. New members are urged to sign in to ARMADA thru Harry Schwartz of Schwartz Brothers Distributors, Washington. At the convention, a directory of room numbers of all manufacturers will be issued. Rooms, it was stressed, "will be open only at specified times for hyping records and introducing package plans."

Present at the exec meeting here were Ewart G. Abner, Jr., Vee-jay Records; Harry Apostoleris, Alpha Distributors, New York; Nelson Verbit, Marnel Distributors, Philadelphia; Jim Schwartz, Washington; Phil Chess, Chess Productions; and Harold Friedman, Harold Friedman Associates.

chine stops, the cartridge is turned over and the other side is played. Advertising and promotion plans have been formulated for some time. They will be set in motion as soon as the players are ready for market.

A rumor that several thousand units had already been shipped into the field couldn't be confirmed at presstime.

## Victor Sets Promo Force For Singles

NEW YORK—A special singles promotional group has been organized by RCA Victor, with the intention of giving the fullest push in key markets to those disks showing hit potential. The new force consists of five men—in addition to the promotional group headed by Mike Collier for Hugo and Luigi Productions, according to Bill Bul-

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## Weiss to N. Y.; Huddles With WB Pub Head

HOLLYWOOD — Bobby Weiss, Warner Bros. International Division director, leaves here for a week's conferences in New York with Herman Starr, head of Warner's music publishing firms. Weiss will return to Hollywood for several days' conferences with label prexy Conkling and then immediately head for Europe for his initial activities on behalf of WB label's since becoming its international chief.

Confabs with Starr are deemed important at this time inasmuch as Weiss' role with Warners will embrace publishing as well as the diskery's operations. Weiss will review Warner's foreign publishing deals and be briefed on upcoming projects. Starr himself will soon leave on a European trip.

## Darnell Resigns Jubilee Post

NEW YORK — Bill Darnell, national sales manager for Jubilee Records, has exited his post at the label. Darnell, who has been with the Jerry Blaine operation for the past two years, intends to join another label shortly.

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Roger S. Littleford Jr.  
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Editors

Paul Ackerman . . . . . Music-Radio-TV, N.Y.  
Herb Doffen . . . . . Outdoor, Chicago  
Robt. Dietmeier . . . . . Coin Mach., Chicago  
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Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUNbar 1-6430

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

Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: Central 4-9818

Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOLlywood 9-2511

St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHEstnut 1-6648

Washington 5, 1426 G St., N.W.  
New Bureau  
Phone: NATIONAL 6-4748

Advertising Managers

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

Circulation Department

B. A. Bruns, Director . . . . . Cincinnati

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## Justis to Set Own Disk Firm

MEMPHIS — Bill Justis, the artist and former musical director assistant at Sun Records, has left the Sam Phillips label to form his own firm here, Play Me Records. In addition to starting his own label, Justis, who made the hit "Raunchy" a while back, will also do free-lance a.&c. work for other labels.

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# Gold Buying Into B'dway-Rush Firms

NEW YORK — Jack Gold, head of Jack Gold Music and Paris Records, is acquiring a controlling interest in Broadway Music, Rush Music, and the Eddie Kassner music publishing firms. Negotiations for the deal have been going on for the past month, and all details have been settled except the actual signing of the contracts. It is believed that Gold will lay out over \$500,000 in cash as a down payment for his share.

It is understood that the participants' own value of the three catalogs has been put at more than \$2,000,000, with the Broadway Music firm estimated at \$750,000, Rush Music at \$400,000 and the various Kassner Music firms at close to \$1,000,000. Kassner has a large catalog of important material in his various foreign affiliates.

Gold has been running a successful record firm on his Paris label for the past five years, as well as two successful music publishing firms, Gold and Greta Music. He has had a number of hits on the Paris label, including "Love Me Forever" and "Hideaway" with the Esquires and a strong item with Rosemary June's "Apple Blossom Time." He has done well with his Paris label overseas.

Broadway Music was purchased only last fall by the combine of Eddie Kassner and Artie Mogul and Murray Sporn and Danny Kessler for \$300,000. Since they took over the firm many Broadway Music tunes have been waxed, some by the Danny Kessler-Murray Sporn managed group, the Four Coins.

And "Apple Blossom Time," a partial Broadway copyright, has become a hit again.

Kassner, Sporn and Kessler will continue their work with their respective firms; Kassner with his international copyrights and Sporn and Kessler with Rush Music and their managerial duties, after the Gold deal is signed. Artie Mogul has sold out his interests and music firms to Kassner and has gone out on his own. (See separate story.)

Gold's buy into control of the Broadway - Rush - Kassner music combine can be looked upon as adding solid strength to his record and music interests. He now has standards and other strong copyrights to use for his own albums as well as singles. It is another indication of the serious acquisition of copyrights by record and/or TV firms, such as the Jack Wrather purchase of the Mills Music firm.

## Camden's May Issue Varied

NEW YORK — RCA Camden's May release includes monaural and stereo product ranging from pop to classical and including show music. Monaural package features "Moonlight Serenade," a follow-up to the best-selling Tex Beneke album, "Stardust." Other monaural packages are "Nelson Eddy Favorites," re-processed sides first issued on Victor's 10-inch Red Seal singles in the 1930's, and "Song of the Islands," a Hawaiian package.

Stereo material includes Hill Bowen's "South Pacific," first vocal arrangement in the low-price stereo field. Classical stereo package is the Oslo Philharmonic's "Brahms' Symphony No. 1." A demonstrator package containing selections from the line's stereo albums, titled "This Is Stereo," is offered at \$1.98.

## Tulane New Merc Exec

CHICAGO — Mercury sales manager Morris S. Price announced the appointment of Hugh Tulane as Midwestern regional overseer to handle liaison with Merc distributors in Chicago, St. Louis, Milwaukee, Minneapolis, Cincinnati and Kansas City.

Tulane leaves the post of Chicago record manager of Handelman Drug Company, rack jobbers. He formerly was RCA Victor sales manager for LP's in the local branch and for many years was a salesman for Columbia Records' former distributor here, the Sampson Company.

## Thiele Ankles Dot Over Differences on Policy

HOLLYWOOD — Bob Thiele is leaving Dot Records. In a joint statement, Dot prexy, Randy Wood, and Thiele announced the latter's resignation as veepee in charge of a.&r. and Eastern operations, effective May 8. It was indicated that Thiele definitely intended to remain in the music business, but that prior to announcing his plans, he was considering a trip to Europe.

It was also announced that Mickey Addy, who has been associated with Dot's Eastern office for five years, and known to friends as "The Baron," will assume the post of director of Eastern operations.

Meanwhile in New York, Wood

## 20TH-FOX CUTS GERSHWIN LP

NEW YORK — 20th Fox Records is releasing this week Gershwin playing "Rhapsody in Blue," plus his own composition "I Got Rhythm." The set also includes "Strike Up the Band," "That Certain Feeling," "Grieving for You," and others. The recording is made from piano rolls recorded by Gershwin in the late 20's and early 30's, and was played back on a specially constructed electric reproducing piano (with expression controls) and recorded both monaurally and in stereo.

The album is being released by special arrangement with the trustees of the Gershwin estate and Ira Gershwin. Liner notes are by Edward Jablonski, co-author of a bio of the composer.

# Spinner Spotlight On Nat'l D.J. Org

### Key Jocks Term Idea Good for Industry But Some Foresee Inherent Pitfalls

By JUNE BUNDY

NEW YORK — The possibility of deejays setting up a truly national jockey organization — and the problems inherent in such a venture — are being discussed by more and more spinners. Much of the interest expressed has been sparked by Bill Gavin's outline of such an organization's aims and purposes, as recently printed in his thrice-weekly newsletter to stations.

Altho Gavin (director of "Lucky Lager Dance Time" which is carried on about 40 stations in the West) makes it clear he had no

ambitions himself personally to organize such an association, he has carried on a lengthy correspondence on the subject with jocks across the country.

Having first queried deejays on the need for such an organization, Gavin subsequently correlated numerous suggestions and comments from spinners, and used them as a basis for an outline setting forth a statement of aims and purposes and principles of such an organization. (See Vox Jox column in this issue for complete Gavin text.)

Gavin, who headquarters at 114 Sansome St., San Francisco, reports enthusiastic response from deejays from many parts of the country on the idea of setting up such an organization.

Key Jocks Queried

The Billboard, last week, made its own survey of some key jockeys and programming execs to determine their attitudes on the subject. Most of the deejays agreed it would be good for the industry if such an organization could be set up as outlined. However, they made it clear they thought there would be many difficulties involved in so doing, and pointed out possible pitfalls. Several jocks mentioned the fact that two previous attempts to set up deejay associations had ultimately failed.

Jerry Marshall, WMGM, New York, opined that such an organization would need a strong, reputable non-jockey industry source to pull it together. He also expressed the fear that "the very individuals (jockeys) who would be eager to give their time as regional

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## UA Increases Promo Staff, Artist Roster

NEW YORK — United Artists Records last week completed a busy week of transactions in several areas, including expanding its promotion staff, signing new artists and acquiring Sunnyside Records.

The additions to the promotion staff are Ray Free and David Ross. Free will be promotion manager for New York and the Connecticut area. He was formerly with Coral Records for eight years. Ross' territory will be the North Central States. The label recently pegged Norman Rubin for their Southern and Eastern promotion manager and Larry Maxwell to contact r.&b. jockeys thruout the country.

UA's new subsidiary will be handled by United Artists distributors thruout the country. First release on the Sunnyside label under the new arrangement will be the Matys Brothers' waxing of "Kazoo Polka."

Burl Ives, this year's Academy Award winner for his supporting role in "The Big Country" and one of the leading exponents of musical folk lore, has been signed to an exclusive recording contract by UA.

The diskery also launched a special contest to promote "Sweetwater Bay" by the Danton Phillips Five on UA's other subsid label, Unart. The contest was kicked off by Alan Frederick, WHOM. The contest involves guessing the instrumentation on the disk, which is currently Number One on the Australian Hit Parade. For those interested in starting the contest, UA advises that the correct instrumentation is trumpet, trombone, clarinet, banjo and drums.

# 'Party' Disk Sales Jail 5 in Philly

PHILADELPHIA — A squad of county detectives raided a record distributor and four shops, confiscating more than 3,000 obscene disks and arresting six persons to climax a two-month city-wide investigation. Warrants for nine establishments were signed by Chief Magistrate Joseph J. Hersch, and raids under orders of Chief Thomas E. McDermott.

McDermott said the investigation was started after more than 40 complaints were received from parents of 40 teen-agers that their children had been buying obscene records at local stores. He assigned Lt. Joseph Dudoff, Sgt. Frank Hahn and Det. Robert Winchester to the investigation. They checked thru every record dealer and distributor in the city, making purchases of records to gather evidence.

Those arrested were charged with possession and sale of obscene records, in violation of the obscenity laws. They are:

Barry S. Golder, who admitted distributing the records. Golder was arrested at his establishment, the Main Line Distributing Company, where some 2,500 records were confiscated and he was described as a key distributor of "party records" in this area.

Two defendants were described as record shop owners. They were Felix Valdera, owner of the Paramount Record Shop, Ridge Ave. near 18th and Armon Ercolani, of the Deltone Record Shop, Frankford Ave. near Vincent St.

The other defendants were described as record shop clerks. They were Rose Capponi, a clerk in the Deltone shop. Arnold Sedelsky, a

salesman at the Singer Appliance Store, and Norman Levin, a salesman at the Downtown Record Shop, Market St. near 5th.

Detectives testified that at the Downtown establishment, the obscene records were displayed on the open racks under the label "Bawdy Songs." A battery of defense attorneys claimed the records constituted "art." Assistant District Attorney Marvin B. Halbert brought a record player into the courtroom to dispute the claim, and played several of the records for the Chief Magistrate. Hersch blushed and covered his face, bringing snickers from spectators in the crowded courtroom.

Eyebrows were raised at the fancy, lurid, suggestive covers that the records bore. The brows went higher as they saw titles like: "The Dead Jackass," "The Queer Termite," "The Double Bed," "Nudist Camp," "The Sex Pill," "Confidential" and "For Men Only."

During the testimony, Joseph Mahan, proprietor of the J. Ballen Record Shop surrendered to county detectives. All the defendants were held under \$500 bail for the records will be sent to Washington for the attention of probers now looking into the distribution of pornographic material.

## Adams Gets Cleffer Okay

NEW YORK — The writer wing of the Board of ASCAP this week met in caucus here and decided on Stanley Adams as its choice for the presidency of the Society. The full board will meet to decide the matter on Tuesday (28). Earlier the publisher wing of the board had decided on Adams as the logical man for the job. "It looks like Stanley is a shoo-in now," said one informed writer this week.

## Chudd Makes Europe Trek

HOLLYWOOD — Lew Chudd, Imperial Records' prexy, left last weekend for a 10-day European business trip to wrap up his label's affiliation with the Deutsche Grammophon Company for handling Imperial product in France, Spain and Portugal. Chudd's European junkie will embrace France, Belgium and England. He also plans to conclude agreements for European product to be handled by Imperial in the U. S.

## 6 LP's on Epic May Release

NEW YORK — Epic Records' new releases for May include a new waxing by the Cleveland Symphony Orchestra and five new pop albums, all being released both in stereo and monaurally. The pop albums include a new set by Roy Hamilton, another by Jack Lemon, an album with Lee Castle and the Jimmy Dorsey Ork, an album with the Jimmy Mundy Ork and one by pianist Dave McKenna.

The label is also issuing another "Stereorama" album which will list for \$2.98. This is a classical compendium, a companion piece to the label's pop Stereorama set issued early in April.

## Roulette Inks Billy Eckstine

NEW YORK — Roulette Records has signed Billy Eckstine to an exclusive, long-term contract. He will cut both singles and LP's for the label.

First project for the warbler will be an album with the Count Basie ork, which Roulette's jazz a.&r. chief Teddy Reig will record here May 22 and 23. After he completes dates at the Fairmont Hotel in San Francisco and the Deauville in Miami, he opens at the Holiday House in Pittsburgh May 25.

## Woolford Exits Col.

NEW YORK — John Woolford, field sales representative for Columbia Masterworks, has resigned from his post. He was formerly with Angel Records and was previously in the orchestra management field. His future plans will be announced after he returns from vacation.

# AFM SETBACK ON TRUST FUND

## Court Turns Back \$1.8 Mil to Musicians as Wages; Will Appeal

HOLLYWOOD — Superior Court Judge Clarence Kincaid last week ruled here against the American Federation of Musicians by finding that \$1,800,000 which the AFM had directed to the music performance trust fund was in reality wages, and ordered that the money be returned to the musicians who had earned it.

He further ruled as unlawful and unenforceable that provision in AFM's 1954 recording contract which assigns 21 per cent payment to the trust fund. All payments made by recording companies signing the 1954 agreement belong to the recording musicians and constitute their property right.

AFM General Counsel Henry Kaiser said the Federation will appeal this decision promptly to the higher courts and is "prepared to carry our appeals to the U. S. Supreme Court. We are confident that our position is right both in law and on the facts."

The money had been held for the past three years by the Citizens National Trust and Savings Bank here which acted as a receiver pending the court's decision. Judge Kincaid ordered the receiver to set up procedures for the disbursement of the recording musicians involved. The court retained all jurisdiction in the matter for the issuance of additional orders which may be necessary to execute his decisions.

## Restrain Use WSM, 'Opry' Billings

NASHVILLE — In an order handed down in Chancery Court here by Judge Alfred T. Adams, a preliminary injunction has been issued against John Kelly, Tom Kelly, Judy Lynn and Little Jimmie Dickens restraining and enjoining them from using the name of WSM, Inc., or the name "Grand Ole Opry" in such manner as to indicate that any personal appearance program offered by them is presented under the sponsorship of WSM or "Grand Ole Opry."

The ruling also restrains and enjoins the defendants from advertising themselves, or any other entertainer, as a star of "Grand Ole Opry" or as an employee of WSM, the complainant, when in fact such entertainer at the time of the performance is not employed by the complainant or under written contract with "Grand Ole Opry."

## Muranyi Gets Atlantic Post

NEW YORK — Joe Muranyi has joined Atlantic Records' LP staff in line with the label's new expansion plan, whereby its LP department will shortly branch out into new areas of the album market.

Muranyi, who reports to Atlantic's LP artist and repertoire chief, Nesuhi Ertegun, formerly served as production manager of Bethlehem Records and more recently was with RCA Victor's International Record Division. One of the founders of the Classic Editions and Music Minus One labels, he has also produced records independently for Esoteric, Counterpoint and Period.

He further ruled that Samuel Rosenbaum, trust fund trustee, be excluded from any right, title or interest to the impounded money, or any sums owing the receiver, or funds still being held by the recording companies.

Decision is the outgrowth of an action taken by some 6,000 recording musicians against AFM charging the Federation with unlawfully directing money they earned as wages to the trust fund. Judge Kincaid last month ruled in favor of the Federation concerning the first portion of the action involving \$15,000,000 in trust fund payments.

## Victor Puts Big Push on 'Porgy' LP

NEW YORK — RCA Victor is putting a big drive behind the new Lena Horne-Harry Belafonte recording of "Porgy and Bess," it was stated by diskery chief George Marek, last week. Marek said, "We are giving it all-out treatment, and more," feeling that the package could be one of the great pop albums. Album will be advertised, by itself, on three one-minute commercials on national TV during May and will also get six network radio spots on Monitor. It will be plugged on 7,000 local radio spots. National mag promotion will be heavy, and ad mats have been prepared for local newspaper space.

Other promotion includes point of sale material, and a special promotion to get exposure on one billion paper shopping bags distributed thru thousands of stores. Bags will also offer consumer a specially priced 45 single from the album. Special mailings to deejays, reviewers, college radio stations, etc., are in the works.

## Raoul Breton Dies at 62

NEW YORK — Raoul Breton, well-known French publisher, died of a heart attack Tuesday (21) aboard the S. S. Liberte, en route here. Breton, who was 62, owned Editions Raoul Breton France Music and other firms.

Breton was the publisher of much standard French repertoire, including numerous songs introduced and featured by Charles Trenet, Maurice Chevalier, Edith Piaf, Gilbert Becaud, Patachou, Les Compagnons de la Chanson, Charles Aznavour and Jacqueline Francois. Breton is survived by his wife.

## Ace Inks Vet R.&B. Chanters

JACKSON, Miss. — Ace Records has signed two veteran r.&b. names for the label, Charles Brown and Amos Milburn. Both artists were formerly on the Aladdin label, where they scored many hits, including Milburn's famous "One Scotch, One Bourbon, One Beer," and "Bad, Bad Whiskey." The label also signed a new artist, Johnny Fairchild and the Night Riders. According to Johnny Vincent, head of Ace, Jimmy Clanto's new LP release is getting strong sales action.

## 25 MORE JOIN LABEL PARADE

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

Cashmere Records care of Beat Music, 1852 Grosvenor Road, South Euclid, O.; Cover records, 1006-11 Exchange Bldg., Memphis, Tenn.; Dab Records, Faysan Distributors, 306-20 Seventh St. Buffalo 1; Dart Records, 114 North Center, Naperville, Ill.; Dee Dee Records care of Dolores Enterprises, 1674 Broadway, New York; Diana Records care of Diana Music, 1650 Broadway, New York; Exit Records, 634 Weitherfield Ave., Hartford 14, Conn.; Flick Records, 18424 Gallagher, Detroit; Lorida, Fla.; Marquee Records care of Fortune Enterprises, 4609 Delano, Houston 4; Martinique Records care of J & G Distributing, 1721 Broadway, New York; On the Square Records, 1587 Broadway, Suite 315, New York 36; Parliament Records, 600 Fifth Ave., New York 20; Performance Records care of Mark Records, Room 501 1619 Broadway, New York; Playback Records, 1501 Broadway, New York; Ray Records care of J & G Distributing, 1721 Broadway, New York; Redhead Records, care of Beat Music, 3852 Grosvenor Road, South Euclid, O.; Reel Records, 1919 South 10th St., Philadelphia 48; Spot Records, 3747 Ruthelen St., Los Angeles; Swingin' Records, 3128 West Fester, Chicago 25; Tagg Records, Box 941, Clarkdale Miss.; Thor Records care of J & G Distributing, 1721 Broadway, New York; Vee-Eight Records, 512 Franklin St., Nashville 3; Zoom Records, P. O. Box 6146, Tucson, Ariz.

## London to Distrib Dot In New York

NEW YORK — Dot Records moved its New York distribution into the London Records fold this week. The new deal calls for a separate, semi-independent Dot. Part of the operation will have its own sales personnel and deejay contact men. The Dot-London set-up here is similar to arrangements now in effect in London's West Coast operations in Los Angeles and the San Francisco. It's also understood that the new deal also covers the Dot-distributed lines, Crystallite and Hamilton.

Dot was formerly handled in New York by Cosnat Distributing. It's understood that Cosnat will continue to handle the line in its out-of-town distributorships.

## ASCAP Sets New Muzak Agreement

NEW YORK — The Muzak Corporation and ASCAP reached an out-of-court settlement last week after nearly five years of litigation. According to Charles Crowley, head of Muzak, the settlement sets up new rates which are virtually the same as those paid to ASCAP in 1946, and in some cases even lower, and that Muzak and ASCAP have signed a five-year contract. Crowley called the settlement the "first successful challenge of ASCAP's royalty rates."

## Playboy Sets Jazz Program

CHICAGO — Playboy Magazine this week announced a raft of firm contracts for its elephantine jazz festival skedded for Soldier Field here August 8-9. While negotiations continue with many top names, the show's coordinator, Vic Lownes, said he has contracts on Stan Kenton, Duke Ellington, Louis Armstrong, the original members of the Austin High Gang, Dave Brubeck, Dukes of Dixieland, Lambert - Hendricks - Ross, Earl Bostic, David Allen, Dizzy Gillespie, Kai Winding, Jack Teagarden, Jimmy Giuffre, Red Nichols, Jimmy Rushing, and J. J. Johnson.

## 'HIT PARADE' EXITS, AGED 24; MAY RETURN

NEW YORK — "Your Hit Parade," sponsored by American Tobacco for the past 24 years on radio and nine years on TV, left the air Friday (24).

However, trade reports are that the program was shelved because American Tobacco quietly plans to discontinue its Hit Parade Cigarette brand; and that the company is likely to bring "Hit Parade" back to the air sometime in the fall of 1960.

Meanwhile, CBS-TV was so pleased with the reviews (the show's best notices in several years) garnered by "Hit Parade" this season, the web is keeping the show's entire production staff together intact. The unit, which took over "Hit Parade" last summer and drastically revamped and modernized its format, has been assigned to handle Andy Williams' summer replacement series for Garry Moore (Tuesdays, 10-11 p.m.).

The "Hit Parade" unit includes producer Perry Lafferty, director Norman Jewison, associate producer Robert Tamplin, choreographer Pete Gennaro, conductor Harry Sosnik, writers Buddy Arnold and John Ayelsworth, and singing and dancing choruses of 12 boys and girls.

The last telecast of "Your Hit Parade" was a sentimental affair, a salute to the first "Hit Parade" which debuted April 12, 1935. Warren Hull, was the announcer on the first radio show, and guested on the swansong-show and joined stars Dorothy Collins and Johnny Desmond in singing tunes spotlighted on the first ailer.

These included "Lookie, Lookie, Here Comes Cookie," "Lullaby of Broadway," "When I Grow Too Old to Dream," "Isle of Capri," "Easy to Remember," and "Lovely to Look At."

## Big Names Rally to Chant for DJ Meet

NEW YORK — A flock of big-name recording artists—headed by Pat Boone, Peggy Lee, Vic Damone and the Count Basie Orchestra—have agreed to appear at the big talent show scheduled for the Second Annual Radio Programming Seminar and Deejay Convention next month (May 29, 30, 31) at the Americana Hotel in Miami.

The Convention, which promises to be about three times as big as the first one (Kansas City, Mo., March 1958), is again sponsored by the Storz Stations.

In addition to the above mentioned artists, the show—scheduled for Saturday night (30)—will feature George Shearing, the Kirby Stone Four, Elaine May and Mike Nichols, Jack Scott, Jesse Lee Turner and Gary Stites.

Meanwhile, Bill Stewart, Storz' national program chief and convention co-ordinator, reports that reservations are pouring in from all over the world, including some from Anwar Siregar and Shino

## Thiele Ankles

• Continued from page 3

certain Dot artists has already become a subject of some conjecture. During his year with Dot, Thiele became what some tradesters called a sort of Pied Piper with a number of artists tramping behind him from his former affiliation to Dot. Among these were Lawrence Welk, Steve Allen, Debbie Reynolds, and Don Cornell. Thiele also was in the forefront in the negotiations which led to Dot's acquisition of the soundtrack to Danny Kaye's starrer, "The Five Pennies," owned by Dena Productions and released thru Paramount.

At press time, Steve Allen told The Billboard that he had requested and obtained his release from Dot. "Randy Wood was extremely kind, co-operative and understanding," Allen asserted. "By the way," he added, "I have seen it stated in various newspaper columns that Hanover is my company or that I own it. This is not correct. I am simply one of a long line of investors or co-owners."

Regarding his future plans, Thiele said that he has received several offers. There was some trade talk that he would enter the music business jointly with Steve Allen with Hanover Records as one entity in the operation but he offered no comment on this.

Stmoko of the Republic of Indo-Tao Ro Rum of Radio Seoul.

Latest additions to various panels scheduled for the convention include Bill Kaland, Westinghouse Broadcasting's national program director; Detroit deejay Ed MacKenzie; Art Ford, program chief-deejay, WNTA, Newark; Alan Freed, WABC and WNEW-TV, New York; Buddy Deane, WJZ-TV, Baltimore; Chicago deejay Bill O'Connor; Mike Joseph, program consultant for Avery-Knodel; and Harry Renfro, D'Arcy Agency, St. Louis.

## Victor Album Covers Win 12 Awards

NEW YORK — RCA Victor album covers won 12 awards at three major American graphic art shows, it was noted last week by George R. Marek, vice-president and general manager of the record division. Five albums were honored at the 1958 Art Directors show, recently held at the Waldorf, where Distinguished Merit awards were given to "The Mighty Wurlitzer in Hi-Fi" and "Train Whistle Blues"; Merit awards went to "Around the Horn," "Bread, Butter and Jam" and "Four Corners of the World."

At the Type Directors show, award winners were "Red Norvo Plays the Blues," "The South Shall Rise Again," "La Traviata" (libretto special award), "Crazy Titles for Dancing Cha-Cha and Merengue" and the RCA Camden "Porgy and Bess."

In the American Institute of Graphic Arts 1958 show, "Cha-Cha Pops" was a winner. "Stereo for the Joy of It" took an award for outstanding color reproduction in the competition sponsored by the Lithographers and Printers National Association, Inc.

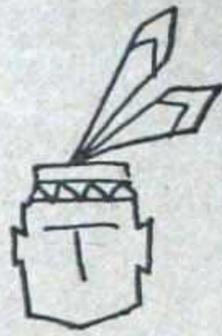
## WIND Sales Head Retires

CHICAGO — John T. Carey, sales manager of WIND for 24 years, retired this week. He has had a series of illnesses in the past two years and plans to relocate in warmer climate where, he said, he hopes to purchase a radio property.

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## JAZZ AND BEAT MAY GET TO MOSCOW AFTER ALL

WASHINGTON — Some popular music and jazz may find their way into performances at the American fair in Moscow this summer after all. In addition to the originally scheduled New York Philharmonic Orchestra, there are plans for a "variety show," to perform in the downtown Moscow theater concurrently with the American Exhibition at Sokolniki Park. (The Billboard, April 6, 1959.)

State Department reports that members of the Soviet Ministry of Culture, under Deputy Administrator N. N. Danilov are now in New York negotiating with talent agencies for performers. Final choice of the American troupe will be subject to mutual agreement by the Russian Ministry and our State Department. The variety show is expected to be commercially self-supporting in its appearance at the Moscow Theater, which will run about six or seven weeks.

In exchange, the Russians are sending us their Pyatnitsky Concert Group and Choir to perform in New York, during the reciprocal Russian exhibit to be held at the Coliseum, opening June 28, about a month before the U. S. show opens in Moscow, July 25.

James F. Magdanz, chief of the State Department's Cultural Pre-

sentations staff, says we were able to send two types of performance to balance the Soviet's concert group of between 150 and 180 members, which includes chorus and other components, possibly soloists, instrumentalists and dance groups.

State has high hopes that the Russian Ministry of Culture, long familiar with American performing artists thru the cultural exchange program, will find someone in show business who can pull together a variety of the best in American talent which will also be most appealing to the Russians. "A history of good faith on both sides" in cultural exchanges, makes State very hopeful of a successful outcome, Magdanz says.

Segments of the music industry which felt that truly American music, popular, jazz, et al., were being bypassed in the original choice of symphony and ballet only, are happier over the present arrangement. They feel the final selections of the variety show performers will inevitably include music with American roots. Jazz and the beat are both known to be popular with young Soviets.

State Department anticipates no difficulties, financially, for the variety performers. There have already been "offers from many sources," Magdanz reports, and other American attractions like "Holiday On Ice," now in Moscow, have been a box office success.

The meager funds allowed State Department for cultural exchange purposes are well known in the entertainment world. Members of the performance brotherhood, and especially the music industry, will undoubtedly not want to miss the Moscow Fair opportunity to put the best foot forward—and foot the bill if necessary.

## Kay Starr Back To Cap; Gets Victor Release

HOLLYWOOD — Kay Starr is returning to Capitol Records after an absence of four and one half years. She has requested and will receive a release from her five-year RCA Victor contract six months prior to its expiration.

She left Capitol in January, 1955, after a decade with the Coast major, where she had grown from obscurity to one of the strongest and most consistent pop-selling artists at the time of her departure. RCA Victor reportedly paid her \$250,000 guarantee for the five-year period of her contract.

Altho Capitol, at the time, was willing to meet the offer, the lure of NBC-TV spectaculars reportedly prompted her to make the switch.

During the last four years, Miss Starr guested on a number of NBC shows, her most recent appearance was on last week's Dinah Shore's show.

Her sole top-seller during her Victor stay was "Rock 'n' Roll Waltz." Miss Starr joined Capitol Records in 1945. From a disk-royalty earning statement of \$100 that year she rose to where Capitol paid her more than \$100,000 in royalties the year of her departure.

The songster's records rose steadily in sales from 1945 to 1948, when she sold approximately 900,000 disks. By 1950, she passed the million mark, selling close to 1,500,000. In 1952, her "Wheel of Fortune" disk alone topped the million figure. In 1953 she sold more than 3,000,000 records and collected approximately \$92,000 in royalties.

## Conferees Honor Henri Froment

NEW YORK — Henri Froment, director of Les Applications et Relations — which is the RCA license in France — has been elected president of the Syndicat Industrie Phonographique (French record industry).

## Herbert Dinner Fine Tribute

• Continued from page 1

tion bill, plus staff members of both House and Senate Judiciary committees.

Entertainment was straight out of Eire, for the first half, celebrating Herbert's native land, via a pair of very charming and very nervous girl cloggers, and Morton Downey, who bounced the piano and gave his all to "Cockles and Mussels." Victor Herbert songs were sung by coloratura Mimi Benzell, and operatic tenor Earl Wrightson.

Cunningham made no reference to the current unpleasantness with Justice Department, but praised ASCAP top-notchers for "giving up literally thousands of dollars to which they are entitled under our classification system," and passing them on to less fortunate composers.

The ASCAP prexy said a natural affinity exists between "those who write our laws and those who write our songs." The affinity was very evident in the guest list of some 49 legislators, including among them Sens. Jacob Javits, John L. McClellan and Glenn Beall and New York Reps. James Delaney, John J. Rooney, and Nina Kelly, Democrats all.

## Victor Promo

• Continued from page 2

lock, vice-president, Commercial Records, Creation Department.

Bullock stated the men would be located in Boston, New York, Detroit, Newark, Philadelphia, and San Francisco. "Once a single starts to establish itself in these markets, our entire sales and promotional field force across the country will move fast behind it.

## STROKE FATAL TO VINCE WAYNE

CLEVELAND — Roulette artist Vince Wayne, 24, died here last week as the result of a stroke suffered during a record hop show for the Benedictine High School Senior Farewell Dance. Bill Randle, WERE, here, was emcee at the ill-fated hop.

A memorial show, sponsored by deejay Joe Finan of KYW, Cleveland, will be held here May 22 at the Arena. Proceeds will be turned over to Wayne's family. Altho the show is sponsored by KYW, Randle is plugging it extensively over WERE.

Roulette star Jimmie Rodgers is flying to Cleveland to appear at the Wayne Memorial. Meanwhile, Roulette is readying an immediate release for Wayne's second disk, "Fare Thee Well, My Lover," backed by "It's a Game." Ironically, Wayne was singing the former tune when he collapsed on stage.

## HOT 100 ADDS ELEVEN

NEW YORK — Eleven new sides appear for the first time on this week's Hot 100 chart. Essentials are:

- 85. Personality—Lloyd Price, ABC-Paramount
- 76. There's No Fool Like a Young Fool—Tab Hunter, Warner Bros.
- 77. Frankie's Man Johnny—Johnny Cash, Columbia
- 80. Castin' My Spell—The Johnny Otis Show, Capitol
- 87. Robbin' the Cradle—Tony Bellus, NRC
- 88. Crossfire—Johnny & the Hurricanes, Warwick
- 89. Gidget—Jimmy Darren, Colpix
- 93. The Battle of New Orleans—Johnny Horton, Columbia
- 95. Your Cheatin' Heart—Billy Vaughn, Dot
- 96. A String of Trumpets—The Trumpeters, Splash
- 99. Summer Dreams—The McGuire Sisters, Coral

## BOONE NO. 1 ON DOT'S ARTIST PROMO PITCHES

HOLLYWOOD — Dot Records will launch a month-long promotional campaign on behalf of Pat Boone as the first of a series of artist drives. The Boone push will be kicked off on May 15 and will run thru June 15. Similar campaigns are scheduled for Billy Vaughn during July and Lawrence Welk in November, among others.

The first drive will fly the banner of "The Pat Boone Fourth Anniversary," and will be spearheaded by his new album release, "Tenderly." Dealers will be given a 10 per cent discount on all Boone package merchandise purchased during the May 15-June 15 period. This includes all Boone albums—new releases and catalog items, LP's, EP's, monaural and stereo—but excludes single merchandise.

Furthermore, Dot will grant a 30-60-90 day billing on all Boone package product purchased during the month-long program.

Randy Wood, Dot prexy, told The Billboard his firm expects to move approximately a half million units of Boone product during this drive. Mrs. Chris Hamilton, label's veepee in charge of sales, said the initial shipment of the "Tenderly" album will be 100,000. Total Boone product shipment now going out breaks down as follows: 200,000 monaural LP's, 90,000 stereo LP's, and 140,000 EP's. This includes the above mentioned 100,000 "Tenderly" LP's.

The Boone push will include special dealer displays and point of sale material, Pat Boone browser boxes and 250,000 "Anniversary Buttons" to be distributed to record buyers. Promotional resources (Continued on page 38)

## Spotlight on Nat'l D.J. Org

• Continued from page 3

officers "might do it for selfish reasons," thereby causing the very jocks who could lend such an organization prestige to "stay out."

Deejays of the "solid" caliber of Howard Miller (WIND, Chicago); Bill Williams (WNEW, New York); and Martin Block (WMGM, New York) would have to participate to give such an organization any real meaning, said Marshall. Getting together for regional meetings would also be a problem, said Marshall, "altho not an insurmountable one."

Altho, the deejay said he considered the aims and purposes (as set forth in the Gavin outline) "100 per cent laudable" he opined the organization needs a stronger "over-riding purpose," since existing broadcasting associations already cover such areas as union problems, socializing, public service, etc.

The answer, ventured Marshall, might rest in some service to the government in connection say, with the Armed Forces Overseas Information Group. At any rate, Marshall emphasized, some kind of "unifying idea" would be necessary to recruit key jocks.

Marshall said he was "100 per cent in favor" of the clause in the Gavin outline, which sets forth the organization's aims "to make a co-operative effort toward achieving public respect for the services and entertainment that radio provides."

Marshall commented, "Because of a few wacks there is lack of respect for entertainers today except when they need our help on charity drives. That's only time people in the entertainment business get the respect due them. People in other fields make contributions of money, but we give our talent, and that can't be replaced."

Buddy Deane, WJZ-TV, Baltimore, agreed that such an organization is "desirable," but added, "From personal experience I know it's harder to do than you might expect." Deane was referring to the junket he and a group of other key jocks made to Europe last year in behalf of National Council of Deejays for Public Service group, (now disbanded) which was set up by Murray Kaufman (WINS, New York).

"People didn't think we were serious," complained Deane. The jock

This way, we'll be able to give a single powerful backing from the very beginning in some of the nation's most important markets."

The new operation is headed by Ben Rosner, who reports to Steve Sholes, pop a.&r. manager.

also said it was his opinion that such an organization might be effective if it were spearheaded by a strong, respectable faction not directly involved with the deejay field.

Bill Kaland, national programming chief of Westinghouse Broadcasting Company, stated, "With the whole focus of the radio industry today on music and news, there should be an organization which could honestly investigate the field, providing no narrow interests are served."

The exec noted that "Broadcast Music Inc. did it originally with their BMI Clinics," and said there is a need for a reputable strong organization to do a similar job today.

A key jock who declined to be identified expressed particular approval of a clause in the Gavin outline pertaining to record hype. The clause reads, "We will seek to discourage the use of false and misleading information regarding record popularity, and will use our best efforts to oppose any devices designed to foster and disseminate such misrepresentations of fact."

Deeming the clause of great importance to jocks, the spinner said that compiling a local list of best-selling disks is becoming more and more of a problem, because many dealers aren't reporting honestly. Either they're too lazy to give you up-to-date sales information, he said, or they are out and out hyping a disk that really isn't selling that well.

**Self-Interest Barrier**

Bill Randle, WERE, Cleveland, expressed frank disbelief that a group of jocks could divorce themselves from self-interest long enough to make such an organization work. Randle, who says he personally is "not a joiner," commented, "You're dealing with a group of self-oriented people. It's a ruthless business." The jock predicted gloomily that "Within a couple of years we'll see antitrust laws people never dreamed of." He also foresees "more and more control of programming by stations and chains."

Also opposed to setting up any kind of a deejay organization is Robin Seymour, WKMD, Detroit. "It's a nice idea but it won't work. I don't know what could be accomplished by such an organization," stated Seymour. The jock said he was afraid "some kind of coercion" might result. "A group of jockeys in different areas once tried to get together and work on the same records. It might happen here and I wouldn't want to be any part of it."

## Liberty Sales Quadruple in First Quarter

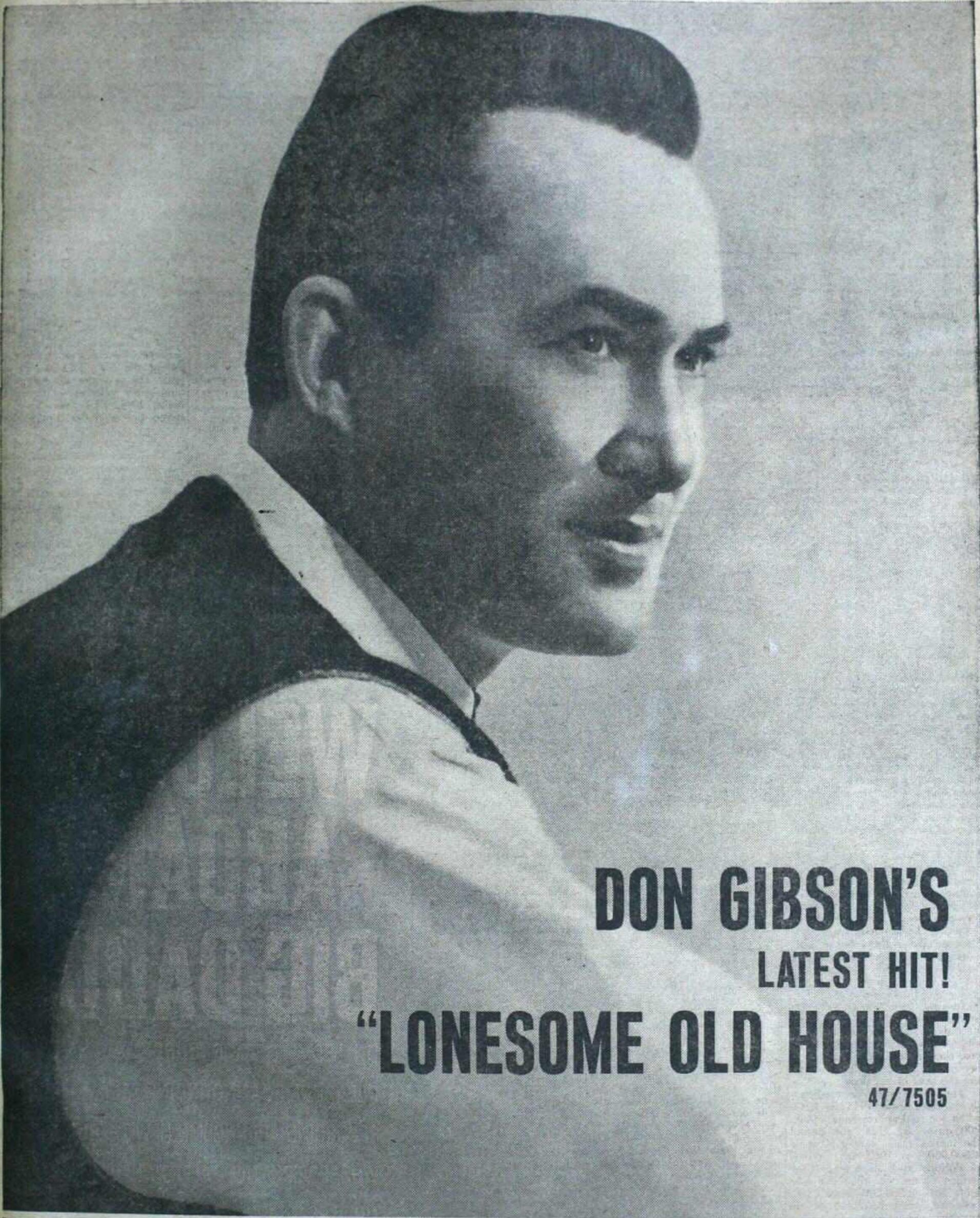
HOLLYWOOD — Liberty Records boasts a 400 per cent boost in sales for the first quarter of this year as compared to the same period a year ago. Giant sales stride is attributed by sales veepee Al Bennett to mushrooming interest in stereo albums and the label's fast selling singles.

Liberty reaped a 300,000 sales spillover into the first quarter of its four-million "Chipmunk" seller which broke at year's end in 1958. In addition, Bennett claims "Alvin's Harmonica" sold 1,200,000 copies with "Come Softly" climbing to the 750,000 mark.

Liberty moved 400,000 LP's as a result of its special album merchandising program staged earlier this year, Bennett said, to add to the firm's great sales growth. Furthermore, label was going thru a comparatively bleak period during the same period a year ago with nary a hit in the house.

## Amaru to RCA L. A. Post

NEW YORK — Frank S. Amaru has been appointed manager of record sales and merchandising, Latin America, by George Prutting, record chief for the RCA International Division. Amaru has a long experience in the Latin field, in both the domestic and foreign market.



**DON GIBSON'S**

**LATEST HIT!**

**"LONESOME OLD HOUSE"**

47/7505



**RCA VICTOR**

TRADE MARK RADIO CORPORATION OF AMERICA





# WELCOME ABOARD, BIG DADDY

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# UA Veepee To Europe

NEW YORK — Kay Norton, vice-president in charge of administration for United Artists Records and United Artists Music, left for Europe last week to confer with UA's foreign affiliates in the record and publishing fields. She will also meet with overseas record and music execs on distribution of UA records and music.

Her itinerary includes London, Stockholm, Hamburg, Frankfurt, Amsterdam, Paris, Milan and Rome. Felix Ziffer, legal representative for UA's foreign affiliates, is accompanying Miss Norton on the trip.

## NEW PACE-SETTERS FROM MPHC

**THE HANGING TREE**  
MARTY ROBBINS COLUMBIA

**RIO BRAVO**  
(From the W/B pic)  
DEAN MARTIN CAPITOL

**77 SUNSET STRIP**  
DON RALKE WARNER BROS.  
FRANK ORTEGA JUBILEE

**KOOKIE, KOOKIE**  
(Lend Me Your Comb)  
EDWARD BYRNES WARNER BROS.

"CALL ME YOURS"—Johnnie Ray  
Columbia  
"I KNEEL AT YOUR THRONE"  
—Joe Medlin  
Mercury  
"CARELESS"—Sarah Vaughan  
Mercury  
"BEAT O' MY HEART"—Harry Simeone  
20th Fox  
"IMAGINATION"—Paula Wayne  
Monocle  
"MOON OVER MIAMI"—Jerry Wald  
Todd  
"I'M CONFESSIN'"—Terri Dean  
Laurel  
For Seasonal Programming  
"WHEN THE RED RED ROBIN"  
(Comes Bob Bob Bobbin' Along)  
"SWINGIN' IN A HAMMOCK"  
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• SCOOBIE & DOOBIE on Climax  
**MILLS MUSIC, INC.**

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**The Browns**  
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RCA Victor 7427  
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## CONCERT REVIEWS

### Bernstein Unveils Russo's 'Titans'

Leonard Bernstein and the New York Philharmonic Orchestra premiered composer Bill Russo's Second Symphony, "The Titans," last week (16, 17, 18 and 19). Altho Russo has long been known as a jazz composer due to his exciting work with the Stan Kenton band, his serious musical career is as extensive as his jazz career. His new symphony, which was commissioned by Bernstein in 1958, and has received the Koussevitsky Foundation Award, is a serious work, and only bears occasional jazz touches.

Russo's "Titans" is written in the classic symphonic pattern, with a fast opening movement, a slow theme and variations, a scherzo and finale. With it Russo shows his growing ability to handle the vast resources of a full symphony orchestra, displaying great technical skill in his writing for brass voicings in the nervous first movement. His melodic line in the slow movement and his throbbing rhythms in the scherzo were attractive. The last movement, a tempestuous one, featured jazz trumpeter Maynard Ferguson, who played his high ranging trumpet with a wild abandon that brought the symphony to a tumultuous finale.

From one hearing this reviewer feels that Russo's Second Symphony will not be considered one of the composer's major works. Altho he had a lot to say, he did not say it very profoundly and there appeared to be more effect than substance. Whether the final movement would be as electric without a Ferguson on trumpet (it is also written for conventional scoring) is another question. However, Russo's "Titans" would appear worthy of recording (it runs about 20 minutes) in order to give many serious listeners a chance to hear it again. Bob Rolontz.

\* \* \*

### Bolshoi Terpsters Can Also Act

The first thing to be said about the visiting Bolshoi Ballet company, currently in the midst of a run extending thru May 9 at the Metropolitan Opera House, is that the Russians have a fantastic sense of the theatrical. Their initial production, "Romeo and Juliet," is a gigantic pageant, replete with lavish and colorful sets and costumes and a giant cast.

The action, from the moment the curtain is raised, proves to be showmanly in every sense. It's rare that a ballet company can produce drama as emotionally gripping as did this, even with so familiar a story. The sheer numbers in the company are used magnificently in terms of creating dramatic effect; group scenes are not mere mass assemblages, but an opportunity for each cast member to offer a characterization which sets him aside from the others.

This particular production, abetted by the exceedingly dramatic music by Sergei Prokofieff, also has moments of great humor. The role of Mercutio is the epitome of dash and gusto, while the actions of a group of troubadors provide athletic as well as infectious gay changes of pace.

The company's famed headliners proved to be all that advance word had indicated: Agile, versatile, graceful. And they also turned out to be outstanding actors and actresses in their roles, as well. Galina Ulanova and Raissa Struchkova, who alternated in the role of Juliet, each had a different conception of the role and each gave ample evidence of ranking with the finest ballerinas in the world.

The male dancers had fewer chances to shine, of course, but they appeared to be masculine as well as graceful, in itself something of a novelty. The initial production was an appetizer for what is to come, for the Russians have yet to unlimber their version of the classical ballet, via "Swan Lake," and "Giselle," or their modern production of "Stone Flower." These will doubtless tell the full story of the groups ability. Sam Chase.

\* \* \*

## TV REVIEW

### Hamilton Good, Production Sloppy

The new George Hamilton IV Show (ABC-TV, noon-12:30 p.m., Monday thru Friday) is an easy-going, unpretentious telecast featuring some nice people and pleasant, country-flavored musical fare.

Unfortunately, tho, the program is frequently a shambles production-wise, with listless pacing and the most casual kind of camera work.

On Wednesday's (22) show, for example, the lens lopped off the head of one cast member because he was standing between two considerably shorter girls. The show also suffers from the total absence of applause, altho the cast appears to pause expectantly after each number.

Hamilton, a tall lanky youth with a shy, sensitive face and an appealing manner, handles his small-talk emcee chores well.

Altho the show's noontime audience is predominantly housefrau — and consequently largely unfamiliar with Hamilton's reputation as a best-selling record idol of the teen-agers—his wistful warbling style should appeal to the older girls providing he plays down the rockabilly items and concentrates on pretty pops, standards and country material.

The rest of the cast in the Connie B. Gay package ranges talent-wise from frankly amateurish to the smoothly professional piping of sweet-faced Mary Klick. Elton Britt was off Wednesday's show with laryngitis. June Bundy.

## BMI CLEFFERS BID FOR SHARE OF LEGIT PIE

• Continued from page 1

motion picture field. The jazz score for the current pic, "Compulsion," a flick version of a legit hit, was penned by Lionel Newman, a BMI writer. John Lewis, the well-known pianist of the Modern Jazz Quartet, has written a background score for "Odds Against Tomorrow," a picture now in the filming stage and produced by Harry Belafonte. Lewis also wrote the score for the French film, "Sait on Jamais," which was released in the United States under the title, "No Sun in Venice."

The opera field, too, is not without its current BMI representation. The spectacularly successful "Wozzeck," which had its American premiere recently at the Met-opera, is the work of the European composer Alban Berg, whose work is licensed thru BMI. In the spring opera series now winding up at New York's City Center, there are two works in the BMI fold. Robert Ward and Hugo Weisgall, who contributed "He Who Gets Slapped," and "Six Characters in Search of an Author," respectively, are both BMI-affiliated.

It is known that lack of representation in these fields has been on the official mind of BMI from time to time. A year ago, several special clinics were held for BMI writers where well-known Broadway producers discussed the musical requirements of the Broadway stage. It's also known that informal discussions have taken place between BMI people and some of the leading BMI publish-

ers on the ways and means of stepping up activity in this area.

It's no secret that pop hit production from Broadway shows has been slim indeed since the advent of "My Fair Lady," three years ago. It's being seen as an interesting corollary by some observers, that BMI writers, for the moment at least, are dominating the Hot 100 chart with 19 of the top 25 single disk hits. Some feel that there may be, at this time, more of an inclination on the part of the money men and producers to give some of the newer writers a chance to show their mettle.

In memory of

## Peter De Rose

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- WAGON WHEELS
- ON A LITTLE STREET IN SINGAPORE

have added so greatly to our musical heritage.

Shapiro-Bernstein & Co., Inc.

## Pic Diskeries Hit Charts

• Continued from page 1

two. Colpix and 20th Fox have had one selection each.

The Warner Bros. clicks have all been since the first of the year. United Artists has had periodic representation on the charts, but their strongest impact has been since the change in personnel last fall.

## SHEET MUSIC PANEL SKEDDED

CHICAGO—A panel on the subject of "More Profits From Sheet Music" has been scheduled for the NAMM convention June 22-24 in New York. Publishing sales execs and retailers will lead the discussion.

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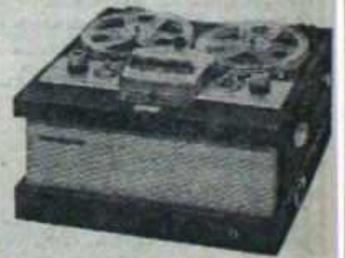
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## Am-Par Unveils First Models in Phono Line

NEW YORK — ABC - Paramount is unveiling the first two models in its recently announced phonograph line. Both models are low-priced and both are complete, self-contained stereo units. Prices haven't yet been set but the diskery says they will be "well under \$50." The least expensive will undoubtedly hit or go below the popular \$39.95 tag that has been the standard for low-priced stereo portables.

The units are designated Model 300 and Model 310 in brochures that just went out to all of the firm's disk distributors. The Model 300 will be the lowest priced and the 310 is referred to as a de luxe model.

## New Accessory Is Shown by Clevite-Walco

NEW YORK—Clevite "Walco" is producing and marketing a new record accessory. Called the Microgram Stylus Pressure Gauge, it consists of a metal scale with movable counterweight. It will measure stylus pressure from 1 gram to 10 grams, showing half-gram variations in between. Gauge is placed on phonograph turntable, resting the stylus at one end of the balance, and moving the counterweight until the gauge balances. The device was made without springs, cams, levers, torsion bars, or other parts that may require adjustment or servicing. The new gauge has a \$1.50 price tag. Unit, including counterweight and instructions, is packed in an airtight, clear plastic cylinder to keep it clean and moisture-free.

Dealers can display the new product in its shipping carton—a self-merchandiser that displays 10 vertically mounted tubes. In red and black, the carton tells the customer to "check your tone arm regularly . . . good sound hangs in the balance." The gauge also carries spiff stamps that Walco Super Bonus Club members save for cash dividends from their retail sales. Firm feels that growing interest in stereo should create a ready market for this new product.

## NAMM Sets Up Clinic for Stereo Sales

CHICAGO — With all ears on stereo, the National Association of Music Merchants will sponsor a special "stereo hi-fi sales clinic" at their 58th annual conclave. Clinic is set for Wednesday, June 24, at 9:30 a.m. in the Hotel New Yorker.

L. M. Sandwick, sales veepee, Pilot Radio Corporation, will lead off the discussion with "Stereo . . . What's in It for the Music Dealer?" Stereo sound systems, Mr. Sandwick believes, offer a market which the retail music merchant should dominate.

Others on the panel are William A. Fink, sales manager of professional products, ORRadio Industries; and Irving Rossman, president, the Pentron Corporation, with Bulon A. Ostler, chairman of the NAMM Electronics Committee, chairing the session. A fourth speaker will be announced shortly.

Both units are portable. The 300 has two amplifiers and four-speed Alliance motor. Turnover cartridge with twin sapphires and dual four-inch speakers are other features. One speaker is in the master unit and the other is in the detachable lid. Connecting cord allows placing the two speakers 15-feet apart for wide separation. The 300 is two-tone blue and white.

Model 310, the de luxe unit, also features four-speed motor and detachable lid with second speaker and four-inch speakers are also used, one for each channel. One of the essential differences between the 300 and the 310 is the fact that the "de luxe" model has separate volume controls for each channel. The 300 has only one volume control to regulate both channels. In both the 300 and the 310, one set of tone controls regulates both channels.

Sales and promotion responsibilities are being absorbed by the sales staff of the record division. In addition to their disk sales chores, Larry Newton, general director of sales, and Alan Parker, director of album sales and merchandising, will handle the phono division. At present, they await distributor reaction to the first models prior to giving them a price tag. If they are well-received, full promotion effort will be put behind them and other phono models will be considered.

## Telefunken Deal Set by AF's Frey

NEW YORK — Sid Frey, Audio Fidelity proxy and starter of the stereo stampede, announces that his firm has been appointed exclusive distributor for Telefunken Professional Products in the United States and possessions. Deal includes the well-known Telefunken microphones, widely used at hi-fi or stereo recording sessions.

A new company called Audio Fidelity Professional Products is being formed. It will carry the following Telefunken products: condenser microphones, amplifiers, tape recorders, disk play-back equipment, pocket FM transistor transmitter with associated receiving equipment, loudspeakers, general accessories for use by the broadcast, motion picture, radio, recording and television industries.

## Motorola Puts Components in Packaged Units

CHICAGO — Motorola became the first to combine its component parts division with its packaged stereo set wing when the local electronics maker announced a sales promotion campaign, melding factors of both segments of the firm.

In a move to highlight sales of its all-in-one console type stereo playback Model SK11, which has listed for \$299.95 since its introduction late in 1958, Motorola is offering the exact same model with its Model HK27 AM-FM tuner, which lists at \$80.00, for \$299.95. The SK11 was always offered with the FM-AM tuner as optional equipment, but up to now the tuner was the normal \$80 extra.

## GLAMOR GAL PITCH BOUGHT BY ADMIRAL

CHICAGO — Admiral tells of taking the glamor route to increasing sales of their products. They've signed movie star Alexis Smith to act as an appliance radio salesgirl.

The pretty actress has completed a series of co-op radio spot commercials available nationally. Spots feature the firm's complete line.

Deal was set thru Henri Hurst and McDonlad, ad agency for the firm.

## TRAFFIC-STOPPER

### Window Demo Seen as Good Stereo Hype

CHICAGO — Alan Radio Company, with five retail outlets here, stopped traffic in front of their stores during the last week in March. Gimmick that halted passersby was Motorola's "Golden Satellite Girl," a model in fancy costume installed in the show window to demonstrate Motorola radio and TV sets.

An outside speaker carried the demonstrator's message outside as she worked. Following each five minute demo, she asked the audience inside to see another demonstration. Procedure was repeated every fifteen minutes thru the day.

The retailer was so pleased with the demo technique, he plans to repeat it with two speakers outside to promote stereo sound.

## Fink Named Sales Exec for ORRadio

NEW YORK — ORRadio Industries, makers of Irish Brand recording tape, has named a new sales manager in its professional products division. He is William Fink, former district sales manager for Ampex.

Fink also has had wide experience as a technical sales engineer as well as sales development and sales administration.

According to Irish sales veepee, Nat Welch, the appointment of Fink "is in line with plans to broaden the firm's merchandising program for an expanding line of magnetic recording tapes."

## NAMM's Gard Foresees Good Business in New Products

CHICAGO — Bill Gard, executive secretary of the NAMM, believes today's music merchant is using aggressive promotion and merchandising tactics that have been successful in other fields. He reports that musical merchandise sales are rising as dealers prepare for their 58th annual conclave to be held in New York this year, June 22 to 25.

The NAMM official predicted that tiny TV sets with three-inch screens will be seen at trade shows 10 years from now. Such sets will probably be self-powered.

At the show two months from now, new models may not be quite so dramatic but there'll still be plenty to see. Gard predicts that stereo, "in many new forms," will be shown—stereo TV and stereo

## TAPE MERCHANDISING

### Stunts Set Up Sales For Syracuse Dealer

SYRACUSE, N. Y.—"A thinking man's methods" have helped Maurice Goldberg, tape recorder retailer here, to sell just about twice as many sets as the national average from his downtown store here.

Goldberg handles both stereo and monaural tape records in a store 40 feet deep by 10 feet wide. Despite its narrowness, Goldberg converted one wall of the store into an effective demonstration point for recorders, big enough and impressive enough to make a name for himself in the field on sheer "mass display" alone.

#### Gimmick Approach

However, it has not been mass display, but an extremely clever series of merchandising "gimmicks" which have sold a profitable tape recorder volume.

For example, the United States Air Force runs a language school in the city, not far from Goldberg's store. Aware that many of the students pass by during lunch hour and to and from "school," Goldberg hit upon a clever idea. This was to record an invitation to come in and look at tape recorders as a real convenience and help in learning a foreign language. Instead of taking them in English, however, Goldberg prevailed on friends who speak several languages, to record the announcements in French, Russian, Spanish, Italian, German, and other tongues. During the hours when the students pass the store, Goldberg runs this tape. The effect on passersby advanced enough to understand the language is electric. Frequently, students drop in to ask, "Was that announcement in Russian?" etc. Goldberg knows they are pleased to recognize the language, and this gives him a chance to "talk up a recorder as a short cut to quicker learning." He emphasizes that they can check themselves, practice reading aloud to the tape recorder, listening back to correct their accents, punctuation, etc. The result was the sale of 20 recorders during a single school term—business which might never have been attracted any other way.

#### Other Professions

Because this demonstration "tied tape recorder appeal directly to the listener," Goldberg went at it from another angle. He made up demonstration tapes of a lawyer presenting a brief, a summation to a jury, etc. Another was a conference among top-level businessmen, to determine the expenditure of several hundred thousand dol-

ars. Another was a typical report of a medical examination by a doctor, for later transcription by a secretary. In this way, whenever the Syracuse retailer finds out that his tape recorder prospect is a professional man, he can usually find a record which is of such close personal interest to the prospect that the latter is charmed. A man can invariably see applications for the same sort of recording in his own situation. It isn't unusual for Goldberg to make a sale of a top-quality monaural tape recorder in a few minutes.

Of course, he attempts to sell big-ticket stereo, pointing out that along with recording for business, the unit gives the finest in music. With stereo so popular, it isn't difficult to "trade up" a prospect in this way.

#### Uses the Phone

Another "stunt" consists of recording a message to a tape recorder prospect, telephoning him, and asking him to "stand by and listen." The mere fact that the sales pitch is actually coming from the tape recorder itself delights the average listener, and brings him around for a personal look. Goldberg is an indefatigable user of the telephone and gets the phone number of every prospect who can't be sold on the first visit to the store. Thereafter, he uses the telephone to re-contact the prospect. *(Continued on page 14)*

## New Promotion Slant Adopted By Duotone

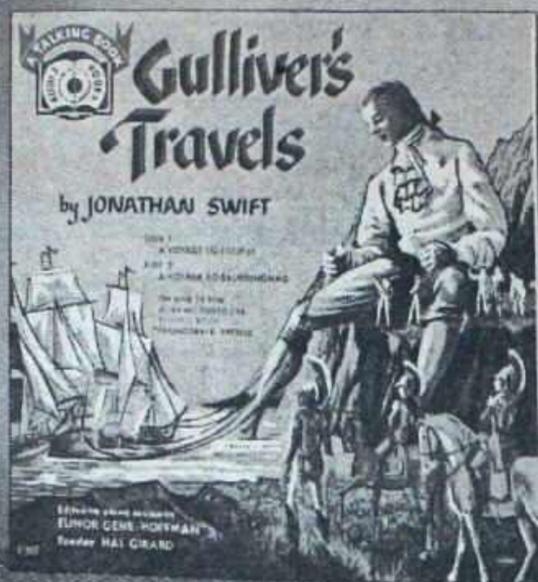
NEW YORK — "Built-in extra strength" is the slant to be given promotion of Duotone diamond needles in the future. To illustrate "the important difference in diamond needles today," the Keyport, N. J. firm has created big blow-ups and illustrations showing cross-section models of two types of diamond needles. In one cross-section blow-up, the diamond tip is shown to be a small jewel chip at the end of the shaft. This is contrasted with the other cross-section blow-up, representing the Duotone product, in which "a whole diamond" is used—one-third visible and two-thirds cemented and crimped into the holder.

Duotone will promote their needles as being sturdier thereby and able to withstand a drop or jar to the tone arm. The "deeply set Duotone diamond point" cannot shear off, according to the firm. Other diamonds, however, can be lost with the "least jar," says Duotone.

The new promotion slant will be kicked-off by the firm at their exhibit at next month's Parts Show in Chicago.

## Dwyer Named to Webcor Sales Job

CHICAGO — Charley Dwyer, 12-year veteran with Webcor, Inc., has replaced Gordon Hough, who has left the firm, as general manager of Webcor Sales Company, local branch distribution point here. Dwyer joined the Titus Hafha-headed firm in 1947 as service manager and was most recently national distributor sales manager.



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## Emerson Shows Three New Stereo Combos

NEW YORK — A portable stereo AM - FM "Phonoradio" (Model 912) is being shown by Emerson Radio and Phonograph Corporation. Unit is a complete portable entertainment package. All elements needed for stereo reproduction of AM-FM simulcasts and stereo disks are housed in a portable cabinet no larger than conventional models.

Model 912 has a dual-channel amplifier and five-watt AM-FM tuner for either simulcasts or separate AM or FM programs. It has automatic four-speed changer and two separate speaker systems. The self-contained unit comes in scuff-resistant cabinet in two-tone color combinations. Price is \$168.

A new stereo TV-phono-radio "Lo-Boy" combination (Model 1448) and a stereo TV-phono-AM-FM radio console combination with self-contained two channel sound system (Model 1480) also bowed. Model 1480 has a six-speaker sound system with two woofers, two mid-range and two tweeters. External speakers are not needed. It has a 21-inch, 110 degree picture tube, automatic four-speed changer and AM-FM radio for simulcasts or separate AM or FM. Cabinet is traditional or contemporary in mahogany veneer. Price is \$498.

Model 1448, with 21-inch, 110 degree picture tube, is equipped with dual-channel amplifier, three-

speaker radio and automatic four-speed changer. The three-speaker sound system, consisting of woofer, full-range and tweeter, is controlled by a selector switch. The modern "Lo-Boy" cabinet comes in mahogany, lined oak and walnut veneers with gold-finished paneling. Model 1488 is tagged at \$398.

## Alarm Repeats In New Zenith Clock Radios

CHICAGO — Zenith announces two new "multi-purpose" clock-radios equipped with repeating wake-up alarm. The alarm goes off up to six different times each setting.

The "Snooz-Alarm" timer is built into both units. The user can shut off the pre-set buzzer alarm while the radio continues to play, then doze awhile longer. It rings again seven minutes later. If desired, the cycle can be repeated five times.

The radios also have a sleep switch that turns the radio off at a pre-set time.

Both models—the Empress and the Nocturne — have four-inch speakers, automatic volume control, and "Wavemagnet" antenna. The Empress also has an appliance outlet.

Both receivers are AC-operated, and use a Telechron clock with luminous hands, and a sweep second hand. The clock-radio control system has a single four-position switch to turn the radio on and off manually, on or off automatically, and "trigger" the wake-up alarm system.

Cabinetry is plastic, finished all-round, with a moulded back. The Empress, tagged at \$49.95, comes in charcoal gray; white with charcoal grille, and in solid pink. The \$39.95 Nocturne comes in white; charcoal with white; yellow with brown, and beige with white.

Also new to Zenith's clock-radio line is the Saxony, which features a sleep switch, appliance outlet, automatic on or off of the radio, and conventional alarm. The Saxony has no manufacturer's suggested retail price, and comes in either white, blue, or reddish brown with gold trim.

## Magic Finger Aid to Tone Arm Placing

SPRINGFIELD, O. — The Rodgers Manufacturing Company here has developed a new record playing accessory to protect LP disks. Called the "Magic Finger," the accessory is a simple mechanical device that aids the record collector in placing the needle and tone-arm accurately on the lead-in band of the record. It also enables the user to place the needle on an inner band without fumbling.

"Magic Finger" is small, has only two moving parts and screws right onto the player beside the turntable and arm. It is priced "to meet the average pocketbook."

Anyone who has ever fumbled with the tone arm, dropped the needle in a groove too hard or scratched a record when placing the tone arm, will recognize the value of a device that gives safety control over the tone arm.

## Magnavox to Market Extra Speaker Line

FORT WAYNE, Ind. — Magnavox, longtime maker of speakers for juke boxes, automotive and other industrial users, is planning to hit the audiophile market thru hi-fi stores within the next six weeks. The speakers, made in the Magnavox Paducah, Ky., plant, will initially bow in a line of eight different units. A company spokesman emphasized that Magnavox intends to market only the speakers sans baffles or enclosures. Price and exact speakers in the line have not yet been determined.

## Fifth Avenue Exhibit Planned by Emerson

NEW YORK — Emerson has closed a deal with Canada House for large exhibit space at Fifth Avenue and 54th Street here. The lease arrangement involves about \$1,300,000, according to the phono firm.

The 10,000 square feet of space will house an Emerson DuMont Exhibit Hall. It will open "some time in June," and will be staffed by personnel who will demonstrate and explain the features of the Emerson and DuMont lines of radios, TV, phonos and high fidelity sets.

## Jensen Has New Card Display for Needles

CHICAGO — Jensen Industries has a new display card for its diamond needles. Card, called "Diamondangler," shows an assortment of six stylis, each packed in new black wrappers. Card is gold and black. It has an automatic inventory feature. Slots in poly bag make replacement of needles on card easy.

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

You will **FLIP** over Connie's New Disk!

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Sings

# FRANKIE

# LIPSTICK ON YOUR COLLAR



Orchestra  
Directed by

**RAY ELLIS**

**MGM K12793**

# MGM Records



# SALESMEN WANTED

## for Exciting, New Fast Selling Hi-Fi Item

If you're the right man you can handle the newest and hottest product to hit the hi-fi market in years.

It's the **DECROSONIC SPEAKER SYSTEM** . . . hi-fi speakers miraculously built into a beautiful custom framed painting. Imagine, it hangs on the wall like a regular painting! It's the answer to the woman who's been resisting hi-fi because of ugly speakers. It's the answer to anyone who has been fighting the space problem needed for a correct hi-fi system.

It's the perfect second speaker for stereo.

Initial reaction has been sensational.

Exclusive territories to right men. Must now be contacting: music stores, department stores, record stores, furniture stores, State experience, lines presently handling and areas covering.

**DECROSONICS, INC., 20 MAPLE PLACE, FREEPORT, N. Y.**

# Free Watches Tied to Walco Stocking Plan

EAST ORANGE, N. J. — Record shops and service dealers who sell Walco needles will get a free gift of a Swiss-made wrist watch with every assortment of four popular sapphire-tipped needle models they order, according to Herb Bodkin, sales manager for Clevite "Walco."

According to dealer statistics, the assortment consists of the four best selling sapphire tipped needles. They are the W-64MGS and the W-64S, both for a much-used Ronette cartridge, the W-75TPS for a commonly used flip-over Sotone, and a W-5MGS for a well-known Astatic. Twenty-two

needles in all are included in the assortment. Packed with them is a thin, imported Swiss watch as a dealer gift. Each watch comes in a satin lined jeweler's gift box. Dealers who order several assortments can use the extra watches as presents for family or friends. All watches are fully guaranteed, and have "accurate anti-magnetic Swiss movements."

The needle assortment has a list price value of \$60, and is available at the usual Clevite "Walco" discount. Dealers and distributors wishing to inquire about this offer should write directly to the firm.

# Switchcraft Shows Point-Of-Sale Aid

CHICAGO — A point-of-sale display aid is being offered by Switchcraft, local maker of interconnecting cables. Demand for the firm's product has increased lately because their cables are used in connecting hi-fi components and the second channel in stereo systems.

The display is a part of Switchcraft's package deal D-71, now be-



ing shown by the firm's distributors. The deal includes the display and 17 of the most popular interconnecting cords, with plugs and connectors molded to cables of various lengths and terminations. The display can hold up to 36 cords. Cord assemblies are packaged in plastic bags with code numbers and prices.

Part of the display is a series of line drawings showing various applications. It is designed to look like a speaker cabinet.

# Admiral Sets TV Portables For Summer

CHICAGO — Admiral is introducing two portable TV sets for summer retailing. Dubbed "Thinmen," the new units use a 110 degree 17-inch picture tube.

Top of the new TV line is the "Executive," a leatherette-finished model in tan and white, white Morocco, and black Morocco. The slim cabinet is only 12 inches deep and weighs little more than 37 pounds.

The "Executive" has "quality features" including tuner with oscillator adjustments for sharp picture, etched circuitry, filter to eliminate glare; AGC control to keep the picture steady and audio system with top front sound.

Special features include a leather carry handle, top front tuning, and hideaway antenna.

Companion piece is the Thinman "Custom" in beige and white; aquamarine and white, and red and white. This model has the same features as the "Executive."

## Syracuse Dealer

• Continued from page 11

pect, asking him to come down and hear new recorded stereo music.

Like other progressive retailers, Goldberg finds that tape recorder rental is good business—A recorder rented at a low price over a week-end often stays with the customer.

If customer feels that a recorder is too heavy to take to conferences, on business trips, and the like, Goldberg offsets that notion. His mass display always shows one resting on a bathroom scale with needle indicator in plain view. When a passerby sees that a recorder weighs 10 pounds, 20 pounds, 35 pounds, as the case may be, he begins to see it can be carried with ease. This, incidentally, has sold many people who thought it too much work to "lug a tape recorder around."

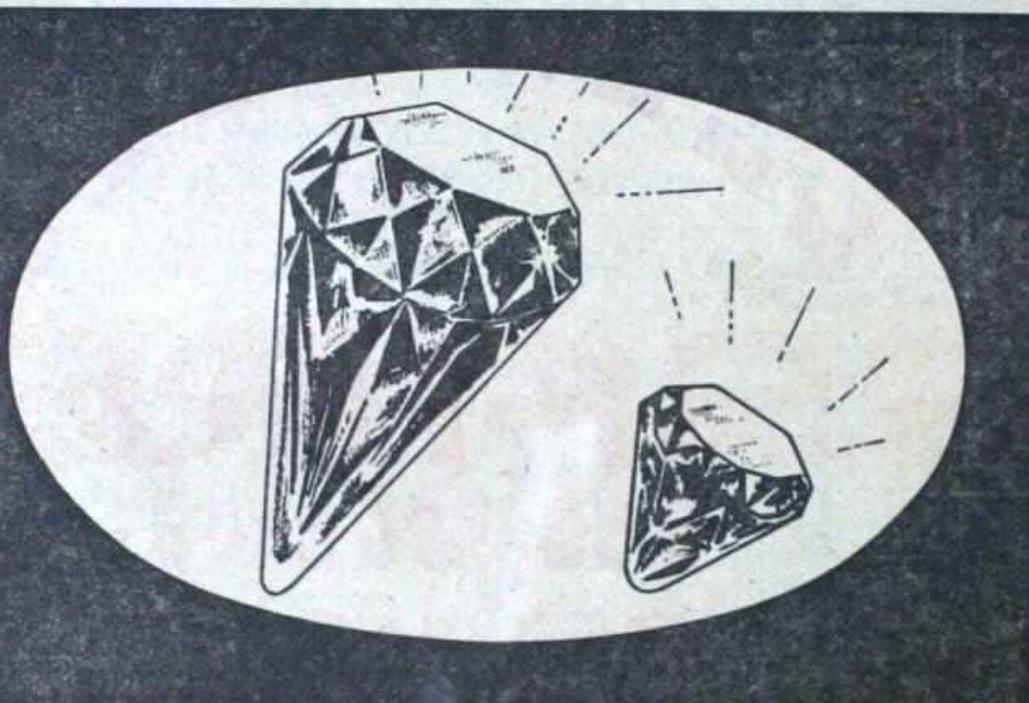
# Crown Skeds 8 May Albums

NEW YORK—Crown Records has eight monaural LP's on its May release schedule. The releases include pop, jazz Latin-American items. The albums are "Peter Gunn," "Tribute to Artie Shaw," "Tribute to Woody Herman," "Porgy and Bess," "Flower Drum Song," "Prado Mania," "Compositions of Lionel Hampton" and "Dreams of Italy."

## Attention RECORD DEALERS RECORD LISTING CATALOGS

The Record Dealer's "Man Friday" for quickly locating records and albums. Complete issues—always up to date, no supplements. For Popular records—biweekly issues. For Classical records—monthly issues. 3 months' trial—Pop, \$9.00; Classical, \$7.00, or write for sample copies. Single copies for non-dealers—\$2.00 each.

**RECORDAID, Inc.**  
P. O. Box 5765, Philadelphia 20, Pa.



# WHICH WOULD YOU CHOOSE?

## DUOTONE GUARANTEES THE WHOLE DIAMOND NEEDLE FOR EITHER MONOPHONIC OR STEREOPHONIC REPRODUCTION, AT NO EXTRA COST

What do we mean by the *whole* diamond needle?

There are two kinds of diamond needles now on the market. One is the *whole* diamond; the other is a diamond chip welded on a steel shaft. The overall length of both is the same. With the welded chip diamond the entire amount of diamond is visible on top of the steel shaft, and should there be a bubble resulting from heat or gas during the welding, the slightest jar can result in instant loss of the diamond. With the *whole* diamond needle, only 1/3 of the total diamond is visible and the remaining 2/3 is deeply embedded, crimped and cemented into the metal holder—thus making it impossible to shear off the point by any jarring or dropping of the tone arm.

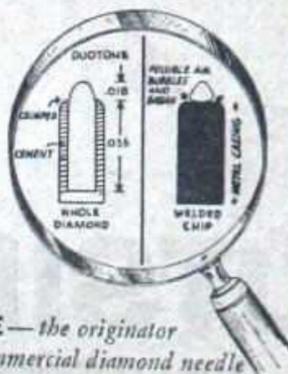
What are the additional advantages of a Duotone Diamond Needle?

All Duotone diamond tips are hand ground and polished to a mirror finish, hand radiused to the exact required specifications, and hand set in perfect alignment to the record grooves. None of these delicate hand operations can weaken a weld that does not exist in a *whole* diamond. The constant observance under microscopic inspection plus Duotone's exacting quality standards eliminate every possibility of imperfection—permitting Duotone's 100% guarantee of the diamond needle itself, better reproduction and longest life possible for the needle.

One more important feature of your Duotone Diamond Needle.

No diamond needle will last forever. Only Duotone Diamond Needles give you the "needle that remembers" service and warns you when the Company Technicians know that needle wear is getting dangerous for your record collection.

All this at no extra cost over ordinary diamond needles.



DUOTONE—the originator  
of the commercial diamond needle

# DUOTONE

KEYPORT, NEW JERSEY

In Canada: Charles W. Pointon, Ltd., Toronto

# COMPOUND

## FOR PRESSING ALL QUALITIES OF PHONOGRAPH RECORDS

TRY OUR NEW #1551 FOR YOUR STEREO PRESSINGS



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Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

**2** MAJOR CHART-MAKING LABELS

*from  
Morty  
Craft*



ON WARWICK *Johnny and the Hurricanes*

# CROSSFIRE

ON TEL *The Squares*

HEADED FOR THE CHARTS

# SQUARE ROCK PART III

B/W DAVEY'S DRAG C-1003

ON TEL *William S. Allen*

A CASH BOX BEST BET

# TANGO IV TEEN

B/W BLUE AND BROKENHEARTED C-1001

ON WARWICK *The Harptones*

# LAUGHING ON THE OUTSIDE

B/W I REMEMBER M-500

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UNITED TELEFILM, LTD.

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Circle 5-4680

# VOX JOX

By JUNE BUNDY

Bill Gavin, program director of "Lucky Lager Dance Time" recently polled deejays across the country for their thoughts on setting up an "independent and continuing organization representing deejays and others who program air shows." (See separate story in this issue.) Most of those who replied approve, reports Gavin, and "many made detailed suggestions."

Rather than quote from individual letters, Gavin sums up what they had to say in "(1) a statement of aims and purposes of such an organization and (2) a statement of principles." "The fact that the two overlap to some degree," he notes, "results from your (the jocks) ideas having been presented to me from two different points of view." The following is Gavin's summary of deejay comment on the proposal:

**"AIMS AND PURPOSES:** To improve the professional skills of our members thru an organized exchange of information and ideas; to make a co-operative effort toward achieving public respect for the services and entertainment that radio provides; to establish and observe improved ethical standards in dealing with various promotional pressures; to provide useful information on job opportunities to those of our members interested in improving their positions; to encourage the growth and development of our organization thru mutual co-operation and respect and to keep it independent from any outside influences that might tend to weaken or distort our professional association.

**"STATEMENT OF PRINCIPLES:** We accept our responsibilities to our employers and to our listening audiences to provide worthwhile entertainment and service to the best of our abilities. . . . We are willing to share with our membership whatever ideas and information we have found helpful in our professional activities, to the extent that this does not involve the violation of an employer's confidence. . . . We are opposed to the acceptance of any valuable gifts or other inducements designed to distort or limit our own best programming judgment. . . . We will seek to discourage the use of false and misleading information regarding record popularity, and will use our best efforts to oppose any devices designed to foster and disseminate such misrepresentations of fact. . . . We accept the right of management to establish music and programming policies for each station, but we believe that all persons responsible for presenting the programs on the air should have some responsible voice in determining how such policies may most effectively be implemented."

Gavin continues: "You (the jocks) also suggested ideas for the organization structure itself. I have some ideas of my own. Here's a rough sketch of our joint thinking: 1. There should be regional—not local divisions. Local chapters won't work because of personal rivalries on the local level. 2. Regular dues should be required of all members. 3. Six (or seven) geographical divisions should be established with headquarters in key cities. 4. Divisional memberships should select representatives for a national council—five each from New York, Chicago and the Pacific Coast, and three each from the other divisions. 5. Division (regional) conferences of council members should be held regularly. 6. National council members should meet in an annual national convention, to be attended by as many other members as can make it. 7. National officers should include a corresponding secretary from each division. 8. As much as possible of the work of maintaining the organization operation should be voluntary, but it should be self-supporting and not dependent on sponsorship or assistance from record companies, stations, or networks."

**GALE'S STORMY EXIT:** Jack Gale made a stormy departure from WITH, Baltimore, last week, via an on-the-air firing scene, which recalled the famous Julius LaRosa-Arthur Godfrey affair. Gale started his morning show, and at 7:20 a.m. played Gar Bacon's "Marshall Marshall" disk. In the middle of the record, WITH program director Dick Covington broke in and announced, "Mr. Gale is no longer with us." then the p.d. finished the program, and Gale never returned to the mike.

Covington said Gale was fired because he insisted on playing the Bacon platter, altho it wasn't okayed for spinning by the station's list. Gale said the disk was on the WITH list, but that he had been told not to play a rock and roll type waxing too early in the morning. For Gale's sake we hope the whole thing's a publicity stunt. It certainly pulled considerable news coverage for the station, the jock and the tune.

**CHANGE OF THEME:** Allen Shaw, formerly with KFEQ, St. Joseph, Mo., has joined WHB, Kansas City, Mo., as mid-week newsman and weekend deejay. . . . New staffer at KOOO, Omaha, is Peter McLane, formerly with KWMT. . . . "Music 'Til Dawn," an all-night classical and semi-classical record show, returns to WEEI, Boston, this week on a Monday thru Sunday basis, from 11:30 p.m. to 5:30 a.m. Bill Hanson will emcee the show.

Johnny Fairchild is the latest jock to join KEZY, the new station located at the Disneyland Hotel, Anaheim, Calif., which goes on the air May 1. . . . Jay Burns has relocated from KLOU, Lake Charles, La., to AFBS-Radio, A.P.O. 117, New York. . . . Johnny Jano is now spinning 'em from 5 to 9 a.m. over KNOE, Monroe, La.

Tiny Markle, formerly program manager-deejay at WAVZ, New Haven, Conn., has moved cross-country to KFSD, San Diego, Calif., where he starts a new afternoon show this week. Markle is also new program director for the California outlet. . . . Ted Work, ex-WSGA, Savannah, Ga., is new staffer at WWDC, Washington. Work will emcee WWDC's Sunday night show from 10 p.m. to midnight.

**TEXAS:** Ken Know, KLIF, Dallas, will play a deejay in the forthcoming horror movie, "The Gila Monster," which is produced by Hollywood Pictures Corporation, headed by Texas radio chain tycoon Gordon McLendon. . . . Don Collins is subbing for Alec Bearov on "Music 'Til Midnight" over KTRH, Houston. Latter jock is on sick leave.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### 50th State Is Home For Martin Denny

Martin Denny started studying classical piano at 10. After college, he toured South America with a jazz group for several years. He and his group have been playing most recently in West Coast clubs.

During an engagement at Don the Beachcomber's in Honolulu, Denny became enamored of Hawaii and decided to settle there. He formed a jazz group that used birdcalls and exotic effects obtained with unusual instruments. Other members of the ensemble are Julius Wechter, who's heard on vibes and marimba, August Colon, who handles the birdcalls, bongos and congas, and Harvey Ragsdale, on strings bass and marimbula.

While the Denny group has recorded several albums, their Liberty single, "Quiet Village," is now bringing them to national attention.



### 'Kookie Kookie' Hits For Byrnes, Stevens

Edward (Kookie) Byrnes pegged his first record to the hip-talking, hair-combing character he portrays in the TV series, "77 Sunset Strip." Teamed with pert 19-year-old Connie Stevens, Byrnes merely acted his TV role on the disk.

The 28-year-old, New York-born Byrnes is six feet tall and has dark brown hair and blue eyes. He collects classical and semi-classical records and is expert in swimming and water-skiing.

Miss Stevens was born Concetta Ann Ingolia in Brooklyn, N. Y. She has acted on TV and has made several movies, as well as waxing an album, "Concetta." Following national release of "Kookie, Kookie (Lend Me Your Comb)" on the Warner's label, she appeared with Byrnes as Kookie's date thru an episode of "77 Sunset Strip."

## YESTERYEAR'S TOPS—

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

- APRIL 23, 1949
1. Cruising Down the River
  2. Forever and Ever
  3. Red Roses for a Blue Lady
  4. Careless Hands
  5. Far Away Places
  6. Sunflower
  7. So Tired
  8. Galway Bay
  9. "A" - You're Adorable
  10. Powder Your Face With Sunshine

- APRIL 24, 1954
1. Wanted
  2. Make Love to Me
  3. Cross Over the Bridge
  4. I Get So Lonely
  5. Secret Love
  6. Young at Heart
  7. Answer Me, My Love
  8. A Girl, A Girl
  9. Here
  10. Man With the Banjo

## DISTRIBUTOR NEWS

By HOWARD COOK

**NEW YORK:** Morty Klein of Melody Record Supply reports that business is booming. Hottest items are the "Living Language Series" albums. Cricket's new \$1.98 "Cricket Play House" kiddie line has also been moving well. The Conversaphone LP's are strong. Top single is "Just for Once" by the Rex Stewart Quintet on Design. Re-orders on "My Heart Tells Me" by Eugenie Baird are heavy. Top LP is "Selections From Redhead" on Design. Secco's Latin American series is hot.

Harold Horner of Leslie Distributors mentions "Personality" by Lloyd Price on ABC-Paramount as his strongest new platter. "Kansas City" by Wilbert Harrison on Fury is also big. Other strong sellers are "A Teenager in Love" by Dion & the Belmonts on Laurie, "Only You" by Frank Pourcel on Capitol and "Endlessly" by Brook Benton. Comers include "June Night" by Gloria Lynne on Everest, "You Made Me Love You" by Nat King Cole on Capitol, "Frankie's Man Johnny" by Johnny Cash on Columbia, "Guess Who" by Jesse Belvin on RCA Victor, and "Blue Jay" by Lu Ann Simms on Jubilee.

Morris Weisman of Action Records lists "Three Stars" by Tommy Dee as the firm's number one disk. "I'd Run All the Way" by Valerie Carr is gaining. "That Comes With Love" by the Chevrans on Brent is also growing. "Moon Over Miami" by Jerry Wald on Todd looks like a winner. Other promising platters are "Little Dipper" by the Mickey Mozart Quintet and "What a Little Moonlight Can Do" by Frankie Lyman on Roulette. Strongest albums are "The Soul of Spain" by 101 Strings on Stereo Fidelity, "At Home With the Barry Sisters," "One More Time" and "Memorie Ad Lib" by Count Basie on Roulette.

Stan Monteiro of Event Records advises that initial reaction to Ricky Coyne's "I Want to Know" is great in the Northeastern areas.

**DENVER:** D. E. Breese of Circle Distributors writes that Colpix has a big one with "Gidget" by Jimmy Darren. "Crab Louie" by the Strangers on Christy is also selling. Danny Davis' Cabot recording of "Harlem Nocturne" looks like a hit.

**DETROIT:** Dave Hollis of RCA Victor Distributing Corporation sends word that Chico Holiday's "Young Ideas" is big in that city. Mike Collier was in Detroit to promote the disk a few days ago, and Holiday followed Collier's visit last week. "Peter Gunn" continues as the top LP, and "Fancy Meeting You Here" by Bing Crosby and Rosemary Clooney is also moving.

**CHICAGO:** Ben Bartel of Warner Bros. Record Sales Corporation sends word that Warner Bros. is cooking with "Kookie, Kookie (Lend Me Your Comb)" by Edward Byrnes with Connie Stevens, "77 Sunset Strip" by Don Ralke, "There's No Fool Like a Young Fool" by Tab Hunter and "Richard Diamond Theme" by Frank Comstock. Top LP's are "77 Sunset Strip," "The Garbage Collector of Beverly Hills" by Irving Taylor and "TV Guide Top Television Themes" by Warren Barker and Frank Comstock.

**PHILADELPHIA:** Bob Heller of Chips Distributors writes that his three best sellers are "The Happy Organ" by Dave (Baby) Cortez on Clock, "Three Stars" by Jimmie Dee on Crest and "Kansas City" by Wilbert Harrison on Fury. Best selling LP is "Hawaiian Luau" on Roulette.

Joe Kolsky, Roulette Records proxy, was in Philadelphia last week, as part of his current tour of Roulette distribribs and to help launch the label's new May album plan. Chips has set up special dealer window displays and has arranged for heavy radio and TV promotion on the albums.

**DISTRIB DOINGS:** John Dobby has been pegged as the new manager for Decca's Seattle distributing branch. Dobby was formerly with Decca's Oklahoma City office. He was replaced there by Troy Bowen, top salesman of that branch.

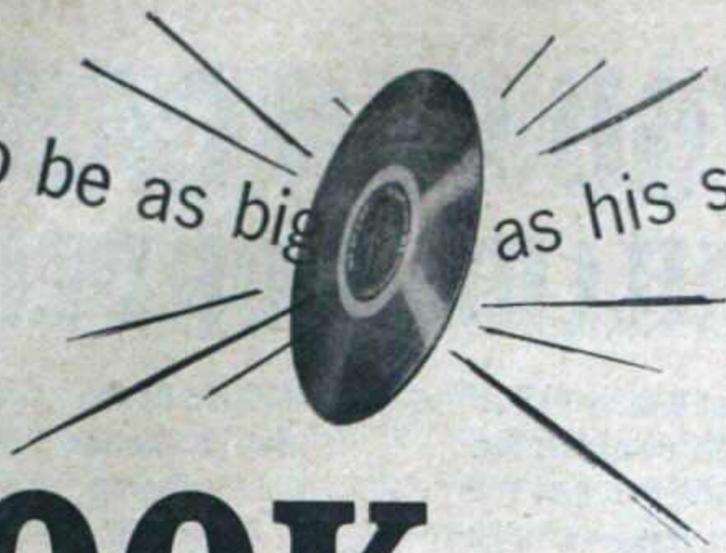
Word this week from Morris Diamond of Carlton Records is that his distribribs are ordering heavily on "It Must Be Love" by Big Al Downing. The disk started in Dallas, when Jim Lowe, WRR, listed the platter as his number one new item. Big State Distributors in Dallas made an initial order of two thousand. Action has also started in New Orleans, Houston and Denver.

The disk has also been picked by stations in Minneapolis, New York, Chicago, Atlanta and Richmond. According to Carlton Records, the record has already passed the 50,000 mark.

Gary Michaels of Sentry Records and manager of Joe Hintz are planning a tour of Eastern States to kick off Michael's first release for the label. The sides are "Gazinta Cha Cha" and "Gone, Gone, Gone."

Ellyn Bagus of The Billboard's Chicago office sends in the following info on that city's indie distribribs: Top platter at United are "Rockin' Bandit" by Ray Smith on Sun, "Love's Burning Fire" by Beverly Ann Gibson on Deb, "Without a Love" by Johnny Isle on Sun, "A Long Time" by Nappy Brown, "I'm Not Ashamed" by Bobby (Blue) Bland and "I'm Holding On" by Little Junior Parker on Duke. James H. Martin lists "Goodbye, Jimmy, Goodbye" by Kathy Linden on Felsted, "For a Penny" by Pat Boone and "Your Cheatin' Heart" by Billy Vaughn on Dot. At Music Distributors, the top three are "Sorry, I Ran All the Way Home" by the Impalas on Cub, "Square Rock (Part 3)" by the Squares on Bristol and "I Told Myself a Lie" by Clyde McPhatter on M-G-M.

Destined to be as big as his smash single...



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great new album!

**"It's just a matter of time"**

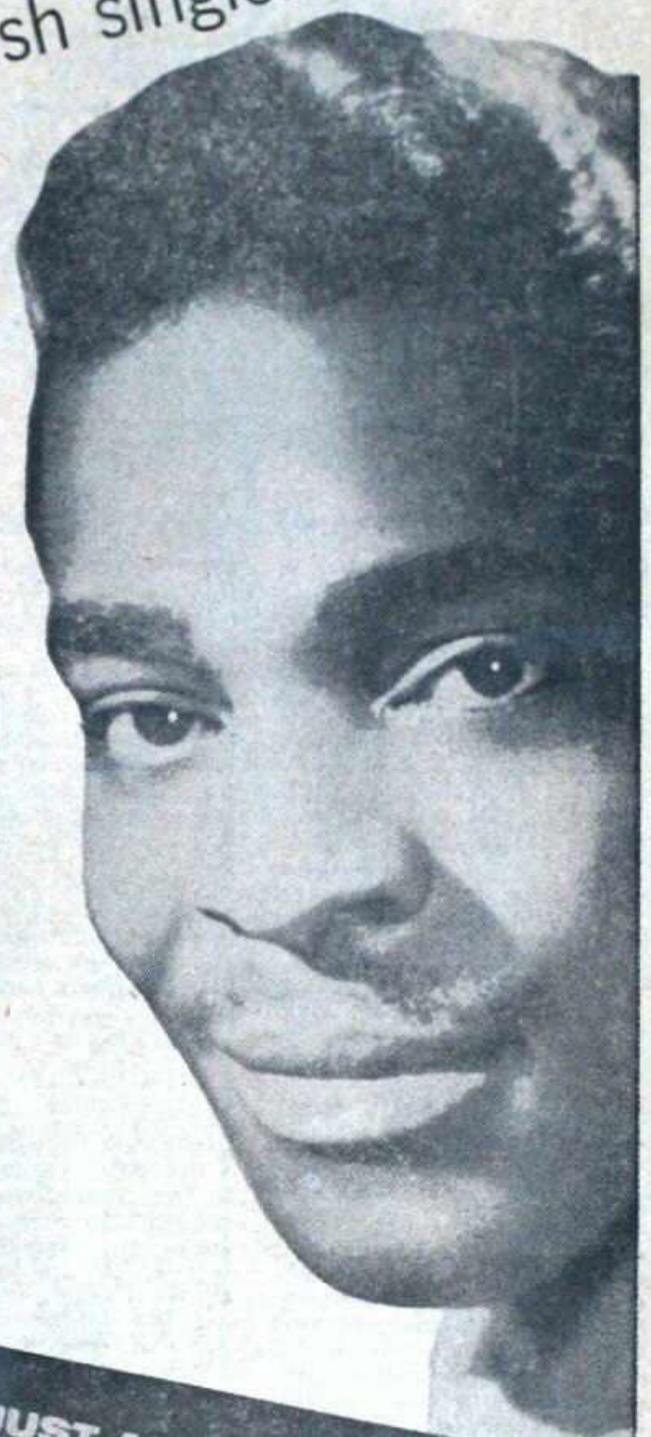
"Just a Matter Of Time" plus eleven most popular standards!

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**HURRY...** Call your distributor now and order.

And better order Brook's hot new single, too:

**"ENDLESSLY"** Mercury 71443



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- |   |   |
|---|---|
| <b>ALBANY, N.Y.</b><br><i>Seaboard Dist.</i>                        | <b>MEMPHIS, TENN.</b><br><i>Record Sales Corp.</i>          |
| <b>ATLANTA, GA.</b><br><i>National Record Dist.</i>                 | <b>MIAMI, FLORIDA</b><br><i>Tru-Tone Dist.</i>              |
| <b>BALTIMORE, MD.</b><br><i>Marnel of Maryland</i>                  | <b>MILWAUKEE, WISCONSIN</b><br><i>Garnisa Inc. of Wisc.</i> |
| <b>BOSTON, MASS.</b><br><i>Mutual Dist.</i>                         | <b>MINNEAPOLIS, MINN.</b><br><i>Jather Dist. Corp.</i>      |
| <b>BUFFALO, N.Y.</b><br><i>M &amp; N Dist. Co.</i>                  | <b>NEW ORLEANS, LA.</b><br><i>United Record Dist. Inc.</i>  |
| <b>CHARLOTTE, N. C.</b><br><i>Bertos Sales Co.</i>                  | <b>NASHVILLE, TENN.</b><br><i>Southern Record Dist.</i>     |
| <b>CHICAGO, ILL.</b><br><i>Garnisa Dist. Co.</i>                    | <b>NEW YORK CITY, N.Y.</b><br><i>Superior Record Sales</i>  |
| <b>CINCINNATI, OHIO</b><br><i>State Record Dist.</i>                | <b>NEWARK, NEW JERSEY</b><br><i>All State Dist.</i>         |
| <b>CLEVELAND, OHIO</b><br><i>Cosnat Dist. Co.</i>                   | <b>OKLAHOMA CITY, OKLA.</b><br><i>A-1 Dist.</i>             |
| <b>DENVER, COLORADO</b><br><i>Walter Slagle &amp; Co.</i>           | <b>PHILADELPHIA, PA.</b><br><i>Marnel Dist.</i>             |
| <b>DETROIT, MICHIGAN</b><br><i>Cosnat Dist. Detroit Corp.</i>       | <b>PITTSBURGH, PA.</b><br><i>Standard Dist. Co.</i>         |
| <b>DALLAS, TEXAS</b><br><i>Big State Dist.</i>                      | <b>RICHMOND, VA.</b><br><i>Allen Dist. Co. Inc.</i>         |
| <b>EL PASO, TEXAS</b><br><i>M. B. Krupp Dist.</i>                   | <b>SAN FRANCISCO, CALIF.</b><br><i>Stone Dist. Co.</i>      |
| <b>EAST HARTFORD, CONN.</b><br><i>Seaboard Dist., Inc.</i>          | <b>SEATTLE, WASH.</b><br><i>Stanley Dist.</i>               |
| <b>HOUSTON, TEXAS</b><br><i>United Record Dist.</i>                 | <b>ST. LOUIS, MO.</b><br><i>Commercial Dist.</i>            |
| <b>INDIANAPOLIS, IND.</b><br><i>Whirling Disc Record Dist. Inc.</i> | <b>HONOLULU, HAWAII</b><br><i>Polynesian Dist. Ltd.</i>     |
| <b>LOS ANGELES, CALIF.</b><br><i>Diamond Dist. Co.</i>              |   |

**N.Y. Loew's State**  
**1st week 97G**

**Cleve. 'Some Hot'**  
**Torrid 21G,**

**Monroe Mighty**  
**\$40,000, D.C. Ace**

**'Some Hot' Warm**  
**\$22,000 Tops Prov.**

**K.C. Soars;**  
**'Some Hot' Boffo**

SOME LIKE IT HOT • SOUND TRACK UAL 4030 (Mono)  
UAS 5030 (Stereo)



SOME LIKE IT HOT CHA-CHA-CHA UAL 3029 (Mono)  
UAS 6029 (Stereo)



SOME LIKE IT COOL MX 21 (Mono)  
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MARILYN MONROE  
TONY CURTIS  
JACK LEMMON

in a  
BILLY WILDER  
production

**SOME LIKE IT HOT**

RELEASED THRU  
UNITED ARTISTS

MARILYN MONROE  
"I WANNA BE LOVED BY YOU"  
"I'M THRU WITH LOVE"  
UA 181

THE KINGS IV  
"SOME LIKE IT HOT"  
"THE WORLD GOES ON"  
UA 184



Monroe Great  
\$50,000,



*Dot's***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 Bomarc

**BEST SELLING LONG-PLAY ALBUMS**

- DLP-110 THE MAN WITH THE BANJO  
 —Eddie Peabody  
 DLP-3000 RAGTIME MELODIES  
 —Johnny Maddox  
 DLP-3001 SWEET MUSIC AND MEMORIES  
 —Billy Vaughn  
 DLP-3003 THE HILLTOPPERS PRESENT  
 TOPS IN POPS  
 DLP-3005 JOHNNY MADDOX PLAYS  
 DLP-3008 TAP-DANCE RHYTHMS  
 —Johnny Maddox  
 DLP-3011 GALE STORM  
 DLP-3012 PAT BOONE  
 DLP-3016 THE GOLDEN INSTRUMENTALS  
 —Billy Vaughn  
 DLP-3017 SENTIMENTAL ME—Gale Storm  
 DLP-3023 THE BANJO WIZARDRY  
 OF EDDIE PEABODY  
 DLP-3030 HOWDY!—Pat Boone  
 DLP-3044 KING OF RAGTIME  
 —Johnny Maddox  
 DLP-3045 INSTRUMENTAL SOUVENIRS  
 —Billy Vaughn  
 DLP-3050 "PAT"—Pat Boone  
 DLP-3052 FAVORITES BY MR. BANJO  
 HIMSELF—Eddie Peabody  
 DLP-3054-D "THE TEN COMMANDMENTS"  
 —Sound Track  
 DLP-3057 LURE OF THE ISLANDS—Hal Aloma  
 DLP-3064 MELODIES IN GOLD—Billy Vaughn  
 DLP-3068 HYMNS WE LOVE—Pat Boone

- DLP-3069 MOONLIGHT AND SHADOWS  
 —Bonnie Guitar  
 DLP-3071 PAT'S GREAT HITS—Pat Boone  
 DLP-3077 PAT BOONE SINGS IRVING BERLIN  
 DLP-3080 PEABODY PARADE  
 —Eddie Peabody  
 DLP-3086 MUSIC FOR THE GOLDEN HOURS  
 —Billy Vaughn  
 DLP-3098 GALE'S GREAT HITS—Gale Storm  
 DLP-3100 SAIL ALONG SILV'RY MOON  
 —Billy Vaughn  
 DLP-3101 CATHEDRAL CHIMES  
 —Dr. Charles Kendall  
 DLP-3103 MMMM . . . THE MILLS BROTHERS!  
 DLP-3112 ME AND MY BANJO  
 —Eddie Peabody  
 DLP-3118 STAR DUST—Pat Boone  
 DLP-3119 BILLY VAUGHN PLAYS THE  
 MILLION SELLERS  
 DLP-3121 YES INDEED!—Pat Boone  
 DLP-3122 JOHNNY MADDOX PLAYS THE  
 MILLION SELLERS  
 DLP-3140 LA PALOMA—Billy Vaughn  
 DLP-3156 BILLY VAUGHN PLAYS  
 DLP-3157 THE MILLS BROTHERS GREAT HITS  
 DLP-3158 PAT BOONE SINGS  
 DLP-3164 MR. MUSIC MAKER  
 —Lawrence Welk  
 DLP-3165 BLUE HAWAII—Billy Vaughn  
 DLP-3170 PETITE FLEUR—Bob Crosby  
 DLP-9000 APRIL LOVE—Sound Track

**EXTENDED PLAY**

- DEP-1021 MELODIES OF LOVE (Vol. 1)—Billy Vaughn  
 DEP-1022 MELODIES OF LOVE (Vol. 2)—Billy Vaughn  
 DEP-1026 JOHNNY MADDOX PLAYS CRAZY OTTO  
 DEP-1049 PAT BOONE SINGS  
 DEP-1053 "PAT" ON MIKE—Pat Boone  
 DEP-1054 PAT BOONE SINGS SONGS from  
 "FRIENDLY PERSUASION"  
 DEP-1055 A DATE WITH PAT BOONE  
 DEP-1056 A CLOSER WALK WITH THEE  
 —Pat Boone  
 DEP-1057 FOUR BY PAT—Pat Boone  
 DEP-1058 COME GO WITH US—The Dell-Vikings  
 DEP-1060 THE SHIFTING WHISPERING  
 SANDS—Billy Vaughn  
 DEP-1064 TUTTI FRUTTI—Pat Boone  
 DEP-1066 FOUR BY BILLY VAUGHN  
 DEP-1068 THE LORD'S PRAYER—Pat Boone  
 DEP-1069 STAR DUST—Pat Boone  
 DEP-1071 BILLY VAUGHN PLAYS THE  
 MILLION SELLERS  
 DEP-1072 SAIL ALONG SILV'RY MOON  
 —Billy Vaughn  
 DEP-1074 GALE'S GREAT HITS—Gale Storm  
 DEP-1075 MARDI GRAS—Pat Boone  
 DEP-1076 SIDE BY SIDE  
 —Pat and Shirley Boone  
 DEP-1078 BLUE HAWAII—Billy Vaughn  
 DEP-1079 MR. MUSIC MAKER—WALTZ TIME  
 —Lawrence Welk  
 DEP-1080 MR. MUSIC MAKER—POLKA TIME  
 —Lawrence Welk

*Dot*

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3141

THE NATION'S BEST SELLING RECORDS

# ON THE BEAT

By REN GREVATT

A well-known cat on the Chicago southside disk scene is one Abner Ewart, more familiarly known in the trade simply as Abner. Abner operates the swinging VeeJay-Abner disk combine and he's the man who makes those great records with such outstanding rhythm and blues artists as Jimmy Reed.

Despite a lot of talk that r.&b., (like country) has been swallowed up by the pop world, Abner firmly believes that there is still a strong r.&b. market. "We still sell, even today, 75,000 to 100,000 copies of a Jimmy Reed record," he told us. "And that isn't peanuts. The trouble with this field is with the manufacturers and the distributors and then the disk jockeys.

"Here's what's happened. You've got a group of top names in this field who are always going to sell—people like B. B. King, Bobby Blue Bland, Little Junior Parker, Muddy Waters and Jimmy Reed. You loose out, however, because it's practically impossible to get a new artist started in the field any more. Why? Simply because the record companies and the independent distributors pump out so many records today that are designed for the big volume market, that anything with any kind of limited potential to start with doesn't have a chance. Take these indie distributors with 20 or 30 lines and maybe a new label or two every week. Are they going to take the time to push a limited market record when they've got every line they handle climbing down their backs to push a record?"

"So you can see that the disk jockey has a problem. He's going to play the records that are top hits of the day and the only new ones that get a chance are the ones a distributor is excited about. There used to be jockeys who would play strictly the real rhythm and blues things. Today those same guys are playing everything. They have less time for the real McCoy. And if the buyers don't hear it on the air, a record can never reach its full potential. It's the same thing in spiritual and gospel records as it is with the blues. Today, only the real naturals make it.

"But right now because of a fantastic experience we've had with a Jimmy Reed LP, we have a lot of hope. This LP sold over 30,000 since we brought it out last year and we feel it will be a good steady seller. But beyond that, some stations and jockeys are playing this album when they would never have played one of Jimmy's singles. WLAC in Nashville has been especially helpful. They've been playing bits of it every night. And the LP has gotten into stores that would probably never carry his singles either. So we feel we're reaching a new market. This album is being bought by white teen-agers and colored teen-agers alike. Let's face it, they are not critics of whether the pronunciation is pure or not. With them it's the sound and the rhythm that counts. With this kind of exposure, we believe future singles by Jimmy will do even better than they do now.

"Another thing that we feel may be a help is the very confusion that exists with all the records an indie distributor has to worry about each week. Some of them seem to be reaching the point now where there is so much confusion as to which of the dozens of pop records to push, that they would rather promote a good r.&b. record and be sure of a certain minimum amount of business. We've seen that happen already with some of our spiritual records. They seem to be getting a better chance now than they have for a long time. We're going to be bringing out eight new spiritual and gospel LP's very shortly and we have real hopes for them. We are also releasing a blues album by John Lee Hooker soon.

"You know man, we are all for the blues here. And I can tell you we get mighty excited when a song like 'Kansas City' comes along with so many records. That's great for the cause of the blues. We don't get many records like that that can really make the grade these days. Not so long ago you could look around and find an Imperial, an Atlantic, a Specialty and a Modern, all of them turning out great r.&b. records. Today they are pretty much in the pop world. Even Fats Domino who used to be a great one in the blues field is mainly a pop artist.

"A lot of the songs you hear today in the pop field, of course, are actually blues. And now with 'Kansas City,' maybe the good old time blues will get more of a play. We've had our pop hits, too, but you can be sure we'll always be pushing for the blues."

Fabian's first LP on Chancellor is being released forthwith. It's called "Hold That Tiger." The hot young artist is now the possessor of a 20th Fox film pact and soon will leave for his first movie role. Meanwhile, he's set for the Ed Sullivan show May 24 and June 21 and the Dick Clark Beech-Nut show on June 6. . . . The Duke-Peacock-Backbeat axis is crowing about some interesting new blues efforts by Bobby Blue Bland, Junior Parker and Joe Hinton. The latter is being pushed by the firm's new a.&r.-promotion team of Jimmy Duncan and Larry Kane. Sides are "Will You" and "Pretty Little Mama."

Rex Stewart will lead an international jazz junket departing from New York July 11 for a 29-day European tour. The special tour will visit hot clubs and jazz concerts in numerous countries. It's being set thru the American Tourist Bureau in co-operation with Sabena (Belgian) Airlines. . . . Described as the "pint sized" Elvis, 10-year-old John Baron has signed to record with Flame Records, New Orleans. . . . Meridian Records of Winter Park, Fla., has issued its first release, a coupling by Billy Killen, of "Georgia Boy" and "First Dance, First Kiss, True Love." Glory Fox is verpee of the new diskery.

Erstwhile Billboard staffer Bill Simón, who is now associated with the RCA Victor Popular Record Club, reports that Sammy Herman, pianist at the Chalet Club, Granite Springs, N. Y., has made an album for Everest. The set features Sammy on marimba and xylophone as well as piano. Simón's own combo plays in the main dining room of the same Chalet Club every Saturday night and will observe its second anniversary there June 1. Simón and his group are getting the same kind of fan loyalty in their spot, observers say, as Guy Lombardo enjoys in the Roosevelt Hotel here.

## BREAKING FAST AND MOVING UP!

Hop On The Sales Bandwagon  
with



# CHUCK & BETTY



# "WALKING IN MY DREAMS"

b/w

## "WIN OR LOSE"

DECCA  
9-30875



INTRODUCING...

# BARBARA EVANS

(HER FIRST RECORDING FOR  
RCA VICTOR  
IS SOMETHING TO REMEMBER!)

## "SOUVENIR"

47/7519



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



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# MUSIC AS WRITTEN

By BOB ROLONTZ

## FRANK MUSIC SIGNS AMRAM

Frank Music has signed writer David Amram to a long term pact. Amram has composed music for the current Broadway plays, "J. B.," "The Rivalry" and "Kataki," as well as the music for the flick "Echo of an Era," and the forthcoming film "The Beat Generation." Amram has been commissioned to compose the music for the Stratford (Ontario) Shakespeare Festival production of "Romeo and Juliet."

## GLEASON RAPS "DOUGHNUT DIPLOMATS"

Ralph Gleason, the fiery, syndicated jazz columnist of the San Francisco Chronicle, rapped the knuckles of the State Department's Harold McClellan, director of the American National Exhibition in Moscow, last week for his statement to The Billboard a few weeks ago that there wouldn't be any jazz at the American Exhibition unless the jazz artists came over themselves from the U. S. and the directors okay their performing. Gleason points out that jazz is America's "most effective ambassador" and that "Obviously we don't have musicians in the State Department." He also took note of McClellan's mention of having a doughnut making machine at the exhibition. "We will have a fascinating doughnut making machine," said the latter. To which Gleason snapped, "Is he kidding?"

## New York

Lionel Hampton has joined BMI as a writer. Hamp's many tune's include "Flyin' Home," "Hamp's Boogie," "Cool Train" and many others. . . . A group of Philadelphians have banded together to produce an all-Philly musical called "The Mercer Girls," with the writer of the book being Lorraine Leopold and the song writers being Betty Aster and Thelma Monaghan. Show will be presented at the Camden County Music Fair starting May 25th for a week. . . . The Four Voices will be at the Apollo Theater, New York for two weeks starting May 8 with the Pearl Bailey show. . . . Robert Merrill opens a concert tour that will carry him thru the summer starting in May.

Warbler Billy Killen's first record on the Meridian label in Winter Park, Fla., was released last week. Tune is "First Dance, First Kiss, True Love," which was penned by Cliff Parman and David Shapiro. . . . Kai Winding and his Trombone Septet set for three days in Atlanta, playing at Emory University in the afternoon and the Mayfair Country Club the night of Saturday, May 2, and a night concert at the Magnolia Ballroom, on May 3. . . . The Committee of Friends of the Harlem, New York, branch of the YMCA will honor Lionel Hampton and his ork at "A Night of Stars" at the Manhattan Center on May 30. . . . GAC exec Nathan B. Sommers wed Dorothy Colmar on April 19. . . . Erroll Garner, who just cracked every record at Storyville in Boston, will guest on the Garry Moore TV show on May 5. . . . Don and Sue Everly became the parents of a girl in Nashville last week. Dad is 50 per cent of the Everly Brothers.

Chuck Cabot and his ork opened this week at the Hotel Peabody in Memphis. . . . Al Ward, whose record of "For You My Lover" has been getting attention, is now out on a deejay tour thru the South. . . . Tani Seitz, Larry Hagman and Gerald Hiken have been signed for the musical "The Nervous Set." . . . Ernie Tucker and Larry Waldman have started two new music firms, Clinax and Day Music. . . . Irving Fields and his trio will perform in Carnegie Hall, New York, this fall. . . . Harmony Records has signed harpist Daphne Hellman. . . . Washington Records is starting its new kiddie series with an LP featuring Tom Claser. . . . Offbeat Records has combined the talents of comic Henry Morgan and thrush Isobel Robins on a new LP. . . . The Weavers will concertize at Town Hall, New York, on May 15.

Conway Twitty will appear on two TV shows in England in May. . . . Phil Moore, conductor-arranger-composer, who just waxed the album "Moore's Tour" for M-G-M, is cutting a vocal album for Mercury Records. . . . Silhouette Records is being distributed and pressed by Record Associates, the fourth firm in the RA field. Others are Lee, Venture and the Bee labels. . . . Little, Dane and Mason returned to the Bon Soir, New York, this week (28). . . . Goldie, the show tune pianist, will open his Ocean Beach, Fire Island, New York, boite on May 2, for the start of Goldie's ninth season. . . . 20th Fox Records has signed international thrush Kitz and a new group the Quadells.

## Diskeries' Freebie Jitters

Continued from page 2

ute a certain sum each month anyway to pay for their distributor's promotion man.

If you ask record firms why the price of single records today are 98 cen's, when the cost of pressings is less than it has ever been, when most record firms record their own copyrights and save on song royalties, and when many of the hit artists, being new youngsters, get a small artist royalty, they will tell you that the high cost of records is due in large part to all of the free copies they have to give away. In line with this, several shrewd record executives stated just last week that perhaps it makes sense all around to cut out the free records, reduce the price of singles to 75 or even 50 cents, and make up

in volume what is now being eaten up via promotional freebies.

### "Alice in Wonderland"

Many feel that there are few businesses in the United States that are conducted in the same "Alice in Wonderland" fashion as today's single record business where the giving away of product is considered by many labels a smart thing to do. Many feel it's about time for manufacturers to listen to some of the older, wiser execs who have been saying for the past few years that giving away product is "no way to run a record business." Monies saved by selling records instead of giving them away may not please a lot of distributors, but it could lead to a healthier record business.

**NOW ON**

**HARMONY**

**COLUMBIA**  

GUARANTEED HIGH FIDELITY

**DINO MARTINELLI'S SUPERB ORCHESTRATION OF "PORGY & BESS"**

**\$1.98**

12"  ONLY



Other sensational Harmony values that will keep your customers coming back for more . . .

BECAUSE	Nelson Eddy	HL 7151
HARRY JAMES		HL 7162
BAND CONCERT IN HIGH FIDELITY	Morton Gould	HL 7163
THE CHORDETTES		HL 7164
DON CHERRY IN HIGH FIDELITY		HL 7165
A FRANKIE CARLE PIANO BOUQUET		HL 7166
HOLIDAY FOR HARP	Daphne Hellman Quartet	HL 7167
GREAT AMERICAN HYMNS	The Mariners	HL 7168
PHIL SILVERS Swings		
BUGLE CALLS FOR BIG BAND		HL 7170
The Adventures of GENE AUTRY AND CHAMPION		HL 9505

**HARMONY**

**COLUMBIA**  

GUARANTEED HIGH FIDELITY

**BRAND NAME!  
TOP ARTISTS!  
LOW PRICE!**

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# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING APRIL 18

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

This Week		Last Week	Weeks on Chart
1.	<b>Peter Gunn</b> . . . . .	1	12
	Henry Mancini, RCA Victor LPM 1956		
2.	<b>Gigi</b> . . . . .	3	43
	Sound Track, M-G-M E 3461 ST		
3.	<b>From the "Hungry i"</b> . . . . .	2	11
	Kingston Trio, Capitol T 1107		
4.	<b>Come Dance With Me</b> . . . . .	5	12
	Frank Sinatra, Capitol W 1069		
5.	<b>Have Twangy Guitar, Will Travel</b> . . . . .	9	13
	Duane Eddy, Jamie JLP 3000		
6.	<b>77 Sunset Strip</b> . . . . .	17	2
	TV Sound Track, Warner Bros. WB 1289		
7.	<b>Open Fire, Two Guitars</b> . . . . .	4	12
	Johnny Mathis, Columbia CL 1270		
8.	<b>Still More Sing Along With Mitch</b> . . . . .	6	6
	Mitch Miller, Columbia CL 1283		
9.	<b>South Pacific</b> . . . . .	8	57
	Sound Track, RCA Victor LOC 1032		
10.	<b>My Fair Lady</b> . . . . .	10	160
	Original Cast, Columbia OL 8090		
11.	<b>Near You</b> . . . . .	14	10
	Roger Williams, Kapp KL 1112		
12.	<b>Flower Drum Song</b> . . . . .	7	16
	Original Cast, Columbia OL 5350		
13.	<b>The Kingston Trio</b> . . . . .	13	23
	Capitol T 996		
14.	<b>The Buddy Holly Story</b> . . . . .	—	1
	Coral CRL 57279		
15.	<b>Sing Along With Mitch</b> . . . . .	11	42
	Mitch Miller, Columbia CL 1160		
16.	<b>The Music Man</b> . . . . .	12	61
	Original Cast, Capitol WAO 990		
17.	<b>More Sing Along With Mitch</b> . . . . .	22	25
	Mitch Miller, Columbia CL 1243		
18.	<b>Film Encores</b> . . . . .	21	76
	Mantovani, London LL 1700		
19.	<b>Ricky Sings Again</b> . . . . .	24	13
	Ricky Nelson, Imperial IMP 9061		
20.	<b>Inside Shelly Berman</b> . . . . .	—	1
	Verve MGV 15003		
21.	<b>But Not for Me</b> . . . . .	19	21
	Ahmad Jamal Trio, Argo LP 628		
22.	<b>Johnny's Greatest Hits</b> . . . . .	16	52
	Johnny Mathis, Columbia CL 1133		
23.	<b>The King and I</b> . . . . .	—	134
	Sound Track, Capitol W 740		
24.	<b>For LP Fans Only</b> . . . . .	—	5
	Elvis Presley, RCA Victor LPM 1990		
25.	<b>Remember When?</b> . . . . .	15	5
	Platters, Mercury MG 20410		

The chart listings include both monophonic and stereophonic sales.



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

----- **Pop Albums** -----

**PORGY AND BESS**  
Harry Belafonte and Lena Horne—  
RCA Victor LOP 1507  
STEREO & MONAURAL

A package full of name power and quality, this should prove a big seller. The coupling of Belafonte and Miss Horne for the leads is perfect, and they do the tunes with inspiration and understanding. Instrumental accompaniment under the direction of Lennie Hayton and Robert Corman is terrific, blues-based and uncluttered. Art work is arresting on both front and back covers.



**MANTOVANI SHOWCASE; FILM ENCORES VOL. 2; CONCERT ENCORES**  
London SSI & MS 5, LL 3117, PS 133  
STEREO & MONAURAL

These three sets by the British orkster should follow the hit path of his previous best-selling LP's. The distinctive, lush sound attractively embraces a set of tunes from movies in his sequel album to "Film Encores." "Concerto Encores" contains pop arrangements of well-known classical and semi-classical themes. The "Stereo Showcase," a limited edition set, is available in stereo for \$2.49 and monophonically for \$1.98. These include tracks from formerly released LP's. All should sell strongly.



**100 STRINGS AND JONI**  
Joni James—MGM E 3755

This handsomely packaged double-fold album spotlights Acquiviva's lush backing (recorded in England with 100 strings) behind the thrush's distinctive piping. Romantic standard selections include "Imagination," "Body and Soul," "My Heart Tells Me," etc. A strong sales entry.



**AFRO-DESIA**  
Martin Denny—Liberty LST 7111 & LRP 3111  
STEREO & MONAURAL

Denny is Liberty's top-album seller, and his latest package should enjoy similar sales success. His exotic, instrumental sounds this time interpret Africa. The Randy Van Horne Singers are an effective plus. A solid sound buy for stereo fans and collectors of unusual musical disks.



----- **Low-Price Pop Albums** -----

**77 SUNSET STRIP**  
Aaron Bell Ork.—Lion L 70116  
STEREO & MONAURAL

The low-price label could have another hot seller as a follow-up to its "Peter Gunn" LP which also features the Aaron Bell Ork. This set contains the well-known theme from the TV show, played in jazz style, in blues fashion and with a vocal, as well as other songs from "77 Sunset Strip" including "Stu Bailey's Blues" and "Caper at the Coffee House." It's timely and should grab a lot of sales on the racks both stereophonically and monaurally.



(Continued on page 26)

*Fats*



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

• *Continued from page 24*

----- **Low-Price Pop Albums** -----

**TV JAZZ THEMES**

**Video All-Stars—Stereo Fidelity SF 8800 A**

Here's a powerful package for the low-priced market. Skip Martin and a group of ace jazz soloists (Shelly Manne, Pete Candoli, Red Mitchell, etc.) provide swinging, hard driving instrumental interpretations of some great TV jazz themes. Tunes are from "Peter Gunn," "Richard Diamond," "The Thin Man," and "77 Sunset Strip."



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

**BLUE TROMBONE**

**J. J. Johnson with Max Roach, Drums; Paul Chambers, Bass, & Tommy Flanagan, Piano—Columbia CL 1303**

This relaxed, listenable jazz package should be a hot sales item. The top-notch line-up—all strong name draws—offer skillful, imaginative instrumental treatments of standards and originals. Each man is accorded ample solo room. Selections include a solidly swinging version of "Hello Young Lovers" and a lightly swinging interpretation of "Gone With the Wind."



----- **Low-Price Jazz Albums** -----

**COLUMBIA JAZZ FESTIVAL**

**Various Artists—Columbia JJ 1 & JS 1**

**STEREO & MONAURAL**

This special album sampler, containing tracks from the label's current 10-album jazz release, will be available on a tie-in sale with any of the label's new jazz sets, for 98 cents monaurally or \$1.49 in stereo. Since it contains tracks by Benny Goodman, Miles Davis, Duke Ellington, Gerry Mulligan, Dave Brubeck and J. J. Johnson, it should be a solid seller at the price. It is well packaged and well recorded.



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

**BOB SCOBEY'S FRISCO BAND WITH VOCALS BY CLANCY HAYES**

**The Scobey Story, Vol. 2—Good Time Jazz L 12033**

This package, as in the case of Volume I, is a disk anthology of some of the great Scobey sides cut and released in the early '50's in 78 and 45 r.p.m. form and marks the first time they've been wrapped up as an LP. It contains some of the finest examples of the San Francisco jazz style to be captured in the disk groove and will command ready buyer recognition among two-beat enthusiasts.



----- **Classical Albums** -----

**SHOSTAKOVITCH: PIANO CONCERTO NO. 2; RAVEL: PIANO CONCERTO**

**Leonard Bernstein, Piano, & Conducting the New York Philharmonic & Columbia Symphony Ork.—Columbia MS 6043**

**STEREO & MONAURAL**

Bernstein introduced the Shostakovich concerto in America last year. The melodic, colorful work contains several elaborate and technical passages and is interesting thruout. The Ravel concerto has long been one at which the conductor-composer excels. The orchestra is disciplined and precise. Excellent performances on both of the concertos and the strong Bernstein name should create a demand for the disk.



**SHOSTAKOVITCH: SYMPHONY NO. 1; PRELUDE: ENTRA'ACTE, FROM LADY MACBETH**

**The Symphony of the Air, Stokowski—United Artists UAS 8004 & UAL 7004**

**STEREO & MONAURAL**

A happy blending of three forces have produced an outstanding album. Shostakovich's capricious, most original and highly popular first symphony gets an electric performance by the Symphony of the Air under Stokowski's baton. The conductor brings out the force and color in this brilliant, youthful work in a style reminiscent of his great 78 r.p.m. album of the symphony with the Philadelphia orchestra. Classical collectors should gobble up this version. It's the first in stereo, and will rank with any mono competitors. Attractive cover features a colorful Picasso still life.



*(Continued on page 28)*

**Billboard BEST SELLERS ON THE RACKS**

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 Kiddie Records. This week's chart is:

**BEST-SELLING LOW-PRICED LP'S**

POSITION	TITLE	ARTIST, COMPANY, RECORD NUMBER
1	PERRY COMO SINGS JUST FOR YOU	Camden CAL 449
2	DREAM ALONG WITH ME	Perry Como, Camden CAL 403
3	SOUL OF SPAIN	101 Strings, Somerset P 6606
4	SONGS FROM WALT DISNEY'S SLEEPING BEAUTY	Mickey Mouse 31
5	FLOWER DRUM SONG	Design DLP 98
6	GOOD HOUSEKEEPING'S PLAN FOR REDUCING OFF THE RECORD	Harmony HL 7143
7	EDDY ARNOLD	Camden CAL 471
8	WORLD'S GREATEST STANDARDS	101 Strings, Somerset P 4304
9	MUSIC FROM PETER GUNN	Aaron Bell Ork, Lion L 79112
10	BIGGEST HITS OF '58, Vol. II	RCA Camden Rockers, Camden CAL 438

**ALBUM COVER OF THE WEEK**



**101 STRINGS AND JONI**, M-G-M E 3755. In a shot of great detail and clarity by Dick Meek, both sides of the cover spread open to show the handsome person of Joni James dramatically superimposed upon a full-length photo of a symphony orchestra.



**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING APRIL 18

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

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

**POPULAR ★★★★★**

★★★★ **FIRST IMPRESSIONS**  
Original Cast. Columbia OL 5400  
Despite so-so notices, the show is still running. Highlights of the disk are the selections by Hermione Gingold, who registers solidly on all of her numbers, especially "A House in Town." "Love Will Find Out the Way" is a lovely ballad which Miss Bergen presents with charm. The score is attractive and some of the lyrics are clever. "I Suddenly Find It Agreeable" provides a good duet showcase for Polly Bergen and Farley Granger. Set should prove a profitable item.

★★★★ **SHOW BOAT**  
Gogi Grant, Howard Keel, Anne Jeffreys, & Henri Rene Ork. RCA Victor LSO 1505 & LOP 1505

STEREO & MONAURAL

Here's a fine, nostalgic package for musical comedy collectors. The great 30-year-old Jerome Kern-Oscar Hammerstein score is handed perceptively, tasteful vocal interpretations by the three stars, with Miss Grant (who dubbed in the singing voice of Helen Morgan in the film-bio) scoring highest, via her moving piping of "My Bill. Excellent jockey wax.

★★★★ **GERSHWIN: PORGY & BESS SUITE; GROFE: GRAND CANYON SUITE**

The Utah Symphony (Abravanel), Westminster XWN 18850  
This "not often heard" suite is a compact, well-formed and powerful reduction of the famous three-act opera to live parts. Here the work is superbly performed by Maurice Abravanel and his orchestra. The tone and quality of the recording is excellent. Consumers receive double benefit as the flip side is a fine recording of the popular Grofe work. Double bill plus anticipated pull of the "Porgy and Bess" pic should make this a top selling LP.

★★★★ **LLOYD PRICE**

Specialty 2105  
Album packages 14 sides previously released as singles and should enjoy healthy buyer attention in view of his more recent chart successes. Album includes "Lawdy Miss Clawdy," "Mailman Blues," "Oh, Oh, Oh," "Wish Your Picture Was You," among other previous releases.

**POPULAR ★★★**

★★★ **CURTAIN TIME**  
Fred Waring & the Pennsylvanians. Decca DL 8844

A package of show and film tunes, arranged with the taste expected of Waring and the Pennsylvanians. The vocals include

representative material from Cole Porter, Rodgers-Hammerstein, Irving Berlin, Kern-Harbach, etc.

★★★ **THE SOUND AND THE FURY**  
Sound Track. Decca DL 8835

Most original and powerfully moving music with the basic beats and rhythms of jazz provides for some excellent sound. Alex North, composer of the scores of other modern, Southern locale pic, "Streetcar Named Desire," "Member of the Wedding" and "The Long, Hot Summer," comes up with some extremely intriguing music. "Sex Rears" and "Ben Spies on Lovers" carry terrific dramatic impact while "Jason and Quentin" and "Quentin's

Theme" contain lovely haunting melodies certain to be remembered. Excellent item for jazz fans and an experience for all music fans.

★★★ **CATERINA VALENTE SCHLAGERPARADE**

Decca DL 8852

Miss Valente sings some of her past disk clicks in German—which is by no means a distracting factor. She handles the tunes warmly with good backing. Numbers include the German counterparts of "Mack the Knife," "Melodie D'Amour," and "I Love Paris." Good jockey item and also a lure for her fans.

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

• Continued from page 26

**-----Classical Albums-----**

**BEETHOVEN: SYMPHONY NO. 5**  
The Columbia Symphony Orch., Walter—Columbia ML 5365

Bruno Walter has another sure-fire sales package for the classical market in this powerful performance of two Beethoven works. A striking photo of the conductor gives package good display value.



**-----Semi-Classical Albums-----**

**WORLD'S FAVORITE WALTZES**  
The Philadelphia Orch., Ormandy—Columbia ML 5359

"The Blue Danube," "The Skater's Waltz," and "The Merry Widow Waltz," truly some of the "world's favorite waltzes" sound refreshing and vital with conductor Eugene Ormandy's sparkling and vivid treatment. Complete liner notes give the historic background of each of the six selections. The lovely cover in addition to the popular program by the noted composer and orchestra should bring many sales.



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

**THEODORE BIKEL AND GEULA GILL SING FOLK SONGS FROM JUST ABOUT EVERYWHERE**  
Elektra 161

The refreshing thing about Bikel's disks is the off-the-beaten-track repertory. This one's no exception. While a quarter of the program is Israeli (Geula Gill is a native of that land) others in the disk range far afield—Argentina, Roumania, Bolivia, Persia and Brazil, to name a few. While unfamiliar, the material has vitality and is attractively presented by two experts in the folk field. English translation is included.



**-----Folk Special Merit Albums-----**

**IN ISRAEL TODAY**  
4-12"—Westminster WF 12026-7-8-9

Fascinating field recordings made by Deben Bhattacharya of some of the communities that have emigrated to Israel. There's sacred and secular music of the Jews from Bukhara, Uzbekistan and Cochin, Morocco, Yemen, Tunisia and Spain, as well as the more familiar music from Eastern Europe. Accompanying booklet has detailed notes and many extraordinarily sensitive photographs. While casual listeners will find much of beauty and interest, this is invaluable source material for scholars.



**-----Low-Price Children's Albums-----**

**THE LITTLE RASCALS**  
Bill Nimmo & His Rascals—RCA Victor LBY 1023

The old "Our Gang" comedies are big kiddie draws on TV under the "Little Rascals" tag, and this package should have sock sales impact on the racks. Nimmo contributes hearty narrations about the mischievous kids, while a kid chorus warbles in between. Added interest is given package via a couple of easy-to-follow games.



**-----Sound Albums-----**

**MEN, BRASS AND VOICES**  
Massed Brass Bands of Fodens, Fiarey Aviation & Morris Motors, Mortimer—London PS 132

STEREO & MONAURAL

This fine, beautifully recorded set should have a solid appeal both to band followers and to hi-fi stereo bugs. It features three of Britain's finest amateur brass bands, those of Fodens's Motor Works, Fiarey Aviation and Morris Motors, and the performances are superb. Selections include marches, spirituals, blues, polkas, and classical selections. There is a zip and elan in the playing that is a pleasure to hear. An outstanding LP.



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**20th CENTURY FOLK MASS**

BEAUMONT: 20th CENTURY FOLK MASS (1-12)—Frank Weir Orch. & the Peter Knight Singers.

Father Geoffrey Beaumont has written a new mass utilizing 20th century musical idioms. His musical moods and melodic treatments include popular music strains and in some cases an underlying feeling of jazz. The mass is sung by cantor Charles Young with the Peter Knight Singers offering excellent choral support. Other strophic themes are included where they would be sung in the religious service.



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**EXPLANATION OF PACKAGE RATING CATEGORIES**

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

**SPOTLIGHT—Sure-Fire Merchandise—Top Demand**

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell  
★★—Moderate Potential—Saleable Qualifies  
★—For dealers who stock all merchandise.

★★★ **BAGELS AND BONGOS**  
Irving Fields Trio. Decca DL 78856 & DL 8856

STEREO & MONAURAL

Latin rhythms, as played in upstate New York's borscht circuit in the summer, or in Miami in the winter, is the musical subject matter of this new album. The Irving Fields trio shows that it knows its way around both areas with the selections played here. Tunes include standards and Yiddish melodies, played as cha chas, merengues, rumbas and boleros. New York and Miami are the key markets for the set.

★★★ **GUITARS**  
Al Viola. Liberty LST 7112 & LRP 3112

STEREO & MONAURAL

Al Viola, a fine artist, becomes something of a one-man guitar band on this interesting recording, in which, via multi-tracking, he handles all the parts—bass and rhythm guitar, amplified melody guitar and in some cases yet another track of six-fingered solo guitar. Tunes are nicely varied—"Moonlight in Vermont," "Route 66," "Take Me in Your Arms." Guitar as will find it rewarding but it also comes across as pleasant background material. Stereo is no great asset, however, in this case.

★★★ **VAMP!**  
Harry Reser Banjo & Ork. Columbia CS 3101 & CL 1285

STEREO & MONAURAL

Harry Reser, a familiar name to early listeners of the Clicquot Club Eskimos radio shows, turns back the clock here to the great old era of that program—the 20's. A 12-man group, featuring tuba, banjo, xylophone and other instrumental tappings of the flapper days turns out great authentic-sounding arrangements of "Yes Sir, That's My Baby," "The Charleston," "Chicago," etc. The grade of sound is strictly 1959. Some jocks will find change of pace fare here and the quality set can be a sizzly seller.

★★★ **RASHOMON**  
Conducted by Lawrence Rosenthal. Carlton LPX 5000

This is the background music to the current Broadway drama. As music, it's pretty special. It owes its flavor to Japan and is, in a sense, unfamiliar. But the music was composed by an American (Mr. Rosenthal, who also conducts) for American audiences, squeeze-drum, Balinese and Burmese gongs, 10 drums, nut chains, Antelope horn, etc.). Likeliest prospects are probably audiophiles who enjoy sound for its own sake. Fidelity is first-rate. Theater-goers are also potential buyers.

★★★ **PAGAN LOVE SONG**  
Billy Ward Ork & Chorus. Liberty LST 7113 & LRP 3113

STEREO & MONAURAL

A lushly-arranged package of tunes of Hawaiian flavor. Ward does some fine chanting here—his vocals having an arresting tonal purity. Backing includes a chorus. Title song leads off, and others include "Trade Winds," "Bird of Paradise," "Blue Hawaii," etc.

★★★ **DO YOU WANNA DANCE?**  
Bobby Freeman. Jubilee SDJLP 1086

STEREO & MONAURAL

Freeman, a teen-ager, has put together an impressive album. Included are rockers and standards, and in the former category are several he wrote himself. Handies ballads and blues, uptempo and even inspirational material. Instrumentation production behind the chanter is exceptionally good—providing boogie, rocker and the "Moonlight Sonata" type of backing when required.

★★★ **OLD HEIDELBERG**  
Will Glabe Ork. London PS 150

STEREO & MONAURAL

Will Glabe, remembered for his hit single, "Leichtenstein Polka," has put together a package which captures the flavor of the German college town. The music is spirited and romantic, redolent of beer and hops and beautiful scenery. A chorus sings the lyrics in German.

★★★ **A HI-FI TRIBUTE TO PETER DE ROSE**

Tutti Camarata Ork. Everest LPBR 5035

This album salutes the late composer Peter De Rose, who died a few years ago.

The Tutti Camarata Ork does a lovely job with such fine De Rose tunes as "Deep Purple," "Lilacs in the Rain," "Wagon Wheels," "When Your Hair Has Turned to Silver," etc. Dolly Dawn, Ralph Young and The Stuarts sing the vocals. Milton Cross, Paul Whiteman, Vincent Lopez and Otto Harbach add commentaries.

★★★ **RAGS TO RICHES**  
Del Wood. RCA Victor LSP 1633 & LPM 1633

STEREO & MONAURAL

The "Down Yonder" gal has herself a finely-recorded set of ragtime piano works here. Starting with "Hello Ma Baby," she moves to "Jealous Heart," "Alabama Jubilee," "You Can't Be True Dear," and other old favorites plus her own "Whirl-A-Way." The backing is mainly rhythm and there's a banjo there to give it more of the ragtime sound. Listenable, somewhat nostalgic stuff with a good cover. For both pop and country markets.

★★★ **CHARLESTON 1970**  
The Bob Prince Tentets. Warner Bros. WS 1276

STEREO & MONAURAL

These are the basic sounds of the 20's but there's a lot of swinging much-updated instrumental embellishment—hence the reference to 1970. It's that modernized over the original rickety-tick sound. Complement of 10 cats, all well-known in the jazz world (Byrd, Butterfield, Cohn, Hinton, Lamond, Hank Jones, etc.) produce some interesting and swinging variations on these 30-year-old themes like "Charleston," "Ain't She Sweet," "Five Foot Two," etc. Can reach both pop and jazz markets.

★★★ **YOU ASKED FOR IT**  
Jack Smith Sings with Russ Garcia Ork. Bel Canto LP BCM 37 & SIR 1015

STEREO & MONAURAL

Package can stand on its own both from an artist and a repertoire standpoint but a great share of its salesworthiness rests in the weekly TV net show tie-in. As host of ABC-TV's "You Asked for It" series, Jack Smith reaps a harvest of plugs for the album which according to the program was programmed according to viewer requests. Smith is in excellent ballad form for his return to records, Garcia's backing is fine and sound is sharp.

★★★ **LONNIE DONEGAN**  
Dot DLP 3159

There's a fine countryish flavor in the English skiffler's lament. His multi-faceted style is displayed here to prove he can be a solid upbeat singer as well as inject the full, authentic flavor into spiritual and weeper selections.

**POPULAR ★★**

★★ **LOVE MOOD**  
Johnny Duffy, Organ. Edison International CL 5001

This new album features John Duffy at the organ, plus the added sound of a grand piano played simultaneously from the organ keyboard. It all adds up to a listenable album of mood music, with all of the tunes except one (John Benson Brooks' "Summer 1935") being standards, or close to it. "It Could Happen to You," "My Ideal," and "Lazy River" are included.

★★ **SING TO ME OF LOVE**  
Vicki Benet. Liberty LST 7105 & LRP 3103

STEREO & MONAURAL

Thrush's voice and styling aim at smart supper club clientele. Program is built around the sophisticated view of love with Rodgers and Hart, the Gershwins, Hoagy Carmichael, among others, represented. Lush string backing gives a wide spread of sound in the stereo version. Demonstrate to young sophisticates.

★★ **INFERNO!**  
The John Buzon Trio. Liberty LST 7108 & LRP 3108

STEREO & MONAURAL

As the title implies, this is not the coolest jazz LP. The group is the "cocktail lounge" small combo type. They're at their best when they play it straight, as in "Smoke Rings" and drop the tricky organ effects. These, however, have interest in stereo with glissando passages that seem to run across the room from one speaker to the other. The stereo separation is artificial with the organ on the right, sax on the left and drums aquire in the center.

★★ **SONGS I REMEMBER YOU BY**  
Dolph Traymon. Jubilee SDJLP 1101

STEREO & MONAURAL

Dolph Traymon plays pretty, romantic piano (both regular and electric) on a group of nice, danceable standards. His trio was augmented for this date and line-up features bass, drums and guitar. Listenable mood music.

**POPULAR EP ★★★★★**

★★★★ **THE CHORDETTES**  
(1-EP) Cadence CEP 115

A most interesting experiment finds the gal group very much at home with four hits for other artists, at least one of which is solid rock material. The group offers "Charlie Brown," "Tall Paul," "Pink Shoe Laces," and "I Cried a Tear," all for first class vocal results. This one can pick up a good bit of jockey activity along the way and it should sell its share too.

★★★★ **STARRING JACK SCOTT**  
(1-EP) Carlton EP 7-1073

Scott and the chantones in a varied assortment, including folkish and blues-oriented items. Last side, "Go Wild Little Saide," is a real rocker with authentic blues feeling. Package should do very well.

**LOW-PRICE POPULAR ★★★★★**

★★★★ **GLENN MILLER GREATS!**  
Jerry Gray Ork. Mayfair 9640 S

STEREO & MONAURAL

A low-priced entry that can sell. Jerry Gray, who was always close to Miller, leads the band here in some of the most famous Miller offerings like the theme song, "Moonlight Serenade," "Moonlight Cocktails," "Sweet Eloise," and "Tuxedo Junction." Band sounds somewhat smaller than the original Miller complement but the group gets much mileage just the same from the great tunes. Better than average stereo quality. A lot for the money here.

**LOW-PRICE POPULAR ★★★**

★★★ **REDHEAD**  
The Rex Stewart Quintet. Design DLP 99

Instrumental versions of the tunes from the current Broadway hit "Redhead" should appeal in this low price version. If the tunes were better known, of course, the appeal would be a lot stronger, but they are all well handled here by the Rex Stewart Quintet, with Stewart's trumpet sounding mighty attractive.

★★★ **MOONLIGHT MOODS**  
Johnny Douglas Ork. Richmond B 20019

A brace of standards by Kern, Berlin, Porter and Gershwin are served up in listenable style by the ork. It's a good terp set and also an easy-listening item. For the price it's a good buy, and it should do well on the racks. Selections include "Yesterdays," "Night and Day," and "They Can't Take That Away From Me."

★★★ **LIGHT 'N' EASY**  
Robert Farnon Ork. Richmond B 20033

Smart arrangements of a collection of favorite jump tunes provide for good listening. Tunes include "The Best Things in Life Are Free," "You're the Cream in My Coffee," and "Button Up Your Overcoat." Low price, attractive cover and good sound makes for prime rack material.

**BAND ★★★★★**

★★★★ **BRASS BAND FROM BADEN-BADEN**  
Schwarzald Brass-Band (Schneebleg). Columbia WL 142

Black Forest polkas and waltzes played in an umpah-umpah style by a group from the famous spa in the Schwarzwald. Album is more for lovers of bona fide Bavarian music with their beer and knockwurst than for collectors of virtuoso bands. Sound is typically fat and relaxed. Marvelous cover shot of rapt tuba player.

**FOLK ★★★★★**

★★★★ **COME FILL YOUR GLASS WITH US**

Tommy Makem, Tom Clancy, Liam Clancy & Patrick Clancy with Jack Keenan, Guitars & Banjo. Tradition TLP 1032

A group of Irish actors join vocal forces for this authentic sounding, alternately exuberant and wistful, collection of Irish drinking songs. Effective backing by Jack Keenan on guitar and banjo. Selections include "Courting in the Kitchen," "Whisky You're the Devil," and "Finnigan's Wake."

**INTERNATIONAL ★★★★★**

★★★★ **ONE MAN SHOW**  
Yves Montand. Columbia WL 150

The popular Gallic favorite of both movie and personal appearance fame was caught in a live performance at the Parisian Theater d'Etoile. It's real live stuff with the applause noises coming thru in most authentic fashion. Montand is relaxed and polished as he sings the group of French tunes to a fine reception by his audience. Each of the songs tells a story and the

(Continued on page 31)

DeeJays  
**NOW HEAR THIS!**



**ROBERT ALDA**  
**SETS FIRE TO A TERRIFIC SONG**  
**"O SARRACINO"**

(THAT VAGABOND LOVER)  
ITALIAN AND ENGLISH LYRICS

HEADED FOR YOUR HEARTS HEADED FOR THE CHARTS

B/W  
"KISS ME & KISS ME & KISS ME"

(TRE VOLTE BACIAM!)  
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B/W  
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PLAYED BY THE HONKY TONK RAG PICKERS  
TREASURE = 1202

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 From the first week out!  
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 Hugo and Luigi.  
*"Young Ideas," eh?*  
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*Man, this I gotta spin!*

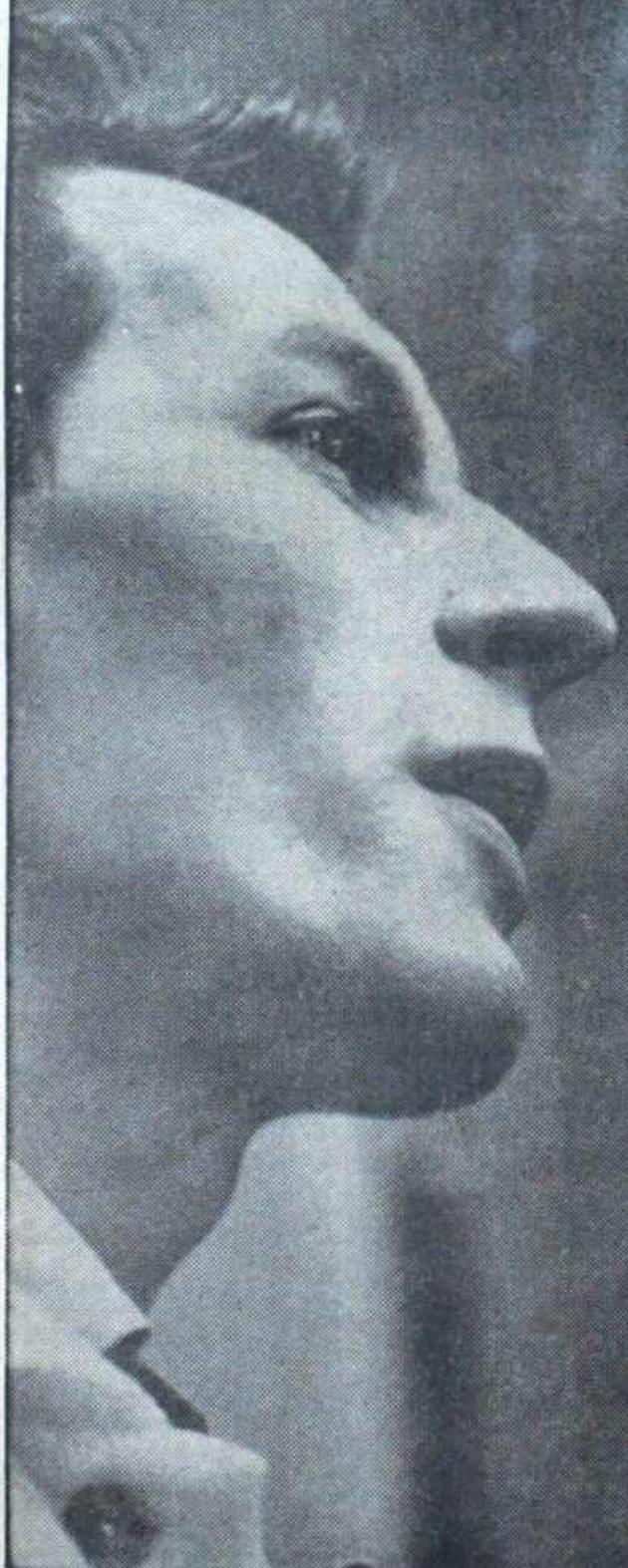
**CHICO  
 HOLIDAY**  
 SINGS  
**"YOUNG  
 IDEAS"**

47/7499

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RADIO CORPORATION OF AMERICA



APRIL 27  
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 New  
 • Continued  
 INTERNATIONAL  
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 LATIN AM  
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 STEREO  
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# Reviews and Ratings of New Popular Albums

Continued from page 29

Artist has a way of selling even in the native tongue. Attractive wax for the arty and continental minded buyer.

## INTERNATIONAL ★★★

**★★★ ROMANTICA!**  
Aurelio Fierro. Columbia WL 146  
Italian love songs reflecting sadness, unrequited love and happiness in love, chanted beautifully by Fierro, nicknamed "The Gentleman Singer." The program, recorded in Italy, has fine sound and includes such highlights as "Signorinella," "The Song of Love," "As It Was Raining," and "Dear Little One." Excellent item for collectors of the genre.

## LATIN AMERICAN ★★★★★

**★★★★ INSTRUMENTAL CHA CHA CHA**  
Jose Curbelo Ork. Fiesta FLPs 1242 & FLP 1242

STEREO & MONAURAL

Curbelo, a well-known figure in the Latin field, leads the band thru a dozen memorable, listenable instrumentals. Rhythms vary between cha cha and its relatives in the Latin area, the mambo and the merengue. Vehicles for the Latin interpretations are pop standards like "I'll See You in My Dreams," "There's a Small Hotel," "Laura," etc. Nicely handled set features a lot of good brass work in the band.

**★★★★ HOT CHA CHA**  
Randy Carlos Ork. Fiesta FLPs 1245 & FLP 1245

STEREO & MONAURAL

The Randy Carlos band engages in some nicely recorded cha cha dance rhythms of a more or less authentic and native character as contrasted to many current sets which put the cha cha beat to American standards. Here the band features fine brass and percussion with a number of Spanish language vocals by the members of the ensemble. Can sell in the international market as well as the pop areas.

## LATIN AMERICAN ★★★★★

**★★★ TANGOS**  
Argueso Ork. Fiesta FLPs 1243 & FLP 1243

STEREO & MONAURAL

Authentic tango music. Material includes "La Cumparsita," "Caminito," "Por Que." Package has good sound and should interest buyers looking for Latin dance music.

## POLKA ★★★★★

**★★★★ MY GIRL DUDA**  
Connecticut Twins Ork. Stella S-LP 917

STEREO & MONAURAL

The initial stereo release by the ubiquitous Connecticut Twins finds this jaunty polka outfit in its usual bright fettle. A well-balanced division of channels helps the delivery of a new batch of original waltzes and polkas. The group's spirit and enthusiasm gives the material a boost. The album can move in areas harboring polka fans. Cartoon cover can attract some attention.

**★★★★ THE FARMER'S DAUGHTER**  
Bernie Witkowski Ork. Stella S-LP 918

STEREO & MONAURAL

One of the brighter of the recent crop of polka sets, this features a nice, live, on-the-scene type of sound, a good swinging band (in the polka groove of course) plus enthusiastic solo and group vocals by the bandmen. Unlike numerous others, this is almost entirely polka material (without waltzes, oberels, etc.) which makes for a lack of pacing. The sound, however, is of a sort to keep the terpers and fans well contented.

## POLKA ★★★

**★★★ THE POLKA SPECIAL**  
Louis Bashell & His Silk Umbrella Ork. RCA Victor LPM 1917  
Listenable polkas by Louis Bashell and His Silk Umbrella Ork that should appeal to polka fans. Tunes include both originals and standards, with some of the best tracks being "Red Raven Polka," "Cha Cha Polka," and "12th Street Rag." Liner notes by Ferris Banda are sparkling.

## RELIGIOUS ★★★★★

**★★★ THE HOLY CITY**  
Cincinnati Festival Choir (Johnson). Chime 2001

The oratorio based on texts from both the old and new testaments is delivered with sincerity and grace by various soloists and the choir. A lovely organ introduction sets the mood for the lovely passages that follow. Sound is good. Set, if exposed, can sell well in this market.

## RELIGIOUS ★★

**★★ LET NOT YOUR HEART BE TROUBLED**  
Flo Price with the Paul Mickelson String Ensemble. Word W 3072 LP

Flo Mickelson has a warm, sweet voice, and she uses it well on this attractive new religious album. She is backed by the Paul Mickelson String Ensemble here as she sings a group of newer sacred tunes, including the title song, "A Cathedral of Peace," "Yes There Is Comfort," and "God Understands."

## SPIRITUAL ★★★★★

**★★★★ PRAYER IS THE KEY**  
The Gate City Singers & The Evangelistic Soul Seekers. Gospel MG 3004

Excellent value here. The Gate City group are on one side and the Evangelistic Soul Seekers on the other. Performances reach a peak of emotional intensity — with the second group adding preaching to the singing. Buyers of gospel records cannot go wrong with this package.

# Reviews and Ratings of New Jazz Albums

## JAZZ ★★★★★

**★★★★ GILBERT & SULLIVAN REVISITED**  
Jim Timmens & His Jazz All-Stars. Warner Bros. WS 1278

STEREO & MONAURAL

Smart and inventive approaches breathe new life into the Gilbert and Sullivan songs from some of their best-known operettas. Timmens' arrangements are fluid and interesting, and an all-star line-up of soloists interprets them. It's a lightly moving set that can also gather a healthy share of pop sales with exposure. Numbers include "Poor Wandering One," "It-Willow" and "The Flowers That Bloom in the Spring."

## JAZZ ★★★

**★★★ FINGER POPPIN' WITH THE HORACE SILVER QUINTET**  
Blue Note 4008

Horace Silver and his quintet have come thru with a real funky album here, one that will appeal to those hard bop fans who like their jazz played with solid earthiness. Along with Silver, who comes thru with some good piano work, B. Mitchell, J. Cook, E. Taylor and L. Hayes are on the date. Title tune and "Cookin' at the Continental" are strong sides.

**★★★ ROBERTA**  
Morris Nanton Trio. Warner Bros. WS 1270

STEREO & MONAURAL

The Morris Nanton Trio turns in some listenable, attractive cocktailish readings of the fine songs from Jerome Kern's score for "Roberta" on this set. To most jazz buffs this won't be considered jazz, but it should interest pop fans who enjoy good piano work, such as Nanton displays here. "Smoke Gets in Your Eyes," "I Won't Dance," "Yesterdays" and "The Touch of Your Hand" are among the selections.

**★★★ FOUR-BUTTON DIXIE**  
Matty Matlock & the Paducah Patrol. Warner Bros. WS 1280

STEREO & MONAURAL

Matlock and crew have a peppy approach in their Dixie treatments of a fine group of chestnuts. Dixie is perhaps an over-simplification in this case, because some of the numbers have a decidedly progressive flavor. The writing is interesting and the execution is perfect. Fine programming set with wide appeal. Amusing cover will help. Sound is also a factor.

**★★★ WILD BILL DAVISON PLAYS THE GREATEST OF THE GREATS**  
GNP DJ 508

Bill Davison's big-brass sound will catch the ear on this one with Stan Wrightman's

piano, George Van Eps' guitar, Nick Fatool's drums and Morty Korb's bass adding to the jazz conceptions. Selections include such standards as "When the Saints Come Marching In," "Begin the Beguine," "I Can't Get Started With You," among nine others of similar flavor.

**★★★ I HEAR BENNY GOODMAN AND ARTIE SHAW**  
Buddy DeFranco with Orchestra. Verve MG V 2108

Clarinetist Buddy DeFranco provides a musicianly updating of such Goodman and Shaw evergreens as "Shiek of Araby," "Lady Be Good," "Moonglow," "Indian Love Call," etc., which cleverly bridges the past with the present. Pop repertoire, spotlighting of the Goodman and Shaw names on the cover, a swinging dance beat and a lovely lass in the art work will all combine to push this one.

## JAZZ ★★

**★★ FOLK SONGS FOR FAR OUT FOLK**  
Fred Katz Ork. Warner Bros. WS 1277

STEREO & MONAURAL

Here's an unusual instrumental package, featuring jazz interpretations of American, Hebrew and African folk tunes. Utilizing different instrumentation and ace sidemen for each of the three categories, Katz provides exciting, off-beat versions of "Foggy Foggy Dew," "Sometimes I Feel Like a Motherless Child," "Manthi-Ki," "Baal Shem Tov," etc.

# Reviews and Ratings of New Classical Albums

## CLASSICAL ★★★

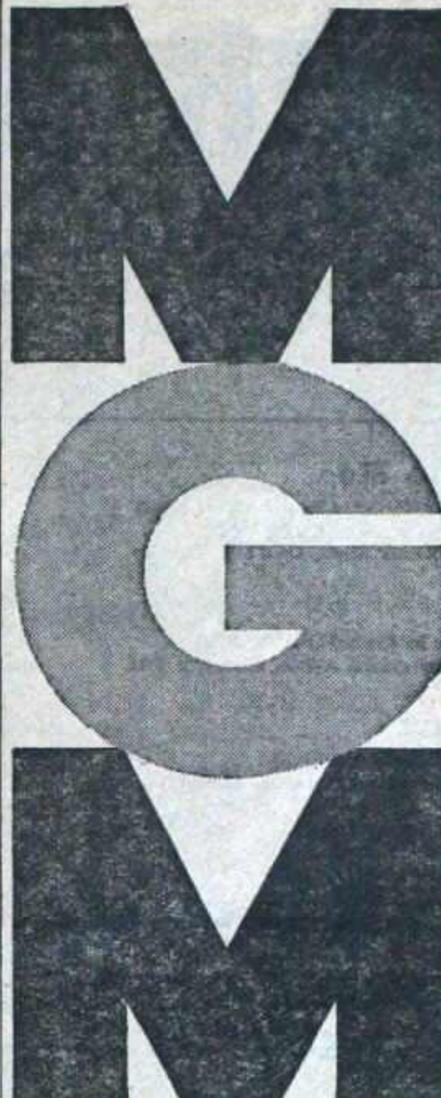
**★★★ COPLAND: RODEO, BILLY THE KID, EL SALON MEXICO**  
The Utah Symphony (Abravanel). Westminster XWN 18340

Utah organization is heard here in fine, exuberant performances of the American composer's popular works. All three works are familiar to wide audiences thru concert performances and, in the case of "Billy the Kid" and "Rodeo," the ballet performances. Sound in this monaural disk is superior.

## CLASSICAL ★★

**★★ MOZART'S BRASS AND TYMPANI**  
Jean-Marie Leclair Instrumental Ensemble (Palliard). Westminster XWN 18833

(Continued on page 38)



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**THE FALCONS**

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b/w  
**GODDESS OF ANGELS**  
UR 2013

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A Real Humdinger

**LITTLE MARIE ALLEN HUMDINGER**

b/w  
**OH OH I'M IN LOVE**  
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**DION AND THE BELMONTs**

A GREAT NEW SINGLE

"A TEENAGER IN LOVE"

LAURIE 3027

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending April 18

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Come Softly to Me</b>		1	<b>6. I Need Your Love Tonight</b>		4
By Trozel, Cristopher, Ellis—Published by Cornerstone (BMI)			By Sid Wayne-Bix Reichner—Published by Gladys (ASCAP)		
BEST SELLING RECORD: Fleetwoods, Dolphin 1			BEST SELLING RECORD: Elvis Presley, Vio 7506.		
RECORD AVAILABLE: Ronnie Heigt, Dore 516.					
<b>2. Venus</b>		2	<b>7. Happy Organ</b>		12
By Ed Marshall—Published by Rambed-Lansdale (BMI)			By Wood-Clowney-Kriegsmann—Published by Lowell (BMI)		
BEST SELLING RECORD: Frankie Avalon, Chancellor 1031.			BEST SELLING RECORD: Dave (Baby) Cortez, Clock 1009.		
<b>3. Pink Shoe Laces</b>		3	<b>8. Tell Him No</b>		17
By Mickie Brant—Published by Pioneer (BMI)			By T. Frichetti—Published by Burnt-Oak-Lowell (BMI)		
BEST SELLING RECORD: Dodie Stevens, Crystalette 724.			BEST SELLING RECORD: Travis & Bob, Sandy 1017.		
<b>4. A Fool Such as I</b>		8	RECORDS AVAILABLE: Dean & Marc, Bullseye 1025; Jackson Brothers, Atco 6199;		
By Bill Trader—Published by Leeds (ASCAP)			Margie Rayburn, Liberty 55183.		
BEST SELLING RECORD: Elvis Presley, Vio 7506.			<b>9. Sorry, I Ran All the Way Home</b>		16
RECORDS AVAILABLE: Hank Snow, Vio 0562; Bill Haley & His Comets, Dec 30873.			By Zwin-Glossal—Published by Figure (BMI)		
Hia Comets, Dec 30873.			BEST SELLING RECORD: Impalas, Cub 9023.		
<b>5. Guitar Boogie Shuffle</b>		6	<b>10. Never Be Anyone Else But You</b>		5
By A. Smith—Published by Shapiro-Bernstein (ASCAP)			By B. Knight—Published by Eric (BMI)		
BEST SELLING RECORD: Virtues, Hunt 324.			BEST SELLING RECORD: Ricky Nelson, Imperial 3565.		

### Second Ten

<b>11. Turn Me Loose</b>		18	<b>16. Tijuana Jail</b>		13
By D. Tomas-M. Shuman—Published by Avalon (BMI)			By Denny Thompson—Published by Falstaff (BMI)		
BEST SELLING RECORD: Fabian, Chancellor 1033.			BEST SELLING RECORD: Kingston Trio, Cap 4167.		
<b>12. It's Just a Matter of Time</b>		7	RECORDS AVAILABLE: Johnny & Jonie, Challenge 39041; Johnny Bond, Ditto 120.		
By Brook Benton-Hendricks-Otis—Published by Eden (BMI)			<b>17. Enchanted</b>		20
BEST SELLING RECORD: Brook Benton, Mercury 71394.			By Buck Ram—Published by Choice (ASCAP)		
<b>13. Since I Don't Have You</b>		14	BEST SELLING RECORD: Platters, Mer 71427.		
By J. Rock-Skyliners—Published by Calico (ASCAP)			RECORD AVAILABLE: Lenny Troy, Wanderlust 1107.		
BEST SELLING RECORD: Skyliners, Calico 104.			<b>18. Tragedy</b>		10
<b>14. It's Late</b>		9	By Burch-Nelson—Published by Bluff City (BMI)		
By D. Burnette—Published by Eric (BMI)			BEST SELLING RECORD: Thomas Wayne, Fernwood 109.		
BEST SELLING RECORD: Ricky Nelson, Imperial 3565.			<b>19. That's Why</b>		19
<b>15. Three Stars</b>		23	By Berry Gordy Jr.-Tyran Carlo—Published by Pearl (BMI)		
By Tommy Dee—Published by American (BMI)			BEST SELLING RECORD: Jackie Wilson, Brunswick 35121.		
BEST SELLING RECORD: Tommy Dee, Crest 1057; Ruby Wright, King 5192.			<b>20. Sea Cruise</b>		15
			By Huey Smith—Published by Ace (BMI)		
			BEST SELLING RECORD: Frankie Ford, Ace 554.		

### Third Ten

<b>21. This Should Go On Forever</b>		21	<b>26. Poor Jenny</b>		—
By J. Meiler-Jollivette—Published by Jamis (BMI)			By F. Bryant-B. Bryant—Published by Acuff-Rose (BMI)		
RECORDS AVAILABLE: Rod Bernard, Argo 5327; Guitar Gable, Excello 2153; Gene Terry & Downbeats, Savoy 1559.			RECORD AVAILABLE: Everly Brothers, Cadence 1364.		
<b>22. For a Penny</b>		24	<b>27. It Doesn't Matter Anymore</b>		29
By Charles Singleton—Published by Roosevelt (BMI)			By Paul Anka—Published by Spanka (BMI)		
RECORD AVAILABLE: Pat Boone, Dot 15914.			RECORD AVAILABLE: Buddy Holly, Coral 62074.		
<b>23. Charlie Brown</b>		11	<b>28. Kookie, Kookie (Lend Me Your Comb)</b>		—
By Leiber-Stoller—Published by Tiger (BMI)			By Irving Taylor—Published by Witmark (ASCAP)		
RECORD AVAILABLE: Coasters, Atco 6132.			RECORD AVAILABLE: Edward Byrnes with Connie Stevens, Warner Bros. 5047.		
<b>24. Take a Message to Mary</b>		—	<b>29. Six Nights a Week</b>		—
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI)			By Alicia Avelyn & Billy Dawn Smith—Published by Winston (BMI)		
RECORD AVAILABLE: Everly Brothers, Cadence 1364.			RECORD AVAILABLE: The Crests, Coed 509.		
<b>25. Kansas City</b>		—	<b>30. Hawaiian Wedding Song</b>		25
By Leiber-Stoller—Published by Fire (BMI)			By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP)		
RECORDS AVAILABLE: Wilbert Harrison, Fury 1023 (Fire, BMI); Rocky Olson, Chess 1723 (Fire, BMI); Rockin' Ronald and the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (Armo Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlefield, Federal 12351 (Armo, BMI).			RECORDS AVAILABLE: Mary Kaye Trio, Warner Bros. 5015; Andy Williams, Cadence 1358.		

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

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THE **MICKEY MOZART** QUARTET

**"LITTLE  
DIPPER"**

R-4148

*Scoop up  
the sales with  
this bright  
new  
instrumental  
smash*

*a sound bet... buy*



**ROULETTE**

# The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
MAY 3

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
2	1	1	1		COME SOFTLY TO ME	Fleetwoods, Dolphin 1	8
13	8	5	2		A FOOL SUCH AS I	Elvis Presley, RCA Victor 7506	6
1	2	2	3		VENUS	Frankie Avalon, Chancellor 1031	12
4	3	3	4		PINK SHOE LACES	Dodie Stevens, Crystalette 724	11
10	9	7	5		GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	8
25	13	13	6		THE HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	7
12	10	4	7		I NEED YOUR LOVE TONIGHT	Elvis Presley, RCA Victor 7506	5
23	16	11	8		TELL HIM NO	Travis and Bob, Sandy 1017	6
44	25	20	9	★	SORRY, I RAN ALL THE WAY HOME	The Impalas, Cob 9022	7
39	17	17	10		TURN ME LOOSE	Fabian, Chancellor 1033	5
6	6	6	11		NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	10
15	12	15	12		SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	11
35	22	19	13		ENCHANTED	The Platters, Mercury 71427	6
50	21	18	14		THREE STARS	Tommy Dee, Crest 1057	5
20	14	12	15		TIJUANA JAIL	Kingston Trio, Capitol 4167	6
5	5	9	16		TRAGEDY	Thomas Wayne, Fernwood 109	24
73	30	21	17		THAT'S WHY	Jackie Wilson, Brunswick 55121	6
14	15	14	18		SEA CRUISE	Frankie Ford, Ace 554	12
3	4	8	19		IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	14
9	11	10	20		IT'S LATE	Ricky Nelson, Imperial 5565	9
21	20	22	21		THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	8
54	50	32	22	★	TAKE A MESSAGE TO MARY	Everly Brothers, Cadence 1364	5
36	27	23	23		FOR A PENNY	Fat Boone, Dot 15914	6
—	100	71	24	★	KANSAS CITY	Wilbert Harrison, Fury 1023	3
—	—	72	25	★	KOOKIE, KOOKIE (LEND ME YOUR COMB)	Edward Byrnes with Connie Stevens, Warner Bros. 5047	2
7	7	16	26		CHARLIE BROWN	Coasters, Atco 6132	13
69	67	36	27		POOR JENNY	Everly Brothers, Cadence 1364	5
70	39	38	28	★	SIX NIGHTS A WEEK	The Crests, Coed 509	6
18	24	26	29		IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	10
95	79	43	30	★	ONLY YOU	Frank Pourcel, Capitol 4165	4

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
63	49	37	31		COME TO ME	Mary Johnson, United Artists 160	7
—	70	47	32	★	GOODBYE, JIMMY, GOODBYE	Kathy Linden, Felsted 8571	3
78	44	40	33		I MISS YOU SO	Paul Anka, ABC-Paramount 10011	5
—	—	69	34	★	A TEENAGER IN LOVE	Dion and the Belmonts, Laurie 3027	2
43	35	33	35		GUESS WHO	Jesse Belvin, RCA Victor 7409	5
—	95	79	36	★	QUIET VILLAGE	Martin Denny, Liberty 55162	3
34	33	31	37		EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	8
77	60	55	38	★	SO FINE	Fiestas, Old Town 3962	4
72	48	39	39		ALMOST GROWN	Chuck Berry, Chess 1722	5
61	46	30	40		YEP!	Duane Eddy, Jamie 1122	5
24	28	25	41		WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	9
82	53	42	42		TELL HIM NO	Dean and Marc, Bullseye 1025	5
11	19	29	43		I'VE HAD IT	Bell Notes, Time 1004	15
66	58	45	44		SOMEONE	Johnny Mathis, Columbia 41385	6
22	29	28	45		IF I DIDN'T CARE	Connie Francis, M-G-M 12769	9
27	31	41	46		THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	9
17	23	24	47		PLEASE, MR. SUN	Tommy Edwards, M-G-M 12757	11
29	32	34	48		NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	9
16	26	35	49		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	18
8	18	27	50		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	11
83	61	52	51		LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	4
59	54	44	52		AS TIME GOES BY	Johnny Nash, ABC-Paramount 9906	7
—	—	90	53	★	DREAM LOVER	Bobby Darin, Atco 6140	2
—	—	66	54	★	ENDLESSLY	Brook Benton, Mercury 71443	2
98	77	60	55		THAT'S MY LITTLE SUZIE	Richie Valens, De-Fi 4114	4
—	88	83	56	★	I THINK I'M GONNA KILL MYSELF	Buddy Knox, Roulette 4140	3
—	87	81	57	★	BONAPARTE'S RETREAT	Billy Grammer, Monogram 403	3
—	81	70	58	★	I STILL GET A THRILL	Joel James, M-G-M 12779	3
37	40	46	59		I'M NEVER GONNA TELL	Janie Rodgers, Roulette 4129	10
—	94	87	60	★	LONELY FOR YOU	Gary Miller, Carline 500	3

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	91	85	61	★	I'VE COME OF AGE	Billy Storm, Columbia 41356	3
32	37	57	62		SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	14
—	—	78	53	★	I NEED YOUR LOVIN'	Roy Hamilton, Epic 9307	2
—	—	62	64		WANG DANG TAFFY APPLE TANGO	Pat Boone, Dot 15914	2
—	—	—	65	★	PERSONALITY	Lloyd Price, ABC-Paramount 10018	1
—	76	73	66		THE KISSING TREE	Billy Grammer, Monument 403	3
45	62	50	67		COME SOFTLY TO ME	Ronnie Heigl, Dore 516	6
40	45	51	68		HEAVENLY LOVER	Teresa Brewer, Coral 62084	7
96	89	76	69		77 SUNSET STRIP	Don Ralke, Warner Bros. 5025	4
30	42	58	70		I CRIED A TEAR	LaVern Baker, Atlantic 2007	21
91	85	74	71		WHO'S THAT KNOCKIN'	Genies, Shad 5002	5
—	—	88	72	★	YOU'RE SO FINE	The Falcons, Unart 2013	2
—	90	80	73		JO-JO THE DOG-FACED BOY	Annette, Vista 336	3
28	38	54	74		PETER GUNN THEME	Ray Anthony, Capitol 4041	17
—	99	92	75	★	YOU CAN'T BE TRUE DEAR	Mary Kaye Trlo, Warner Bros. 5050	3
—	—	—	76	★	THERE'S NO FOOL LIKE A YOUNG FOOL	Tab Hunter, Warner Bros. 5051	1
—	—	—	77	★	FRANKIE'S MAN JOHNNY	Johnny Cash, Columbia 41317	1
99	93	89	78		I NEVER FELT LIKE THIS	Jack Scott, Carlton 504	4
76	73	82	79		MATILDA	Cooke and His Cupcakes, Judd 1002	15
—	—	—	80	★	CASTIN' MY SPELL	Johnny Otis Show, Capitol 4168	1
—	98	—	81	★	LITTLE QUEENIE	Chuck Berry, Chess 1723	2
—	—	100	82	★	PIPE DREAMS	Jimmy Beck, Champion 1002	2
—	96	—	83	★	MY HEART IS AN OPEN BOOK	Carl Dobkins Jr., Decca 30803	2
42	43	48	84		I GO APE	Nell Sedaka, RCA Victor 7473	8
64	57	67	85		THE BEAT	Rockin' R's, Tempus 7541	6
19	36	64	86		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	21
—	—	—	87	★	ROBBIN' THE CRADLE	Tony Belluz, NRC 023	1
—	—	—	88	★	CROSSFIRE	Johnny and the Hurricanes, Warwick 502	2
—	—	—	89	★	GIDGET	Jimmy Darren, Colpix 113	1
—	—	99	90		TWO BROTHERS	David Hill, Kapp 266	2

# THE BILLBOARD'S BEST BUYS

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

### POP

- DREAM LOVER ..... Bobby Darin  
(Fern-Progressive, BMI) Bullmoose (Fern-Progressive BMI) Atco 6140
- I THINK I'M GONNA KILL MYSELF ..... Buddy Knox  
(January, BMI) To Be With You (Patricia, BMI) Roulette 4140
- THERE'S NO FOOL LIKE A YOUNG FOOL ..... Tab Hunter  
(Spartan-E.D.M., ASCAP) I'll Never Smile Again (Pickwick, ASCAP) Warner 5051
- FRANKIE'S MAN JOHNNY ..... Johnny Cash  
(Cash, BMI) You Dreamer, You (Cash, BMI) Columbia 41371
- I'VE COME OF AGE ..... Billy Storm  
(We Three, BMI) This Is Always (Bregman, Vocco & Conn, ASCAP) Columbia 41356
- PERSONALITY ..... Lloyd Price  
(Lloyd-Logan, BMI) Have You Ever Had the Blues? (Lloyd-Logan, BMI) ABC-Paramount 10018

The above are previous Billboard Spotlight picks

- I NEED YOUR LOVIN' ..... Roy Hamilton  
(Peer Intl.-Walnut, BMI) Blue Prelude (World, ASCAP) Epic 9307

### C&W

- ANYBODY'S GIRL ..... Hank Thompson  
(Brazos Valley, BMI) Total Strangers (Texoma, ASCAP) Capitol 4182
- HEARTACHES BY THE NUMBER ..... Ray Price  
(Pamper, BMI) Wall of Tears (Cedarwood, BMI) Columbia 41374

The above are previous Billboard Spotlight picks

### R&B

- THAT'S ENOUGH ..... Ray Charles  
(Progressive, BMI) Tell Me How Do You Feel (Progressive, BMI) Atlantic 2022

A previous Billboard Spotlight pick

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
87	69	61	91		FRENCH FOREIGN LEGION	Frank Sinatra, Capitol 4155	5
—	—	93	92		A TOUCH OF PINK	Jerry Wallace, Challenge 59040	2
—	—	—	93		THE BATTLE OF NEW ORLEANS	Johnny Horton, Columbia 41339	1
—	—	95	94		I WAITED TOO LONG	LaVern Baker, Atlantic 2021	2
—	—	—	95		YOUR CHEATIN' HEART	Billy Vaughn, Dot 15936	1
—	—	—	96		A STRING OF TRUMPETS	The Trumpeteers, Splash 800	1
—	—	97	97		I TOLD MYSELF A LIE	Clyde McPhatter, M-G-M 12780	2
31	34	49	98		DONNA	Ritchie Valens, Del-Fi 4110	23
—	—	—	99		SUMMER DREAMS	McGulce Sisters, Coral 62106	1
46	41	59	100		THE HANGING TREE	Marty Robbins, Columbia 41325	13

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

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

This Week	Last Week	Weeks on Chart
1. COME SOFTLY TO ME (Cornerstone) . . . . .	1	3
2. NEVER BE ANYONE ELSE BUT YOU (Eric) . . . . .	2	3
3. HAWAIIAN WEDDING SONG (Pickwick) . . . . .	3	15
4. PETER GUNN THEME (Northridge) . . . . .	4	10
5. VENUS (Rambled-Lansdale) . . . . .	6	7
6. PINK SHOE LACES (Pioneer) . . . . .	8	4
7. 77 SUNSET STRIP (Witmark) . . . . .	13	3
8. I NEED YOUR LOVE TONIGHT (Gladys) . . . . .	9	3
9. IT'S JUST A MATTER OF TIME (Eden) . . . . .	5	5
10. HEAVENLY LOVER (Skidmore) . . . . .	10	2
11. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein) . . . . .	-	1
12. I'VE HAD IT (Brent) . . . . .	14	3
13. MAY YOU ALWAYS (Hecht, Lancaster & Buzzell) . . . . .	7	14
14. IT'S LATE (Eric) . . . . .	15	2
15. MY HAPPINESS (Happiness) . . . . .	12	16

**• Best Selling Pop Records in Britain**

(For week ending April 18)

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

This Week	Last Week
1. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral) . . . . .	2
2. SIDE SADDLE—Russ Conway (Columbia) . . . . .	1
3. PETITE FLEUR—Chris Barber (Pye) . . . . .	4
4. DONNA—Marty Wilde (Philips) . . . . .	5
5. SMOKE GETS IN YOUR EYES—Platters (Mercury) . . . . .	3
6. CHARLIE BROWN—The Coasters (London) . . . . .	8
7. MY HAPPINESS—Connie Francis (M-G-M) . . . . .	10
8. A FOOL SUCH AS I/I NEED YOU LOVE TONIGHT—Elvis Presley (RCA) . . . . .	-
9. C'MON EVERYBODY—Eddie Cochran (London) . . . . .	6
10. STAGGER LEE—Lloyd Price (HMV) . . . . .	7
11. TOM BOY—Perry Como (RCA) . . . . .	12
12. GIGI—Billy Eckstine (Mercury) . . . . .	9
13. LITTLE DRUMMER BOY—Beverly Sisters (Decca) . . . . .	11
14. AS I LOVE YOU—Shirley Bassey (Philips) . . . . .	13
15. A PUB WITH NO BEER—Slim Dusty (Philips) . . . . .	14
16. WAIT FOR ME—Malcolm Vaughan (HMV) . . . . .	16
17. SING LITTLE BIRDIE—Teddy Johnson and Pearl Carr (Columbia) . . . . .	15
18. IT'S LATE—Ricky Nelson (London) . . . . .	-
19. FRENCH FOREIGN LEGION—Frank Sinatra (Capitol) . . . . .	-
20. BY THE LIGHT OF THE SILVER MOON—Little Richard (London) . . . . .	18

**• Best Selling Sheet Music in Britain**

(For week ending April 18)

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)	Chick Henderson (-)
Sing Little Birdie—Good Music (Zodiac)	It Doesn't Matter Anymore—Monarch (Spanka)
Petite Fleur—Essex (Hill & Range)	If Only I Could Live My Life Again—Peter Maurice (Ashland)
Smoke Gets in Your Eyes—Sterling (Harms)	Tom Boy—John Fields (Rancom)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Wait for Me—Sterling (-)
As I Love You—Macmelodies (Northern)	Trudie—Henderson (Kassner)
My Happiness—Sterling (Belasco)	Venus—Essex (Rambled-Lansdale)
Gigi—Chappell (Chappell)	Charlie Brown—Progressive (Tiger)
A Pub With No Beer—Good Music (St. Lawrence)	Donna—Aberbach (Kamo)
The Little Drummer Boy—Bregman, Voeco & Conn (Bregman, Voeco & Conn)	The Wonderful Secret of Love—Leeds (Leeds)

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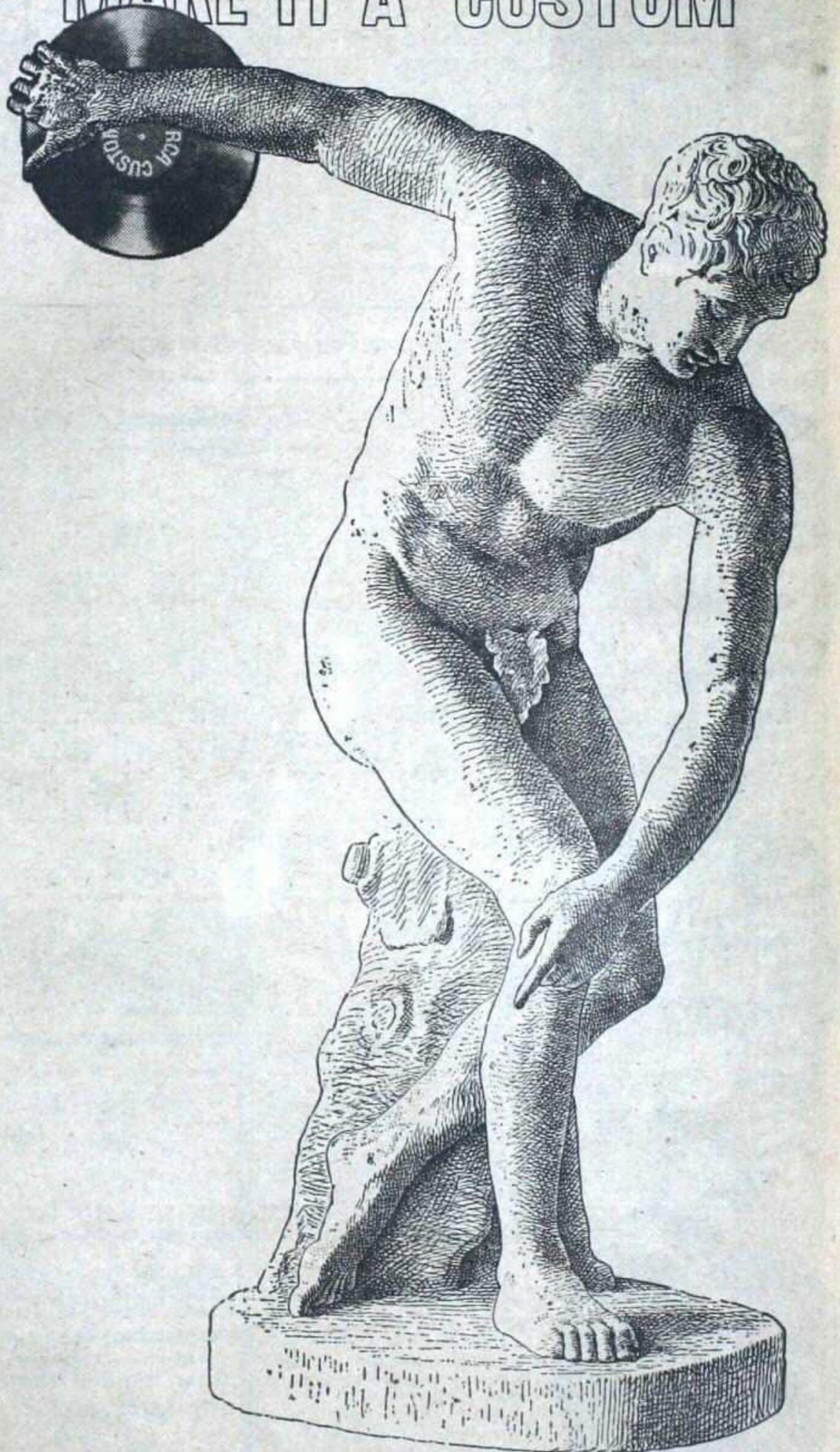
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# The Billboard HOT R & B SIDES

FOR WEEK ENDING APRIL 26

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	12
6	3	3	2	THAT'S WHY	Jackie Wilson, Brunswick 85121	4
8	7	8	3	SINCE I DON'T HAVE YOU	Skyliners, Calco 103	7
—	9	4	4	ALMOST GROWN	Chuck Berry, Chess 1722	3
14	8	5	5	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	6
3	2	2	6	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	8
4	5	13	7	WHERE WERE YOU (ON OUR WEDDING DAY)	Lloyd Price, ABC Paramount 9997	6
12	10	9	8	SO FINE	Fiestas, Old Town 1062	6
—	—	25	9	PINK SHOE LACES	Dodie Stevens, Crystallite 724	2
2	4	6	10	CHARLIE BROWN	Coasters, Atco 6132	11
—	24	11	11	SEA CRUISE	Frankie Ford, Ace 554	3
—	25	12	12	LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	3
—	30	20	13	THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	3
—	18	7	14	GUESS WHO	Jesse Belvin, RCA Victor 7469	3
9	6	10	15	COME TO ME	Mary Johnson, United Artists 160	8
—	—	29	16	KANSAS CITY	Wilbert Harrison, Fury 1023	2
10	17	17	17	THE RIGHT TIME	Ray Charles, Atlantic 2010	17
—	—	—	18	ENCHANTED	Platters, Mercury 71427	1
15	13	14	19	VENUS	Frankie Avalon, Chancellor 1031	9
—	—	26	20	I WANT YOU SO BAD	James Brown, Federal 12348	2
—	—	—	21	TELL HIM NO	Travis and Bob, Sandy 1017	1
5	12	24	22	I CRIED A TEAR	LaVern Baker, Atlantic 2007	19
—	26	23	23	HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	3
—	—	—	24	TRAGEDY	Thomas Wayne, Fernwood 109	1
—	—	—	25	THAT'S ENOUGH	Ray Charles, Atlantic 2022	1
—	—	—	26	TELLING LIES	Fats Domino, Imperial 5569	1
—	—	—	27	GUITAR BOOGIE SHUFFLE	Virtues, Hunt 324	1
11	15	15	28	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 230	19
7	11	21	29	TEARDROPS ON YOUR LETTER	Hank Ballard and the Midnighters, King 5171	8
—	—	—	30	I NEED YOUR LOVIN'	Roy Hamilton, Epic 9307	1

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## Reviews and Ratings of New Classical Albums

Continued from page 31

Ingratulating performances by an excellent French ensemble include three brief works not currently in the catalog: Divertimentos 5 and 6, K. 187 and 188, both written for two flutes and trumpet, and the March in D, K. 445. The two major works on the disk are heavily recorded, the meltingly beautiful Horn Concerto No. 3, and the liting Serenade No. 6 (Serenata Notturna). The total contents make for an attractive package.

**JANDEL: JUDAS MACCABAEUS**  
 Various Artists with the Utah Symphony & University of Utah Chorus (Abravanel). (3-12). Westminster XWL 3310

One of the first entries of the late oratorio into the catalog in a version that will please the collector. It's a finely controlled, expertly organized performance with young American soloists and chorus more than adequate to their task. Packaging, reminiscent of old 78 albums, is surprisingly attractive compared to recent box jobs. Good notes.

### LOW-PRICE CLASSICAL ★★

**ROSSINI: WILLIAM TELL**  
 OVERTURE  
 Hamburg Symphony Orch. (Schmidt). Rondo-lette SA 75

STEREO ONLY

The most amazing thing about this album is the inexcusably bad labelling. Only Rossini's warhorse is properly identified. No composers are mentioned for the other three selections and two of these titles are mangled. For the record, the other works are Borodin's Dance of the Polovetsian Maidens, and overtures to two Mozart operas. The Impresario (here called the Director), and the Clemency of Tito (mistitled simply Titus on the disk). Such gross carelessness must lose sales, tho the performances are adequate.

### SEMI-CLASSICAL ★★★

**KALMAN: VIENNA SO GAY**  
 Hans Carste Ork. Dr. DL 78810 & DL 8810

STEREO & MONAURAL

This collection features 19 memorable songs from five operettas by Emmerich Kalman. All five were memorable Broadway productions between 1914 and 1927. They include "The Circus Princess," "Countess Maritza," "The Yankee Princess," "The Riviera Girl" and "Sari." Times and styles have changed, but these lilting melodies retain great charm, enhanced by sparkling updated arrangements by the smart Hans Carste ork. The music may seem old-fashioned in a sense, but many songs are so familiar that demonstrations of this album will bring about sales.

### LOW-PRICE

### SEMI-CLASSICAL ★★★

**ERNA SACK RECITAL**  
 Richmond B 19049

A fine demonstration of the happy coloratura art of Erna Sack, who enjoyed great popularity as the "Viennese nightingale" some years back. The artist sings in French, English, and Italian as well as German on this reissue. Selections include "Auf Der Kirmes," "Ouvre Ton Coeur," "Last Rose of Summer" and other hardy perennials. Good item for stores and racks.

## Boone No. 1

Continued from page 6

of Dot, 20th Century Fox (movie maker handling Boone's films), ABC network (which airs his TV Chevrolet show) and his sponsor are being united in the drive. Norman Greer is serving as co-ordinator.

Boone has been named "Father of the Year" by the J. C. Penny Company, an honor heretofore only bestowed upon Bing Crosby and Bob Hope, will mean that the 1,700-store chain will feature Pat Boone windows and special displays in its record departments.

Boone will headline the May 30 deejay banquet during their Miami gathering, with Dot playing host to the spinners for the affair. Deejay promotion calls for Boone's "Tenderly" album to be used as a program giveaway by the spinners. In addition to blanketing the jockeys with copies of the album, it will also send the "Tenderly" album to TV editors.

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# The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
3	1	1	1	WHITE LIGHTNING	George Jones, Mercury 71406	8
1	2	2	2	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41308	16
5	4	4	3	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	11
2	3	3	4	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	15
18	8	6	5	HOME	Jim Reeves, RCA Victor 7479	5
4	6	7	6	WHO CARES!	Don Gibson, RCA Victor 7437	5
8	5	5	7	MOMMY FOR A DAY	Kitty Wells, Decca 30804	9
13	10	8	8	LUTHER PLAYS THE BOOGIE	Johnny Cash, Sun 316	5
14	13	16	9	SET HIM FREE	Sheeter Davis, RCA Victor 7471	5
16	16	17	10	POOR OLD HEARTSICK ME	Margie Bowes, Hickory 1094	6
11	14	18	11	BEYOND THE SHADOWS	Browns, RCA Victor 7427	10
6	7	9	12	COME WALK WITH ME	Wilma Lee, Stony Cooper, Hickory 1085	20
—	—	—	13	HOW CAN I THINK OF TOMORROW	James O'Gwynn, Mercury 71419	1
—	24	20	14	THANKS A LOT	Johnny Cash, Sun 316	3
25	17	19	15	A THOUSAND MILES AGO	Webb Pierce, Decca 30858	4
21	25	11	16	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	22
9	11	10	17	WHICH ONE IS TO BLAME!	Wilburn Brothers, Decca 30787	17
22	22	24	18	AM I THAT EASY TO FORGET!	Carl Belew, Decca 30842	4
—	21	21	19	SO SOON	Jimmy Newman, M-G-M 50118	3
24	26	22	20	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 30773	17
—	23	25	21	THAT'S THE WAY IT'S GOTTA BE	Faron Young, Capitol 4164	3
—	27	26	22	BLACK LAND FARMER	Frankie Miller, Starday 424	3
—	—	—	23	BATTLE OF NEW ORLEANS	Johnny Horton, Columbia 41339	1
—	—	29	24	FRANKIE'S MAN, JOHNNY	Johnny Sea, NRC 019	2
7	9	12	25	THAT'S WHAT IT'S LIKE TO BE LONESOME	Ray Price, Columbia 41309	16
15	18	15	26	HANGING TREE	Marty Robbins, Columbia 41325	8
20	12	13	27	CHIP OFF THE OLD BLOCK	Eddy Arnold, RCA Victor 7435	6
19	20	23	28	DOGGONE THAT TRAIN	Hank Snow, RCA Victor 7448	5
17	15	14	29	MY REASON FOR LIVING	Ferlin Husky, Capitol 4123	11
10	19	27	30	BILLY BAYOU	Jim Reeves, RCA Victor 7380	25

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Andy Jackson and the Tuxedoed Texans are being heard from 7:15-9:15 p.m., Fridays, and 5:30-8:30 p.m., Saturdays, over WTAQ, La Grange, Ill., for Milo Brook Ford. Seg is predominantly live c.&w., with scattered pop deejay portions and guest interviews. Artists desiring a guest shot may contact Jackson at Milo Brook Ford, 5005 W. Madison, Chicago. Incidentally, Jackson has just had his first release on Vertigo Records, with "No Love, No Dream, No You" the top side. . . . Little George Domerese continues to promote the "Johnson County Jamboree" at the Strand Theater, Clarksville, Ark., each Saturday night.

Stuart Hamblen is sporting a new Coral LP album titled "Remember Me." . . . Harold Flanigan, vet c.&w. entertainer and father of the young country singer, Linda Flanigan, is now handling distribution on Razorback and Big Red records in Oklahoma, Arkansas and parts of Louisiana and Texas. . . . The Allison Sisters have been trouping the Tennessee and North Carolina country to plug their new Blue Hen Records release, "Strong Chords of Love" b.w. "There Is a Time." Deejays may obtain a copy by writing the gals at 1606 North Allen, Charlotte, N. C.

Leon McAuliffe and His Cimarron Boys, whose March bookings included a four-day stint at the Flame Theater-Cafe, Minneapolis, followed by a whirlwind tour of the West Coast, two weeks at the Showboat Casino, Las Vegas; a session for Dot Records in Hollywood and a visit to "Town Hall Party" nearby, has an equally busy schedule that will keep the combo busy thru October. Remaining April bookings include Cimarron Ballroom, Tulsa, Okla., April 29, and the Moose Club, Salina, Kan., 30. May bookings stack up as follows: Tinker Air Force Base, Oklahoma City, May 1; Cimarron Ballroom, Tulsa, 2; Clinton Air Force Base, Clinton, Okla., 8; Trianon Ballroom, Oklahoma City, 9; Wauke, Ia., 12; Flame Theater-Cafe, Minneapolis, 13-16; Cimarron Ballroom, Tulsa, 20; Air Force Base, Topeka, Kan., 22; Playhouse, Wichita, Kan., 23, and the Charity Horse Show, Tulsa, 26-30.

Rocky Rauch, in between working personals in the Lewiston, Idaho, sector with his combo, the Rhythmaires, has his own platter show on KRLC, that city. Titled "Night Train," seg runs from 8 o'clock to sign-off time each night, with a full complement of sponsors. When Rocky's on the road, show is conducted by Jim Olsen. The lads say they can always use samples of new releases. In the Rhythmaires roster, besides Rauch, are Bob Britt, Doug Woodall, Bill Brooking and Johnny Sargent. Rocky is also booking attractions in the area and recently had Hawkshaw Hawkins, Jean Shepard and Marvin Rainwater at Riverside Park in Pocatello, Idaho, with the Rhythmaires playing for the dance.

Johnny Cash flew back into Hollywood Friday (24) from Australia in time for rehearsals and appearance on Sunday's (26) "Country Spectacular" over the NBC-TV network. He will rest the next two weeks, except for two appearances in San Diego, Calif. According to Bob Neal, manager of Johnny Cash Enter-

prises, Johnny played to tremendous crowds on the Down-Under jaunt. A cable from Lee Gordon, who promoted Cash's appearance in Australia and New Zealand, stated: "Johnny Cash got fantastic audience reaction Down Under. Best show of this type ever seen here."

Harry and Eleanor Smythe's Buck Lake Ranch, Angola, Ind., cracks the new season Sunday, May 24, headlining Ernest Tubb and His Troubadours, Joe Taylor and the Indiana Red Birds and Rem Wall and the Green Valley Boys. . . . The Red Sovine Show, with Bun Wilson and the Gadabouts, have embarked on a 15-day tour of the Southeastern States, with Joe Wright, unit manager, mapping a 24-day trek of the Southwest to follow. . . . Bud and Travis, former regulars on Nat Nigberg's "Country America" on KABC-TV, Los Angeles, concluded their West Coast stay with a concert at the Ashgrove, Los Angeles, Sunday (26), and then lit out for New York where they're set for a two-month stand at the Village Gate.

Smokey and Shorty Warren, forced to cancel a string of bookings due to the death of their mother recently in Phoenix, Ariz., resume work this week. Smokey and His Arizona Trail Blazers moved into the Concord Hotel, Toronto, May 18, for a limited engagement. . . . The Azalea Record Company has moved from Houston to new quarters at 2327 Ann Arbor, Dallas 14, to be in closer proximity to the area's top c.&w. shows—"Big D," Dallas, and the "Cowtown Jamboree," Fort Worth. Deejays are invited to write in for a sample of the firm's new release, "Don't Come Cryin' Back to Me," by the Hooper Twins, and "You Gotta Quit Cheatin'," by Coy Wilson.

Wanda Jackson heads for Milwaukee for the April 24-26 weekend and from there moves on to Louisville to participate in the Philip Morris pre-Derby show April 29 in Freedom Hall at the Fairgrounds Coliseum there. On May 19, Wanda begins a three-weeker at the Showboat Hotel, Las Vegas, along with Bob Wills and His Texas Play Boys.

## With the Jockeys

"Want to thank you for your mention of my program and my need for c.&w. disks," writes Johnny Pumphandle, of KPER, Gilroy, Calif. "The response has been wonderful. Would like to pass along the fact that our asking listeners to phone in their requests for songs to be played on the program has paid off big here. Our phone is busy thruout most of my four-hour program. 'White Lightning,' by George Jones, and 'Black Land Farmer,' by Starday's Frankie Miller, are my most-requested numbers." Pumphandle and his band hold forth each weekend at the Gateway Club, Watsonville, Calif.

Requests for programming wax were received the past week from Bill (Kissen Kuzin) Murphy, of WAND, Canton, O.; Hank Fannir, WHBT, Talladega, Ala.; David Lardin, WACA, Camden, S. C., and Bill Gates, KAGT, Anacortes, Wash. . . . Copies of the Harold Morrison-Jimmy Gately recording of "Dodge City" on the Cullman label are available by writing to Cullman Records, 4705 Gallatin Road, Nashville.



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# The Billboard Reviews

# THIS WEEK'S SINGLES

## • Reviews of New Pop Records

### EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

- |   |                              |
|---|------------------------------|
| <b>SPOTLIGHT</b> —Strongest Sales Potential of ALL records reviewed this week | ★★★★—Good Sales Potential    |
| ★★★★★—Very Strong Sales Potential   | ★★★—Moderate Sales Potential |
|   | ★—Limited Sales Potential    |

★★★★★  
**MORGUS**  
 ★★★★★ *The Lonely Boy*  
 VIN 1013—Pounding rockaballed is performed in an interesting manner by Morgus and the ghouls over good support that features a honking sax. It could create interest. (Ace, BMI)

★★★★★ *Morgus the Magnificent*  
 Morgus the Magnificent is a TV host of a horror show with enough appeal to keep the rock and rollers inside. It has a sound. (Ace, BMI)

★★★★★ *The Big Bopper*  
 ★★★★★ *That's What I'm Talking About*  
 MERCURY 71451—Personable reading by the late artist on an amusing rhythm-novelty with good lyrics. (Glad, BMI)

★★★★★ *It's the Truth Ruth*  
 Another exuberant vocal stint on a catchy novelty with rockabilly-type tempo. (Glad, BMI)

★★★★★ *Ocean Liner*  
 KING 5204—Doggett has a mighty cute and bouncy novelty-styled effort which features his organ and rhythm complement with horns. Has a merry-go-round sound, and it's real pleasant. Watch this. (Jay & Cee, BMI)

★★★ *The Madison*  
 A medium swingin' blues, and it's more in the normal Doggett style. Good sound, but flip is attention-getter. (Jay & Cee, BMI)

★★★★★ *Be Prepared*  
 COLUMBIA 41391—This is from the pic "It Happened to Jane," and it's mighty cute. The rhythm is in the march tempo and the gal is assisted in the smart material by the children's chorus from the legit hit, "The Flower Drum Song." Watch this. (Artist, ASCAP)

★★★ *It Happened to Jane*  
 Miss Day hands this a smart reading and she's assisted by a male chorus with a whistling backup. Tune is from her upcoming flick of the same title. This will get attention too. (Daywin, BMI)

★★★★★ *Maverick*  
 WORLD PACIFIC 802—Theme song from the popular TV'er is given a smooth treatment by a chorus with jazz-type support from the Rakke ork. It bears watching. (Witmark, ASCAP)

★★★ *Travellin' West*  
 Folkish western tune is also presented by a male group over good ork backing. Flip, however, appears a bit more potent. (EDM, ASCAP)

★★★★★ *Let's Jump the Broomstick*  
 DECCA 30885—A gospel and blues feeling pervades this one, which has a lively melody line and some funky instrumentation. A real handclapper type of side, which can step. (Marlow, BMI)

★★★ *Some of These Days*  
 Brenda Lee does the standard in gravel-voiced fashion, with slow, relaxed tempo. A chorus in the background adds the effect, particularly in chant and response segment. (Vogel, ASCAP)

★★★★★ *You're My Hollywood Star*  
 JOSIE 862—Listenable side by the Tear-drops as the lead voice compares his girl to a Hollywood star. Fem voices in the backing are a gas. Side has a good chance for loot. (Rush, BMI)

★★★ *Cry No More*  
 On this side the group sells an unusual item with gusto, sparked by the girls' voices in the backing. Both sides are strong, altho flip has a slight edge. (Rush, BMI)

★★★★★ *Thinking It Over*  
 FELTED 8557—This starts with a weird fem vocal intro and it's followed by a good vocal job by Miller. The gimmick is the fem vocal touches which support the effort and this could result in action. Interesting message. (Royalty, ASCAP)

★★★ *Buddy Boy*  
 A new Bob Merrill tune is given a snappy reading at medium tempo. Miller and the ork and chorus complement give the side a good sound. (Golden Bells, ASCAP)

★★★★★ *My Pledge and My Promise*  
 CUB 9031—A strong artist is Williams and he turns in a solid ballad reading here with nice backing. He has something of a Benton, McPhatter touch and he could easily score. (Monument, BMI)

★★★ *Keep Me With You*  
 A strong pleader type ballad gets another fervent reading by Williams. A nice coupling and either side has a chance. (Weiss & Barry, ASCAP)

★★★★★ *The Wonder of You*  
 RCA VICTOR 7513—Moving rockaballed with churchy flavor is sung with quiet emotional power by Peterson and chorus. Merita play. (Random, BMI)

★★★ *I'm Gone*  
 Peterson packs plenty of sales savvy into this catchy rockabilly tune. Also worth a listen. (Clayton, BMI)

★★★★★ *Long Black Stockings*  
 TOPIC 8001—Title refers to the garb of his teen chick as she walks to the corner drugstore. Song is a blues, with a couple of vocal gimmicks and a fetching melody line. Watch it. (Cordial, BMI)

★★ *Rumors*  
 A common theme in country music gets a pop treatment in this lyric—which tells of the heartache caused lovers by rumors. Rockaballed treatment is fair. (Cordial, BMI)

★★★★★ *Tears of Happiness*  
 DELUXE 6185—A strong ballad reading by Williams. Side has the sound of the chapel bells ringing for the happy couple. It's all set to a plink-plink rhythm backing. A good side that could go. (R-T, BMI)

★★★★★ *I Knew It All the Time*  
 A fine performance by Williams, even tho the side and the vocal approach has touches of "It's Just a Matter of Time," by Brook Benton. A pleasant sound but the nod would go to the flip. (Wisto, BMI)

★★★★★ *Mad Gass*  
 POWER 113—The Royal Teens have a wild instrumental rocker here and they sell it



### Pop Records

CONNIE FRANCIS  
 FRANKIE (Aldon, BMI)  
 LIPSTICK ON YOUR COLLAR (Joy, ASCAP)

The chick has two hot sides that can go all the way. "Frankie" is a rockaballed, much in the style of her string of past clicks. "Lipstick" is an upbeat side on which she registers strongly. M-G-M 12793



TOMMY EDWARDS  
 MY MELANCHOLY BABY (Shapiro-Bernstein, ASCAP)  
 IT'S ONLY THE GOOD TIMES (Empress, ASCAP)

The chanter has two strong contenders. He reads "Melancholy Baby" warmly over lush, mild rock backing. "Good Times," a lovely new tune, rates as an equally hot side, and it's a toss as to which will take command. M-G-M 12794



FATS DOMINO  
 MARGIE (Mills-Fisher, ASCAP)  
 I'M READY (Post-Vanderbuilt, BMI)

Domino rocks his way thru the oldie with a hit sound. His New Orleans approach is heard to good advantage on the great side. "I'm Ready," the flip, is a driving rocker blues, and Domino also gives this a lusty belt. Both sides should coast in. Imperial 5585



PEGGY LEE  
 HALLELUJAH, I LOVE HIM SO (Progressive, BMI)  
 I'M LOOKIN' OUT THE WINDOW (Jay-Tone, ASCAP)

"Hallelujah," the great Ray Charles tune, provides Miss Lee with another fine vehicle. She belts the blues in great style over excellent orking. "I'm Lookin'" is an adaptation of an old folk tune. This, too, has strong possibilities. Capitol 4189



THOMAS WAYNE  
 ETERNALLY (Bluff City, BMI)  
 SCANDALIZING MY NAME (Bluff City, BMI)

Wayne can click again with these two sides. "Eternally" is a wistful rockaballed on which he is given a strong fem group assist. "Scandalizing" is a rockabilly ditty about a cat who undergoes a form of teen slander. Watch 'em! Fernwood 111



MITCH MILLER  
 THIS HERE GOAT (Hollis, BMI)

Mitch Miller with an assist from his sing-along chorus and the Flower Drum Kids serves up a strong follow-up to "The Children's Marching Song." The side is done along similar lines. It should be another big one. Flip is "Holiday for Lovers," (Miller, ASCAP) Columbia 4137



CATHY CARR  
 I'M GONNA CHANGE HIM (Planetary, ASCAP)  
 THE LITTLE THINGS YOU DO (Queensbury-Coliseum, BMI)

The canary has two moving sides that appear strong sequels to "First Anniversary." Both are moving ballads that are sung sincerely over lush backing. Both bear watching. Roulette 4152



COO-COO RACHAS  
 CHILI BEANS (Winston, BMI)

The new group sells this rhythmic Tex-Mex effort with plenty of appeal. The exciting swinger has a contagious sound, and it should score. Flip is "Track Down," (Lansdowne, BMI). Capitol 4202



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

LARRY WILLIAMS

STEAL A LITTLE KISS (Venice-Hillart, BMI)  
I CAN'T STOP LOVIN' YOU (Venice, BMI)

Williams appears to be back in the hit groove with these two rockin' efforts. Crazy backing by a fem chorus on the top side helps give it the money sound. "I Can't Stop Lovin' You" is an equally potent side that Williams belts in frantic fashion. Specialty 665



PRESTON EPPS

BONGO ROCK (Drive-In, BMI)

The driving, instrumental side has quite a sound. The rocker blues is given a stirring treatment with plenty of percussion and plucked strings. It should attract teen coin. Flip is "Bongo Party," (Drive-In, BMI). Original 4



JIMMY DONLEY

THE SHAPE YOU LEFT ME IN (Singing River, BMI)

Donley, whose clicks have been in the country market in the past, should leap on to the pop chart with this excellent side. It's a blues that's belted with plenty of heart over a swinging arrangement. Lyrics are good, and the tune is catchy. Strong country prospects also. Flip is "What Must I Do," (Singing River, BMI) Decca 30887



Pop Disk Jockey Programming

DAVID SEVILLE

JUDY (Monarch, ASCAP)

Seville styles the pretty waltz somewhat along the lines of his hit of a few seasons ago, "Gotta Get to Your House." Except for brief bits of dialog between a guy and gal, named Judy, of course, the side is basically an instrumental. Spins should meet with approval. It's a charming side. Flip is "Maria From Madrid," (Monarch, BMI). Liberty 55193



EARL HOLLIMAN

I'M IN THE MOOD FOR LOVE (Robbins, ASCAP)

The flick star has a smart arrangement of the pretty standard that should go over well with all age groups. He delivers the tune against interesting backing. With exposure, this could step out saleswise also. Flip is "Wanna Kiss You Tonight," (Sweco, BMI). Capitol 4194



LUCIEN FARRAR

LET'S MAKE THE MOST OF A BEAUTIFUL THING (Corda, ASCAP)

Farrar has a most pleasant side for his debut on this label. The beautiful tune is given a warm and winning vocal over a lush arrangement. Good programming side. Flip is "Island of Love," (Reis, BMI). RCA Victor 7520



KENNY BAKER

GOODBYE LITTLE STAR (Rev, BMI)

The intriguing side tells of a gal who makes it big in Hollywood, but who suffers an unfortunate disaster, after she has achieved success. The talented newcomer reads the tune in convincing style over excellent backing. Disk rates whirls. Flip is "I'm Gonna Love You," (Rev, BMI). Orbit 541



HERB & BETTY WARNER

PUT YOUR BAGPIPE DOWN (World, ASCAP)

This is a clever ditty about a Scotch miss who tells her laddie to put his pipe down and put his arms around her. It's done to a stirring, drum marching rhythm. The good duet performance should delight listeners. Flip is "The Mission of Love," (Republic, BMI). Dale 111



Pop Talent

BING DAY

MAMA'S PLACE (Asset, ASCAP)  
I CAN'T HELP IT (Asset, ASCAP)

Day has two sides that show strong promise. "Mama's Place" is a jazz-based theme with beatnik-type lyrics that is rendered effectively. "I Can't" is an attractive rockabilly item that offers a good contrast. Mercury 71446



(Continued on page 43)

with verve with piano, horn and drums featured. It has a chance. Watch it. (Brunswick, BMI)

\*\*\* Sittin' With My Baby  
The boys do a little vocalizing on this side as they tell of sitting with their baby while she's baby sittin'. Another good side. (Brunswick, BMI)

THE EASTMEN

\*\*\* Bye Bye My Baby  
MERCURY 71434 — A good dual-market side. Effective choral backing and instrumental work on an infectious rhythm item with good vocal job by lead singer. (Mar-Mu, ASCAP)

\*\*\* Lover Come Home  
Feyd chanting by lead singer and group on moving rockabilly. Dual market appeal here too. (Actual, BMI)

THE HOMETOWNERS

\*\*\* I Wanna Go Home  
FRATERNITY 842—Attractive, Latin-tinged folk tune is accorded a listenable outing by the new group. Good side by the talented group. (Lud, BMI)

\*\*\* Ding Dong  
Cat can't speak to his chick in school, because the bells are too loud. It's a cute idea. Backing helps quite a bit on the medium beater. Good coupling. (Lud, BMI)

JACK CASDEN

\*\*\* Notice Me  
MERCURY 71440—Expressive vocal rendition by Casden on a pretty ballad with nice choral backing. Spinnable side. (Saxon, BMI)

\*\*\* If I Had a Little Time  
Casden sings with feeling and heart on moving rockabilly. (Sherman & DeVrozon, BMI)

WALTER SPRINGER

\*\*\* Everything  
KAISER 401—A slow and pulsing rockabilly ballad sung with feeling by Springer. A talented cat. Agreeable side has a chance. (Dryer, BMI)

\*\*\* One More Chance  
Springer has a good, swinging style somewhat in the Sam Cooke vein. This is a snappy, upbeat item with a fine, rocking beat. This can also get play. (Adams & K. Williams, BMI)

BOBBY LESTER

\*\*\* Am I the Man  
CHECKER 921—Exuberant reading by Lester on catchy rhythm-blues. Strong dual market side. (Pearl, BMI)

\*\*\* Lonely Hearts  
Heartfelt warbling stint by Lester on a tender rockabilly with backing by a large ork. (Arc, BMI)

THE FOUR KNIGHTS

\*\*\* Where Is the Love  
CORAL 62110 — Pretty rockabilly provides a good follow-up to their "O' Falling Star." Good vocal by the lead is nicely supported by the group on the attractive tune. It bears watching. (Midnight, ASCAP)

\*\*\* Things to Do Today  
Rockabilly-type item is spiritedly presented by the crew. Cats are telling of the things they will have to do if their gal says yes. Gimmicked chorus and ork support is effective. (Maytime, ASCAP)

BOBBY HELMS

\*\*\* I Guess I'll Miss the Prom  
DECCA 30886—A mighty pleasant chanting job by Helms on a side with dual market potential. The side has a good, seasonal message. Smart backing makes it even better. This could go. (Jimskip, BMI)

\*\*\* Soon It Can Be Told  
A good ballad effort with a winning melody. Helms gives it a solid go. Two nice sides. (Jimskip, BMI)

KAY STARR

\*\*\* I Couldn't Care Less  
RCA VICTOR 7521—Attractive tune from new Bing Crosby-Debbie Reynolds movie, "Say One for Me," is sung warmly. (Feist, ASCAP)

\*\*\* Only Love Me  
Exuberant chanting on fiery Latin ditty. (Leeds, ASCAP)

DINAH WASHINGTON

\*\*\* What a Difference a Day Makes  
MERCURY 71435—Effective rendition of the lovely oldie. Nice jockey side. (Marks, BMI)

\*\*\* Come on Home  
Solid, emotional impact is conveyed by thrush on strong blues with interesting use of strings in backing. Dual market appeal. (DeLaru, BMI)

CATERINA VALENTE

\*\*\* Where  
RCA VICTOR 7525 — European thrush's first Victor disk spotlights moving delivery on appealing ballad with sacred lyric theme. (Sheldon, BMI)

\*\*\* La Strada Del's Amore  
Gal puts plenty of feeling into lilting Neapolitan - type tune. Nice jockey side. (Sounds, ASCAP)

ROSEMARY CLOONEY & BOB HOPE

\*\*\* Ain't A-Hankerin'  
RCA VICTOR 7517—Bouncy, folk-flavored novelty is sung sprightly by duo. Tune is from Hope's new movie, "Alias Jesse James." Should pull spins. (United Artists, ASCAP)

\*\*\* Protection  
Amusing novelty is sung with showmanship by twosome. Spinnable side with chatter angle. (United Artists, ASCAP)

LILLIAN BRIGGS

\*\*\* Rag Mop  
CORAL 62108—Miss Briggs belts the old click in rapid fashion with bright chorus work assisting. It can move. (Hill & Range, BMI)

\*\*\* Smile for the People  
Bright chorus sing on a cheerful theme with good ork backing. Jocks can take to this. (Hecht, Lancaster & Buzzell, ASCAP)

THE JOE LOCO QUINTET

\*\*\* St. Louis Blues Cha Cha  
FANTASY 543—Inventive Latin beat on the old blues classic makes for a danceable side. Good jockey item with chance for coin. (Handy, ASCAP)

\*\*\* Bella Merezumbe  
Attractive side features Loco's piano with rhythmic support. Male group has the Spanish vocal. Fair prospects. (EBY, BMI)

BOB HITTSON

\*\*\* The Greatest Feeling  
BLUEBONNET 201—A relaxed side with the tempo of a soft shoe dancing turn. Chanter, backed by a chorus and quiet accompaniment, does a nice job. (Bluebonnet, BMI)

\*\*\* Can It Be Real?  
A triplet-marked side, not quite as strong as the flip, but marked with some charm, both in the vocal and accompaniment. (Bluebonnet, BMI)

LANCE ROBERTS

\*\*\* You've Got Everything  
DECCA 30891—Roberts has a good, split style on this sprightly tune by Felice and Boudleaux Bryant. It's a smart side that's spinnable. (Acuff-Rose, BMI)

\*\*\* Why Can't It Be So  
Roberts gives this a deeply-felt reading. The pleader ballad is also by the Bryants. (Acuff-Rose, BMI)

AL ALLEN

\*\*\* Egghead  
CARLTON 511—Interesting guitar sound on fast-moving instrumental blues. Good juke side. (Jones, BMI)

\*\*\* I'm Bent  
Same unusual guitar sound effect on moody theme. (Jones, BMI)

THE TALKABOUTS

\*\*\* Sweet Lovin' Baby  
POPULAR 117—A good snappy, rockin' side by the group with a good juvenile sounding lead. Rocker is well-chanted. Side has an Elizabethan quality in spots. (Figure, BMI)

(Continued on page 42)

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**Reviews of New Pop Records**

Continued from page 41

★ I Don't Seem to Care Anymore  
 A deeply dedicated rock-a-ballad reading again finds the lead in good form. (Chelwood-Talkabout, BMI)

**THE LITTLE TOY BAND**  
 ★★ The Little Tin Man  
 20TH FOX 139—Charming ditty with gimmicked chorus and otk has a cute toy soldier sound. It's an interesting item that can catch on with plugs. (Fest, ASCAP)

★ Teeny Little Me  
 Kiddie-type chorus renders this attractive medium-beater. Suitable backing accompanies on the listenable effort. This, too, has a chance with exposure. (Delaware, ASCAP)

**SAMMY FITZHUGH**  
 ★★ Saddle Mns  
 POPLAR 115—The rock and roller is given a good shout by the lad over mildly driving support. It has a chance for both pop and r.&b. loot. (Chelwood, BMI)

★ Linda Baby  
 Fitzhugh gives out with a good rocker tribute to Linda with this blues. Flip, however, appears top side. (Chelwood, BMI)

**THE IDEALS**  
 ★★ Always Yours  
 STARS OF HOLLYWOOD 1001—Chantress does a good job with a teen-oriented rocker. A chorus of beat-sounding chicks gives this one a pleasant meshuga quality. (Daylight, BMI)

★ Please Jan  
 A teen-slanted item, uptempo, with a chorus behind the chanter. Fair rocker. (Daylight, BMI)

**BARRY GORDON**  
 ★★ The Bluebird Song  
 ERA 1092—An adult male introduces this with a bit of homey philosophy. Then young Gordon, who is now featured regularly on a TV show, moves in with his simple, ungimmicked vocal, backed by lofty fem voices. Message is one of hope. (Thunderbird, ASCAP)

★ Rabbit Habit  
 The diminutive cat who once had a Christmas hit on M-G-M, turns in a moderately appealing medium rock rhythm tune with a message keyed to the juvenis set. (Warman, BMI)

**RENE BLOCH ORK.**  
 ★★ Raunchy Cha-Cha-Cha  
 ANDEX 4034—The Bill Justis click of last year is given a spicy cha cha treatment by the Bloch ork. Danceable item can attract sales and jockey spins. (Hi-Lo, BMI)

★ Maglos  
 Brassy, Latin item is well-treated by the ork. Side should also pull some loot. (Hermosa, BMI)

**ANDY ROSE**  
 ★★ I'm Waiting for You  
 CORAL 62109—Rockabilly is nicely performed by Rose over a good arrangement. Side has a chance, if plugged. (Peer & Tam, BMI)

★ Dance on Pretty Clowns  
 Beguine is given a quality sing by Rose with smooth chorus and ork backing. Fair chances. (Peer & Tam, BMI)

**THE "GO" BOYS**  
 ★★ Ramble  
 DC 0418—Tune is a stroll. The gang hands it a danceable, instrumental treatment that features wailing tenor and guitars with rhythm support. It can sell. (Clairborne, BMI)

★ Flippin'  
 Countryish tune is performed with zest by the boys, but flip appears the top side. (Clairborne, BMI)

**THE FASHIONS**  
 ★★ I am Dreaming of You  
 V-TONE 202—Peppy rhythm tune is handle to good effect by the lads. It can move. (Caldwell, BMI)

★ Lonesome Road  
 Snappy rendition of the old folk song by the group. It should create some interest. (PD)

**MISS GLORIA SMYTH**  
 ★★ Playmates  
 SIERRA 1501—Gloria Smyth turns in a bright reading of the Saxie Dowell tune, handing it a snappy performance helped by a vocal group and a sharp ork arrangement. Could get coins. (Joy, ASCAP)

★ Don't Take Your Love From Me  
 The fine Henry Nemo tune is sung with feeling by the winsome thrush over triplet backing by the combo. This side is pretty but flip has more excitement. (Whitmark, ASCAP)

**JIMMY WAKELY**  
 ★★ I Know How It Feels  
 SHASTA 113—Wakely sings a weeper which he penned himself, with much heart, over support by a vocal group (The Three Rays) and combo. A listenable side that stands a chance. (Riverside, ASCAP)

**JOHNNY WELLS**  
 ★★ Before and After  
 KAPP 270—Attractive folk-flavored tune is sung pleasantly by Wells and chorus. (Arenas, ASCAP)

★ So Tired  
 Wells sings nicely on pretty ballad with mildly r.&r. backing. (Glenmora, ASCAP)

**GORDON YOUNG**  
 ★★ Fills Her Skirt  
 FELSTED 8567—Young tells what he likes about this chick of his—the way she rolls her eyes and fills her skirt. It's a bright rocker effort. (Rambled, BMI)

★ Who's Fooling Who  
 A medium paced rocker with a good rhythm feeling. Nice vocal by Young. (Debmaz, ASCAP)

**THE "PLAY BOYS"**  
 ★★ Sweet Talk  
 IMPERIAL 5586—An easy-going rhythmic instrumental piece which features first a solo flute and then harmonies by two of the same. Spinnable. (Alan-Edwards & Magnus, BMI)

★ Crazy Daley  
 A good rockin' instrumental by the group, featuring a honking tenor and honky tonk piano. (Alan-Edwards — Magnus, BMI)

**SUZIE LEE**  
 ★★ In His Convertible  
 SEECO 6011—Sixteen-year-old chantress has a fresh voice, backed by a bouncy arrangement. Lyric is specially geared to the Spring season. (Mogull, ASCAP)

★ My Honey  
 Bouncy rhythm item geared to the teen listener. (Sudbury, BMI)

**BONNIE SLOAN**  
 ★★ Sweet Thing  
 SHASTA 114—Bonnie Sloan writes a tear-stained letter to her loved one as she asks if he still loves her as she loves him. Good performance. (Rialto, ASCAP)

★ Cry of a Broken Heart  
 On this side the thrush tells the tender story of a lass with a broken heart calling to her ex-love. A pretty tune handled nicely. (Lorelei, BMI)

**THE JEWELS**  
 ★★ I Worry 'Bout You  
 SHASTA 115—The Jewels make their debut with a fair reading of a Latin-styled weeper that has a sound. It could get spins.

★ Are You Comin' to the Party  
 The Jewels bow on the label with a happy reading about a rocking party that should be a ball. It's aimed at both the country and pop marts.

**TRINI LOPEZ**  
 ★★ Here Comes Sally  
 KING 5198—Trini Lopez turns in an okay reading of a tale of Sally who wears rather tight slacks. If exposed it could get some coin. (Lois-St. Lawrence, BMI)

★ Love Me Tonight  
 On this side the chanter sells a rock-a-ballad with feeling helped by a group and a combo. (Lois, BMI)

**THE CHECKERS**  
 ★★ Teardrops Are Falling  
 KING 5199—The group turns in a fair reading of a rock-a-ballad that is somewhat old-fashioned, the enlivened by a falsetto lead thruout. (Jay & Cee, BMI)

★ Rock-A-Locka  
 On this side the boys come thru with a fair reading of another old-fashioned tune with a beat. (Jay & Cee, BMI)

**THE FLIPS**  
 ★★ It Will Never be the Same  
 MERCURY 71426—Pounding r.&r. background and fervent group vocalizing on dramatic rock-a-ballad. (Pure, BMI)

★ Gone Away  
 Same comment. (Pure, BMI)

**BRUCE CHANNELL**  
 ★★ Don't Leave Me  
 TEEN AGER 601—Feelingful vocal by Channell on okay rock-a-ballad. (Bluebonnet, BMI)

★ Run, Romance, Run  
 Personable vocalizing on bouncy rockabilly-styled ditty with young chorus on backing. (Bluebonnet, BMI)

**STEVE BRIAN**  
 ★★ If You Believe  
 CLEFF-TONE 139—Nice vocal sing on pretty ballad with sturdy flavor. (Republic, BMI)

★ Love Train  
 Okay reading of bouncy rhythm item. (Republic, BMI)

**THE FIVE BLOBS**  
 ★★ Juliet  
 JOY 230—The Blobs tell the story of what happens when Juliet's family goes to bed. He'll be outside her window, in the classic vein. It's upbeat rocking stuff that should attract spins. (Joy, ASCAP)

★ Young and Wild  
 Everybody calls him young and wild, he protests. Fair potential. (Famous, ASCAP)

**BILLIE ANTHONY**  
 ★★ Too Late Now  
 CAPITOL 4195—Pleasant piping on the pretty oldie. (Fest, ASCAP)

★ Yes, We Have No Bananas  
 Vivacious rendition of the novelty standard. (Shapiro-Bernstein, ASCAP)

**THE SQUARES**  
 ★★ Square Rock Part 3  
 TELL 1003—A gasping and sensual fem voice intrus this with the title. The combo then pounds out a blues rocker for good danceable results. (Hackney, BMI)

★ Davey's Drag  
 Another medium beat rocker has a good flavor. Would make a satisfactory juke box record. (Hackney, BMI)

**ROBERTA SHERWOOD**  
 ★★ I Say Hello  
 DECCA 30889—Miss Sherwood sings the pleasant ballad from the new legit show, "Destry Rides Again." Gal is assisted by a chorus. (Florence & Chappell, ASCAP)

★ My Song  
 The thrush sings the oldie in fair style. (DeSylva, Brown & Henderson, ASCAP)

**GARY MICHAELS**  
 ★★ Gone, Gone, Gone  
 SENTRY 1067—A tender vocal effort by Michaels on a pretty ballad. Artist is supported by a male group and a simple instrumental backing. Spinnable. Artist is better than the material. (Shawn, ASCAP)

★ Gazinta Cha Cha  
 A routine cha cha rhythm effort with an okay vocal by Michaels. He gets a better showcase on the flip. (Schuster, ASCAP)

**DENNIS WEAVER**  
 ★★ Gals  
 CASCADE 5906—Side begins with a bit of dialog between a country couple. Weaver then sings the folksy waltz over soft, plucked string support. More dialog during the reprise. Fair potential. (Karin, ASCAP)

★ Michael Finnighin  
 Novelty-type with gimmicked ork support adds up to an only so-so side. (Karin, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated one star.

JAN AMBER: Waiting/The Little Martian—Cleff-Tone 157.

JEANNE DARLING: Tell Me All About You/Waltz of Romance—Gametime 108

ERNIE KUCERA: Trumpets and Clarinets/Annie—D 1056

FREDDY POWERS: Be My Love/That's What I See in Your Eyes—Bluebonnet 202

JOHNNY REBB: My Body Can't Take It/You Know I Love You—Flame 154

BOB SHANZ: One Soda/Green Light-Red Light—Boulder 015

**Country & Western**

★★★★

**JE SHEPARD**  
 ★★ Better Love Next Time  
 CAPITOL 4191—A pretty ballad melody and it's sung with feeling by Miss Shepard. A great idea for a song and the side has a good chance for juke coins. (BMI & Range, BMI)

★★★★ Jeopardy  
 A fine performance by the gal. It's a smart bit of material in medium tempo and it features an interesting boogie woogie figure in the piano support. Spinnable wax which can make a noise. (Open Road, BMI)

**DON RENO & RED SMILEY**  
 ★★ I Wouldn't Change You If I Could  
 KING 5200—Pleasant chanting by duo on effective country item. Merits spins and it can catch loot. (Starday-Lois, BMI)

★ Little Rock Getaway  
 Catchy instrumental theme highlighted by standout guitar work. Nice juke wax. (Fest, ASCAP)

★ ★ ★  
**BOB ALLEN**  
 ★★ Oh Lonely Night  
 CLASS 150—Allen has a closeness to the country field in this pretty ballad. It's a slow and easy moving tune. Pleasant performance. (Records, BMI)

★ ★ ★  
 After Shock  
 The rocker side. Allen gives it a bright go as he compares the feeling of the "rock" to the "Frisco shock. Flip has more appeal. (Records, BMI)

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**Billboard Picks**  
**"TAKE OUT SOME INSURANCE"**  
**JIMMY REED**  
 veejay 314

★ ★  
**RAY JACKSON**  
 ★★ *Tea Leaves Don't Lie*  
 D 1055—Jackson dual-tracks the harmony here and real hill harmony in *Message* of moderate interest with the sly reading a future of misfortune in the tea leaves for the lad. (Glad, BMI)

★ ★★ *What Makes You Cry*  
 Moderate interest here in a medium rhythm country ballad. (Glad, BMI)

★ ★★ *Since You've Gone*  
 Same comment. (Gaylord, BMI)

**JIMMY GATELEY & HAROLD MORRISON**  
 ★★ *Dodge City*  
 CULLMAN 6412—The folk-flavored song gets a good performance. Vocal is backed by simple string accompaniment, to good effect. (Gaylord, BMI)

★ *Tomorrow I'll Hang Out My Tears to Dry*  
 Idea belongs in the country weeper category. But performance doesn't make much commercial impression. (Gaylord, BMI)

**BUDDY STEPHENS**  
 ★★ *What Good Are Memories*  
 YUCCA 109—A weeper in the traditional style. Stephens does it with a throb in his voice. For the c.&w. deejay, this has a legit touch. (Fairway, BMI)

★ *Try Again*  
 A weeper, traditional in style. But side does not come off as well as the flip. (Fairway, BMI)

**HAL SMITH**  
 ★★ *You Smiled at Me*  
 YUCCA 108—A pleasant reading of a ballad. Chanter has a natural, unaffected style on this side. (Fairway, BMI)

★ *Makin' My Living With My Guitar*  
 Style is reminiscent of Johnny Cash, and the song's melody is reminiscent of "Frankie and Johnny." (Fairway, BMI)

**BYRON JOHNSON**  
 ★★ *It's Wrong for Me to Love You*  
 D 1058—Johnson sings of his loneliness and despair to the accompaniment of a train rhythm backing in the piano and guitar. Okay performance. (Glad, BMI)

★ *Our Love Is Not Worth Living For*  
 A mournful weeper sung with emotion by Johnson. Moderate potential only. (Glad, BMI)

**Rhythm & Blues**

★ ★ ★  
**THE MARQUIS**  
 ★★ *Strange Is Love*  
 CLASS 251—This ballad has a strong flavor of Spain. It's what you might call a vocal rock-a-flamenco. The boys have a mighty interesting arrangement. Watch this. (Mike-dan, BMI)

★ ★ ★ *Six Gun*  
 A Westernish song of the minor-key, "Ghost Riders" school. It's quite a story and it's sung with spirit by a good lead over the support of the group and a femme chorus. Side merits a hearing. (Mike-dan, BMI)

**THE TURBO-JETS**  
 ★★ *Far East Cha Cha Cha*  
 FEDERAL 12353—This starts with a short intro with a typical oriental sound than moves into a blues framework. An organ is heard here with the sax and guitar accompaniment and the expected gongs are here too. Interesting blend of the oriental with the Latin. (Armo, BMI)

★ ★ *So Sassy*  
 A good rocking instrumental with guitar and tenor sax taking the lead. Nice danceable upbeat wax. (Armo, BMI)

**BROWNIE MCGHEE**  
 ★★ *Living With the Blues*  
 SAVOY 1564—This is blues oriented but it's not quite the blues. McGhee sings the medium-pacer with spirit against southern-based piano guitar and drums. (Crossroads, BMI)

★ ★ *Be My Friend*  
 McGhee turns in a satisfying rendition of a medium-paced ballad, with a plaint. Performance rather than the material is what sells this one. (Volunteer, BMI)

★ ★  
**SIDNEY LESTER**  
 ★★ *Let Me Walk With You*  
 DANGOLD 2001—An upbeater which Lester chants with good style. Femme group gives it a hormonal sound. (Savoy-Kaymar, BMI)

★ ★ *After You're Gone*  
 A slow triplet-backed ballad has only a moderate message. Femme group again assists Lester in the effort. (Savoy-Kaymar, BMI)

**Jazz**

★ ★ ★ ★  
**CANNONBALL ADDERLY'S FIVE STARS**  
 ★★ *Autumn Leaves Parts I & II*  
 BLUE NOTE 1737—This is taken from Cannonball Adderly's great album "Somethin' Else" and it features a wonderful arrangement as well as some mighty attractive work by Adderly and Miles Davis on trumpet. A solid item for all jazz jukes, that could become a year-round favorite. (Ardmore, ASCAP)

**BUD POWELL TRIO**  
 ★★ *Dry Soul*  
 BLUE NOTE 1712—This is taken from one of Powell's albums issued by the label. It's a slow, walking tempo blues featuring Powell's interesting piano work, plus Sam Jones on bass and Philly Jo Jones on drums. Good juke wax here. (Patricia, BMI)

★ ★ ★ *Buster Rides Again*  
 This side is also from a Powell album, and it features the pianist on a wild Latinish rhythm tune that rocks. Both sides are jazz juke coin-grabbers in hip spots. (Patricia, BMI)

★ ★ ★  
**LOU DONALDSON**  
 ★★ *Autumn Nocturne*  
 BLUE NOTE 1721—Lou Donaldson turns in some listenable sax work here, with Herman Foster, Peck Morrison, Dave Biley and Ray Barretto helping out in the backing. Pretty performance. (Advanced, ASCAP)

★ ★ *Play Ray*  
 On this side Donaldson, Barretto, and Foster are the featured artists on a Latinish rhythm tune. Two good sides from Donaldson albums. (Groove, BMI)

**Spiritual**

★ ★ ★ ★  
**ALEX BRADFORD**  
 ★★ *What Folks Say About Me*  
 SPECIALTY 917—The vigorous Bradford voice carries the lead, answered by rhythmic chorus. Plenty of beat here, and a solid performance. (Pathway, BMI)

**Spotlight Winners of the Week . . .**

Continued from page 41

**Pop Talent**

**BARBARA EVANS**  
**SOUVENIRS (Delmore, ASCAP)**

The catchy rock and roll tune has a clever lyric, and Miss Evans handles the material in showmanly fashion over good support. Song is about collecting autographs of stars. Good teen-bait side. Flip is "Pray for Me, Mother," (Tee Pee, ASCAP). RCA Victor 7519



**JOHNNY RUSSELL**  
**IN A MANSION STANDS MY LOVE (Dandelion, BMI)**

Russell bows on the label with a strong reading of a listenable rocker about a rich man and a poor man competing for a gal's love. His approach is somewhat similar to that of Johnny Cash. Talented lad has a side to watch. Flip is "Rome Wasn't Built in a Day," (Dandelion, BMI). Radio 125



**C&W Records**

**WILMA LEE & STONEY COOPER**  
**BIG MIDNIGHT SPECIAL (Acuff-Rose, BMI)**

The Coopers have a smart adaptation of the old folk favorite that should chalk up healthy sales in country marts. Side has a solid train whistle and banjo backing in support. Flip is "X Marks the Spot," (Acuff-Rose, BMI). Hickory 109



**LEFTY FRIZZELL**  
**THE LONG BLACK VEIL (Cedarwood, BMI)**  
**KNOCK AGAIN, TRUE LOVE (Cedarwood, BMI)**

These are Frizzell's strongest offerings in a spell. Top side is a moving weeper about a gent who pays a costly price for stealing a love. Flip is also a weeper but in a three-quarter tempo. Both should go well. Columbia 41384



**R&B Records**

NO SELECTIONS THIS WEEK

★ ★ ★ *The Lifeboat*  
 In contrast to flip, this one has a stately, slow tempo, with the lyric carrying the symbolism of the lifeboat and pilot. A fine performance. (Venice, BMI)

defined phrasing, with organ background. Good wax. (Venice, BMI)

★ ★  
**THE SACRED HEARTS**  
 ★★ *Oh! I Know My Savior Lives*  
 SPECIALTY 914—Uptempo gospel, with male and female voices answering on the choruses. A rolling rhythm and spirit marks this one. (Venice, BMI)

**BOBBY POWELL & THE GLORYLANDERS**  
 ★★ *Touch the Live Wire of Heaven*  
 CHEROKEE 500—Gospel-flavored sacred piece has a rolling rhythm. Harmonies are pleasant. (Golden River, BMI)

★ *My Lord Compared to Thee*  
 Smooth harmony and sincerity are here; but side falls down in sound — as tho it were not recorded properly. (Golden River, BMI)

★ ★ *Jesus Has a Blessing*  
 This one is belted out with precise, sharply

**Religious**

★ ★ ★ ★  
**JOE CHITWOOD**  
 ★★ *The Mount of the Lord*  
 DE'BESTH 1117—A slow gospel song is rendered with feeling by the artist. The pretty hymn should attract buys. (De'Besth, BMI)

★ ★ ★ *Oh Let Me Walk With Thee*  
 Soft gospel is sung with sincerity by Chitwood over organ accompaniment. Good side for this market. (De'Besth, BMI)

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## MEET THE PEOPLE

### Zorro, Bat Masterson Schedule Road Tours

VAN NUYS, Calif.—Guy Williams, TV's Zorro, will make personal appearances for the first time with Clyde Baldschun, of Clyde Baldschun & Associates here, handling the dates for fairs, rodeos and other events. Arrangements for the tours were worked out here last week (21) by Williams and Baldschun and Walt Disney Productions.

Williams is scheduled to leave here May 6 for appearances in

Cincinnati, Oklahoma City, New York and Fort Smith, Ark.

The Cisco Kid (Duncan Renaldo) and Pancho (Leo Carrillo) are being booked as a team as well as individually by the Baldschun office. They will appear together in May in Chicago and Oklahoma City. Renaldo leaves April 27 for Huntington, W. Va., followed by dates in Charleston, W. Va.; Cleveland, Lincoln, Neb.; Atlanta, Lincoln Downs, R. I., and Cincinnati for dates in May.

Gene Barry, TV's Bat Masterson, starts on his first personal appearance tour on May 9. Thru arrangements made by the Baldschun office, he will appear in Denver, Washington, Leechburg, Pa.; Atlantic City, Oklahoma City; Logan, Utah; Peoria, Ill., and Calgary, Alta. At Calgary he will be the grand marshal of the Stampede and Exhibition.

Dates in May for Robert Horton, soot in "Wagon Train" show, include Cincinnati, Columbus, O.; Tulsa, Okla., and Detroit.

### Brewery Train Honor Float In D. C. March

NEW YORK — The Schaefer Train was awarded first prize as an outstanding unit in the recent Cherry Blossom Parade of Princesses, in Washington. The train carried New York State Princess Diane Anfuso, daughter of Representative Lawrence L. Anfuso, of Brooklyn.

The train, called "Ole 1842," is a 74-foot replica of a typical American railroad train of the period around 1842—the year the F. & M. Schaefer Brewing Company was established. The train's engine is built on a tractor which pulls six cars at four to six miles per hour. Schaefer makes the train available to civic, fraternal and charitable organizations in its distribution area. Sides of the cars are designed so that they can be adapted for signs, and the train's tape recorder and amplification system is also available to organizations making use of the attention-getting device.

Scheduling for the train for spring and summer includes parade appearances in New York, New Jersey, Connecticut and Massachusetts.

### Buccaneer Days Inks Jimmy Dean As Name Feature

CORPUS CHRISTI, Tex.—Jimmy Dean will head entertainment features for the annual Buccaneer Days to be held here for 10 days starting April 30. A section of the bay will be occupied by a carnival.

Stars of the Mexican stage and screen, fireworks and an illuminated night parade will be other features of the celebration.

### HUDSON PACTS FIREWORKS AT COTTON CELE

HUDSON, O.—Hudson Fireworks Display Company has been awarded the fireworks contract at the Memphis Cotton Carnival, John W. Dailey, vice-president and sales manager, announced.

The firm will fire the pyrotechnics on May 12 and it will mark the first time Hudson has had the contract, which was signed by Dailey and Everette J. Pidgon Jr., of the Memphis division of Coca-Cola.

### Rink, Park Planned for Gary Theater

GARY, Ind.—An adjoining skating rink and amusement park is included in plans for construction of a 1,000-car drive-in theater in suburban East Gary.

Work on the Dunes Theater on the east side of Indiana 51 and south of the Indiana Toll Road is scheduled to get underway this spring. A bowling alley, restaurant and motel, in addition to the amusement park and skating rink, will be built later.

The property was rezoned for business and recreational purposes at a recent meeting of the East Gary Zoning Board.

Arthur St. Arnaud, electrical contractor, is acting president of Duneland Associates, developers of the project. Benjamin Saks, attorney, is vice-president and Adolph J. Feinberg, merchant, is secretary-treasurer. Directors are W. Lester Gallagher, contractor; Robert A. Lucas, attorney, and Stanley Bors, realtor.

### GIANT MOVABLE STAGE BEING BUILT FOR CNE

TORONTO — The largest portable stage in the world, which can be moved on or off the field in six minutes, is now under construction for the Canadian National Exhibition grandstand.

Jack Arthur, executive producer of the grandstand show, said the portable stage will be the same size as the fixed stage of other years, one of the largest outdoor stages in the world.

There will be 1,200 square feet of floor space on the stage and it will be mounted on 10 electrically powered caterpillars. The stage will have a proscenium opening of 180 feet and will be 80 feet deep. It will also be fitted with three turntables, similar to those on the former stage.

Covering the rear 50 feet will be a roof to protect the performers and settings from the weather. At this point, one of the world's largest curtains will be hung. It is expected to be at least 150 feet wide and 40 feet high.

Need for the portable stage arose when the CNE signed a contract with the Argonaut Football Club to use the grandstand as its home stadium for Big Four football.

While no games are planned for the period of the CNE, it is expected that a game will be played on the Sunday following closing night of the fair.

### Polack Shifts to West Coast After Scoring Eastern Success

OKLAHOMA CITY — At the first-quarter mark of its 1959 tour, Polack Bros. Circus is making its annual jump to the Far West. Since opening in mid-January, show has already had a widespread route covering 13 dates in 10 different States.

Going from here to Spokane, Polack will confine its travels to half a dozen Western States and a tip of Canada until late September.

Shift to a spring date brought Polack back to Oklahoma City little more than six months after its 1958 appearance. Tho the four-day run opened favorably Wednesday (22), a final tally would be necessary to tell how it stacks up with last year. Show is being held over an extra day for a sold-out performance Sunday (26) for personnel of the Tinker Air Force Base.

In Akron, O., a five-day run showed a 12 per cent increase over last year for the strongest business in the 14 years Polack has played there. Most performances were sellouts or turnaways, including the final three Saturday (18) in an all-day rain. Show signed up for a return in 1960.

Erie, Pa., a critical spot in the nation's unemployment picture, had good attendance tho revenue from other sources was down. The Erie date was between Canton, O., and Akron.

Canton and Akron were handled jointly by Henry F. Barrett, who also had the Oklahoma City date, a situation that kept him shuttling between the three cities for six weeks.

After stops in Spokane and Tacoma, Polack will enter California and have a respite from long jumps by playing consecutive dates in San Francisco, Oakland and Sacramento.

TOP CUISINE  
**PNE Park Skeds 100G Restaurant**

VANCOUVER, B. C.—A new year-round restaurant will be opened May 1 in Playland Park on the grounds of Pacific National Exhibition here that will cost close to \$100,000.

The dining room will feature dinners and family service with much of its menu aimed at the latter. There will be a quick service counter for those wanting to eat in their cars. A dining room will also be provided for conventional eaters.

Decor of the new restaurant will be modern in every respect, officials said.

EMMETT KELLY'S SON WITH ADAMS

MEXICO, Mo.—Pat Kelly, 24-year-old son of Emmett Kelly, joined Adams Bros. Circus clown alley for the show's season. He appears in tramp greasepaint.

### Little Rock Contracted For 'Holiday Watercade'

NEW YORK — The Arkansas Livestock Show has been added to the route of Lenn Laden's "Holiday Watercade," it is announced, the dates being October 5-10. The combined water-and-stage unit debuts at Greenville (S. C.) Memorial Auditorium May 20, then plays the metropolitan area at Roosevelt Stadium, Jersey City, starting May 26.

Tank construction has been finished by Ed Gillen, whose comedy

diving act will be among the features. Water and dry acts have been rehearsing here and the production ought to be wrapped up in ample time for the opening, it is reported. The two tanks and stage use an area 165 feet by 34.

Other features include Martha Ann Bentley, ballerina and choreographer; Suzanne Dore, vocalist; Bitten Bergen of Copenhagen, former Olympic swimming champion; Brigitte Rohland, dancer. Professional Artists Representatives is booking aquatic and stage attractions.

Staff includes George Chergotis, art and scenic design and co-director; Adele Lioi, costume design; Mof Newburgh, musical director; Miss Bergen, water choreography; Ed Gillen Associates, equipment construction and technical consultant; Bob Laden, company road manager; Bernard P. Gurtman, assistant to the producer, and Hesse Lyons, press and promotion.

Miss Bentley gave the show a plug on the Ed Sullivan TV program on Sunday (19). Advance work for the opening includes sending of heavy gold engraved invitations to arena, fair and stadium managers.

### Emmett Sims Dies in Chicago

CHICAGO—Emmett Sims, 60, former circus press agent and national advertising man, died unexpectedly at his home here early Wednesday (22). Services were conducted Friday (24) by the Showmen's League of America and burial was at Showmen's Rest near here.

Sims, native of Decatur, Ill., was with Corporation shows as a young man and he also was a printer. In the 1930s he was with Hagenbeck-Wallace and then he became a press agent for Cole Bros. Circus. In 1949 he was general agent of Biller Bros. Circus.

Subsequently, he was with Ringling-Barnum, "Skating Vanities," and ice shows as advance man. In the past several years he had worked for Chicago neighborhood newspapers and also made national ad contacts for circuses and carnivals.

Survivors include his widow, Dorothy, of Chicago, and a sister, Mrs. Julia Crowson, Kirkwood, Mo.

### Marshall, Tex., Fair Adds 2 Days

MARSHALL, Tex.—The Central East Texas Fair and Livestock Exposition will be an eight-day exposition this fall, President Paul W. Wood, announced. Dates are September 1-8. The Sunday showing will be the first in the fair's history. Previous dates were from Monday thru Saturday.

### JOYCE TO PLAY SHOP CENTERS

TAMPA—Jack Joyce Jungle will open Monday (27) at Tampa and play a route of shopping center locations thru Alabama, Georgia, Kentucky, Ohio and Indiana. In July, owner Joyce will switch it into Joyce's Jungle Racing to play six weeks of fairs for GAC-Hamid, and then resume the shopping center operation.

His shopping center set-up features zoo animals, each displayed under a separate tent. In addition there are two 25-passenger wagons pulled by camel teams as a kiddie ride. Wagons were built by Charlie Luckey in the form of band-wagons. There are also carts pulled by llamas. The show moves on five units and has eight tents.

### Harold Ramage Dies in Ill.

BLOOMINGTON, Ill.—Harold T. Ramage, 62, died at a hospital here Tuesday (21). He was a close associate of many circus performers including almost all the flying return acts which have Bloomington connections. Many aerialists used his address as a permanent address. Ramage assisted flying acts financially and in building riggings and other problems. As a hobby he compiled history of flying acts and accumulated many photos and took motion pictures of flyers in action. He was active in local bands and as a Navy musician during World War I he was in John Philip Sousa's band.

Survivors include his widow, Jeanice, and a brother, Percy.

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## INT'L LIVESTOCK SHOW, DAIRY EXPO MERGE RUNS

CHICAGO—Chicago's two major farm shows, the International Livestock Exposition and the International Dairy Show, this year will merge and operate on a longer run. Dates will be held in the International Amphitheater.

The decision to merge the two nine-day events into one 13-day run, was brought about by the poor draw of the rodeo, the featured attraction during the six years of the dairy show, officials said.

Under the new format the horse show will be the attraction, altho the quarter horse show, which has operated during dairy week, will also be retained.

It will be the first time in the 60-year history of the stock show that purebred dairy cattle will be exhibited along with beef cattle, sheep and swine.

Announcement of the merger was made jointly by Dr. H. H. Kildee, Ames, Ia., livestock expo president; W. A. Wentworth, Frankfort, Ky., dairy show president, and Charles S. Potter, president of the Union Stock Yard and Transit Company. The stock yard firm has sponsored both events.

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### PAYS OFF, TOO

## Operators Put Rides In Novel Locations

YANKEE know-how is nowhere better illustrated than in the outdoor amusement business where showmen have taken advantage of numerous novel locations for their equipment. The seemingly unlikely site is passed over by laymen but takes on a special, appealing aura to the showman. From coast-to-coast the sight of fun devices in odd places has stimulated some head-scratching and admiration.

In Seattle a full kiddieland operation, topped by a towering Big Eli Wheel, has scored good operating grosses on the roof of a department store, and this usage of space soon was copied elsewhere.

Another Big Eli, when sending cars aloft to the top of its span, provides occupants with an almost unsurpassed view of mountains and scenic vistas on all sides. Skyline Amusement Park in Blowing Rock, N. C., likes to call its wheel "the world's highest."

#### Auto Ride In a Hole

In Pleasure Beach Park, Bridgeport, Conn., the Hot Rod auto is operated almost out of sight, but still does good business. The park men drained a reserve water storage area and made use of a fenced-in, concrete-decked oval by simply erecting a sign and building customer steps down into the excavation.

In Revere Beach, Mass., another Hot Rod ride wound up literally hanging from the walls of a building. An ancient Merry-Go-Round building contained a circular balcony restaurant, on a deck eight feet wide. The operator yanked out the tables, made a couple of minor alterations and wound up with an elevated auto ride. The Merry-Go-Round continues operating as in the past, undisturbed.

Miniature golf has likewise had novel applications, too many to be detailed. Fairyland in New York had a narrow strip running between its intermediate-sized Roller Coaster and the sidewalk fence. A slender, compact golf layout now occupies the strip, actually hidden from the park proper but highlighted by a striking golf concession building which is in full view.

In Glen Echo Park outside Washington the property question was again a problem, for the available space snuggles cozily against a sharp embankment. Holmes Cook turned out a miniature golf layout which is terraced right into the slope, thus making it visible from a far greater distance than if it were flat on the ground.

Numerous other golf spreads have been plunked down atop valuable Arcade buildings at shore resorts. The rooftop golf course endows its patrons with cooling summer breezes and can't help

drawing attention because of its very height.

#### Peek-A-Boo In Asbury

A real eye-catcher is the Roll-o-Plane at Palace Amusements, Asbury Park, N. J. Partners Zimel Resnick and Ed Lange have caused plenty of distraction among strollers and motorists by having a slot cut in the sloping roof of their building. Cars of the ride poke out of the hole when it revolves, then disappear into the building.

With a lavish miniature golf layout already committed for Kiddie City in New York, National Amusement Device charted its train ride plumb thru the course in a wide trench. A quaint footbridge was built for players to advance from one side to the other.

Hills, dales, gullies, mountains and buildings have not restrained outdoor amusement operators from going about their business. They reason, sensibly enough, that an unlikely spot for a device is just apt to start people to pointing, patronizing and talking to their friends about it. This analysis is more often right than not.

### Angleton, Tex., Earmarks \$9,000 For Improvements

ANGLETON, Tex.—An estimated \$9,000 will be spent on the Brazoria County Fairgrounds this year.

Tentatively scheduled are sewage work to cost an estimated \$4,000, and reshuffling in the poultry, hog and quarter horse facilities to provide more space.

The fair will assume the cost of repainting and other repairs needed before the annual October event.

### Sponsors Rodeo

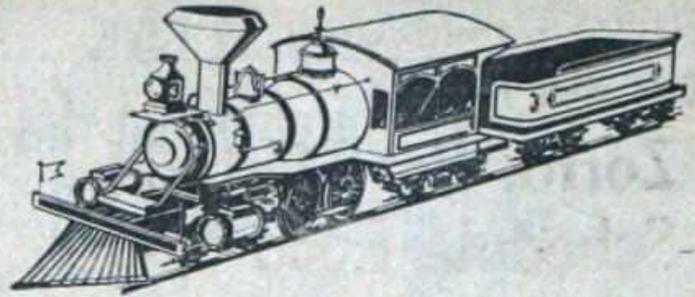
WORCESTER, Mass. — The Grotto here has decided to end sponsorship of its 21-year-old circus to sponsor a contest rodeo at Westboro Speedway, August 24-26.

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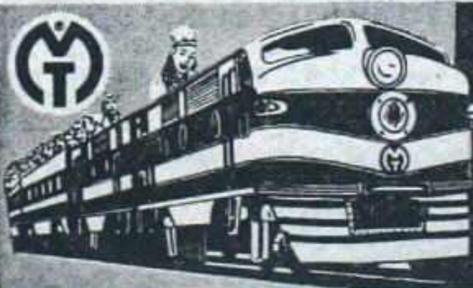
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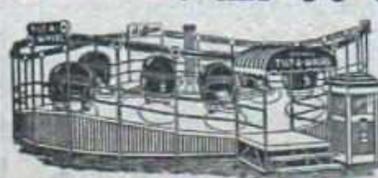


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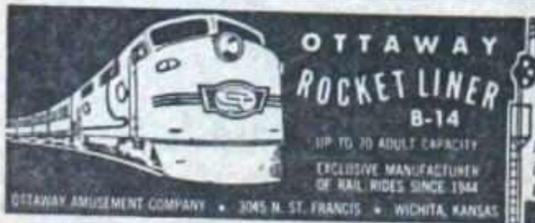
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**Seattle Civic  
Auditorium Has  
Successful '58**

SEATTLE—A total of 1,312 events were held in the combined facilities of the Seattle Civic Auditorium in 1958. The plant has two auditorium floors, Ice Arena and Veterans Hall. The events drew 623,134 people who parked 87,880 automobiles in the operation's parking lots. Various banquets served 14,678 people.

The 1958 revenue for the operation was \$183,109.55. Also, about \$32,750 was paid to the city during 1958 as admission taxes for the various events housed in the buildings. Operating expenses were \$155,895.23, leaving an operating surplus of \$27,414.32 before depreciation allowances.

The year 1959 looks very promising, with professional hockey, ice shows and wrestling enjoying record attendance, according to Donald L. Johnston, auditorium manager. Recreational ice skating is also expected to reach a new high in attendance.

Conventions and trade shows will be one of the outstanding phases of activity for 1959 with such organizations visiting Seattle as the American Federation of Musicians, American Public Works Congress, Pacific Logging Congress, Order of the Eastern Star, Washington State Restaurant Association, Northwest Furniture Manufacturer Association and the Western Gift Shows.

**ARENAS & AUDITORIUMS****Manitoba Festival Attracts  
Thousands to Auditorium**

By TOM PARKINSON

THOSE 76 TROMBONES were outnumbered by the pianists at the Manitoba Musical Competition Festival in Winnipeg last week. This event was started 41 years ago, with 274 entries. The 1959 festival reported 2,450 entries in the various classes. The throng overflowed the Winnipeg Auditorium and Trinity Hall, so a church was used for some sessions.

This festival draws participants from many parts of Canada and from the United States. The Premier took part in opening ceremonies. Three of the judges came from Great Britain for the event.

The whole thing is sponsored by the Men's Musical Club, which has established classes for such competitions as string orchestras, voice choirs, piano solos, vocal solos by girls under 12, high school bands, operatic solos and dozens more. About 21,000 persons, mostly children, participated. One class for piano solos alone had 122 contestants, and another piano solo class had 101, and still another had 79. There were participants from some 46 cities in addition to Winnipeg, and five entries came from the U. S.

For auditorium Manager J. W. McNeil, this growing event is a major undertaking. The festival used all halls in the auditorium from 9 a.m. until midnight daily from April 6 thru last Monday, April 20. It's probably the largest festival of its kind in the British Empire, according to Winnipeg, and if it keeps duplicating this year's 24 per cent increase, much more will be heard from it.

AN ALL-NIGHT SING was at Lansing (Mich.) Civic Center Saturday (25) for a repeat performance. Charles Ziogas' building is having music not only all night, but in all kinds this spring. There was the "Top 40 Recording Stars" show booked for Sunday (26), and coming are the "Grand Ole Opry," U. S. Army Field Band and Count Basie.

Initial performance by a new riding team of the Royal Canadian Mounted Police will be November 13-21 at the Royal Agriculture Winter Fair, Toronto. It will be recalled that the historic Musical Ride has been discontinued. . . . When the "Biggest Show of Stars" played the Greenville, S. C., Municipal Auditorium recently, it set a new record for the best one-day gross in the new building. It reported \$15,270 and a capacity crowd of 6,019 people.

Century Lighting, Inc., New York, has a new brochure for architects and engineers. It is entitled "Remote Control Systems" and describes a set-up that permits one man with full view of a performance to all light thruout a production. . . . Mutual Hardware Corporation, New York, has developed a new series of scenic pulleys to add to its line of stagecraft equipment. The same firm is introducing a new stage brace as the first in a new line of theatrical hardware.

**Barton Coliseum Improving  
Cooling, Acoustics, Lights**

LITTLE ROCK—A \$375,000 modernization program is under way on the T. H. Barton Coliseum here, according to Clyde E. Byrd, secretary-manager.

The improvements will include installation of an acoustical ceiling and backdrop with metal suspen-

sion system and catwalk above, heating and air conditioning equipment, arena lighting and other electrical improvements. Completion is set for June 1.

**Detroit-Windsor  
Freedom Festival  
Mulls Attractions**

DETROIT—Plans for the Detroit-Windsor International Freedom Festival, June 28-July 4, are expected to include some professional entertainment, officials here disclosed.

No definite shows will be signed, but a fun zone that will include rides, is expected. A 100-mile auto race has definitely been set for the period and negotiations are under way to bring in a rodeo. All show attractions will not be under the festival sponsors, but will come in independent.

Talk of a wire act that will operate on a wire stretched across the river between the two cities has been heard.

On the celebration's committee are Ray Pearson, executive secretary to Detroit's mayor; Carl Johnson, drug company executive, and William B. Browning, vice-president of Bob-Lo Park. Max Gurman, Gurman-Arnold Associates, public relations firm, will co-ordinate shows and promotion with Mary Ball in charge of local publicity.

A souvenir book with advertising is currently being handled by Mott and McMillan.

**Famous Cole  
Gets Business  
In Texas Rain**

FARMERS BRANCH, Tex.—Rain and cold weather dogged the Famous Cole Circus for its first 10 days of operation, but business has been good, according to Glen J. James, co-owner.

Show opened with a night show at Cooper April 8. Rockwell, a matinee-only Sunday (12), was packed. Terrell, Ennis and Italy had good night business despite cold and rain. Hillsboro (16) had a hard rain at 7 p.m. and was only fair. Alvarado (17) had a good night house despite tornado warnings. Farmers Branch (18) enjoyed a full matinee and fair house in a downpour at night.

The new six-pole big top, built by Central Canvas Company, Kansas City, Mo., is trimmed in red and blue. Marquee has red plastic lettering. Superintendent Red Foker, Corky Clark, boss canvassman, and John Littlejohn are getting the top up.

Floyd Brodbury handles the Side Show and organ. The McKays have the Snake Show and Dick Loter has the Rhino Show. The Wayne Newmans run the pony ride on the midway.

General Agent John Frazier is in New Mexico.

**Sports Show  
Draws in L. A.**

LOS ANGELES—The 14th annual Sportsmen's Show pulled a record attendance of 315,000 at the Pan Pacific Auditorium during its recent 11-day run.

H. Werner Buck, head of Show Management which staged the event, said that 90 per cent of the space had been sold for the 1960 event which will be held March 30-April 10. Buck declared that the show had increases of as much as 50 per cent on some days. Business was particularly strong during the closing weekend, he added. Approximately 500 exhibits were featured and there were "50 to 60" turnaways of exhibitors, Buck stated.

**Port Huron, Mich.,  
Inks Midway, Names  
For Water Fete**

PORT HURON, Mich. — The 1959 Blue Water Festival, July 20-26, has inked the Duke of Paducah, Little Jimmy Dickens, the Carter Family, Smiley and Kitty Wilson, Reta Faye, Johnny Tova, the Country Boys and Rod Link's World of Pleasure Shows as featured attractions.

The midway will be next to the grandstand this year. Events before the stand will include American and Canadian variety talent shows, water events, International Day parade with officials from Michigan and Ontario, Canadian Army Band, Royal Canadian Air Force Band, U. S. Air Force, Navy and Michigan National Guard units, and a street dance featuring disk jockeys from a local radio station.

**Wheat City Arena  
Names Manager**

BRANDON, Man.—Jake Milford, Brandon hockey executive, has been appointed manager of Wheat City Arena. He succeeds F. C. Courtice, who resigned to head the city's bus system.

Milford was a professional hockey player in England and the United States, and during the past winter managed the Brandon Wheat Kings, a junior hockey club. Under the new set-up, he will retain his hockey post.

**Plan Alberta Arena**

FAIRVIEW, Alta. — A laminated wooden type of construction will be used for Fairview's Arena, to be built this year at a cost of \$70,000. The structure, with no supporting pillars, will have seating for 2,200 people.

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### Mrs. Ringling Gives Museum Cash Donation

BARABOO, Wis.—Mrs. Henry Ringling has donated \$1,500 to the Circus World Museum and the amount will be used for buying a special bannerline now being produced by the O. Henry Tent & Awning Company, Chicago.

The banner line will serve as part of the entrance to the museum, which is to open July 1. Mrs. Ringling's late husband was one of the original seven Ringling brothers. Several other gifts have been received by the museum recently from Wisconsin business firms.

In addition, the CFA unit in Chicago has voted to contribute 25 per cent of its dues income this year to the museum. The city of Baraboo has given to the museum the title to a former Ringling building at the museum site. The city bought the building some time ago as the first step toward formation of the museum.

Don Francis, San Francisco circus fan, has donated an 1847 poster for Raymond & Co. Circus to the museum. A Milwaukee disk jockey is sending a photo of himself atop a Cristiani elephant to everyone who sends Circus Museum membership dues thru him.

### Ken Jensen Show Opens

KLAMATH FALLS, Ore.—The Ken Jensen Circus is completing five weeks of indoor dates in the Northwest to be followed by outdoor engagements in California.

Line-up includes Marjorie Cordell, aerialist; Joe Gieger, juggler; Bogino Troupe, Risley; Leo Gasca, bounding wire; Los Larabees, whips; Jerry Cadona, roly-poly; Joni Larabee, ladder; Milonga Cline and Mae Knuff, webs; Delisle Chappell, chihuahuas; Hap Henry, dogs; Erik Adams, chimps; Charlie Franks, elephant; John Cline, elephant, dogs and ponies; Rene Thezan, George Perkins, Hap Henry, Henry Chappell and Cadona, clowns; Kermit Dart, organist, and Ken Jensen, equestrian director and announcer.

Dave Knuff is chief rigger, and concessions are handled by Lauber and Lombardi. Edna Jensen handles the office.

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

### 29 Clowning For Ringling

NEW YORK — Clown Alley on the Ringling show is populated by 29 performers this year, with Paul Jung as producing clown and Otto Griebing working come-in.

Also clowning are Rogelio Arroyo, Harry Berman, Charles Burns, Aldemaro Catorzi, Freddy Freeman, Jackie Gerlich, Paul Horompo, Robert Johnson, Robert Keck, Morton Kross, Gene Lewis, Owen McQuade, Lauro Morales, Joseph Norwath, Alvin Schwartz, Earl Shipley, Carl Stephan, Dennis Stevens, Duane Thorpe, William Ward.

Also, Harry Nelson, Myron Orton, Walter Guice, Lon Jacobs, Felix Adler, Paul Wenzel, and Arne Honkola.

### Wenatchee Y Sets Opener At Portland

WENATCHEE, Wash. — The Wenatchee YMCA Circus is slated to open its annual tour June 9-14 at Portland, Ore., according to Paul K. Pugh, manager-director.

Show will travel on four trucks, two trailers and a bus which was donated to the group by the local Teamsters. The features will include a 16-piece band, two trampoline acts, three wire acts, six jugglers, two dog acts and a trained horse. New canvas backdrops will total 125 feet.

An indoor version of the show is being planned for early spring and late fall dates under the direction of Oroville Ingle.

### John A. Strong Sees Big Year

THOUSAND OAKS, Calif.—Biggest year in the history of the John A. Strong One-Ring Circus was predicted for the show by John A. Strong Jr., owner-manager, who returned here following dates in Northern California. Strong based his prediction upon two record days, despite rain, in Lompoc and Santa Maria, Calif.

Strong has 10 fairs booked along with shopping centers. He is adding Charlie Franks and his elephant; Dave Twoney, clown and juggler; a 30 by 40-foot marquee, a chimp, menage horse, ponies and dogs.

Twoney, who had his own circus unit while in the service in Germany, will replace Eddie Edwards, who opens his own season at the National Orange Show, San Bernardino, April 22. Franks joins in June and will remain thru October with the elephant.

Fair dates include Vallejo, 11 days; Pleasanton, 14; Yuba City, 5; Petaluma, 4; Napa, 4; Orland, 4; Watsonville, 4; Bakersfield, 7, and Fresno, 11, all California, and Roseburg, Ore., 4.

Three trailers were recently purchased from Tony Gentry. One will be used for the chimp and the other two go to the concession department.

### Steam Calliope Deal

CHICAGO—A 28-whistle steam calliope was sold last week to Robert Senhauser, of New Philadelphia, O. The calliope, formerly on the S. S. President, was sold by Jack Kaplan. The deal included the whistles, steam chamber and keyboard but no boiler or vehicle.

### Tote 5,356 Riders

SAN ANTONIO—Gid Smith, operator of the miniature train at Brackenridge Park, estimated that he carried 5,356 passengers on Easter Sunday.

### New York Area Cowpoker To Operate on Percentage

AMITYVILLE, N. Y.—A May 30 opening is charted for the new Frontier City, situated on Broadway here. Fronting 284 feet and encompassing more than 11 acres, it contains standard elements of Western towns, but utilizes concrete block, steel and other substantial construction materials.

Western City, Inc., headed by Frank Kelly and Ray Felman, has a percentage of all operations within the park, and the thought is that this will permit price control on objects sold. Stores include Indian shop, gunshop, leather shop, souvenir shop, boot and moccasin shop, clothing shop, photo store, music shop and grange and flower shop.

Fill has been piled up to provide a "Boot Hill" mountain graveyard. A Union Pacific Train (National) runs behind the hill, where it can be ambushed by Indians. Other rides are Stagecoach, Covered Wagon and ponies.

Rides and archery will go for 25 cents for kids and adults alike, Kelly notes. Outside gate prices are 90 and 65 cents.

Phillips Act Permanent  
Operating concern's payroll includes 22 people in such functions as ticket attendants, plus six cowboys and Indians and two permanent feature entertainers, Cowboy Joe and Carol Phillips, who will live on the premises. Phillips is well known in the metropolitan

area for riding, gunslinging and dog acts. His wife is a former Hamid revue dancer. Visiting free acts will augment the entertainment during the season, and Phillips will supervise.

The format and construction materials were developed after studies at Disneyland, Oklahoma City and Eastern cowboy installations, and Kelly views the solid, permanent-type structures as conducive to patron confidence and repeat visits.

Patron participation will be stressed with ragtime piano in the "saloon," hillbilly music, community sings and other elements. All concessions and the management are new to the amusement business with the exception of the food operator, Bert Nathan's Drive-In Concessions, Inc. Nathan is a prominent theater concessionaire and an owner of Pleasure Beach Park, Bridgeport, Conn.

### Jersey Cape Employs TV

CAPE MAY, N. J.—The second annual television promotional series for the Jersey Cape will begin this month over WNTA-TV, Newark, N. J. The County Chamber of Commerce will introduce the television promotional program to the vast North Jersey-New York metropolitan tourist and industrial market, announced George Carter, executive-secretary of the chamber.

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Carnival Routes

- A-1 Amusements: Caruthersville, Mo., May 1-9. American Beauty: DeSoto, Mo. American Midway: Fort Worth, Tex., 29-May 2. Amusements of America (10th & Bigler Sts.) So. Philadelphia, Pa., 30-May 9. Baker United: Indianapolis, Ind. Barstow Amusements: Glenwillard, Pa., May 11-16. Beam's Attractions: Johnstown, Pa., 30-May 9. Bee's Old Reliable: Richmond, Ky.; Danville 4-18. Belle City: (2700 S. Chase) Milwaukee, Wis., 28-May 6. Bernard & Barry: Hamilton, Ont. Big State: Greenville, Tex. Brodbeck-Schrader: Guymon, Okla. Buck, O. C.: Schenectady, N. Y. Burkhardt: Monroe, La.; Helena, Ark., 4-9. Byers Bros.: Bastrop, La., 27-29; Ruston May 2-9. Capell Bros.: Flagstaff, Ariz., 28-May 3. Carl, A. J.: (Ecorse Rd. at Hardin) Detroit, Mich., 27-28; (8 Mile & Gratiot) Detroit May 1-10. Carr, Larry: Maynard, Mass. Central States: Dodge City, Kan., 28-May 4. Chanos, Jimmy: Muncie, Ind., 28-May 9. Colbert's Fiesta: Clinton, Mass., May 1-9. Continental: Kingston, N. Y., 30-May 9. Crafts Expo.: (Fair) San Bernardino, Calif., 27-May 3; (Fair) Barstow 6-10. Crafts Fiesta: (Fair) North Hollywood, Calif., May 6-10. Crafts 20 Big: (Fair) Fillmore, Calif., May 7-10. Dickson United: Youngstown, O.; Cuyahoga Falls 4-18. Dixie Am. Co.: Chetopa, Kan.; Commerce, Okla., 4-9. Drago Amusements: Indianapolis, Ind. Drew, James H.: Marion, Va. Franklin, Don: Victoria, Tex., May 1-9. G & B: Ravenswood, W. Va. Gala Expo.: Bald Knob, Ark., May 2-16. Georgia Am. Co.: Cornelia, Ga. Gold Medal: Smithers, W. Va. Grand American: Keokuk, Ia., May 1-9; Ottumwa 11-18. Greater Kastl: Albuquerque, N. M. Hale's Show of Tomorrow: Kansas City, Mo., 27-May 10. Hannum, Morris: Lansford, Pa., May 1-10. Heart of America: Manhattan, Kan. Holiday Am. Co.: Kansas City, Mo.; Fairmount 4-18. Hottle, Buff, No. 2: Ponchatoula, La., 29-May 10. Inland Empire: Payette, Idaho, 28-May 2; Baker, Ore., 5-9. King Bros.: Derby, Colo., May 1-10. King Expo.: Roseville, Mich., May 1-10. L. & L.: Ripley, Tenn. Le Grand Am. Co.: (Arlington) Lawrence Greater: Concord, N. C. Jacksonville, Fla. Manning, Ross: Westpoint, Va. Marks, John H.: Portsmouth, Va.; Charlottesville 4-9. Merchants Jubilee: (Beaumont Valley) Beaumont, Tex. Midway of Mirth: Paragould, Ark.; Jonesboro 4-9. Mighty Interstates: Chatsworth, Ga.; Murfreesboro, Tenn., 4-9. Monarch Expo.: Sikeston, Mo.; Belleville, Ill., 4-9. Moore's Modern: Artesia, N. M. Mound City: East Alton, Ill., 27-May 4. New England Am. Co.: Ludlow, Mass., 30-May 9. Nolan Amusements: Nelsonville, O., May 4-9. North American: Waynesville, Mo.; Kirksville 4-9. Norton's Rides: Altus, Okla. Page Bros.: (Haynes School Fair-Trinity Lane) Nashville, Tenn.; Bowling Green, Ky., 4-9. Page Combined: Rome, Ga. Palmetto Expo.: Elkin, N. C.; N. Wilkesboro 4-9. Pan American: Baton Rouge, La.

- Paradise Nowata, Okla. Penn Premier: Charlottesville, Va.; Winchester 4-9. Peppers All-States: West Point, Miss. Powelson Am. Co., No. 1: Barberton, O.; Navarre 4-9. Powelson Am. Co., No. 3: Wooster, O.; Warren 4-9. Reid's Golden Stars: Greenville, Tenn.; Newport 4-9. Robinson's Western, No. 1 & No. 2: Bellingham, Wash., May 4-9. Rock City: (Broadway) East St. Louis, Ill., 30-May 10. Rohr's Modern Midway: Chillicothe, Ill., 27-May 3. Royal American: Tampa, Fla. Siebrand Bros.: El Paso, Tex., 28-May 10. Smiley's Am. Co.: Great Falls, S. C.; Bassett, Va., 4-9. Strates, James E.: Wilmington, Del., 28-May 9. Sunset Am. Co.: Excelsior Springs, Mo.; Chillicothe 4-9. Tatham's Fun Fair: Girard, Ill.; Bement 4-9. Thomas Joyland: Madison, W. Va. Tinsley, Johnny T.: (Paris School) Greenville, S. C. Uncle Joe's Am. Co.: San Saba, Tex. Venditto Bros.: Cranston, R. I., May 1-9. Virginia Greater: Suffolk, Va.; Crisfield, Md., 4-9. West Coast, No. 1: Pittsburg, Calif.; Richmond 5-11. West Coast, No. 2: (Fair) Los Banos, Calif.; Sunnyvale 4-10. World's Finest: Brantford, Ont., May 1-9.

Miscellaneous

- Chubby & Snook's Show & Dance: Camp Crook, S. D., 27; Eagle Butte 28; Bison 29; Morrilstown 30; Reeder, N. D., May 1; Circle, Mont., 2. Marlowe, Don, Players: Rapid City, S. D., 27-30; Miles City, Mont., May 3-10; Salt Lake City, Utah, 14-20. Matchstick Cities: Portsmouth, Va., 27-May 2.

Circus Routes

- Adams Bros.: Fulton, Mo., 27; Jefferson City 28; Columbia 29; Moberly 30. B. & M. United: Joliet, Ill. Bailey Bros.: Pampa, Tex., 27; Woodward, Okla., 28; Paul's Valley 29; Chickasha 30; Lindsey, May 1; Shawnee 2. Beers-Barnes: Lumberton, N. C., 27; Clinton 28; Greenville 29; Louisville 30; Kenbridge, Va., May 1; Appomattox 2; Gordonsville 4; New Market 5. Clyde Beatty-Cole Bros.: Palisade, N. J., 27-May 10. Cristiani Bros.: Oak Ridge, Tenn., 27; Kingsport 28; Bristol 29; Petersburg, Va., May 1; Fredericksburg 2; Washington, D. C., 3-9. Davenport, Orrin: Grand Forks, N. D., 30-May 3. Famous Cole: Cisco, Tex., 27; Cross Plains 28; Baird 29; Anson 30; Stamford, May 1; Aspermont 2; Spur 3 (Mat. only). Gray, Gil: Yankton, S. D., 27-28. Hagen Bros.: South Boston, Va., 27; South Hill 28; Blackstone 29; Colonial Heights 30; Highland Springs, May 1; Ashland 2. Hamid-Morton: Philadelphia, Pa., 27-28; Montreal, Que., May 2-9; Altoona, Pa., 11-16. Hunt Bros.: Silver Hill, Md., 27; Kentland 28; Greenbelt 29; College Park 30; Rockville 31; Westminster, May 1. Kelly-Miller: Durant, Okla., 27; Denison, Tex., 28; Sherman 29; Denton 30; Ardmore, Okla., May 1; Paul's Valley 2; Purcell 3; Chickasha 4; El Reno 5; Norman 6; Shawnee 7; Guthrie 8; Stillwater 9. King Bros.: Hawkinsville, Ga., 27; Sandersville 28; Covington 29; Canton 30; Athens, Tenn., May 1; Loudon 2.

(Continued on page 49)

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# THE FINAL CURTAIN

**JACOBY—Dave**, veteran merchandise dealer and founder of Mills Sales Company, New York, recently after a brief illness. (Details in Carnival section).

**JENNINGS—Joseph P.**, April 18 at Moosic, Pa., following a three-week illness. He operated a section of Rocky Glen Park for some 40 years prior to retiring in 1950. Survivors include his widow, Margaret; four daughters and two sons. Burial was at Moosic, Pa.

**LESTER—Vicki (O'Keefe)**, 36, veteran burlesque performer and Girl Show operator on carnivals, April 3 at Bethesda Hospital, Cincinnati, following a heart attack. A native of El Paso, Tex., she appeared for a number of years in Milwaukee burlesque, later moving to Cincinnati, where she made her home with Delores Johnson Long, former burlesque producer. Requiem High Mass at the Church of the Assumption, Cincinnati, with interment in St. Joseph's Cemetery, that city. No known survivors.

**MILLER—Henry (Hank)**, 64, president of Heidleberg Raceway, April 16 at Oakland Veterans' Hospital, Pittsburgh. He was vice-president of the Central States Racing Association and had served as managing director of speedways at Uniontown, Altoona and Sharon, Pa.; Wheeling Downs, W. Va., and Canfield and Bedford, O. Survivors include his widow, Barb, and son, Henry. Burial in Pittsburgh.

**RAMAGE—Harold T.**, 62, associate of many circus flying return acts, at Bloomington, Ill., Tuesday (21). (Details in Outdoor section.)

**ROBERTS—Harry C.**, 71, former secretary of the Indiana State Fair board, April 13 in Indianapolis. (Details in Fair section.)

**SIMS—Emmett**, 60, former circus agent, at Chicago Wednesday (22). (Details in Outdoor section.)

**STILES—Jack**, 90, father of Bill Stiles, former clown and Side Show performer of White Bluff, Tenn., and Joe Stiles, Nashville, March 25 at the former's home. Burial in White Bluff.

**WENTWORTH—Col. Edward N.**, 72, livestock expert and ringmaster for years at the International Livestock Exposition, Chicago, April 21 in his Chesterton, Ind., home. He headed Armour & Company's livestock bureau for 31 years, wrote three books on

livestock, served on the faculty of Iowa State College and Kansas State College, and was associate editor of Breeder's Gazette in 1913-14. He was a veteran of World War I, serving as a captain of field artillery. Surviving are his widow, Alma; two brothers, Allerton, chairman of the International Dairy Show, Chicago, and Norris, chief announcer at the International Livestock Show, Chicago, and a sister, Margaret.

## BIRTHS

**JARMES—** A son, Glen J. II, recently to Mr. and Mrs. Jack Jarmes at Postville, Ia. Grandparents are Mr. and Mrs. Glen J. Jarmes, of the Famous Cole Circus.

**LEVY—** a daughter, Stacy Ann, to Mr. and Mrs. Sam J. Levy Jr., April 17 in Chicago. Father is sales representative for Barnes-Carruthers Theatrical Enterprises, Chicago. Mother is a former performer.

## UNDER THE MARQUEE

The Banfields, jugglers; Jean Warner, acro, and Mr. Mike, chimp, are recent additions to the All-American Indoor Circus. Recent visitors include T. D. Kemp, Sam Levy, Walter Nealand, Sam Warren, J. E. Hill and Arthur Cole.

William (Uncle Bill) Winters and Danny Styron will be with King Bros.' Circus in clown alley this season. . . . The Flying Palacios and the Great Barton, balancer, opened with the Blackpool Tower Circus, Blackpool, England.

Paul H. Bowers and Robert (Pinky) McKee, Martinsburg, W. Va., fans, visited Ringling Bros. and Barnum & Bailey Circus and Clyde Beatty-Cole Bros.' Circus in New York. They also attended the opening of Mills Bros.' Circus at Jefferson, O., April 18.

Clown Happy Kellems, with the Minneapolis; Dayton, O., and Cincinnati Shrine dates under his belt, moves into Coney Island, Cincinnati, May 15, for his second season. Kellems' picture was on the front cover of The Cincinnati Enquirer's pictorial section in full color.

Visitors to the Hamid Morton Circus in Baltimore include Beryl Ann Kneavle, Andy Thumpser, Leo Suggs, Melvin J. Olsen, John (Spec) McNeil, Bert Sheldon, Dr. and Mrs. William Mann, Frank Greene, Tony and Claire Conway and Catherine Gardner.

Del and Babs Graham were featured on the television show, "Danger Is My Business," practicing and performing their flying turns recently.

Richard Lemieux, circus fan, will be hospitalized for over three months in the Coral Gables, Fla., hospital following an operation.

Carl Sahlen, Evansville, Ind., noted for 50 years in show business with the Williams and Bernice act doing trampoline, traps and dogs, is now training dogs as a hobby and was recently pictured and quoted in the local Sunday supplement. He has also designed a small portable trapeze rig that doesn't require guy lines or weights.

Whiteside and O'Donnell, clown team, will be with the Johnny T. Tinsley Shows this season. . . . The old John Robinson elephant barn at Cincinnati was recently burned to make way for a new subdivision. The owner plans to work "Robinson" into the name of the subdivision.

Grover O'Day, clown cyclist, is currently with Bailey Bros.' Circus and will open with Tom Packs in June.

Hazel King writes from Gainesville, Tex., that the Glenn Henrys have left for the Gil Gray show; Art Henry left April 1 for market dates, and Bertha, Jimmy and Doll dates, and Bertha, Jimmy and Dolly Connors left for Hugo, Okla., to join Carson-Barnes. Gary Henry broke his leg recently but will accompany the family.

CFA members attending the Omaha Shrine Circus included the

Roger Browns, Sioux Falls, S. D.; B. T. M. Smith, Flint, Mich., and Agnes and Howard Hansen and Mary Jane and Floyd W. Henton, Omaha. The Hansens and Hentons held a party and attending circus performers included Robert Owen. (Continued on page 56)

## Matura's Shop Show Plays Texas Spots

DALLAS — The L'Angelus Shopping Center Circus has played five weeks in Houston, two weeks in San Antonio; a week in Freeport, two weeks in Victoria, two weeks in Corpus Christi and Dallas, Tex. Lawrence Matura is the owner and John Warner is the manager.

The show will play three more dates in the Dallas-Fort Worth area and then head north. The current circus line-up includes Capt. Ernest Engerer and his lions and the Great Veno, high wire. Three Castle kiddie rides and the Rose string of concessions also joined. Amos Youngblood has booked two Funhouses and a mechanical show to play shopping centers in the St. Louis area. Paul Smith, clown, has returned to the L. J. Heth Shows to operate a new Glass House.

The unit carries 10 major rides and seven kiddie rides. Acts that have appeared with the show include Dolly Jacobs with elephants and dogs, and Eddie Kuhn with lions, tigers, pumas and bears.

## Kelly-Miller Lists Advance Personnel

HUGO, Okla.—The roster of the advance department of Kelly-Miller Circus for the 1959 season will include Arthur W. Miller, general agent and traffic manager; Robert Bullock, special agent and promotions, and Tex Clayton, 24-hour man.

Edward Riley is manager of advertising car No. 1 which also includes Philip Marcus, boss lithographer; James C. Clark, boss billposter; Jack Marcus, Edward Tapeley and Kenneth Burns, lithographers, and C. W. McCamon and K. Gullett, billposters.

Ronald L. Ellison handles the banner brigade. Louise and Sharon Miller will staff the advertising mailing department. Edward Riley is new to K-M, but was car manager on Arthur Bros. and has been on Ringling, Cole and other shows.

## BEATTY, HUNT ONE DAY APART

NORRISTOWN, Pa.—This city will see two tented circuses in as many days. The Clyde Beatty-Cole Bros. Circus comes in Friday, May 15, and Hunt Bros. Circus will show the city Saturday, May 16.

## Circus Routes

Continued from page 48

Mills Bros.: Lorrain, O., 27; Sandusky 28; Clyde 29; Oak Harbor 30; Trilby, May 1; Dearborn, Mich., 2; Southgate 4; Lavonia 5; Farmington 6; Auburn Heights 7; Royal Oak 8; St. Clair Shores 9.

Polack Bros.: Spokane, Wash., May 1-3; Tacoma 8-10; San Francisco, Calif., 13-17.

Ringling Bros. and Barnum and Bailey: New York 27-May 12.

## Ice Shows

Holiday on Ice of 1959: Austin, Tex., 28-May 3; Mexico City, Mex., 6-31.

Ice Capades, 19th Edition: Los Angeles, Calif., 27-May 17.

Shipstads & Johnson's Ice Follies of 1959: Seattle, Wash., 29-May 10.

## Legitimate Shows

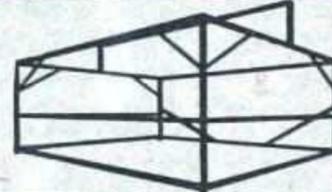
Bolshoi Ballet: New York (Met Opera House) 27-May 9; (Garden) 12-13 and 15-16.

Dark at the Top of the Stairs: (Erlanger) Chicago, Ill., 27-May 2.

Musio Man, The: (Shubert) Chicago, Ill., indefinite run.

My Fair Lady: (Taft) Cincinnati, O., 27-May 2; (Keil Aud.) St. Louis, Mo., 4-16.

## ALUMINUM TENT FRAMES



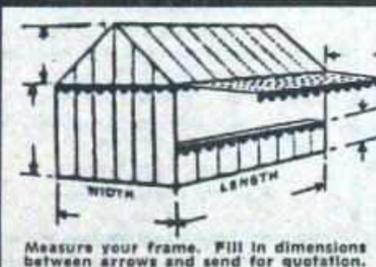
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DEAR HUSBAND  
**"SPARKY"**  
Who Passed Away  
April 30, 1952  
EVIE BELEW

## Mills Bros. Opens 20th Annual Tour

JEFFERSON, O. — Jack and Jake Mills launched their 20th annual season here Saturday (18). An overflow crowd was on hand for the initial performance of Mills Bros. Circus on Ashtabula County Fairgrounds, where the show wintered.

More than 500 fans and sponsor representatives were guests of the Mills brothers at their annual banquet, which was held between matinee and night shows on Saturday at Jefferson High School. The diners overflowed the gym into the hallway and onto the auditorium stage. John Creamer, Ashtabula, has served as banquet chairman for several years.

The circus has new blue and white sidewall canvas around the big top, which was new about mid-season last year. New blue and white souvenir tops are used on the midway and the grease joint, snow cone, cotton candy and other stands have been combined under one long blue and white concession top.

### New Seat Wagons

Seat wagons were all completed in time for the opening. With an overflow crowd expected, two old bleacher sections and many grandstand chairs were used to fill in spaces between the trucks. Orange colored plastic material was hung from pipe railings in front of the reserve seat wagons to add color.

The show opened a few minutes late due to speeches and an opening prayer by a clergyman. The usual opening spee got the circus under way. The Mystery Rider from Hollywood plugs the concert. Pony drills followed in Rings 1 and 3 by Edith and Sandor Beketow. Harry and Peggy Baker are back with their juggling, along with the Juggling Girards and the Riva Sisters, both groups making their first American tour. Hand balancing by Paulo in Ring 1 and Walter Reith in Ring 3 are set off by the contortion act of Roby and Zaida in the center ring. Edith Beketow is on next with dogs.

Girls perform on ladders above the hippodrome track while Christine and Tina do aerial loop-the-loops over Rings 1 and 3 with Gerda and Pedro performing with traps and iron-jaw over the center ring. After another concert announcement, Count Beketow comes

(Continued on page 57)

(Continued on page 58)

## Beatty Signs Shrine Date In Providence

PROVIDENCE, R. I. — Clyde Beatty-Cole Bros. Combined Circus will play for Palestine Temple this summer, in that group's first sponsorship of an organized circus, general agent Floyd King reports. For 22 years the temple produced a show and midway.

Dates are June 18-20 for six performances, with a location adjacent to Narragansett race track, King said. The contract was signed by Cleveland Judson, potentate, and Neil Berk, Beatty-Cole executive agent. Advance promotion will be handled by Ray E. Parker.

## Parker Pleased With Progress Of Tex. Shrines

CHICAGO — Barney Parker, Fort Worth Shrine Circus chairman, said here recently he is pleased with the results so far of a plan being developed by several Texas Shrine temples for producing a circus this fall.

Parker said that at an early meeting seven of the 11 temples in the State attended and of them three are in the present plan and three more indicated interest for the future. Ultimately, he said,

(Continued on page 58)

## Harvey Still In Hospital

PERRY, Ia. — R. M. Harvey, dean of general agents, still is confined to a hospital here. He was injured in a fall some weeks ago. His wife reported last week that he is unable to write because of his injuries and failing eyesight, but he would enjoy mail.

## 5 SHOWS IN DAY, 10 IN 3 FOR CRISTIANI OPENING

NORFOLK—Cristiani Bros. Circus opened here with 10 performances in three days, four of them extra, to handle the big crowds. The stand inaugurated the show's new season.

There were two shows on Thursday (16), three on Friday (17) and a wearing five shows on Saturday (18). A possible sixth show that day was canceled when it began to rain. Animal trainer Eddie Kuhn became ill after four shows and skipped the final one.

Paul Cristiani estimated that the show played to 18,000 people in the final day and that a total of 35,000 caught the show in the run.

## Beers Speeds To Pittsburgh Suburban Dates

PITTSBURGH — Beers-Barnes Circus will reach this area only two weeks after its Carolina opening and will ring the city with suburban sponsored stands.

General Agent Gene Christian and local contracting agent A. W. Von Hofen set most of the spots in January and tickets have been out for some weeks. The show hopes to repeat turnaway business that it got in the same area last August, and last year's auspices here helped in connection with the new ones.

First stand hereabouts will be Monroeville, May 11, where PTA got a large community lot. Greentree firemen got a parkway adjacent to a main thoroughfare. At Corapolis, Beers-Barnes will be on the high school football field for Kiwanis. Show will be the first to play Leetsdale.

Six and seven-mile jumps will be the rule for the Pittsburgh area time. At least three Kiwanis stands will be made within two miles of the city's Golden Triangle.

## Davenport Pulls Hibbing Crowds

HIBBING, Minn. — About 23,200 people attended the Orrin Davenport Shrine Circus here at the 5,000-seat Memorial Arena April 17-19. There were about 18,000 children in this group.

The run started Friday (17) night with a near capacity 4,500 attendees. Saturday (18) had a full-house (5,000) for a morning show and also the matinee. The night show held about 2,800 persons. Sunday (19) played to another full house in the afternoon and dipped to 1,000 for the final night performance.

## GRAY SALUTES ALASKA, HAWAII

TULSA, Okla. — Spec of the Gil Gray Circus salutes Alaska and Hawaii as new States of the Union. This comes as a finale. Another spec, "Storybookland" opens the show, and a third, "China Doll," with the Wong Family, is included.

Acts include Jeanne McGill, lions; DelBosq, horse; Lemke's Chimps; La Tosca; Rodrigues Troupe; Carlises, Slivers Johnson, Cycling Sidneys and Flying Hartzells.

The show will enter Canada on June 2. First dominion stop will be Weyburn, Sask., using the fairgrounds and Shrine auspices.

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To replace man who has been with us six years. Must be able to set phone contracts. Many repeats, new ones easy to book because it features many motion picture, TV and recording stars and circus acts. Year-round work, good pay and you get it. Contact General Agent,

**PAUL FORRESTER**  
TOMMY SCOTT SHOW  
Park Hotel Plainfield, New Jersey  
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**ACTS WANTED**

To join June 1 for June, July, August, September and October. Also want Promotional Men, Combination Drummer. (Johnnie Cline, have good route.)

**BOB STEVENS**  
Bailey Bros. Circus  
Box 15, Gainesville, Tex.  
Phone: HO 6-9569 or HO 5-3613

**PHONEMEN—NOW!!!**

For Pensacola, Fla.; Savannah, Ga.; Charleston, S. C., and Charlotte, N. C. All for either Vaughan Monroe or Snodgrass Lanson Shows. Please, fellows, you must be sober and no "would-be" promoters. Thanks. 25% picked up fast and paid daily. For placement call BOB MARION, Pensacola, Fla. (HR 2-9411), no collects. Sid Harris, Jack Pold, call me. Dave (Jones) Perry, watch for me; see you soon.

**Get "KANDY KING" Now!**

Orders for the improved 1959 Model "KANDY KING" Candy Flows Machine have been rushing in. Assure immediate shipment by ORDERING NOW!

Double Spinnerhead Model ..... \$250.00  
Triple Spinnerhead Models available.  
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**WANT PHONEMEN**

Bailey Bros. Circus Deal. Best Deals in the Northwest. Full Season's work, and Winter to follow.

CALL OR WRITE: L. F. STOLTZ  
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**CLYDE BEATTY-COLE BROS. CIRCUS**

Want for 1959 road tour: Seat Men, Riggers, Property Men, Truck Drivers and Workmen in all departments. Ticket Sellers and Ushers. Apply or contact: Clyde Beatty-Cole Bros. Circus, Palsades Amusement Park, Palsades, N. J., through May 10; Easton, Pa., 11 & 12; Bethlehem, 13; Pottstown, 14; Norristown, 15; Wilmington, Del., 16; Atlantic City, N. J., 17.

**PHONE PROMOTER**

WITH ONE OR TWO MEN for some excellent small town dates. Under top sponsors. Contact

Tom Parker's  
**INTERNATIONAL ICE REVIEW**  
30 E. Jackson Blvd. Chicago, Ill.  
Phone: Harrison 7-4530

**CIRCUS PHONEMEN**

14 weeks here starting now. Excellent sponsor. Contact

**JERRY BOWES**  
Phone: Fillmore 5-1720  
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Must be experienced on ticket. Steady work, top sponsors. Also one Contracting Agent.

**M. M. BROWNFIELD**  
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**ACCOUNT OF ILLNESS**

Need union Organist with own organ and transportation for same. Furnish meals, berth, gas. Good proposition. Long season. Wire me per route in Billboard.

**A. LEE HINCKLEY**  
King Bros. Circus

**PHONE MEN**

Only high caliber men, experienced, dependable, reliable, to work on top-quality Radio Promotion, with Top Radio Station in America's most interesting city, New Orleans, La. Call Express 2294. No collect calls. Ask for LOU.

**HUNT BROS.' CIRCUS  
WANTS**

Circus Trumpet and Trombone.  
Join on wire as per route.

**HARRY HUNT**

**CIRCUS PHOTOS**

14 postcard size Ringling-Barnum, 1946, of loaded trains (no mechanical seat wagons that year). Color photos and lists, \$2.00. Train had many wagons that have not been used for many years.

**BILL VAN WINKLE**  
Club 150, Morton, Ill.

**6—PHONEMEN—6**

25 weeks' work, phones in, good sponsors. Pay daily, 25%. Reliable people only. Good deal for right people. Contact

**RICHARD KRIEL**  
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**PHONEMEN--PHONEMEN**

2 Police Dates—2  
UPC's and Programs. Pay daily. Contact

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OLympic 4-1090, Wilmington, Del., after 4 p.m., Rodney Hotel.

# PARKS-KIDDIELANDS-RINKS

APRIL 27, 1959

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

51

## Walled Lake Sets Opening Back Two Weeks to May 2

DETROIT—Opening dates of May 2-3 have been set for Walled Lake Park this season, about two weeks later than in recent years. Owner Fred W. Pearce said that experience has shown that "there is not enough business to justify operation until the weather is a little warmer." This park, some 25 miles from Detroit, has to draw most of its clientele a considerable distance, and is more dependent upon the weather than the close-in

parks. Operation will be for the full seven-day week after May 2. The management is spending about \$20,000 on basic grounds improvements, and will probably make some changes in attractions. Expansion of the Arcade operation, housed in the roller rink, is under consideration, with an amusement machine operating firm perhaps taking over actual operation. The park will continue its emphasis upon a number of penny machines to appeal to the small fry.

## ROLLER RUMBLINGS

### Collichio Nominates MacCarthy for Award . . .

KEANSBURG, N. J.—Lou Collichio, operator of Belvedere Arena here, and a Democratic councilman in Keansburg, has received a note of thanks from the chairman of the President's Council on Youth Fitness. Collichio, also a candidate for a seat in the New Jersey Assembly, recently nominated Dr. Shane MacCarthy, council chairman, as a candidate for the "Man of the Year" in roller skating, on the basis of MacCarthy's efforts in obtaining a broadened federal loan policy for roller rinks and his work in promoting skating in the program of youth fitness. Collichio is president of the New Jersey chapter, Roller Skating Rink Operators' Association. The Man of the Year award will be presented to the winner at finals of the National Skate Queen Contest in Miami Beach, Fla., November 16.

### AOW Kicks Off Admission Book Sale . . .

ELIZABETH, N. J.—Due to the tremendous response to the America on Wheels chain's bargain ticket book promotion of last November, the management decided to offer once again the money-saving feature to patrons.

Starting April 10 and running thru April 25, the chain offered skaters books of 10 admission tickets, a \$7.50 value normally sold for \$6, at a \$4.99 price, representing better than a 33 per cent saving on the \$7.50 value.

Patrons' many inquiries have been responsible for the latest sale, according to AOW officials. The sales are popular for two reasons. First is the actual cash saving.

## RINK-COTE

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

Immediate delivery from CURVECREST, INC.

Muskegon, Michigan (Home Office)

Write for names of distributors in your area

## SKATING RINK TENTS

42 x 102 IN STOCK  
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.  
100 Central Ave. Alton, Ill.

## MAKE REAL MONEY WITH Porto-Bilt

TENT COVERED RINKS

W. T. SHACKELFORD  
Box 432, Smyrna, Ga. Phone: ME 5-5978  
Phone: 8-2183, Marietta, Ga.

Secondly, patrons have found that the books make an excellent low-cost gift.

### Teen Club Roller Party Clicks at Bladensburg . . .

BLADENSBURG, Md. — The fifth annual Prince George's County Teen Club roller skating party was an unqualified success as 1,002 boys, girls and chaperones filled Bladensburg Arena on March 31. A week long Easter vacation helped bring out the record number of participants from 23 of 44 teen clubs operated by the county recreation department, which co-sponsored the party with the arena. The party offered seven contests and races for club members with prizes to winners and a challenge trophy donated by America on Wheels to the club with the strongest team.

### Union Hardware Names Aldrich . . .

TORRINGTON, Conn. — W. Herb Aldrich has been named national sales manager of Union Hardware-Sealand, Inc., manufacturers of Union Hardware roller skates.

## Pleasure Island Signs Actor, Publicity Man

BOSTON — Champ Butler, Hollywood recording artist, has been signed for top billing at the new amusement center, Pleasure Island, according to Lloyd Settle. Butler will be featured in the Pepsi-Cola "Diamond Lil" show in the Old Western section of the 100-acre park.

Settle will supervise that show production in addition to his duties as marketing and public relations director for the park.

Settle also announced the appointment of Howard W. Fitzpatrick, former Boston newspaperman, as publicity director for Pleasure Island. He was formerly radio and television editor of the now defunct Boston Post.

### THE MOST SUCCESSFUL

MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO.  
582 10th Ave., New York 26, N. Y.  
(3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

### FOR SALE

DRIVE INN EQUIPMENT  
1 large Custard Machine "Taylor Freezer," 10 hole Ice Cream Cabinet, Root Beer Dispenser, Malted Milk Machine, Walk-In Ice Box, complete equipment like new. Used six months; everything to start in business. Cheap if taken at once.  
O. M. STILLMAN  
P. O. Box 471, 1802 Algonquin Blvd.  
Oshkosh, Wis.

GIVE TO DAMON RUNYON CANCER FUND

## City Attempts To Halt Mich. Park Operation

DETROIT—Suburban St. Clair Shores city council last week denied permission for Jefferson Beach Park to operate this season. The park immediately filed suit in Circuit Court of Macomb County to overrule the city's action.

This marks the latest stage in a political controversy of several years' standing, with the suburb seeking to have the property converted to some other use. The park was originally out in the country, but the town has built up around it, and exception is being taken to its continued operation.

An extensive marina operation has been built up as part of Jefferson Beach in the past few years, and the park management has for some time sought to interest potential investors in some other use for the site, such as a shopping center. They feel they are entitled to protect their own investment by continued park operation until some other use is possible.

## Coney Team Returns Again At Cincinnati

CINCINNATI—The same team that has guided Coney Island for the past several seasons is returning for the park's 73d year of operations. The resort opened April 25 for three preview weekends, it was announced by Edward L. Schott, Coney president and general manager. Daily operations will start May 16.

Fred E. Wesselmann is vice-president and board chairman. Ralph C. Wachs is secretary-treasurer of the company and will again serve as park manager. Shirley Watkins, veteran ride man, will be park superintendent of maintenance once again, supervising all rides from the new Turnpike down to the tiny rides in Land of Oz. Arlan Tiemeyer returns as refreshment manager. Tony Mancini will return as chef at the clubhouse and Jim Lawrence will again serve as maitre d'hotel. Lenora Sutherland is cafeteria manager.

Moonlite Gardens will resume operations with Edgar McNabb and Paul Nohr as co-managers. William H. Chatfield Jr., is picnic promotion manager and Lucille Moore will be director of special events once again. John M. Towle continues as purchasing agent. Henry Schwab as maintenance of

## Crystal Beach Adds Lights, Wild Mouse

### Long-Term Illumination Plan Told; Hall Describes Other Improvements

BUFFALO — A three-to-four-year program of adding illumination to Crystal Beach has been outlined by General Manager F. L. Hall, who said the lighting project is a direct result of his inspection last year of amusement parks in Europe.

Hall said that about \$6,000 will be invested in new lights and standards for this season, with more additions to be made in the next several seasons.

Holding down the featured spot this season on the midway will be a new German-model Wild Mouse ride, Hall stated.

In addition, new feature stunts will be added to the Laff-in-the-Dark, and much black light will be added to the Magic Carpet walk-thru. There will be new lighting on the Auto Skooter ride

and there will be wider use of several kinds of colored plastic.

A new Dutch-type tower with a windmill will be put atop the Old Mill ride. Two of the major rides will have new fronts this year. The old pony track has been discontinued in favor of a new one in a new location.

A new drive-in bus terminal is being located on the park property so that there will be no streets to cross when loading or unloading from busses. A new picnic area will be located on Crystal Beach dock. It will provide roofed area to accommodate about 1,200 picnickers. There also will be two new dispensing stands designed to handle large quantities of coffee, tea, milk and other items for large industrial and community picnics.

## Cedar Point Constructs Docks, Bathhouse and Auto Entrance

SANDUSKY, O.—With opening of Cedar Point fast approaching, work has swung into a fast pace at the Lake Erie resort. Several major improvement projects are under way or about to start.

Construction of a new one-story concrete block bathhouse has been started. The modern structure will replace a two-story frame building that has been in use since the turn of the century.

Other contractors are installing a new auto entrance to Hotel Breakers. Main entrance to the hotel faces the lake.

For the past nine seasons hotel guests have been permitted to park their cars near the hotel, but the rear entrance was unsightly compared to the front.

Installation of docks for the 2,000-boat marina was to be started last week in order to have

the first dock ready for the May 1 opening. Thousands of tons of stone have been dumped into Sandusky Bay to form the breakwaters which will protect the moored boats.

The docks are to be of extra large steel piping and pre-stressed concrete. Sheet piling along the shore is nearly complete. The ferry dock is to be enclosed to provide a marine dining room and also a salesroom for yacht equipment and supplies.

Meanwhile, the City of Sandusky is advertising for bids to construct a nine-block causeway drive leading from U. S. Route 8 and Ohio Route 2 to the entrance plaza of the mile-long causeway completed two years ago. The causeway leads from the east side of the city across part of Sandusky Bay to the resort area.

Cost of construction of the causeway drive will be paid for by the Cedar Point Bridge Company over a period of years. Most of the land needed for the drive has been owned by the resort operators for more than 25 years. The depression and two wars delayed plans for building the two-lane road across an undeveloped section of the city.

### WANT TO BOOK

For 1959 Season

### MAJOR RIDES NOT CONFLICTING

Must be in First Class Condition—No Junk  
Our Major Rides—Wild Mouse, Scooter Cars, Twister, Roll-a-Plane, Roto-Jet, Caterpillar, Train, Merry-Go-Round, Jungletand,  
Already Booked—Turnpike Cruiser, Ponties,  
Write—Wire—Phone

### WEDGEWOOD VILLAGE

4500 N.W. Highway, Oklahoma City, Okla. Phone: VI 2-4416

## ED'S PARK

10 Miles West of Harrisburg, Va., on Route 33

LAST CALL! LAST CALL! LAST CALL!

★ WE OPEN SATURDAY, MAY 16th ★

Due to a disappointment, we still have the Bingo available (must have a big one, well flashed).

We also have a fully equipped Eating and drinking building with all equipment intact. Can use a good Arcade and a few Major Rides. All other Concessions SOLD OUT!

EXTRA: This park is well located and has been in operation for 50 years. Has acres of free parking, free admission, free swimming, free entertainment and free valuable door prizes daily. We want crowds and get them.

Our free picnic grounds are available for the biggest picnics in the State. Our barbecue pits and fishing lake right on our premises. We are on TV, radio, newspapers daily and are well advertised already. We operate 7 days a week.

Contact: Ed's Park Headquarters, Col. Jerome Wiley  
224 North Main St., Harrisburg, Va., Phone HARRISBURG VA. 49030  
I cordially invite you to inspect this wonderful proposition personally.

## JAMESTOWN, N. D., PLANS 250G PLANT

Two Race Tracks, Steel and Concrete Buildings Set for 160-Acre Grounds

JAMESTOWN, N. D.—Stutsman County Fair has announced the purchase of a 160-acre plot northwest of this city where a new fairgrounds will be established by 1961. Total cost of the land and buildings will run close to \$250,000.

The new fairgrounds will supplant the present 50-acre site which will be subdivided into 120 residential-size lots and sold for home construction.

The new plant, which will be designed by Gaylord R. Lewis, fairgrounds architect, will have two race tracks, one a half-mile and the other a quarter-mile inside the larger oval. Exhibit buildings, a 4-H headquarters and other structures will be constructed of concrete and steel.

Buildings on the present fairgrounds will either be moved, dismantled or sold. The old grounds has been in use for over 50 years and officials pointed out that it is no longer adequate and cannot be expanded. Furthermore, the land is valuable for residential sites, they said.

Planning and negotiations for the new site have been under way for some time.

## Dixon, Calif., Will Give Rodeo Points

DIXON, Calif.—The Dixon May Fair Rodeo, scheduled for the afternoon of May 17 as a closing-day event of the three-day fair, will be counted in point standings for California cowboy championships, G. A. Grussendorf, fair director in charge, announced here.

Point standings will be kept by Western Approved Rodeos, a branch of the Western Fairs Association. WAR hopes eventually to supervise a State finals rodeo competition in which the finest stock would be gathered by contractors and with only ranking cowboys in each standard event permitted to compete.

Previous to this year, there have been no California rodeo champions, the cowboys in the State belonging to Rodeo Cowboys of America have competed for world crowns.

State titles will be awarded separately for cowboys belonging to the cowboys' association and those who are not members. The latter are referred to as open class cowboys and will include those showing here.

Point standings will be based upon 50 points for first place, 40 for second and so on. An equal number of points will be awarded for each event in rodeos lasting more than one day.

### CARNIVAL WANTED

August 20-21-22

### IRON COUNTY FAIR

Iron River, Michigan

Write

V. C. VAUGHAN

Iron River, Mich.

### WANTED

Arcade, Basketball, Cork and other Games on August 19 to 22 inclusive. New and larger midway. Contact

CHAS. RADFORD, JR., Treas.

MEIGS COUNTY FAIR, POMEROY, OHIO.

The fair's executive committee includes R. O. Melland, president; E. R. Michel, vice-president; J. J. Flannery, treasurer; A. F. Baenen, secretary, and R. T. Game.

### 44TH RUN

## Orange Show Opens With Hawaii Theme

SAN BERNARDINO, Calif.—The 44th annual National Orange Show opened here Thursday (23) for 11 days with a Polynesian Paradise theme and decorations.

Also new this year is an enlarged outdoor show with a pool for demonstrating fishing gear and boats.

A spacious commercial exhibits building has been converted into a Polynesian Paradise with waterfalls and a large Fiji warrior seated on foundation of oranges. On each side of the warrior are tropical islands, rotating Tiki gods, lagoons and thatched huts. Native dances are featured along with a 30-foot replica of Mauna Loa volcano surrounded by a pool of water.

In addition to the display, the entertainment program includes variety and circus acts. Also scheduled are jalopy and midget auto races and water skiing.

Crafts Shows, which combined the 20 Big, Exposition and Fiesta units, is featured on the midway, which was recently, black-topped.

Fanchon & Marco show line-up includes Jerry Rosen and orchestra, Don Rice, emcee, and the Coral Islanders for the Coronation Dance held on the opening night. The first segment for three days ending Sunday (26) included Rice, Jacqueline Hurley, acrobatic dancing; Wilder Bros., comedy singing trio; Tulara Lee, comedy novelty; Gun Smoke Trio—Dennis (Chester) Weaver, Amanda (Kitty) Blake, and Milburn (Doc) Stone, and Rosen and orchestra, who played the full fair run. The Lennon Sisters from the Lawrence Welk show replaced the Gun Smoke trio on Sunday (26).

The second show stanza, an indoor circus, runs five days ending May 1. Line-up includes George Riley, ringmaster; Roy Rogers liberty horses, Volantes, cyclists; Carlssons, plate spinners; Evers and Dolores, wire act; Honey girls, tumblers; Paul and Pauline, trampoline; Jungland elephants and clowns, Eddie Edwards, Art Larue and Larry (Bozo) Valli.

The stagemat set for two days, May 2-3, includes Rice, the Karls, musical novelty; the Birk Twins, acrobatic tap; the Petites, singing group from the George Gobel Show; Charles Carrer, juggler, and Bobby Darin, teen-age vocalist. Alice Lon from the Lawrence Welk show replaces Darin on May 3.

Clowns Edwards and Valli along with Dell O'Dell and Charles Carrer are special attractions in the kiddie area during the full run of the exposition.

## Stadium Plan Receives Okay At Cincinnati

New Baseball Park Would Seat 45,000, Cost \$10 Million

CINCINNATI—Plans for building a \$10 million, 45,000-seat multi-purpose outdoor stadium at the Carthage Fairgrounds here has been okayed by the board of directors of the fair.

The approval, in the form of a resolution, said the fair would not oppose construction of the stadium, provided the fair could use the facility during its annual run.

The stadium is being constructed for the use of the Cincinnati Reds baseball team, but, according to Clarence A. Peters, fair secretary, it could also be used for expositions and football games and would possibly be in use six months of each year.

The proposal will now be submitted to the county commissioners. James Clark Jr., chairman of that group, said he would recommend organization of a citizen's group to study the plans.

Cincinnati's Master Plan calls for the construction of a new stadium on the river front.

### 3,208 BREAKS

## Tampa Press Chief Adds Up Results

TAMPA—The '59 Florida State Fair received a total of 3,208 story and photo publicity breaks in the State's dailies and weeklies, according to a summation made by Ash Wing, publicity director.

The figure was the total of 1,788 stories or pictures in the dailies, 481 in weeklies and 939 in other media.

Subject-wise, the youth program led all others in the number of headline stories, garnering a total of 303 in addition to 150 pictures. Roy Rogers, featured performer, chalked up 151 stories and topped all in the photo department with 177.

Other attractions were as follows: Livestock, 128 stories and 69 photos; auto races, 85 and 79; art show, 26 and 22; teen-age road-e-o, 20 and 5; carnival, 15 and 16; flower show, 11 and 12, and the women's department, 8 and 14.

The fair spent a total of \$4,596.46 in newspaper ads, \$3,947.62 on dailies and \$648.84 in weeklies.

## Arlington, Tex., Names Officers

ARLINGTON, Tex.—The new Arlington Fair Association has elected Vernon Miller as temporary president. The association is scheduled to take over responsibility for the fair at the conclusion of this year's exposition to be held May 21-23.

Elected to serve with Miller were Sam Wine, vice-president; Mrs. June Collard, secretary-treasurer, and Jack Roquemore, R. N. Nichols, Joe Wolfsohn and W. T. Crouch, new directors.

## MISSOURI STATE SIGNS GENE AUTRY FOR 5 SHOWS

SEDALIA, MO.—Missouri State Fair has closed with the Gene Autry show for five performances in front of its grandstand. Colle Ervin, secretary, announced.

Autry will do afternoon and evening shows on Friday, morning and night performances on Saturday, and one night show on Sunday. In order to make way for the cowboy artist and his troupe, the usual five days of Grand Circuit harness racing will be run in four days.

Ervin also announced that the fair will spend over \$200,000 on construction and refurbishing this year. Included will be an addition to the swine pavilion, a metal, single-span building 100 by 125 feet. This will accommodate 273 metal pens. A smaller metal building with toilet and shower facilities will be constructed for use of exhibitors.

Modern metal pens and concrete walks and driveways are being installed in the sheep pavilion. This building was completed several years ago and until this year it was necessary to use temporary pens.

The rest of the fair's night program will be completed in the near future, Ervin said.

## Mich. State Revises Gate, Names Prez

DETROIT — Michigan State Fair has made some revisions on its outside gate policy and elected Eldon Rosegart, Drayton Plains, as its new president.

Rosegart succeeds Harold Zorlen in the top position. Helen Berthelot, this city, was re-elected vice-chairman of the Michigan State Fair Commission.

Under the admission revisions, the outside gate will be tabbed at 90 cents for adults, 15 cents higher than in '58. The dime charge for children six to 12, put into effect last year for the first time, will be dropped. Instead, all children under 14 will be admitted free, a return to a previous policy. Last year only children under six were admitted free with the exception of kids' day.

The policy of free admission to grandstand shows will be continued, according to Donald L. Swanson, fair manager. He also reported that the contract for the grandstand show has again been awarded the

Val Campbell-Gus Sun Agency here. They will bring in a variety show featuring a diving act. The Sky Kings, originally sought for the event, will not be available, it was reported.

## Calgary Maps Long List of Improvements

CALGARY, Alta.—Several improvement projects are planned for the Calgary Exhibition and Stampede grounds between now and the summer show, July 6-11.

The north and south sides of Victoria Arena, housing eight sheets of curling ice, will be demolished, as will the hitching ring annex at the east end of the arena.

A large horse barn will be demolished and the entire area now used for horse barns will be cleared away for use as additional auto parking space.

The north end of the power house on the grounds will be converted into a combined stable for race horses and chuckwagon horses, with stalls being of the convertible type, single and boxes.

All race barns in the new stable area will be painted, and grading will be done inside and outside the area.

New entrances will be cut from the grandstand for the purpose of setting up restaurant facilities for all race meets and the summer exhibition and stampede.

A grandstand seat ticket office will be set up inside the grandstand area so that patrons can purchase tickets and then move into the concourse without leaving the grandstand building.

A series of neon signs and Western cutouts, to be visible from all parts of the city, will be added to the new Exhibits Building.

## Wapakoneta, O., Builds New Barn

WAPAKONETA, O.—Auglaize County Fair will have a new swine barn for its August 8-14 run, Harry Kahn, veteran secretary, announced.

Kahn, secretary for the past 27 years, this year has again laid claim to being the first fair to get its premium book into the mails.

## Water Show Signed for June Event

LOS ANGELES—Lenn Loden's "Watercade" has been signed as a feature at the Great Western Fair Show to be held June 17-21 in the Great Western Exhibit Center here, C. J. Lumpp, 48th District Agricultural Association chairman, said. He also announced the appointment of the Garrolls, Norman and Shirley, to direct publicity for the event.

In addition to the "Watercade," a variety show and a flower exhibit are to be featured.

## H. C. Roberts Dies at 71

INDIANAPOLIS — Funeral services were held here Thursday (16) for Harry C. Roberts, former secretary of the Indiana State Fair Board and a founder of Marion County Fair.

Roberts, who held his position on the State Fair Board until 1956, died Monday (13) at the age of 71.

The deceased is survived by widow, Nora; three daughters, two sons, two sisters, three brothers and 16 grandchildren. Burial was in Orchard Hill Cemetery.

## 12 Rides, Circus Set For Stand in Philly

Long Device, Concession Line-Ups Will Augment Cristiani Stand

PHILADELPHIA — April and May promise to be busy and rewarding months for the Active Bazaar Company, with a string of dates leading to the annual circus-midway promotion at Lighthouse Field.

More than two dozen rides are committed, plus the usual string of concessions. All will populate the lot at Front and Erie streets during the appearance there of Cristiani Bros. Circus. Howard Y. Bary, of the circus, has been working on the advance here.

Strong sponsorship is expected to provide immeasurable help for circus week, to be held May 24-31. John Quinn said Lu Lu Shrine Temple, with 9,000 members,

topped \$50,000 in telephone orders thru last week. The temple will be involved on every day but the two Sundays, and the entire eight days will also have as sponsors the Lighthouse charity and the Norbertrine Order of Priests, which operates Bishop Newman High School in South Philadelphia.

### Partial Rundown

Among the acts taking part in the operation will be Ernie Farrow's Mad Mouse, Mitchell's Paratrooper, M. D. Amusement's Scrambler, Octopus, Tilt-a-Whirl and Merry-Go-Round; Stanley Rides' (Mazurkiewicz) Rock-o-Plane, Roll-O-Plane, Bulgy the Whale and Midget Auto Racers, and Active Bazaar's two Ferris Wheels, Merry-Go-Round and Roller Coaster.

Ted Cole will provide the M. D. bingo. Other concessionaires include Allen Michaels with ice cream dip, Herzog's hamburgers, Ritchie Thomas with French fries and root beer barrels, Les Prime with the Parker Derby Racer, Stoner's popcorn, M. D.'s Fascination, Harry Modelle, Bob Parker, Abe Prell, Sydney Daniels, Frances Fornier, Maxie Glynn, Mrs. Murray, Sandefer's shooting galleries, Maxie Kaplan and Mark Reilly.

Leading up to the circus spot is a May 2-9 bazaar date for Beth Emeth Synagogue, a April 30-May 9 date for St. Dominic's Church, and three high school dates. They are Monsignor Bonnet's in Lansdowne, and Father Judge's, both May 13-16, and Bishop Newman's, May 17-23. Quinn said the Cristiani show has also been booked into Levittown, Pa., May 17-18, under auspices of Edgely Fire Company and Levittown No. 2 Fire Company. Site is on Route 13, Edgely.

## Dave Jacoby, N. Y. Mdse. Vet, Passes Away

NEW YORK — Dave Jacoby, founder and longtime head of Mills Sales Company here, died last week after a brief illness. He founded his merchandise firm over 40 years ago and has been retired the past two years.

Survivors include his son, Wally, who is operating head of the concern.

## Murphy Adds Coaster, Tilt

AINSWORTH, Neb. — Murphy's Northern State Shows will hit the road May 18 with two new major rides. Jerry Murphy recently took delivery of a Schiff Roller Coaster and Owner John Murphy will pick up a new Tilt-a-Whirl at the factory.

The two new rides will bring the ride line-up to 10, with five major and five kid rides touring Northern Nebraska, North and South Dakota under the Murphy banner. Fairs will start in July.

Staff includes John Murphy, owner-manager and office; Count Hildebrand, lot man; Joe Wherry, electrician; Lucky Nafziger, Ferris Wheel; Rocky Graham, Tilt-a-Whirl; Mark Litsinger, Roller

### BEST WISHES

## Ken Garman Opens 30th Season Tour

EXCELSIOR SPRINGS, Mo. — Ken Garman took the wraps off his Sunset Amusement Company here Thursday (23) for the 30th year, opening under American Legion auspices.

The traditional opening here was, as usual, heralded by the local newspaper, and merchants and business houses bought two pages of advertising wishing the Garman and their show a big season.

The show, which has wintered here since 1939, bowed for a nine-day tour before moving out over its regular Midwestern route. Trek will take the organization into Iowa, Minnesota, Nebraska, Illinois and Arkansas as well as in Missouri where it will close at the Caruthersville fair in October.

When the show is at its full strength it will carry 21 rides. A Scrambler and Roundup will be added in May and several kid rides will come on in July for fairs.

## Pat Reithoffer, Al Howard Buy Out I.T. Shows

Is Trebish Announces Retirement; New Organization Named How-Reit

NEW YORK — Negotiations last week produced a new major midway, the How-Reit Shows, as a result of Al Howard and Pat Reithoffer Jr. buying the I. T. Shows equipment from Is Trebish. Howard is president of the new company and Reithoffer is secretary-treasurer.

A major reason for the development was the recent decision of Is Trebish to retire from carnival business after being associated with it for 36 years. Trebish, now 74, was partnered with the late Phil Isser, with whom the I. T. Shows title was incorporated in 1932. Altho devoting his efforts to his estate holdings in New York, he will lend the new How-Reit midway the advice of his years, and will be in attendance at fairs.

Howard and Reithoffer last week

assured their fair secretaries that dates contracted for the I. T. Shows will be filled by a larger and superior midway. They are equal partners.

### Two N. Y. Area Units

As outlined by the principals, the How-Reit Shows will field two units in and around New York City, as was the traditional pattern of the I. T. Shows. The units will merge for fairs, and Howard, who will be general manager, has been inviting secretaries to view the improved midway at its opening one, the Orange Count Fair in Middletown, N. Y. Featured will be a separate Kiddieland and some of the 14 office-owned back end units of the Reithoffer organization. There are four Funhouses. Both of the partners will engage in booking activities.

The former I. T. property includes rolling stock and 26 riding devices, 18 of them major rides. Included are three Ferris Wheels, two Merry-Go-Rounds, two Octopuses, two Chairplanes, Rock-O-Whip, Roundup, Space Platform, Little Dipper coaster, Loooper and Caterpillar, plus eight kiddie rides.

In addition to this layout, there will be other rides assigned to

*(Continued on page 57)*

## Four New Rides Among 18 At Coleman Opener

MIDDLETOWN, Conn. — Coleman Bros.' Shows was set up bright and early on its winter-quarters lot for the season's opening Thursday (23), a 10-day date, including Sunday operation. The 18 rides included a new super Roll-o-Plane and Sport Auto Ride, show owned, and the Scrambler and Paratrooper units.

Considerable red paint was applied for the opening, and ticket boxes showed flashes of green and yellow as well. Coleman's old concession line-up was present, and one of the units, the Bill Jones bingo, showed a new face in the person of Manager Bobby Negus' recent bride. They pulled in with a new house trailer.

Also present are Bam Storey, with 8 units; Harry Cism, Eddie Trubeck, Rocky Dell, Eddie Horwitz, 3; Blackie Weiner, popcorn; Tommy Woods, floss; Pop Hurley, novelties; Helen Simmons, picture frame; Marie Meyer, Six Cats, and Charley Burch with long and short range galleries.

Butch and Faye Rossito, cook-house operators, will be operating out of their converted school bus for some six weeks until their new trailer kitchen is finished. Also new are eight Chevrolet tractors picked up by Dick Coleman in Tarrytown, N. Y.

### Beach Grosses Okay

Coleman reported business satisfactory for C. & F. Amusements at Ocean Beach, New London, Conn. Sunday (19) was warm and profitable for the operation, which includes a new Helicopter and Rock-o-Plane.

Coleman routing is much the same as in previous years, with a still-date standout expected to be the Decoration Day date in New

Coaster; Blacky Wolfe, Merry-Go-Round; George Sidney, Octopus, and Bill Watters, kid rides.

All major rides and the light towers are decked out in fluorescent lighting this season. John Murphy formerly owned Murphy's Tri-State Shows out of Madison, S. D., which he sold and has since bought nearly all new equipment.

Britain. The same lot will be used later by the World of Mirth Shows in its journey toward Maine and Canada.

Staff includes Dick Coleman, president; Ellen Coleman, treasurer; Francis (Dody) Coleman, vice-president, and Bobby Coleman, secretary.

## SLA Skeds Final Party

CHICAGO — The Showmen's League of America will hold a going-away party Thursday (30) at its final meeting of the winter season. Noble Case was named chairman of the event.

This announcement was made at the regular Thursday (23) meeting which had President Bill Carsky in the chair, assisted by two vice-presidents, Ed Sopenar and Lou Dufour; Bernie Mendelson, treasurer, and Hank Shelby, secretary.

Al Carsky was reported still in Augustana Hospital here. Released from hospitals were Harry Ferris, Bill Rose and John Sloan.

Out-of-town members in for the meeting of the nominating committee included E. W. (Slim) Wells, Frank Winkley and Al Kunz. Members present after absences included Paul Huedepohl, John Bowman and Jack Kwiet.

The members held a moment of silence for Emmett W. Sims, who passed away suddenly during the week.

Visitors at the Polack Circus in Canton, O., included F. Dickson and Frank D. Bland, Dickson United Shows; Mr. and Mrs. James M. Cole, Kelly-Miller Circus, and Henry Varner and Fred Maur, Mower Poster Advertising Company. . . . Tex and Rusty Mason, girl show operators, will join an Eastern show and winter in Corinth, Miss. They have been working in St. Louis.

### ADD AWARDS

## \$1,000 More Pledged for NSA Project

NEW YORK — Another \$1,000 in U. S. Savings Bonds was contributed Monday (20) for the National Showmen's Association award project. It was the last meeting of the season and attracted some 75 members.

About \$2,000 in bonds and a long list of merchandise items comprise the list. Most recent donations were \$100 bonds each from George Hamid Sr., George Hamid Jr., Ben Glass and John S. Weisman; \$50 bonds from George Regan, L. & N. Amusements, D. D. Simmons, Charley Davenport, Dave Edelman, Nate Cutler and Morris Brown, and \$25 bonds from Morris Sommers, Charles Young, Isaac Stern, Dave Brown, Hy Silverman, Ray Manning, Harry Alexander, Pat Schilly and Everett (Gus) Maynard.

On the dais were Al McKee, president; Joe Prell, first vice-president; Leo Willens, treasurer; Charles Rubenstein, secretary, and Louis D. King, chaplain. The club-rooms will remain open thru the summer and fall, it was stressed, with Ethel Weinberg, executive secretary, in charge.

Greetings were extended to several members who have been absent for some time, and to several new members. Included were Ben Glass, Leroy Wise, Sammy Walker, Phil Cook, Jack Eicholz, Harold Nevins, Joe (Chocolate) Baizman, Sam Stillman, Hy Silverman, Frankie Schillizzi, Danny Thaler, Ike Lewis, Nate Cutler, Ray Manning, George Regan and D. D. Simmons.

## Kunz Ride Unit Takes Hurt by Cold

CHICAGO — Heth Show ride business on Birmingham, Ala., Negro elementary school yards has been hurt somewhat by a run of bad weather but the few times the temperatures rose, spending was good, according to Al Kunz, owner-manager of the show. Kunz was here last week for a meeting of the nominating committee of the Showmen's League of America.

The Heth ride unit, which is playing around its winter quarters city, is carrying eight major and two kid rides and several concessions.

The complete show will bow at Decatur, Ala., under American Legion auspices on June 8. From there it will jump to Evansville, Ind., to play under VFW sponsorship and then to Champaign, Ill., where it will still-date on the fairgrounds.

Kunz announced that he had recently closed negotiations with Fred Schipman of New York, to put a Magic Mirror Show on the Heth back-end this season. The illusion last year was on World's Finest and Conklin Bros. shows in Canada.

An Allan Herschell Mad Mouse will be delivered late in July.

## JERSEY VOTE FOR '60 GAMES UP TO MEYNER

TRENTON, N. J. — The concession business in New Jersey has a chance of being restored in 1960, and the decision is in the hands of Governor Meyner. Parks, carnivals and boardwalk installations are all vitally concerned with the situation, which broke in 1956 and severely cut down operations in the State. A bill to authorize a statewide referendum November 3 on legalizing the games has been passed by the Legislature and awaits Meyner's signature. A veto means the games continue to be forbidden under the 1898 anti-gambling statute, while approval paves the way for a vote which could clear the way for action in 1960.

# NOLAN AMUSEMENT CO.

Open May 4 to 9, NELSONVILLE, OHIO

LANSING, MICH., CENTENNIAL, MAY 25 TO 30

## WANT TO BOOK

**RIDES**—Merry-Go-Round, Tilt, Octopus, Roundup, Scooter, Spinaroo, Roll-o-Plane, Loop-o-Plane, Scrambler, Coaster, Chairplane, Flying Scooter and any major Ride not conflicting. **KID RIDES** of all kinds.

**SHOWS**—Family type, also want Penny Arcade, Glass House, Fun House. **CONCESSIONS**—EATS, DRINKS, STRAIGHT SALES, PITCHMEN. French Fries, Apples, Custard, Taffy, Foot Long, Age and Weight, Photo, Pitches, Ballgames, Basketball, Short Range, Hi-Striker and Hankies of all kinds. No flats or alibis. **Novelties**—will sell X.

**RIDE HELP**—Want Wheel Foreman, Merry-Go-Round Foreman, Kid Ride Foreman and Second Man for all Rides.

**FRED NOLAN, Route 2 South Zanesville, Ohio**

# D. S. DUDLEY SHOWS

Opening 1959 Season May 4, Wichita Falls, Tex. 30 Weeks, 15 Fairs and Celebrations in Texas, New Mexico, Colorado, Kansas and Oklahoma.

**CONCESSIONS**: Will book Cookhouse or Crab for season. Will book Novelties or any non-conflicting Hanky Panks. Ernest Wade needs Roughie for Bingo; Agents for Coke Ring, Mug Joint, Cat Rack and other Hanky Panks. A. L. Stafford needs Agents for Add-Up-Dart and Ball Games.

**SHOWS**: Will book Fun House. B. R. "Shurty" Thompson wants Grinders, Ticket Agents and extra Help for Big Snake Show, Gorilla Show and Elephant. Jerry Pace, come on.

**RIDES**: Ferris Wheel Foreman, Allan Herschell Looper Foreman, Second Help for 12 Rides. Tommy Timblin, answer.

All replies: PHONE 2857, MANKINS, TEXAS.



Opening This Friday, May 1, Lansford, Pa. Two Weekends.

**CONCESSIONS** Of all kinds—Ball Games, Novelties, Long Range, Photo, Jewelry, Scale and Age, Fish and Duck Pond, String Game, Cork Gallery, Pitches, Six Cats, Buckets, Picture Frame, two Wheels and two Grind Stores.

**HELP** Want capable Help on all rides, prefer drivers. Top wages, long season bonus.

Be in Lansford, Tuesday, April 28.

All replies: MORRIS HANNUM, Majestic Hotel, Tamaqua, Pa.

# SUNSET AMUSEMENT CO.

CHILLICOTHE, MO. — Population 12,000—MAY 4-9.

**CONCESSIONS**: Want Pitches—Bear, Dish, Bird, Glass and Penny. Also Photos, Age and Weight, Short and Long Range. Want Milk, Punk, Dip and Coke Ball Games. Place Cork Gallery, Watch-La, Slum Concessions and Hanky Panks. **SHOWS**: Side Show, Mechanical, Arcade, Monkey, Animal, Motardrome and Grind Shows. **HELP**: Can use Ride Help who drive Semis. Must be licensed, single and sober. (No cars, and if you are "Here Today—Gone Tomorrow"—forget all about it.) Address: Excelsior Springs, Mo., this week; Chillicothe, Mo., next.

STOCK TICKETS	
1 Roll	... \$ 1.50
3 Rolls	... 4.50
10 Rolls	... 8.25
25 Rolls	... 18.75
50 Rolls	... 24.00
100 Rolls	... 44.00

## TICKETS

of every description. Wheel tickets carried in Stock for immediate shipment.

**THE TOLEDO TICKET CO.**  
Toledo 12, Ohio  
"Allied Trades Union Label used"

Cash With Order Price	
SPECIAL PRINTED	
2,000	... \$ 6.90
4,000	... 7.80
6,000	... 8.70
8,000	... 9.60
10,000	... 10.50
20,000	... 15.20
100,000	... 33.00
500,000	... 133.00
1,000,000	... 258.00

## FOR SALE FOR SALE FOR SALE

1 Allan Herschell 40 ft. 3-Abreast Merry-Go-Round; 1 Allan Herschell 36 ft. 3-Abreast Merry-Go-Round; 1 Blich-Rocco Flying Scooter; 1 Mangels Boat Ride; 1 Blich-Rocco Airplane Ride; 1 20kw. GM Diesel; 1 Downey Light Towers; 1 Transformer mounted on truck, Ground Cable and Junction Boxes. Have Kiddie Park for sale, 20 acres, 887 ft. frontage, in Rockford, Ill.

### SIX FOUR AMUSEMENTS

708 N. 17th Ave., Melrose Park, Ill. Phones: Fillmore 4-3726 or 4-8718 or 3-3751

## PHIL DANIELLO SHOWS

OPENING MAY 1, RECREATION PARK, FULTON, N. Y. Second show opening May 11, Baldwinville, N. Y. Followed by Fireman's Field Days, Celebrations, Conventions and Fairs. Legitimate Concessions not conflicting, welcome. Side Shows wanted. Want General Foreman with ride experience, also Second Man and Ride Help. Want major Rides and Kiddie Rides, Roller Skating Rink, Custard Stand, Pizza, Candy Floss, Pop Corn, Peanuts, Food and Beverage. Season park, very good deal; good location. Recreation Park and Kiddie Land combined with events every day. Contact PHIL DANIELLO SHOWS, RT. 48, R.D. 4, BALDWINVILLE, N. Y.

## NEW ENGLAND AMUSEMENTS WANT

OPENING LUDLOW, MASS., APRIL 30.

**SIDE HELP**: Foremen for Jenny, Wheel and Octopus. Foremen for three Kiddie Rides. **GOOD PAY AND BONUS**. Sleeping quarters furnished. All Merchandise Concessions: Pitches, Hanky Panks and Shooting Gallery. Can use set of Diggers. Reasonable privileges. Call or wire HARRY J. KAHN, 40 Parkside St., Springfield, Mass.

## BEE'S OLD RELIABLE SHOWS, INC.

**CAN PLACE CAN PLACE** **CONCESSIONS**: Diggers, Hanky Panks, Ball Games. Tex Roberts wants Agents for Peek and Count Stores, Six Cat and Buckets. Paul Treon and Doug Pope, come on. **SHOWS**: Girl Shows. Curly Cutfinger, reply. Any Shows not conflicting. Richmond, Ky., this week; Danville, Ky., May 4-16. All replies: RAYMOND C. HULS, per route.

# Club Activities

## Showmen's League of America

### Ladies' Auxiliary

Margaret Filograsso and her daughter, Mary Lou Callbeck, were hostesses at the April 16 card party. Extra tables were required to accommodate all present. Awards went to Harriet McBeath, Dorothy Kennedy, Bella Lazar, Lois McCue and Marge Christensen.

Mrs. L. M. Brumleve was confined to the Roosevelt Memorial Hospital. The sick list includes Margaret Hock, Hattie Wagner and Mae Taylor.

Ethel Wadoz and Mae Smith are busy getting the summer award books out for the cancer fund drive.

Phoebe Carsky, president, reminded all board members of the May 7 meeting in the Hotel Sherman.

tive secretary of the National Showmen's Association, who was able to attend because the men did not meet that evening. The meeting was very well attended for so late in the season. Sandwiches, cake, cookies and coffee were served.

Louise Amada brought in two shawl stoles, one a gift for president Mildred Peterson and the other to be used as a prize in a fund-raising project. Dolly McCormick, organizer, will assist in conducting the Happiness Exchange radio program on WABC with Julie Mitchell, while host Big Joe is abroad from June to August.

Anna Rosenberg is entertaining her sister, Mrs. Rose Bornstein, of Toronto. The linen hand-embroidered tablecloth and eight napkins made and donated by Veronica Zucchi were awarded Ann Keller. Maggie McKee turned in a nice sum representing proceeds from

this table cloth, with Minette Dobson and Flo Thompson rounding up last-minute prospects among the Palisades Park members.

Bess Hamid and Dolly McCormick, co-chairmen of the Souvenir Journal for the installation dinner next January, are planning their project.

Ethel Shapiro fell and sustained a concussion recently, but is on the road to recovery. Rae Gruberg, around her kiddie park at Long Beach, lost her footing and fell, and was in the hospital for three days. Sylvia Stern goes into the hospital soon for minor surgery.

Ann Lager took the last Dark Horse, and left it to be awarded again. Florence Van Raalte was awarded her own purchase.

Kitty Rausch and Grace Steiner are ill. Thank you notes were received from Marjorie Coates and Rhoda Koren.

## National Showmen's Association

### Ladies' Auxiliary

**NEW YORK** — The final meeting before adjourning for the summer, on April 15, saw all officers present except chaplain Ann Dinsmore, busy working at Palisades Park. Former chaplain Florence Van Raalte gave the invocation. President Mildred Peterson greeted Bess Hamid, just returned from wintering in Florida; Rae Grueberg, and Rhoda Koren, her first meeting since suffering an eye accident; Ethel Weinberg, execu-

## NEW UNITS

# Arcade Gear Displayed at MOA Conclave

**CHICAGO**—A number of new coin-operated devices that can be used in Arcades, were demonstrated at the recent convention and trade show of the Music Operators of America here in the Morrison Hotel.

Tusko Manufacturing Company, Thousand Oaks, Calif., showed its coin-operated baby elephant ride, a replica of a small tusked bull in a running position with trunk en-rampant. The ride is 34 inches high.

A new Pom-Pom Gun, designed after the armed forces' 40-mm. anti-aircraft guns was displayed by Eldon Dale of the Long Beach, Calif., engineering company bearing his name.

A new kiddie horse ride was one of the main displays in the booth of Paydun Enterprises, La-Canada, Calif., and, according to Hal Cram, representative, received much interest. Firm also had its quarter midget auto race car in operation.

Capitol Projector Corporation, New York, had a prominent spot for its Auto Test device and reported good interest and buying.

A new Dodge City counter shooting gallery was featured by First Coin Machine Exchange, Inc., of Chicago, along with several other devices. The former is themed in the popular Western motif.

Auto-Photo Company, Inc., Los Angeles, featured its new Auto-Photo Studio that boasted a number of improvements over previous models.

Hotel, 544 South State, Chicago, and would appreciate mail... James F. Warren, manager of J & W Concessions, reports their snow ball, cotton candy, apples and other concessions have been booked from May until November. They'll be on the Fred Nolan, Cetlin & Wilson and Gooding Amusement Company fun zones.

Ed and Mae Sopenar played host at a Passover Seder Wednesday evening (22) in their Berwyn, Ill. home. Guests included Max and Butch Brantman, Blackie and Clare Cherniak, Petey Pivor and Hank Shelby... Larry Giesparlarski pens that he and Billy Costello will have the Side Show on Lawrence Greater Shows.

## Rose City Rides Delays Opening Date Two Weeks

**SIKESTON, Mo.** — Rose City Rides will open two weeks later than usual, bowing May 1 at Lutesville, Mo., for their 13th season. The route will be as long as in former years, mostly in Missouri with a few Illinois and Arkansas spots. Work at winter quarters is nearly completed, according to H. L. (Dutch) Schrader, owner.

Other staffers include Martica Schrader, office; Scarry Sperry-Berry, popcorn; Cy Darling, Merry-Go-Round; Billy Arnold, Ferris Wheel; Ted Hines, Octopus; Claude Praul, Roller Coaster; Charles Copen, Mix-Up, and Sonny Praul, kiddie rides. The Roller Coaster and two semis are new this season.

Concessionaires include Cecil Wood, floss and novelties; Joe Trucks, mug joint; Tipps, high striker; Howard Bowers, Melvin and Lilly Justin, Charles Sharpe and Alfred Brown.

## MIDWAY CONFAB

Wedding vows taken in 1909 by John L. Lorman Sr. and his wife, Martha, were again recited when the couple observed their 50th wedding anniversary Monday evening (20) in Los Angeles. Lorman, now semi-retired after years with shows on the West Coast and in the Middle West, is active in civic affairs. Mrs. Lorman is active in the Eastern Stars. They have two sons, Elwood and John L. Jr., the latter associated with Cecchini & Levaggi, West Coast concessionaires and operators of the fun zone at the Pomona, Calif., Fair. More than 400 friends and relatives turned out for the reception and dance.

Tattoo Sandy reports that his wife, Sally, is convalescing after a mild stroke at the New Leonard

## FOR SALE FLY-O-PLANE

Bargain. Now operating our park. Reason for selling: policy of park is to change ride attractions from time to time. To duplicate ride and lighting, \$15,620.00; sell for \$9,000.00. Come see and inspect. **OCEAN VIEW AMUSEMENT PARK** Albert Miller, Mgr. Norfolk, Va. Phone: Justice 7-1011

## JACK COOK

WANTS AGENTS OF ALL KINDS. PIN AND COUNT STORE AGENTS THAT WORK TO ORDERS. (Valido, if you are not working for Evis, call me.) Playing shopping centers, dry lots; plenty of people. Address: c/o B & M UNITED CIRCUS Joliet, Ill. (Mary Crest Shopping Center), Phone: 3-6771; Waukegan, Ill., next.

## FOR SALE

Complete Joint, 6x8 Anchor aluminum frame, red & blue nylon top & bally, 5' awnings w/rods, counters, etc.; See Hive, new; Warner Bros. Electric Plastic Laminating Machine, complete w/plastic; new Hermes Engraving Machine, for jewelry & plastic, complete. This merchandise in first class condition. Drive in, inspect, or Ph. 4-2627, JACK BRUNER. He collect calls, 322 Chestnut St., Paris, Ill.

## AGENTS WANTED

Six Cats, Buckets, Hanky Pank Agents. James (Cook) Cook, contact Fred. **FRED WELLS—CURLEY McMANS** c/o Rohr's Modern Midway Chillicothe, Ill. Apr. 27-May 3; then per route.

## FOR SALE OR TRADE

Completely reconditioned Super Roll-O-Plane, single phase motor; Spittire, very good condition; Tilt, converted to 36 passenger electrically operated ride; 2 Roll-O-Plane Tubes; 1 10 kw. single phase Light Plant. E. O. Lorkes TIP TOP SHOWS Waupeca, Wis.

## WANTED

Can place capable Builder, also have opening for a few Ride Foremen and Second Men. Apply at once **Bernard Thomas ART B. THOMAS SHOWS** Midway 7-2467 Lennox, S. D.

## WANTED

Six Cats, Buckets, Count and Pin Store Agents. Freddy Haisch, call me or come on. **CHUCK DUMA** c/o Huron Hotel Muncie, Ind.

## WANTED

Complete Carnival latter part of July for **MALAGA VOLUNTEER FIRE CO.** Write, or contact immediately **JOS. MOFFA** Phone: VI 9-4094, Malaga, N. J.

## GIVE TO DAMON RUNYON CANCER FUND

when answering ads . . . Say You Saw It in The Billboard

**NEED LOT OF RIDES FOR LAST WEEK IN JUNE**

Biggest spot Boston has ever had, location not played since 1940! 1,000,000 cars pass lot daily. June 22-27.  
Also gigantic Boston spots to follow, to be bigger than any fair in East! Can place Rides and legitimate Concessions.  
Can also place Rides and Skill Games for permanent location in park 25 miles from Philadelphia. Contact  
**JEFF HARRIS**  
103 Walnut Avenue Revere, Mass. P. O. Box 88  
Phone: Revere 8-3525 (up to 7:30 p.m.)

**King EXPOSITION SHOWS**

**WANT FOR ROSEVILLE AND AVONDALE, MICH.**  
Can use Hanky Panks and Straight Sales for Roseville, May 1-10, and Avondale, May 14-24. JACK HORBETT WANTS RIDE FOREMAN AND SECOND MEN. Especially interested in Foremen for Caterpillar, Mixer and Looper Rides. CAN USE CALLIOPE PLAYER. Address:  
P. O. BOX 448, MT. CLEMENS, MICH. PHONE: HOWARD 3-1561.

**THOMAS Land Goy SHOWS**

**WANT—FIVE BIG SPOTS TO FOLLOW—WANT**  
SHOWS: Can place Snake Show Operator at once or will book with own outfit. Also want Shows of all kinds. RIDE HELP: Want Ride Help on all Rides. AGENTS: Want P.C. Dealers for Blocks and Pan Game. Also Agent for large Platform Scales and Age. Agents for Hanky Panks. CONCESSIONS: Will place legitimate Concessions of all kinds. McBride wants Waiters for Cookhouse. All address:  
L. I. THOMAS, MCR., MADISON, W. VA., THIS WEEK (No Phone—Wire).

**GOLD BOND SHOWS**

OPENING MAY 15—CREVE COEUR, ILL.

CONCESSIONS—WANT Photos, Novelties, Basket Ball, Punk Eack, Ball Games, Age and Weight, Roman Targets, Coke Bottles; Glass, Bear and Bird Pitches; Fish Bowl, Jewelry Spindle.  
SHOWS: Want Operator for Snake Show on trailer. Can place non-conflicting Shows.  
RIDE HELP: Can place Ride Help who drive, must have licenses. Come on.  
SIDE SHOW HELP AND NOVELTY ACTS, CONTACT  
LONNIE CARTER, RT. 1, MANTENO, ILL.  
All Replies: MICKEY STARK, P. O. Box 329, Mt. Sterling, Ill.  
(Winter Quarters at Fairgrounds)

**MIGHTY INTERSTATE SHOWS**

Want for Murfreesboro, Tenn., May 4-9, right downtown, 2 blocks from Courthouse, followed by route of choice still dates.  
SHOWS: Sideshow, Funhouse, Wildlife or any Shows catering to the entire family. Want Operator for Girl Show with 2 or 3 girls, P.A. set and wardrobe for office-owned show, 65-ft. panel front. Want Talker for Geck Show, also Geck for Geck Show. Show built on trailer. CONCESSIONS: All Hanky Panks open. Good opening for Digger, Short and Long Range Galleries, Pitches, Novelties, Age and Scales, etc.  
RIDE HELP: Foremen and Second Men on all Rides. Must drive. Top wages to responsible and reliable men. HELP: Want Diesel Electrician for G.M.C. Diesel. Must drive. Want Scenic Painter and Show Carpenter. All replies to  
H. B. ROSEN, c/o Western Union, Chatsworth, Ga. No phone calls.

**TENNESSEE VALLEY AMUSEMENTS**

Franklin, Tenn., May 2-9, 2 Saturdays. Indiana Shopping Centers and Celebrations and 15 Fairs. Have 7 Rides, 35 Concessions, 5 Shows.  
Want to book Bingo, Diggers, Short Range and Cork Gallery, Ball Games all kinds; Bear, Bird and Lamp Pitches; Hoopla, 2 Mitt Camps, Fish and Duck Pond, Pitch-Till-You-Win, any Hanky Panks, or what have you? Jack Cook, Ken Walters, Jack Vinson, contact. SHOWS: Any good family-type Shows and Girl Show. Tiny Orlando, wire. RIDES: Scrambler, Tilt, Octopus, Merry-Go-Round, Coaster, Kiddie Autos.  
HELP: Foremen for Flying Saucer, Comet and Rotowheel. Must be responsible, reliable, licensed, no cars. Agents for Penny Fitch, Slum Spindle and Electrician's Helper. Contact THEODORE MEADOWS, 532 E. 2nd St., Muscle Shoals, Ala., Evergreen 3-6312, until April 28; then Franklin, Tenn.

**A-1 AMUSEMENTS**

Open Caruthersville, Mo., May 1, and long string of Fairs and Celebrations. Booked solid until November 1.  
Can place Photo, Cork Gallery, Roman Target, Hoopla, Milk Bottle, Glass Pitch, Bear Pitch or any non-conflicting store working for stock. Want Help—Foremen for new Roundup, Scrambler, Wheel, Merry-Go-Round, Rolloplane, Octopus and Kiddie Rides. Can place Second Men on all Rides who drive and have license. Contact  
JOHN HANSEN, Mgr., Fairgrounds, Caruthersville, Mo. Phone 9641.

**WANT—AGENTS—WANT**

Cat Rack, Buckets, Pin Store, Blower and Slum Skillo. (Carolina Boyd, get in touch with Jimmy.) Have space at Colored Cotton Carnival and long route of fairs. Best of treatment if you are reliable. Want general Concession Help.  
All answer:  
**DOLLY YOUNG**  
Evergreen 3-6312, Muscle Shoals, Ala., or Western Union, Franklin, Tenn.

**AMERICAN BEAUTY SHOWS**

Concessions: Can place a few more Hanky Panks, especially want Ball Games and One Ball. Help: Can place Ride Help on all Rides, must drive.  
All replies to  
**H. W. BARTHOLOMEW or J. H. SHARP**  
DE SOTO, MO., THIS WEEK.

**CONCESSION AGENTS WANTED**

For Cat Rack, Cigarette Block, Hanky Panks, Pin and Count. Note! Bill Stevens, please wire me. Important.  
**BOBBY COOPER**  
c/o Western Union  
Marion, Va., this week

**WANT RIDE SUPERINTENDENT**

Year around work. Must be able to take charge of Winter Quarters. Want BILLPOSTER, must be sober and reliable. All replies:  
**WM. T. COLLINS SHOWS**  
701 E. 78th St., Minneapolis, Minn.

**LAS VEGAS, NEVADA**

14th Annual Elks'

**HELLDORADO**

MAY 13-17 INCLUSIVE

5 BIG DAYS—5 BIG NIGHTS All Free Parking, 100,000 Attendance.  
**NOW BOOKING SHOWS AND CONCESSIONS**

ROY SHEPHERD WANTS Ride Superintendent, Kiddieland Foreman, Electrician, Truck and Ride Mechanics. Tilt, Wheel and Octopus Foremen. Ticket Sellers, Semi Drivers. Also useful Carnival Help in all departments. Norman Newman, please write Mr. Crafts.

WRITE, WIRE OR PHONE  
**CRAFTS 20 BIG SHOWS, INC.**

Winter Quarters, 7283 Bellaire Ave. North Hollywood, Calif.  
PHONE: POplar 5-0909 or POplar 5-0320

**CETLIN & WILSON SHOWS**

Opening Saturday, May 30, Auspices Fire Dept., Petersburg, Va.

Unit opens May 11, Colonial Heights, Va.

CAN PLACE Round Up and Paratrooper and any other ride not conflicting. No Kiddie Rides wanted.

CAN PLACE all legitimate merchandise Hanky Panks. WANT worth-while Grind Shows. Long Range Galleries open. Mohr, please contact.

WANT Workingmen in all departments. Winter Quarters now open. We furnish Union Welfare to all employees.

EARL PURTLE wants Drome Riders, Man capable putting Drome up and down, experience necessary. Have two Lions for sale.

All address: CETLIN & WILSON SHOWS, P. O. Box 787, Petersburg, Va.

**ROYAL AMERICAN SHOWS**

Has Again Been Awarded the Contract to Furnish All Concessions for the South's Greatest Spring Festival—

**THE MEMPHIS COTTON CARNIVAL, MEMPHIS, TENN.**

STARTING MAY 9 THRU 16

THIS YEAR ON THE NEW, CHOICE LOCATION ON THE RIVER FRONT

WANT PRIZE-EVERYTIME CONCESSIONS, HANKY PANKS OF ALL KINDS AND CONCESSIONS NOT CONFLICTING WITH OUR OWN.

CAN PLACE GAMES OF SKILL THAT WILL PASS INSPECTION. ALSO PITCHMEN, DEMONSTRATORS, GADGETS, SMALL GRABS, ETC., ETC. (NO JAM STORES.)

CONTACT: O. J. (WHITEY) WEISS, CONCESSION MGR., c/o Royal American Shows, Tampa, Fla., Now; Starting May 4, c/o Claridge Hotel, Memphis, Tenn.

**BEAM'S ATTRACTIONS**

GRAND OPENING, JOHNSTOWN, PA., APRIL 30-MAY 9

2 Parades—Fireworks—Special Events—Searchlights

CONCESSIONS—Can book all types of Hanky Panks for 10-day event—you pay only for one week.

SHOWS—Book Girl Revue with or without own equipment. Want Illusion Show, Side Show, Freak or Animal attractions. Can furnish tops and fronts where needed.

HELP—Kiddie Ride Foreman, Second Men for all Rides who can drive. Experienced Griddle Man for Cookhouse. Steve Decker can use experienced Concession Help.

Steel mills in Johnstown, Pa., going full bloom—likewise our celebrations to follow are in communities where you have an opportunity to make money. Contact

**M. A. BEAM, WINDBER, PA.**

Show already on lot—you can set up immediately or can join for week starting May 2.

**GAME OPERATORS**

Have you noticed our ad on the Western and Rock and Roll Guitars for Game Operators, on page 120 of the Spring Special? The guitar craze is nation wide and your players will really go for these large, flashy guitars. In the same price range and as easy to handle as plush. Not plastic, individually packed. And at last, something new! Large Western style, 33"x12 1/2", \$42.00 dozen; Rock and Roll style, 30"x11", \$36.00 dozen; or flashy tenor guitar, 34"x9 1/2", \$24.00 dozen. All flashy, two tone colors. Samples of all three, \$10.00 post paid. Or assorted dozen, \$36.00 post paid. Single samples, \$1.00 extra.

**PREMIER CREATIONS**  
Box A-1, Russells Point, Ohio  
Phone 4-3112

**MIKE WOLD AMUSEMENTS**

WANT FOR A  
**STRING OF BIG SHOPPING CENTER DATES**

Need Hanky Panks of all kinds. Ball Games, Balloon Darts, Fish Pond, Jewelry Spindle and other Hanky Panks that work for stock.

Ride Men for Ferris Wheel, Merry-Go-Round, Tilt and other Rides. All replies:  
4922 NORTH KEDZIE, CHICAGO, ILLINOIS  
Phones: Independence 3-0704 or Cornelia 7-4039

when answering ads . . .  
**Say You Saw It in The Billboard**

## WOLFE AMUSEMENT

Wants for Greenville, S. C., May 4-9

ALL GREENVILLE COUNTY SCHOOLS PATROLS  
Thousands of tickets sold in advance

PLACE HANKY PANKS OF ALL KINDS, MITT CAMP,  
POPCORN FOR SEASON, ALSO BINGO.

Wire—Call

BEN WOLFE

Landrum, S. C.

### WANT

Experienced, reliable Ride Operator for like-new Ferris Wheel in a Park near Chicago; prefer middle-aged, married man. Must have good house trailer. Wife will operate Popcorn Concession. You will also keep other equipment operating. Salary open for an above average ride operator who can and will assume responsibility. Must be able to start work immediately. References required. Sickness cause of this ad. If you drink, please don't answer. Address

EARL H. BUNTING, P. O. Box 203, LaGrange, Ill.

Phone Willow Springs, Illinois, Terminal 9-1404 week days, daytime only.

### WANT

Magician who can lecture. A strong Act for feature. Also can use a Good Novelty Act or Freak. Have Milt Camp, can use Reader. Now showing in vicinity of Los Angeles. Opening first week in June at Portland, Oregon, Centennial for 10 weeks. Then Vancouver Fair in Canada, followed by West Coast Fairs, closing Nov. 11 at Phoenix, Ariz., State Fair.

Contact PETER KORTES

Pasadena, Calif.

P. O. Box 234

### SIDE SHOW ACTS WANTED

Magician who can lecture. A strong Act for feature. Also can use a Good Novelty Act or Freak. Have Milt Camp, can use Reader. Now showing in vicinity of Los Angeles. Opening first week in June at Portland, Oregon, Centennial for 10 weeks. Then Vancouver Fair in Canada, followed by West Coast Fairs, closing Nov. 11 at Phoenix, Ariz., State Fair.

Contact PETER KORTES

Pasadena, Calif.

P. O. Box 234

## BELL AMUSEMENT CO.

Wants Ferris Wheel Foreman, Chairplane Foreman; Second Men for Ferris Wheel, Tilt-a-Whirl, also Merry-Go-Round. Can use some good Concession Agents; everything office-owned. All Help must drive and have license. Drunks, save stamps. Our season ends Nov. 14, 1959. All replies to

CHAS. BALDWIN, Manager

P. O. Box 1763, Montgomery, Alabama

### EVANS UNITED SHOWS

OPENING NORTH KANSAS CITY, MO., MAY 7; PLAYING CHOICE LOTS AND SHOPPING CENTERS IN KANSAS CITY UNTIL JULY 4.

Need Ride Help for Tilt, Octopus, Rock-o-Plane and Wheel. Man to handle new Merry-Go-Round. Also Man for 3 new Kid Rides. Must drive. Payday every week with bonus at end of season. (Davis and Charlie, call or come on.) Openings for a few legitimate Concessions not yet booked.

PHONE: KEYSTONE 9-2429, PLATTSBURG, MO.

### DAVID B. ENDY SHOWS

JACKSONVILLE, FLA.—OPENING FRIDAY, MAY 1—Myrtle Ave. and City Line.

Can place Foreman for Allan Herschell Merry-Go-Round, Foreman for Ferris Wheel; top salaries, year-round work. Come on immediately. Place Hanky Panks, Nickle Rides, Dick Mahan, answer. Want to book or purchase for cash Schiff Coaster, Kiddie Rides, Tilt, Octopus for Shopping Centers for No. 3 Unit. All answers:

DAVID B. ENDY, GEORGE WASHINGTON HOTEL, JACKSONVILLE, FLA.

### GALA EXPOSITION SHOWS

Grand opening May 3 at Bald Knob, Ark., Strawberry Festival and two more that follow, 4 Still Dates and 18 bona fide Fairs and Celebrations.

Can place at once Cookhouse or Sit-Down Grab, Photos, Hanky Panks, Nickel Pitches of all kinds. Shows of all types that have flash (Don Friend, call). Ride Men who can drive (no cars). This show carries 10 Rides and a beautiful midway.

Write, Wire, Call PA 4-3346, B. N. MILLER, Bald Knob, Ark., May 3-14.

### KING BROS.' SHOWS

WANT FOR DERBY, COLO., LIONS CLUB CELEBRATION, MAY 1-15.

Want Merry-Go-Round Man, Octopus Man, also Second Men. Harold Hamric, Ride Foreman. Will book non-conflicting Hanky Panks for proven route. Will book one major ride—Mixup, Spiffers. Despite rumors, this show does hold contracts for Pueblo, Colo., Fair; Pagosa Springs, Colo., Fourth of July; Leadville, Colo., Champion Burro Races, and fifteen others, and we will show them.

All Replies: JOE L. KING, MGR.

## BAKER UNITED SHOWS

Speedway City, Ind., main street location, May 4-10; Nora Plaza Shopping Center, Indianapolis, May 11-16. Can place Hanky Panks of all kinds. No others need apply. Can place Kid Ride Foreman, good, useful Help in all departments. Must drive and have license. No tourists.

All wires to ERNIE ALLEN, c/o Western Union, Indianapolis, Ind., Apr. 27-May 2.

### AGENTS

FOR BUCKETS AND ONE PAN GAME DEALER.

For Ruston, La., Centennial, on the Streets, May 2-9.

All Replies: DUTCH WILSON

c/o Byers Bros.' Shows, Bastrop, La., until April 29; then Ruston, La.

### MOUND CITY SHOWS

Want Hanky Pank Concessions of all kinds. Want Ride Men for Sky Fighter and Kid Rides. Foreman for Octopus, Second Men for Tilt. All replies:

CLARENCE SLATEN

East Allen, Ill., this week; then School Picnics and Fairs.

### COOKHOUSE

FOR SALE

Size 29x50 ft., seats 60 people, counter service only. Fully equipped with the most up-to-date equipment. Indiana kitchen plus screened-in kitchen at rear. Striped canvas top. Like new; used only 10 times up and down. Must sell, make offer. ELIZABETH A. MEYERS, Hutchinson, Minn.

### FOR SALE

1956 Spinaroo, mounted on 1956 Edwards Trailer. Complete with new chain falls, some spare parts and 1953 F-5 Ford Tractor. Tractor has air and vacuum brakes, new motor last August. Ride grossed over twice asking price last season. Contact

H. L. ANDERSON

17108 Melross

Detroit 35 (Southfield), Mich.

Phone: ELgin 6-1902

### L. & L. SHOWS

Ripley, Tenn., April 27-May 2

Want Hanky Panks of all kinds. SHOWS: Any Grind Shows and Girl Show. Pee Wee, Bishop, come on. McWilliams, contact, per contact.

C. R. LEONARD, all routes.

### WANTED

FERRIS WHEEL Man and Second Man. Steady work. Open May 2. Contact

John Blancardi

ACE TENT RENTAL

704 East 214th Street, Bronx, New York

OL 4-3820-0971

## UNDER THE MARQUEE

• Continued from page 49

June and Mike Malko, Mamie and Charlie Baker, Omaha and Hilda Hildalys, Corrine and Bert Dearo, the Karl Ericksons, Kitten and Gabby Wendt, Tommy Bentley and Edgar Bergen, emcee of the show. Fans visited with other performers including Freddie Logan, Eloise Berchtold, Bobo Barnett, John Joanides and family, Bozo Harrell and Jack Joyce.

Chief White Cloud and troupe have the concert on the Famous Cole Circus this season. . . . Jerry Pressly, Kelly-Miller Circus performer, was initiated into the Order of the Amaranth, Ladies of the White Shrine, the Eastern Star and the Ladies' Auxiliary of the Loyal Order of the Moose this winter. Keller Pressly, boss canvasman, and Jack Smith, auditor, of the Kelly-Miller Circus, were initiated into the Hugo Elks Lodge. Pressly was also admitted to the Shrine at Muskogee, Okla., in December.

Visitors to the Clyde Beatty-Cole Bros. lot at Palisades (N. J.) Amusement Park have included Theo Forstall, Art Concello, J. W. (Patty) Conklin, Joe Carlton, Mr. and Mrs. R. E. Parker, Allen To-vell, J. C. Rosenheim, Harry Hunt, Scott and Evelyn Hall, Nate Eagle, James H. Drew, and Lou Dufour.

William S. Dykes, Salisbury, Md. saw the Hunt Bros. Circus opening performance at Dover, Del. . . . Berni Miller's hopes to take out a small circus this season were dropped when a disagreement arose among the backers.

Charlie and Beverly Allen will bring their bears to Omaha the night of May 4.

Elmer Kaufman again heads the advertising car of Cristiani Bros.' Circus. The Cristiani billing crew will number seven this year. . . . Arnold Maley, former principal in King Bros.' Circus, is office manager for the John H. Marks Shows this season.

Don Marcks, El Cerrito, Calif., played the Hawaiian Gardens in San Jose recently doing his clown magic and juggling act. He visited Fabian's Fabulous Circus and reports they are doing five shows a day.

Vern R. Cox visited the Gil Gray Circus in Tulsa, Okla. Ted Bowman, Dallas, also spent the week with the Gray show.

Popo DeBathe took time off from his duties at Children's Fairyland, Oakland, Calif., to emcee a clown show at Pacific Grove High School April 17. Clowns included Charles Hilderia and Roy Barrett.

R. E. Leonard, Junction City, Kan., debuted his new trained bear act April 13 for a Lion Club party at the Wareham Hotel, Manhattan, Kan. A local television station had cameramen on hand who photographed part of the act for showing on a news program.

Buck Reger will be with Hunt Bros.' Circus this season handling national and local advertising for the show. . . . W.S.V.A., Harrisonburg, Va., has packed three acts for its annual Homemaker's Festival, May 28-30 thru Irv Klein, Baltimore. Acts are Betty Gorham, juggler; Tom Osborne and Company, comedy magicians, and Dave Monahan, puppet show.

William T. Randolph, Garland, Tex., visited the Famous Cole Circus at Rockwall, Tex., and saw Mr. and Mrs. Percy Osborne, Shreveport, La.; Mr. and Mrs. Robert B. Snodgrass, Dallas; Mr. and Mrs. C. B. Snodgrass, Hugo, Okla.; Ted Bowman, Dallas; Mrs. Bobbie McCough, Dallas; D. A. Miller and

Col. Tim McCoy, en route to Hugo, Okla., and Dr. John Wyche, Hugo.

The Clyde Beatty-Cole Bros. Circus has a full-page ad and children's coupon good for week-day shows and Saturday and Sunday evening performances only in current Superman comic books. It's good for the current stand at Palisades Park, Palisades, N. J.

The line-up of the Melbourne (Fla.) Shrine Circus April 4 at the Eau Gallie (Fla.) Civic Center included the Bounding Boudos, trampoline; Gil and Lil Wilson's Dogs; Sules Teppo Trio, acro; Ward Hall, juggling and table rock; David Hoover's Lions; Leonardos, knife throwing and comedy balancing; Elizabeth Green and her elephant, and Tex Arnold and Pete Terburne, clowns. Show was produced and emceed by Taylor Trout.

Bill Green, former circus press agent, entered the Detroit Henry Ford Hospital for treatment. Gertrude Green, his sister, pinch hit at his desk as director of exploitation for Cinerama in the Midwest.

Merle Evans directed the Woodrow Wilson High School Band at Youngstown, O., in a concert April 7. He was presented with a plaque by William Omeis, former trombonist with Evans on the Ringling band and now Wilson school band director. Plaque was from the Barnhouse Music Publishing Company for Evans' contribution to American band music.

Pat and Irene Henry added their trick horse to the performance of the All-American Indoor Circus recently at Andrews, S. C. Buck Sharp, of the Dodge City Rodeo Company, recently visited Byron Gosh.

Prof. George Keller received three mentions on one page of the New York Times of April 11. A feature story was headed by a three-column photo; he supplied the Quotation of the Day and was mentioned again in the News Summary and Index.

Percilla Bejano is now with the Dick Best Side Show at Madison Square Garden for Ringling Bros. and Barnum & Bailey Circus as the Monkey Girl. Since Lew Hamilton went on the sick list, Percilla's husband, Emmitt, has taken over the emcee duties for the show.

Willard Oakley is leaving Miami the first of May for Maryland. He expects to be in Boston, while the Ringling show is playing there at the Boston Garden.

Following the recent Tampa Electric Company Circus, David Hoover and family, Ward Hall, Harry Leonard, Tex Arnold and Little Lord Leon jumped to Hugo, Okla. Hoover will join Carson-Barnes Circus with his lion act. The others making the jump will join the Kelly-Miller Circus Side Show.

## Parker Pleased

• Continued from page 50

the Shrine's production could be like current organized shows that play Shrine dates.

Fort Worth, Houston and Austin temples now are in the plan and they can offer an act as much as 29 days, thus bringing better prices, Parker said. About half of the acts at the first two cities probably will be signed for Austin as well.

Parker was in Chicago for both circus and private business. He said that his show buys all talent thru agents and that no single or few agents have exclusives on the business.

## ORANGE BROS. SHOWS

Opening May 2, Hugo, Okla., Spring Festival, Madill, Okla., to follow (on the streets), first show in six years.

CONCESSIONS: Coke Bottles, Fish Pond, Long or Short Range, All-in Stores, Bingo, Hanky Panks of all kinds.

SHOWS: Place any Show of Merit. SIDE HELP: Want Foreman for Ell 25, Little Beauty, Merry-Go-Round, Second Men on all Rides. CONTACT:

MICKEY PRICE, Mgr.

906 Dallas Street, Hugo, Okla.

(Phone: 328.) No collects.

## WANTED

Foreman for Allan Herschell 2-Abreast Merry-Go-Round. Top wages and bonus money at the end of the season, also rocking chair music. Can place small, clean Cookhouse, must cater to show people. Can use High Striker and Slum Blower. Place Agents for Swinger and Penny Pitch. Write

WILLIAM WALLIS

P. O. Box 831, Macon, Ga.

## Get "KANDY KING" Now!

Orders for the improved 1959 Model "KANDY KING" Candy Flows Machine have been rushing in. Assure immediate shipment by ORDERING NOW! Double Spinnerhead Model . . . \$250.00 Triple Spinnerhead Model available. WRITE for CONCESSION Supply 1959 Catalog.

CONCESSION SUPPLY CO.

3916 Secor Rd., Toledo 13, O. GN 4-3400

Thank You DAN & ROSITA DELL Amusements of America for your new 20th CENTURY MOBILE HOME PURCHASE. "Save Money With Johnny" JOHNNY CANOLE 8861 N.W. 18th Ave., Miami, Fla. Phone: Plaza 1-2354

## WANTED

Man for SCRAMBLER. Must be sober and drive.

JOHN C. LEMOINE

c/o Coleman Bros. Shows, Middletown, Conn., till May 2.

## GIRLS WANTED FOR ROCK AND ROLL AND GIRL SHOW

Good treatment. Guitar and costumes furnished. Good salary. Reply or wire LESLIE KESTER Hotel Nuville, Rochester, Minn. P.S.: Helen Elliott and other girls who know me, contact me.

### WANT

Stock Concessions, open May 22, Mar-keean, Wis. For Sale or Trade—Super Roll-o-Plane, Spiffers, converted Tilt, 10 Kw. Light Plant, 1 Roll-O-Plane Tube.

TIP TOP SHOWS

Weapack, Wis.

## STANLEY FRANCIS

WANTS

Two bona fide Bucket Agents. Will be in Madison, W. Va., April 27-May 2. Little Joe, come on in. No ups, no downs.

## BAUGHIE WANTS

Agents for Six Cats, Buckets, Hanky Panks; 26 weeks' work.

Open with Carpenter Bros. Shows, Celina, Ohio, May 4.

Phone: 1098, Portland, Ind.

## PETER PAUL AMUSEMENTS

LAST CALL—Can place Ride Help: Foreman for Ell, also Man to take charge of Kiddie Rides. Need two or three more Hanky Panks such as Pitch-Tilt-You-Win, Duck Pond, Cork Gallery, Stock Concessions. Opening for Popcorn. Any Major Ride not conflicting for Northern route to Illinois, Wisconsin, Iowa. MANAGER, 1712 Southwest Rd., Sanford, Fla.

## MIKE MILLER WANTS

Following people confirm joining: Bobbie, Scarlett, Al, Tom Bagley, Ponce. Can place Girls for Girl and Posing Shows. Foreman and Second Man for new trailer-mounted Paratrooper Rides. Open with W. T. Collins, Austin, Minn., June 8. Write airmail: MIKE MILLER, 314 Shawnee Drive, Louisville, Ky.

### WANTED

Reliable Tilt-a-Whirl Foreman to work in park. Also, all types of Ride Foreman for Chicago area. Must be sober and reliable.

DELGARIAN AMUSEMENT COMPANY

1729 North Newland, Chicago 25, Ill.

GIVE TO DAMON RUNYON CANCER FUND

# Mills in 20th Annual Tour

Continued from page 50

on with his dressage horse, Duke. Coco marches in with his clown army. At the opening the cannon failed to fire and the overhead box refused to drop a dummy to close the gag.

**New European Acts**  
Act 11 had the six Umbertis from Italy performing Risley in Ring 1 for their first American appearance, while the Hubets, also new to the U. S., are roller skating on a table in Ring 3. The Argentinians come up with a high perch pole number in center ring.

Two groups of Liberty horses are worked by Edith and Sandor Beketow before the clowns return for a walk-around. No. 15 spot is given over to gymnasts, with the Millets from England in Ring 1, the Munos from Spain in center and the Robertis of Germany in

Ring 3. The Mystery Rider makes a brief appearance as rigging is set for tight-wire acts. These are presented by Les Pedrolas and Miss Prez.

A clown boxing match is followed by the Redcan Duo on a balanced ladder in Ring 1, the balancing of the Carachelishes in center and Miss Riva with contortion in Ring 3. A Spanish web number is next with Harry Walther from Germany offering a comedy trapeze turn. The Spinets (Bakers) return with plate spinning.

Miss Gerda does an iron-jaw slide for life. The Mills Bros. horses return to the hippodrome track and center ring for manege.

Coco Jr. and Company next present a number which was extremely popular when he was with Mills in 1953. He again offers his "Painters and Paper Hangers" in which gallons of water get tossed around. The show closes with Capt. Virgil Sagraves presenting the four large Mills elephants.

Jake Mills is producer of the show, with John Schmitz serving as equestrian director. Choreography is by Zelda Lamont and wardrobe by June Mills and Rita Sagraves.

Joe Rossi returns as musical director and had the band cutting it in good style at the opening performance. Jack Mills is manager and his younger brother, Harry, again is concession superintendent.

The Hon. John W. Brown, 58th governor of Ohio, was the principal banquet speaker. Thomas Novak, president of the Ashtabula County Fair Board, invited the Mills show to return the next fall at the close of the season. Herman Joseph and a barbershop quartet rounded out the banquet entertainment.

At Youngstown, O., Monday (20) the matinee was strayed and the night house was near capacity despite rain and cold. Auspices, the Wolves, Club, reported that it received an estimated \$3,000 for its share of the proceeds.

## Pat Reithoffer

Continued from page 53

How-Reit dates by the Reithoffer Shows. The I. T. trailers will be decked out in orange, the Reithoffer color, as the season progresses, and its 18 tractors will be pared down to the five or six best ones. Much of the hauling will be contracted out to car haul and transfer firms, as has been worked profitably by Reithoffer in Pennsylvania. In addition there will be a half dozen new trailers acquired, as replacements.

### Reithoffer in 104 Rides

Howard has been in the carnival business for 30 years and Reithoffer is a third-generation member of the prominent Pennsylvania ride family. The new interest gives the family holdings in 104 rides, it was emphasized. Most of them are stored at the fairgrounds in Bloomsburg and Reading, Pa., with the remainder at Lehman, Pa., where the show's machine shop is located. The three-acre I. T. Shows winer quarters in Roosevelt, Long Island, is the property of Trebish and will probably be sold to a real estate developer, who has been angling for it in recent years.

Howard said a new winter quarters site is being sought near the metropolitan area for storage of equipment.

The partners stress that their corporation is separate and distinct from the Reithoffer Shows except that rides will be intermixed among the units, thereby providing How-Reit with very broad base of equipment to draw from. In the separate Reithoffer Shows organization there are Pat Reithoffer Sr. and Jr., and brothers-in-law Bill Goodman, Claude Spencake and Ed Morgan, attorney.

## WM. COWAN

Can place for season starting Victoria, Tex., April 27, good, capable Hanky Pank Agents, for Cork Gallery, Ball Game and Pitch-Til-You-Win.

Good, capable P. C. agents for Over and Under and Cigarette Block, 2 good up-and-down men. Must be sober and reliable. No cars. Good pay and good treatment. Write or wire care

## Don Franklin Shows

Victoria, Tex., until May 9.

## CENTRAL STATES SHOWS

Dodge City, Kan., April 28-May 3, Rodeo and Boot Hills Fiesta

Want Ferris Wheel Foreman and Second Man. Want Second Men on other Rides. Also want Grind Shows with own equipment, or will furnish equipment for responsible party. Can place a few more Hanky Panks.

All replies:  
**W. W. MOSER**  
Dodge City, Kans.

## AGENTS WANTED

Two Spot-the-Spot Agents. Virgin territory for Spot Joint, 2 Bucket Agents, 1 Spring Game Agent and 2 Dart Store Agents. Good route, playing money spots only. Reply

**ED HORWITZ**

c/o COLEMAN BROS.' SHOWS  
Middletown, Conn.

## WANT

Concessions: Watch-La, Scales, Age, Long Range, Short Range, Basket Ball or anything new. Floyd Thorpe, contact. Shows: Can use all kinds with own transportation. Ride Help: Foremen for Wheel, Tilt, Octopus, Roller Coaster and Kid Rides. We have 18 Fairs and Celebrations. Winterquarters open. We carry 15 Rides.

**Rogers Bros.' Shows**  
PELICAN RAPIDS, MINN.

## WANTED

Count Store Agents, Hanky Pank Agents. Can use Popcorn Wagon, Candy Floss, etc. Juanita Hunt, contact.

**BILLY MORAN**

Ravenswood, W. Va., all this week.

## WANTED

Foremen for Merry-Go-Round, Ferris Wheel and Rolloplane. Top wages, short moves.

**Dixey Amusements, Inc.**  
3130 West 44th Avenue Garry, Ind.  
Turner 4-8866

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

WINCHESTER, VA., MAY 4-9

### CONCESSIONS

Range, Basket Ball and any

### SHOWS

Can place any good Grind Shows.

### RIDES

No Kiddie Rides needed.

Can place Custard, Diggers, Derby, Glass Pitch, Fish Ponds, Age, Scales, Short other legitimate Concessions.

Can place Working Acts and Freaks for Side Show. Can place Fun House, Glass House or any Grind Show. Can place Colored Girls for Calypso Revue.

Can place Fly-O-Plane, Scrambler, Rock-O-Plane or any Rides not conflicting.

### HELP

Can place good, sober Ride Help on all Rides who drive semis. Can place wives for tickets. No men with cars wanted, save gas and time. Good opening for some Foremen who can cut it. Long season, pay every week with bonus. Tracy, phone me or Babe, important. Can use good Foreman with some experience on small places for gas-driven Midget Race Cars. Must drive. Also place Working Men in all departments. Joey Hoffman, call Peasy.

Address all mail and wires to **LLOYD D. SERFASS, Owner, or HARRY (BUSTER) WESTBROOK, Bus. Mgr., Charlottesville, Va., this week; followed by Winchester; then Pennsylvania.**

# WALLACE BROS. SHOWS INC.

LAST CALL—OPENING MAY 8, MEMPHIS  
COTTON CARNIVAL. LOT LAID OUT MAY 5.

SHOWS: Want Funhouse, Drome, Animal, Monkey or Fat Show.

RIDES: Place Roto-Whip, Train, Pony Carts, Tanks.

HELP: Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Tilt, Octopus, Roundup, Scrambler, Rockoplane, Chairplane, Kiddie Rides and Mad Mouse.

CONCESSIONS: Want Grab, Fishpond, Photos, Blower, Bear Pitch, Jewelry, Pitch-Til-You-Win, 6-Cat, Buckets, Ball Games, Darts, Cork Gallery, Long Range, Stock concessions of all kinds.

### WANT TO BUY

Kiddie Roto-Whip, Allan Herschell Pony Cart Ride.

All replies **E. E. FARROW, MGR., Box 1184, phone Fleetwood 3-7644, Jackson, Miss.**

# NORTHERN EXPOSITION SHOWS

Northwest's Finest

LAST CALL—For well-proven Spring Route, June Fairs in North Dakota, followed with Wolf Point Wild Horse Stampede, and for the Entire Montana "B" Circuit of Fairs.

CONCESSIONS—Will give exclusive on all Pitches, Long and Short Ranges, Scale & Age, Hi-Striker, Arcade, Basket Ball or any Hanky Pank not conflicting. We book only one of a kind. Must stay to Sept. 7. No Mitt Camps or Grind Stores. Can place several Agents! Big Bill, contact Mayberry, Box 498, Mineral Wells, Texas.

SHOWS—Will book any good, clean Show with own equipment. Can use Mechanical, Glass or any new, novel Attractions.

RIDE HELP—Can place Octopus Foreman and several Second Men. Must be sober, reliable, and semi drivers. Can use Wives as Ticket Sellers. No personal cars.

Opening date—May 14th—Winter Quarters now open.  
Phone ESsex 2-2000, Worthing, South Dakota  
**MIKE SMITH—Owner**

## AGENTS

ATTENTION

For Buckets and Frames, Red Norris, come on.

**MORRIS FRIEDENHEIM**

BYER BROS.' SHOWS  
Bastrop, La., until May 1; Ruston, La., from May 2 to 9.

### WANTED

#### RIDE FOREMAN

For FERRIS, OCTOPUS and TILT. MUST STAY SOBER AND DRIVE SEMI. GOOD WAGES. Contact: **SAM MENCHIN**  
LAKE SHORE AMUSEMENTS  
11 West Division Street  
Chicago, Illinois  
Phone: Superior 7-7243  
Daytime: Stewart 3-6271

#### RIDE FOREMEN

Can use capable Foremen for the following rides: Ferris Wheel, Tilt, Merry-Go-Round and Octopus. Nice conditions and good opportunity for capable men.  
**Holiday Amusement Co.**  
FIELDING GRAHAM  
7418 State Line Kansas City, Missouri  
Telephone: DE 3-6719

## NOTICE!

Will the following people call me collect at once: Russell Rice and W. R. Fritzt.

**KING REID**

Manchester, Vt.  
Phone: 444

## PEPPERS ALL STATES SHOWS

CONCESSIONS: Want Bear Pitch, Bird Pitch, Bumper, High Striker, String Game, Age and Scales, and small, clean Cookhouse. (No Allibs.)

RIDE HELP: Place Foremen for two Kiddie Rides and Allan Herschell Little Beauty two-abreast Merry-Go-Round. Good salary and bonus when season ends.

RIDES: Will book Rides for last week in May, inside Keesler Air Base, Biloxi, Miss. (Bill Dyer, contact.)

SHOWS: Want Shows with own Outfits. No Girl Shows.  
CONTACT: **FRANK W. PEPPERS, West Point, Miss., this week.**

Last Call

## Murphy's Northern State Shows

OPEN MAY 18

Due to disappointment can place Bingo for the season. Can also use two more Hanky Panks as String Game, Hoop-La, etc. We carry only one of a kind and no racket. Can use for committee privilege one large show as Animal, 10 or 5-in-1, etc. Have a very good show 2-ute. It will pay to investigate this. Can use some Ride Help, need Second Man with experience for Tilt; if married, wives can sell tickets; good salary, bonus and unemployment benefits. Winterquarters now open at Ainsworth, Nebr., Airport. Do not write Williston, N. Dak.—all mail to Box 352, Ainsworth, Nebr. Phone calls to:  
**JOHN MURPHY, Owner, Northern State Shows, Ainsworth, Nebr.**

Last Call

## COLBERT'S AMUSEMENTS

Want Foremen and Second Men for Merry-Go-Round, Rolloplane and Kiddie Auto. Man to build and erect joints. Will book Tilt and other Rides that do not conflict. Address:

218 MAIN STREET, BOYLSTON, MASS.

## MERRIAM'S MIDWAY SHOWS

Opening Boone, Iowa, Monday, May 11. Booked solid until October 1.

WANT the following Concessions: Photos, Glass Pitch, Short Range, Ball Games, String Game, Hoop-La, Scale and Age, Bear Pitch, Coke Bottle, Watchla, Heart Pitch or any good Hanky Pank. Will book Bingo for Minnesota route starting June 15. No shows wanted at the present time. Can use Second Men on Rides.  
All answers to **ALVA MERRIAM, Ogden, Iowa.**

# BEST MERCHANDISE BUYS

58

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

APRIL 27, 1959

new merchandise for tomorrow's . . .

## parade of hits

FOR LISTING  
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



### CUP-SAUCCER

Designed with colorful resort area decorations, miniature cup and saucer combination with stand designed to catch souvenir business from increased public travel. Price, 75 cents per set. Enco, Inc., 242 Fourth Avenue, New York 3.



### GRILL-BARBECUE

Chrome-plated hinged steel griddle and wire grill, adjustable heavy gauge steel firebox with detachable handle and black enameled frame. Folds to three-inch thickness. Price, \$4.95. Super Products, Inc., 403 Eichelberger, St. Louis 11.



### SPIN-A-PLATE

Has swirl design on bottom giving a fascinating effect when plate spins. Spinning rod comes in two easily assembled parts complete with colorful plate in sell-on-sight poly bag package. Price, 69 cents. Stuart Manufacturing Company, 337 West Fifth, Cincinnati 2.

### DISPLAY BOARD

Measuring 24 by 30 inches, shows egg timer, towel rings, planter, pot holder hook and other kitchen accessories. Price, \$15.50 complete. House of Fisk, 1237 West 47th, Chicago 9.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.



### LA SPATULA

Fits any type pan, round or square. Rounded edge design and 15 holes aid in degreasing fried foods. Stainless steel. Heat resistant handle in ebony and red. Price, \$1.59. Proven Ware Products, 5522 Wayzata Blvd., Minneapolis 18.

### MOCCASINS

Always spring back into shape, whether folded, twisted or rolled. Two thicknesses of deer-skin and foam innersole make feather-soft walking. Quoddy Deerslayers in over 150 styles, colors and sizes. Price range, \$2.98 to \$9.95. Spiegel-Stanley Company, Portland 2, Me.

### COUNTER UNIT

Contains six dozen 29-cent balsa Sky Streak and three dozen 49-cent Strato Streak rubber-powered airplanes in individual pre-priced acetate window boxes. Free display stand and two assembled models included. Paul K. Guillow, Inc., Wakefield, Mass.

### CASSEROLE

On warming stand designed for outdoor dining. Glacial white drip over rich brown glaze highlights the item. Stand is brass-trimmed with walnut legs and rubber-tipped feet. Complete with lid. Price, \$4.95. Pfaltz-graff Pottery, York, Pa.

## PIPES FOR DEMONSTRATORS ENGRAVERS

CHARLES SHEAR . . . pipes in a hello to "all of my boys." He says he'll be seeing them at Louisville during Derby Week.

"JUST PIPING . . . in to report that the jewelry demonstration business in department stores was good thruout the winter and that I also did well with trade sheets in the Northwest," writes Clay Burton Lowe from Oklahoma City. Lowe also states that he has just taken delivery on a new Plymouth Savoy and a new 35-foot Globemaster house trailer. "Business is showing consistent improvement these days," he reports. "I didn't see many of the regulars

during the past winter, so would like to read a few pipes from them in The Billboard. Now that the grass is getting greener, they'll all be popping up here and there."

"AFTER . . . wintering none too well in Phoenix, Ariz., I came in here to find quite a few of the boys working," writes Cowboy Fleischer from San Antonio. "Among those noted here are Morris Bluestein, who has novelties on a midway; Jackson with a novelty stand, Chester Prisk, Indian George Wilson and Tommy Egan. Chuck Moss, the Big D concession operator, is also in San

(Continued on page 59)

### NEW Sensation

Packed with "SELL" Priced for PROFIT!

### CEL-MAX Ensemble



**\$5.90** Set

- EXPANSION BAND
- BILLFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CUFF LINKS
- MONEY CLIP
- TIE CLASP

- 7-Jewel Watch . . . . . \$6.90
  - 15-Jewel Watch . . . . . 7.90
  - 15-Jewel Watch . . . . . 8.90
- Min. order 4. 25% cash, bal. C.O.D.

**NATIONALLY ADVERTISED**  
The hottest line for '59! High style—Low price . . . All pieces beautifully matched—handsomely boxed. **EVERYTHING**—nine smart pieces—including dependable watch and expansion band!

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A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profit! Order a sample, \$8.95. Yellow or white.

**\$7.90**

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All watches in new 1959 cases, new dials, new hands, new expansion band. Electronically timed, by expert watchmakers in our shop.

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**COMING EVENTS**

**Alabama**  
Fairhope—Fairhope & Baldwin Co. Centennial, May 2-9. Fairhope Chamber of Commerce.

**Arizona**  
Flagstaff—All-Indian Powwow and Hopi Kuhn, July 2-5.

**Arkansas**  
Crawfordville—Crittenden Co. Livestock Show, June 4. Herman C. Phillips.

**California**  
Los Angeles—Los Angeles Home Show (Memorial Sports Arena), July 16-26. Dale J. Miasner.

**Idaho**  
Emmett—Emmett Cherry Festival, June 22-27. Dick Sweetman.  
St. Anthony—Freemont Co. Pioneer Celebration July 24. Golden O. Linford.

**Illinois**  
Chicago—Chicago Intl. Trade Fair (Navy Pier), July 3-18.  
Chicago—Celebration (Soldier Field), July 4.  
Chicago—National Toy Show (Hotel Morrison), May 17-21.  
East Alton—Legion Spring Festival, April 28-May 4.

**Indiana**  
Albia—Centennial, June 22-27.  
Anthony—Anthony Race Meet, July 22-25. J. L. Robinson.  
Belle Plaine, Ia.—Celebration, July 2-4. George Clarke, Jr. Chamber of Commerce.  
Evansville—Junior League Horse Show, June 17-20. J. T. Denton.  
Greensburg—Centennial, June 18-20.

**New York**  
Catskill—Hudson Valley Volunteer Firemen's Convention, June 19-20. Claude Palmer.  
Haverstraw—Firemen's Hudson-Champaign Celebration, July 6-11. Morgan Demarest.  
Montrose—Montrose Celebration, June 29-July 4.  
Mount Morris—Firemen's Carnival, July 22-25. Arthur R. Croston, 84 Chapel St.

(Continued on page 61)

**Pipes for Pitchmen**

• Continued from page 58

Antonio with a number of joints. In from Dallas is Bill Ferrant, the Lemonade King of the fair circuit. He has a store with agents working hot dogs, peanuts, floss, snow cones and novelties.

**WATCH VALUES** **BULOVA! ELGIN!**

**BENRUS! GRUEN! WALTHAM!**

**WOW! NEW STYLES NEW PRICES SELLING FAST EVERYWHERE**

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25% Dep., Bal. C.O.D., F.O.B. Chi.

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Sample \$8.95  
Boxes 50¢ add

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with order for 12.

Single Watches: 18-J, \$8.65; 17-J, \$9.45; 21-J, \$10.95 Catalog free.

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**CLOSEOUTS!**

24" Bagged Clown ..... **\$6.00**

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Miracle Prayer Crosses, boxed \$4.25

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Bracelets, tailored 3.00

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Necklace, Bracelet & Earring Sets, boxed Each 1.00

8-Piece Sets—gold plated, beautifully boxed Each 1.75

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

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\$4,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1700 pages! Free catalog.

Agents, Distributors Items

BEAUTIFULLY TOOLED GENUINE Leather Billboards, made in Old Mexico. Dozen, \$18; sample, \$2.

CATALOG FREE. GOOD SELLING LINE of Jewelry. Jacobs Ind., 1715 E. Mercer, Seattle 2, Wash.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery! an attractive name plate on your products...

DISCOUNT PRICES BELOW WHOLESALE on Premium and Bingo Merchandise, Appliances, Housewares, etc.

EARRINGS, ASSORTED STONE AND TAILORED, \$2 per gross plus postage. Billboards, plastic alligator or lizard, \$10.80 per gross plus postage.

FAMOUS MFR. CLOSEOUTS. Asst. Earrings \$1.75 & \$3.00 Ds. Pierced Earrings, Asst. \$1.25 & \$1.75 Ds. Charm Bracelets, Asst. \$1.50 & \$2.50 Ds.

FOR SALE—BALL POINT PEN DISPENSERS, good condition, \$18 each. Will send c.o.d. Box 813, Decatur, Ill.

FREE CATALOG!—BULOVA, ELGIN, GRUNDIG Watches, etc. 1959 styles, \$6.95 up. Buy direct from importer.

HOSIERY—LOW PRICES LADIES' MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen.

HOSIERY FOR ENTIRE FAMILY. DIRECT from the mill. \$4 middle man. Ladies' Nylons, \$1, \$3, \$4 dozen. Each pair in cellophane bag.

NEW "X11" SIGNS—COMEDY, RELIGIOUS, general, 7; retail, 50c. Catalog free. 15 samples, \$1. Lowy, 812 Broadway, Dept. 104, New York 2.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion.

JEWELRY CLOSEOUTS FREE CATALOG

E-1—Tailored Earrings, Asst. Gr. \$18.00 E-2—Stone Earrings, Asst. Gr. 21.00 E-3—Stone Earrings, Etc. Asst. Gr. 12.00

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. B Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER KEY PROTECTORS. Samples of either free.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 3 pt. caps, balance in regular 8 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Animals, Birds, Snakes

SELL COMIC, WITTY, ILLUSTRATED "TWO in one" Signs or Jumbo Postcards. Size 7x11 inches, large variety. 25c brings samples, etc.

SELL EVERY GAS STATION NEW YORK. Overcast, 65¢ per Buckinaw. \$2.50. Show, 12147; Ladies' Coats, 30c; Dresses, 15c.

YOUR OWN BUSINESS—SUITS, \$1.80! Overcast, 65¢ per Buckinaw. \$2.50. Show, 12147; Ladies' Coats, 30c; Dresses, 15c.

ALWAYS THE FASTEST SERVICE. RATTLES, Cobras, Alligators, Pythonas, Boa Constrictors, Monitors, Gila Monsters, Iguanas, Chameleons and hundreds of others on hand.

CALIFORNIA SEA LIONS—PRINCIPAL supplier roots and strusses throughout world past 12 years. Marine Enterprises, Inc., Box 2836, Ocean Park, Calif.

CANADIAN BEAR CUBS—ORDER NOW for May, June and July delivery. We ship everywhere. Write Reliable Bird Co., Winnipeg, Canada.

COMPLETE FLASHY GRIND SHOW. Cutest, smallest horses ever shown. Work with Dams Dog stallion 22 in., mare 28 in. The kind that runs, jump, kick, play. No time for letter writing.

INDIAN HOODED COBRAS, ALL PERFECT, healthy specimens, larger than average, \$30 to \$40 each. Messell's Vipers, \$40. Jack Adam, Box 881, Meza, Ariz.

MINIATURE CHIMP STUMPTAILS, Baboons, Red Palms, Parrots, etc. Hardy Baby African Turtles, 100 for \$28. Request illustrated price list. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150.

PARAKEETS, 85¢ EACH. MINIMUM ORDER 30 birds. Cages, \$3.50 doz. Canaries, Flash Cages, Rats, Mice. Immediate shipment. Terms: Part cash, balance C.O.D. National Pet Supply, 3029 Olive, St. Louis 3, Missouri.

YOUNG RINGTAIL MONKEYS, \$27.50 each. Animals wanted for resale; wild-lives built and stocked; rare animals located. Midway Farms, Route 1, Box 751, Clearwater, Fla.

BE AN IMPORTER—MAKE UP TO 1000% profits importing by mail. No stock investments. Get the new Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tremendous profit. Order yours now—only \$2 postpaid. Satisfaction guaranteed. Samuel Glenn (Publications), Box 507, Jacksonville, North Carolina.

BUY WHOLESALE—SHOES, SHIRTS, clothing, sportswear, linens, household furnishings, etc. Complete catalog and plan. Bostonian, 14-R Dock Square, Boston 8, Massachusetts.

COIN PITCH GAMES—ALL ELECTRIC. New, Fascinating, Playful, Carnival, Fair, Concessions. Buy direct from factory and save! Write for details. Fairland, P. O. Box 531, North Baltimore, N. Y.

JAY-GLO SIGNS FOR ALL BUSINESSES. Complex for private home ratshakers, etc. Sample and catalog, 10c. Kuchler Sign, 335 Gortz, Lemay 25, Mo.

FASCINATION—50 TABLES, 30 STOOLS, stainless steel platform completely equipped, ready to go for season. A steal worth \$15,000, will sell \$2,500. F.O.B. Al Siegel, 50 Highland Blvd., Kearsburg, N. J.

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 25 illustrations, \$2 postpaid.

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies.

LUNCH STAND—22 STOOLS, 14"x22", ALL equipped. With 1 1/2 ton 1953 Ford Truck, \$2,000 takes all. Hilbert Hazen, Weathly, Wis.

OVER 650 CASH BUYERS' NAMES and addresses on perforated gum labels, \$4 postpaid. Issued every ninety days. Money-back guarantee. Capt. Wm. Lewis, Tampa 9, Florida.

ROLLER RINK, APPROXIMATELY 70X100, well established, \$9,000. 2317 West Washington Blvd., Los Angeles, Calif.

TOP ANNOUNCER, PRODUCER, RODEO Clown wants hucker, agents. Terrific new type western show. Phone: Gilbert 4-8823, El Monte, Calif.

NUDE EBONY MAIDEN WOOD CARVING, sample, \$3.50; light wood Squating Man, \$2. Catalog with order, or 25c. Dresco, Narberth, Penn.

BEAUTIFUL CURTAIN, FUTURISTIC COLORING designs (\$15-\$40), four sections, like new, \$75; staid smaller Curtains (\$10-\$20), \$20 each, bargain. Clown Suits, Flashy silks, satins, brand new, \$10; Orchestra Coats, ivory, single-breasted, \$5; Tuxedo Trousers, \$3; Clown Red Wig, new, \$5; Big Rubber Feet; Chorus Costumes; Minstrels; Bally Capes; Tuxedos; Trunks; Indian Headdresses. Free lists. Wallace, 2453 N. Halsted, Chicago.

BUILD FLYING SAUCERS, 18 PASSENGER Kiddie Ride; costs less than \$250. Complete plans, \$10. Free 96 page plan catalog. Brill, Box 875, Peoria, Ill.

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Fines Machines, replacement Kettles for all Poppers. Krisky Korn, 120 S. Halsted, Chicago, Ill.

FREE INVENTORY SHEETS FOR CONCESSIONS. Complete "On-Site" service. Kandy King Fines Machines, popcorn, food, drinks. Catalog. Concession 133, Station "H", Toledo.

A STEAL. ALLAN HERSCHELL G12 TRAIN. Over 250 feet of track, \$600; with trailer, \$700. Horace Britz, 341 Palmer Hill Road, Riverside, Conn. Stamford, D.A. 3-6859.

FREE INVENTORY SHEETS FOR CONCESSIONS. Complete "On-Site" service. Kandy King Fines Machines, popcorn, food, drinks. Catalog. Concession 133, Station "H", Toledo.

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results. RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

SELL 12 WHEEL WITH SEMI, NEW POWER upfl. clutch, \$3,450; 40 foot Jenny, all new gears, needs top, paint, \$2,250; Fly-o-Plane, nice, \$9,000. Young's Park Sales, 716 Fourth Ave., Two Harbors, Minn. Phone 187.

FOLDING CHAIRS, STADIUM CHAIRS, Theater Chairs, Lockers, Bleachers, Tents, 15mm. Projectors, Playground Equipment, Lone Star Seating, Box 1734, Dallas 1, Tex.

FOOD CONCESSION TRAILER—14 FEET. Has Grill, French Fryer, Coffee Urn, Hoopla, Pop Dispenser, Freezer, Sink, Gas Tanks, Water Tanks, Electric Brakes. Stock and other equipment included. John Moore, 4148 Mahoning Ave., Youngstown, Ohio. SW 95151.

G-12 WHEEL TRAIN, FACTORY OVERHAULED, motor never used, approximately 600 ft. track. Price \$1,500. Charles DeMartino, 1459 66th St., Brooklyn, N. Y. CLOverdale 6-7002.

KIDDIE WHEEL, KIDDIE JORDAN HOBBY Horse, both top condition. Motors, carvings, new, \$2,400. Edwin Stavis, 2025 Robin Owensboro, Ky. MU 3-2178.

MAJOR AND KIDDIE HIDES OF ALL kinds. Includes Buty, Midg-o-Bayr, Metz-Go-Rounds, Tilt-A-Whirl, etc. Ray Farber, 2102 South Crescent Heights, Los Angeles 24, Calif. Phone: WEbster 3-2271.

MINIATURE CIRCUS—1 INCH SCALE, used. Greatest Show on Earth pictures. Money-maker, 50 ft. banner. Colin, 4728 E. 3th Place, Tulsa 12, Okla.

MUSIC BOXES FOR SALE

Regina 27 1/2-inch Automatic Music Box \$395.00 Regina 17 1/2-inch Automatic Music Box \$265.00 Flut Type 15-inch Music Box \$5.00 27 1/2-inch Records, Each \$5.00 17 1/2-inch Records, Each \$2.50 Swiss Cylinder Type Music Box, 3 feet long \$50.00 Hupfeld Piano with 3 Violins \$50.00

ANTIQUE TRADERS 750 No. La Cienega Blvd. Los Angeles 46, California

SMILE-A-MINUTE FACTORY MADE "quick photo" outfit, complete with camera, booth, visualizer, signs and enlarger, \$150. LeRay Hachner, Macon, Mo.

STRANGEST SHOW ATTRACTIONS ON Earth. Freaks, Shrunkon Bodies, Shrunkon Heads, Mummified Curiosities, Museum Pieces. List and prices free. Tate's Curiosity Shop, 2858 E. Van Buren St., Phoenix, Arizona.

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.

15 1/2 GAUGE STEAM LOCOMOTIVE and tender, 3 cars, 21 person capacity, 1,500 ft. of track and ties, 150 lbs. operating pressure. 26-ft. Ferris Wheel, good condition, \$5,000 takes all. Globe Amusement Co., 37 Victoria, N. Hamilton, Ontario, Canada. JA 7-8013.

150 PAIR CHICAGO ROLLER SKATES (clamps), \$100; Devil's Bowling Alley, \$85; Forshner Chair Scales, \$75; Heart-Shaped Pitch-Till-You-Win, \$95; 3-Numbered Wheels, \$45. Russell Copeland, 82 Ridge St., Manchester, Conn.

QUICK SKETCH PORTRAIT ARTIST—Oregon Centennial, June 15-Sept. 15. Write P. O. Box 1132, Portland, Ore.

WANTED—CIRCUS ACTS, ADVANCE MAN. W. E. Morgan, 2907 Bragg St., Knoxville, Tennessee.

WANTED—MAN ON PENSION TO SHARE country home and business. One that likes to work with machinery. Bertha McLaughlin, R. R. 1, Guilford, Ind.

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophones for mentalists. Catalog \$1 with refundable certificate. Nelson's, 226-B South High, Columbus, Ohio. my4

Phonograph Records—Why Pay More? New 45 R.P.M. Records 75 in 1000 Lots Assorted 95 in 100 Lots Assorted Many Major Labels Send check or M.O. with orders.

HAM-MIL DISTRIBUTORS N.W. Cor. 38th & Willows Ave. Philadelphia 43, Pa. Se. 4-0253

VENTRILOQUIST COURSE, \$1. LARGE illustrated ventriloquist, marionette, hand puppet catalog, 30c. Magic catalog, 50c. Finus Co., 624 West Third, Waterloo, Iowa.

Wanted to Lease DRAMATIC TENT SHOW EQUIPMENT

Contact LEROY C. GRIFFITH Ohio Theatre Steubenville, Ohio ATlantic 2-7481

WANTED TO LEASE—DRAMATIC TENT, Show Equipment. Contact Leroy C. Griffith, Ohio Theatre, Steubenville, Ohio, ATlantic 2-7481.

Substantial REWARD WILL BE PAID for information enabling us to contact Donald Varner, Telephone Robbers, Federal 9-3623, Minneapolis, Minn., collect.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photographer. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill.

1 D.P. 3 1/2 IN. CAMERAS, TAKES GROUPS, full length and bust photos; very good lens. Liberty Studios, 462 W. Broad St., Savannah, Ga.

TESTED SHORT-RANGE TARGETS—One-day service; \$5 per 1,000, free samples. Fine Arts Press, 1016 Donald, Peoria, Illinois.

ALWAYS FASTEST SERVICE—QUALITY nonslipping posters; 14x22 size 3-color window cards up to 50 words copy, \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 259, Earl Park, Ind.

BUSINESS CARDS, \$5.25 PER M. 3 COLORS, embossed. Dumas Advertising, P. O. Box 9655, Tucson, Ariz. No C.O.D.'s.

FAST SERVICE! 100 8 1/2x11 LETTERHEADS \$2 postpaid. Samples better printing, dime; refunded. R. Cook (BB), 219 West Gift, Peoria, Ill.

250-8x11 LETTERHEADS, 100 #10 Envelopes, both for \$4.25. Black or blue ink. Mello Press, 6458-B, Clavis Ave., Flushing, Michigan.

500 PRINTED NAME ADDRESS LABELS, 50c; 3 line self-inking Rubber Stamp, 50c; 10 Ball Point Pens, \$1.10; 30 standard Refills, \$1.20. Black, blue, red, green. Postpaid. Jas. Scheetz, Sellersville, Pa.

GOLD MINE OF 800 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 12B, 307 North Michigan, Chicago 1, Illinois.

800 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 19, Ill.

ORCHESTRA—DINNER AND DANCE, 4 or 5 piece. Accordion essential. Mountain Report, May 26 to Oct. State instrumentation. Photo, wages per man, first letter. We furnish room and meals. 7 days per week. Box 536, 1501 B'way, New York. ch-ap27

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Tels, 728-A Leslie, Rockford, Ill.

TWO TRAILERS FOR SALE. USABLE FOR refreshments or home. Electrical and water connections installed. One, 8x10 feet, in good condition; one, 2x20 feet, needs repair work. Will sell individually or together. Contact Kellucky, Rural Electric Cooperative, 1430 Kentucky Ave., Louisville, Ky.

WANT TO BOOK CARNIVAL FOR ONE week. Desire July 13 to 19 or July 27 to August 1, 1959, if possible. Contact American Legion Post, Covington, Ind., immediately.

Small Circus or Outdoor Attraction able to play shopping center. Asphalt paving parking lot, situated on Pgha. Busiest highway. Absolutely no heat.

Eugene Litman Great Valley Shopping Center 701 Braddock Ave. Braddock, Pa. Phone: BR. 1-0243

TRADE LATE TILT FOR ROCKOPLANE, Scrambler. Adjust differences. Late Ed Hides for sale. F. Shafer, Meeker Park, Evansville, Ind. Ph: HA 43002.

Must be in good condition. Describe fully, also state amount available.

SWATARA PARK Middletown, Pa. Phone: WM 4-8147

EXPERIENCED SERVICE MAN ON MUSIC, pin balls, bowlers, etc. Refers to responsible and complete information in flyer letter. Information will be held confidential. Box C-477, c/o Billboard, Cincinnati, Ohio.

WANTED—MAN TO SERVICE COIN-OPERATED Machines, consisting of all types of slot machines and music. If you are not interested in a permanent position, do not apply. Top salary. Box C-480, c/o Billboard, Cincinnati, Ohio.

Opportunities

START ROUTE OF ROLL TYPE POSTAGE Stamp Machines, no pass. \$75 makes 25%. National Service, 100 Grand, Waterbury 2, Connecticut.

Used Equipment

ARCADE MACHINES—ALL TYPES, MANY new on hand, also a Mangle Shooting gallery. Visit, write, Times Amusement, 1667 Broadway, New York City.

SCALES — WATLING — SCALES — 300 Gossers, \$32.50 ea.; Tom Thumb Features, \$25 ea.; 500 Fortunes, \$37.50 ea.; A.B.T. Kix in Box Gossers, \$25 ea.; ready for your location. Send deposit, balance sight draft. Gossers Distributors, 4865 Woodward Ave., Detroit 1, Mich.

THIRTY 2.3 AND 5-IN-1 BULK VENDORS, \$10 each, or tell me what you want them all for and I will ship c.o.d. Al Holt, 1520 Rose St., Baltimore 12, Md.

A.B.T. MODEL B-155A RIFLES, WITH chromed barrels. Good supply of shot and tubes, plus extra parts and canvas bag. All for only \$288. King-Fin Amusement, 1589 Lake Lansing Rd., Hazellet, Mich.

GIVE TO DAMON RUNYON CANCER FUND

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Agents and Managers

OPEN FOR BOOKINGS AND LOOKING FOR someone financially able to manage a white vocal quintet of natural sisters. Rock & Billy, Spirituals; very versatile. Sable Sisters, 245 N. Highland Ave., Akron 3, O. Telephone 6-9663.

Bands and Orchestras

OPEN FOR ENGAGEMENT—FOUR-piece recording and TV band. Play country, western, blue grass, rock and roll. Union will travel; leader does vocals; all young; photo and references furnished. Top Notchers, 5705 Florida Ave., Tampa 4, Fla.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agencies, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Callions and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment—Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Please insert the above ad in \_\_\_\_\_ Issue

NAME \_\_\_\_\_
ADDRESS \_\_\_\_\_ I enclose \_\_\_\_\_
CITY \_\_\_\_\_ STATE \_\_\_\_\_ remittance of \$ \_\_\_\_\_

Miscellaneous

CARETAKER WANTS A JOB WITH HOME or boyce. Phone 2354, Cincinnati, Pennsylvania. my4

ONE-ARMED MALE VOCALIST — WEARS eyeglasses, considers good country or pop. Discovers, will accept anything, anywhere, including "MID" shows. Will accept other work. Write Vocalist, 437 Hope St., Chickasaw, Ala.

TOP ANNOUNCER—PRODUCER OF OLD western action waste loop deal. Flashy, trans. A. "Bud" Whitner, 13260 Fineview, Ed Monte, Calif.

Musicians

AT LIBERTY—EXPERIENCED HAMMOND Organist and Pianist. Write Marjorie Ekezdahl, 212 Forest Ave., Jamestown, N. Y.

ORGANIST-PIANIST. OWN HAMMOND. Available May 25 for solo, combo, fine or dance. Wide repertoire, experienced, read, fake, transpos, able to accompany, reliable, union. Organist, 1321 Melbourne, Corpus Christi, U.S. 75456. ap27

ORGANIST—THEATRE, BINK CLUB, EXPERIENCED all lines. All replies answered. Box C-481, c/o The Billboard, Cincinnati 22, Ohio.

RELIABLE COMMERCIAL MUSICIAN, doubling trumpet, tenor sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-8088. ap27

TENOR SAX, CLARINET, DOUBLES trumpet, read or fake; dependable, available 2-15. Tommy Munafò, 1917 Camphor Dr., Lakeland, Fla.

TROMBONIST — DOUBLE TRUMPET AND vocals. Prefer Dixie combo. All offers considered. Wire or write Art Weiss, Wells, Minnesota.

TRUMPET 33, DANCE OR SHOW EXPERIENCED all styles. Strong tone, good range. Section preferred. Locations only. Paul Simms, 1000 Snyder, Ann Arbor, Mich.

Outdoor Acts and Attractions

BALLOON ASCENSION — PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760. Porter Fly-ers, 614 Hoyt Ave., Muncie, Ind. my4

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer 1041 S. Dennison, Indianapolis 41, Ind. my4

BUD WHITNEY AND HIS HOLLYWOOD Gun Fighters. Terrific new western show van. Eastern Agent. 12369 Fineview, El Monte, Calif.

DONKEY BALL GAMES, SOFTBALL, basketball, races, contests. Complete two-hour show with all equipment. Walt Baxter, P.O. Box 845, Riverside, Calif. my11

HIGH DIVING EXTRAORDINARY—A ONE time Movie-tone feature. Now available as an outdoor thriller. Billing illuminated, visible for miles. Mac Productions, 456 Lamphier, Warren, Ohio. Phone: EX 9-1479. my18

RAY'S CIRCUS REVUE — DOG, PONY, Monkey Show, Bono the Clown. Further information: Mrs. H. R. Ray, Route #1, Magnolia, Ohio.

COMING EVENTS

Continued from page 59

Staten Island—Staten Island Home Show (Cromwell Center) Tompkinsville, May 23-31. Richmond Co. Jr. Chamber of Commerce, honorary sponsor.

Syracuse—Post-Standard Home Show (War Memorial Bldg.), May 13-15. Syracuse—4-H Field Day and Horse Show (Fairgrounds), May 30-31.

Westbury—World Cars '59 (Roosevelt Raceway), May 8-16.

North Dakota Jamestown—North Dakota State Dairy Show, July 1-4. Clayton Paulson.

Ohio Ashtabula — Ashtabula Plaza Funarama May 19-23. Cincinnati—Cincinnati Horse Show (Gardens), May 7-10.

Fairborn—Fairborn Celebration, July 4. McGuffey—McGuffey Shopping Center Celebration, May 13-16.

Marion—Marion Plaza Mardi Gras, May 1-10. Port Clinton—Northwestern O. Firemen's Convention, June 15-20.

Rome—Rome Celebration, July 2-3. Civic Assn. Waco—Homecoming, June 24-27. George Marlow, 911 Payne St., N.E. Canton 3.

Oklahoma Tulsa—Tulsa Horse Show, May 24-30.

Oregon Portland—Oregon Centennial, July 10-16. Portland—Portland Rose Festival, June 9-14.

The Dalles—Mid-Columbia Livestock Show, June 7-10. Elmer Lierman. Union—Eastern Ore. Livestock Show, June 4-8. Ray C. Baum.

Pennsylvania Charleroi—Charleroi Celebration, July 4. Easton—Firemen's Celebration, July 6-11. Emmaus—Firemen's Celebration, June 1-6. Kane—Volunteer Firemen's Celebration, July 27-Aug. 1.

McAdoo—VPW Memorial Celebration, May 20-26. Moscow—Firemen's Celebration, June 8-13. Mountaineers—Firemen's Celebration, July 13-18.

Newfoundland—Firemen's Celebration, June 27-July 4. Olyphant — Firemen's Celebration, June 15-20.

Pittsburgh—Pittsburgh Bicentennial, starting May 30. Sharon—Patagonia Fire Co. Homecoming, June 23-27. Vernon A. Yeager, 2136 N. Water Ave.

Rhode Island Providence—United Jewelry Show (Sheraton Biltmore Hotel), May 2-10. Woonsocket—Maytime Mardi Gras (Lincoln Downs), May 15-17. J. C. Harlicker.

South Dakota Aberdeen — Jaycee Home Builder Show, May 9-10. Aberdeen—Knights of Columbus Summer Carnival, June 10-13.

Britton — 75th Anniversary Celebration, July 2-4. Coffeyville — 75th Anniversary Celebration, May 26-27. Clear Lake — 75th Anniversary Celebration, July 3-5. Custer—Gold Discovery Days, July 24-25.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Feters, Robert D., Pkg., 70¢ postage due

Andes, Gene & Mrs. Andes, William Andes, Mrs. Shirley Andes, William G. & Mrs. Appiebaum, Sam Asher, Charles Aungst, Mrs. Jennie Barefield, James Beane, P. W. Beardley, George & Beck, Don Best, Billy L. Best, Dick Biddle, Wm. J. Billetti, Eddie (Animal Land, U. S. A.) Bona, Ray Bordanan, Ernest Brady, Paul Bricke, Jack Broffis, Mrs. Anna Broome Yvonne Bruno Sr., Attilio Burns, Jimmy & Gwen Burton, Jack C. Calk, Tommy Cale or Cole, Marian Campbell, Frank Clodfelder, Pharohe Ann Cooke, James Cortez, Rita Couvra, George R. Cox, Cliff Cranshaw, J. D. Crown, Donald Cummins, William Cundiff, Carl Cundiff, Red Cunningham, Thomas V. Davis, Clarence Davis, Kok Davidson, Jimmie DeArment, Bill Decker, Joe Delano, Red Deigrosso, Daniel Denton, W. L. Diggs, Edgar Lee Drumm, Maurice Dunan, Frank A. Englehart, Ray or Roy Everman, Mrs. Cleo Evers, Robert N. Ewen, Ralph Farrell, Pat & Mrs. Fink, Harry Frank, Jack

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## '59 NVA Convention Points To Industry, Assn. Growth

Three-Day Meet Draws 325; Leaders See Strong Possibilities for the Future

By BOB DIETMEIER

CHICAGO — The three-day annual convention of the National Vendors Association held in Chicago last week provided the welcome meeting ground for traditionally brisk buying and selling, proved worthwhile in point of planned entertainment, and seemed to suggest the beginning of a renewed vitality and sense of purpose for the association and the bulk vending industry.

In these terms, then, the convention cannot be called anything but completely successful.

The meeting drew a registered attendance of 325, a figure that underlines the strong growth possibilities of both the industry and NVA. Based on their observations and discussions at the convention, some well-informed traders say these possibilities are now within reach.

Rolfe Lobell, Leaf Brands' executive and convention chairman, said that the convention was the "most enthusiastic and most pro-

gressive of the nine so far," Declared Lobell:

**Enlarged Scope**

"The thing that impressed me is that members of this association

have now acquired a stature that is an amazing demonstration of growth within themselves, of moving from timid businessmen to busi-

(Continued on page 75)

## Bulk Vending Future Bright: Ted Raynor

Taxation and Sanitation Two Problems Which Require Unity to Solve Properly

CHICAGO—The future of bulk vending spells brightness, Ted Raynor, general counsel of the National Vendors' Association, told the convention last week in Chicago.

Altho he pointed up three major or potential problems confronted by the industry—taxation, sanitation and poor operating procedures—he assigned qualities to the letters of the word "future" to explain what was needed by each industry member to realize a bright tomorrow (see cut):

"F" for foresight: Building and planning a sound foundation.

"U" for understanding: Feeling for people, locations, especially.

"T" for timing: Being acutely aware of trends; being in right place at the right time.

"U" for unity: No industry can afford rugged individualism; laws, competitive conditions, living are all too complex. NVA offers you a vehicle to obtain unity.

"R" for radiate: This is extra thrust needed to accomplish suc-

cess in merchandising, promotion, maintenance. You must "let your personality come thru your machine." Radiate by virtue of opportunity given you. Let store owner know you consider it a privilege to do business with him.

"E" for energy: There is no substitute for sweat in business. Your business won't grow without your

(Continued on page 74)

## NVA Bd., NVMDA Set Nov. Chi Meets

CHICAGO—The board of directors of the National Vendors' Association and members of the National Vending Machine Distributors' Association plan to hold meetings of their respective groups during the week of the National Automatic Merchandising Association convention November 1-4 in Chicago.

The vending distributor group met during the NVA convention last week, but there was no announcement of purpose or results of the meeting.

The distributor group will hold an election of officers and directors at next year's convention.

Present NVMDA officers are M. Mandell, Northwestern Sales, New York, president; Jack Nelson, Logan Distributing Company, Chicago, vice-president; Russ Thomas, Vendor Distributing Company, Memphis, secretary-treasurer.

Directors are: Bert Fraga, Standard Specialties Company, Oakland, Calif.; E. L. Flanagan, Northwestern Sales, Boston; Everett Graff, E. J. Graff & Company, Dallas; Tom King, King & Company, Chicago; Paul Crisman, King & Company; Syd Rubenstein, Pioneer Vending, Brooklyn, and Jack Schoenbach, J. Schoenbach Company, Brooklyn.

## OOPS! WE WERE SQUEEZED TOO TIGHT AGAIN

CHICAGO — We recently had to explain in the music machine section that our coverage of the Music Operators of America convention was too much for the size of our book, requiring another issue to get it all in. Now, we find we have to make the same apology—for the same reason—for our coverage of the National Vendors Association convention. Despite more than four times the usual space, we can't fit it all in this issue. There'll be more next week.

## Silbert Tells Whys & Hows Of Financing

CHICAGO—Establishing commercial credit is an honorable, standard and useful way of doing business and is necessary for growth, sound payment policy, keeping up with competition and extending limited working capital.

This point was made by Art Silbert, vice-president of New York's Standard Financial Corporation, in a speech entitled "Better Business Practice for a Growing Basic Industry" at the NVA convention Saturday (18). Standard Financial, a major financing firm in coin-operated equipment, currently has \$8 million outstanding in all types of coin machines, Silbert explained.

He explored the basis of commercial credit today, its dominant role in the life of business, its need, acceptance, advantages and requirements for getting it.

Pointing out that the changing economy today is founded on credit, he cited the lengthened production and distribution cycles and the accommodation of customers, now educated in all other commercial dealings to receive credit

(Continued on page 75)

## Taxes Mounting for N. Y. Cig Operators

City Tax Boost Set for May 1; Mass Conversion of Equipment in Progress

NEW YORK — Local cigarette operators this week were hit with another increase in the per-pack tax, the second in 30 days.

The latest increase, a boost of from 1 to 2 cents in the city tax, was passed this week by the City Council. Mayor Wagner is expected to sign the bill in time for it to become effective on May 1.

On April 1, the new State tax of 5 cents per pack went into effect. Prior to that it had been 3 cents a pack. By May 1, New York City operators will be paying a total of 7 cents a pack in taxes—exclusive of the federal bite.

**No Pattern**

To date, no pattern has emerged in regard to vending prices. Some operators are vending regulars at 30 cents and getting 33 cents for filters and kings. Others are getting 33 cents for regulars and 35 cents for filters and kings. Still others are vending regulars for 30 cents straight, with filters and kings going for 35 cents.

Chances are that the 30 and 35-cent pricing will prevail. This com-

pares with previous prices of either 27 or 28 cents for regulars and 30 cents for filters and kings.

With the extra 3 cents in taxes, most operators will be losing a cent a pack on regulars under the new set-up. Balancing this, they will pick up another cent or two on filters and kings.

**Expect Volume Drop**

Many operators here feel that the new taxes and pricing will account for a drop in vending sales of from 20 to 25 per cent. They reason that the two latest increases may have been the straws that broke the camel's back and that the consumer will attempt to blunt the edge of the tax knife by making carton purchases in supermarkets instead of single pack sales.

The increased taxes hit the operators two ways. They must make sure that their cigarettes carry the new tax stamps, and they must convert equipment to re-price for the new vending schedule.

In New York City, all vended cigarettes must bear the 2-cent tax

(Continued on page 84)

# Here's More on NVA Convention Exhibits

CHICAGO—NVA convention-goers whose primary interest in the association's show April 16 thru 19 at Chicago's Pick-Congress was buying were not disappointed in the abundance of new equipment, charms and confections shown, as was explained here in the first installment of the exhibit story (The Billboard, April 20).

This is the second and final installment of that story which failed to make last week's deadline. Following is the rundown on exhibitors not covered, and some details not included in the April 20 issue.

Besides a new line of miniature charms, Penny King also showed the penny-nickel Atlas Master vendors as the Atlas Manufacturing & Sales Company, a firm they recently acquired totally (The Billboard, April 6). Les Hardman, head of both Penny King and Atlas now, said that he is currently looking for a manufacturing plant in Cleveland in which to build the Atlas machines. (W. A. Jenkins, former Atlas chief, kept the factory, The Billboard, April 20).

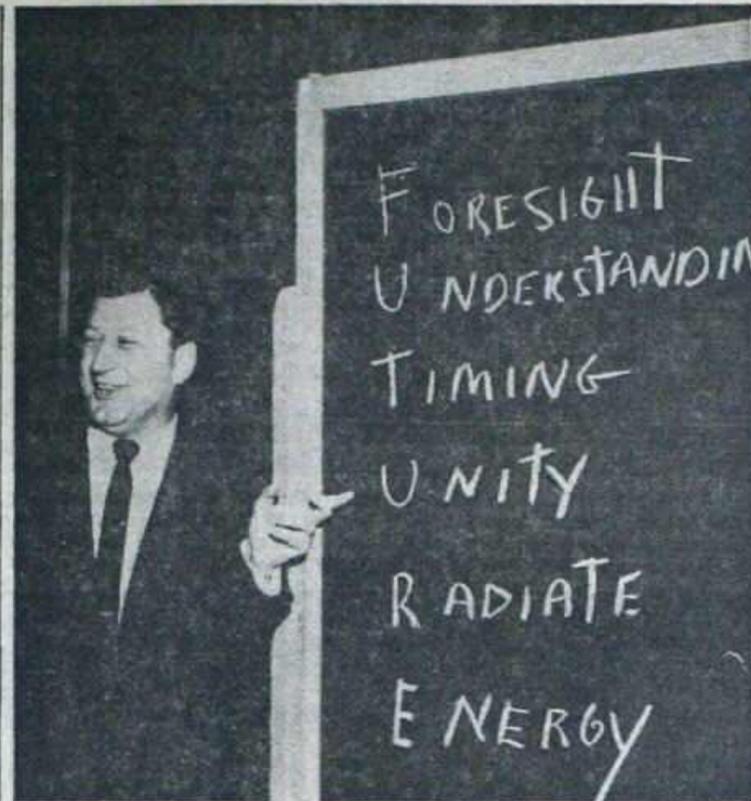
Sam Eppy showed a new line of 10 charms, plus the newly redesigned Charmy machine. Eppy said the firm was now in full production of Charmy with first production deliveries set for May 10. Eppy showed prototypes of the machine at the Miami convention last week, then called in a team of engineers to redesign the unit to location standards. Unit

NVA OFFICERS elected at convention in Chicago last week for the 1959-60 term. L. to r.: Elliott Levy, St. Louis, secretary; Everett Craff, Dallas, president; Roger Folz, Oceanside, N. Y., vice-president, and Bert Fraga, Oakland, Calif., treasurer.

features: Flexible for all known bulk-vended items and adaptable for "others still to come," chrome-plated parts, front lock, all-steel construction and plexiglas dome. Finance plan: \$15.75 each (cash price) in lots of 100, \$300 down and 24 months to pay (\$53 a month). Eppy explained the plan was subject to credit check in each case. Cash basis: In lots of 100 or more, \$13.75 each; in lots of less than 100, \$15.75 each. He said that 14 patent claims are pending on the machine, and that the name, Charmy, is copyrighted.

The 10 new charms shown by Eppy, in addition to standard items, were these lines: Charm money, (Continued on page 72)

FUTURE of bulk vending, as spelled out by Ted Raynor at last week's NVA convention, is graphically shown above, with emphasis on Unity.



Quick like a BUNNY HIPPEY HOP find EMPTY MACHINES at every STOP

VACUUM-PLATED RABBIT'S FOOT

5,000 and up... \$ 8.00 per 1,000  
1,000 to 4,000... 10.00 per 1,000

FREE: LABELS

SAMUEL EPPY & COMPANY, INC.  
91-15 144th Place, Jamaica 35, N. Y.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 each \$12.75 each 100 or more

Write us for lowest prices on Capsules, Charms, Ball Gum and all Vending needs. Prompt shipment.

ED FLANAGAN CHAMPION NUT COMPANY  
1194 Tremont Street Boston, Mass.

the HIT of the N.V.A. SHOW!

CRAMER'S

NEW

240's

"the Breakthru" TO THE Greater PROFITS YOU WANT!

STARBRITE "240"

MORE RETURNS TO YOU! MORE BALLS per POUND • VENDS PERFECTLY

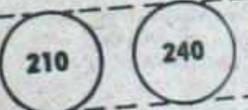
THE NEW 240

Six years of intensive research and development, plus thousands of dollars for equipment, makes greater profits for all.

CRAMER GUM CO. INC.

150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn.

SIZE



Both Balls . . . have the same (.556") outside diameter.

RETURNS

25# Case  
240 = 6000 balls = \$60.00  
210 = 5250 balls = 52.50  
Additional Return \$ 7.50

Based on 400 Cases (10,000#)  
your additional return is \$3000.00

PROFITS Per Pound

Your Return Increases \$ .30  
Your Cost Increases .04  
Your Profit Increases \$ .26

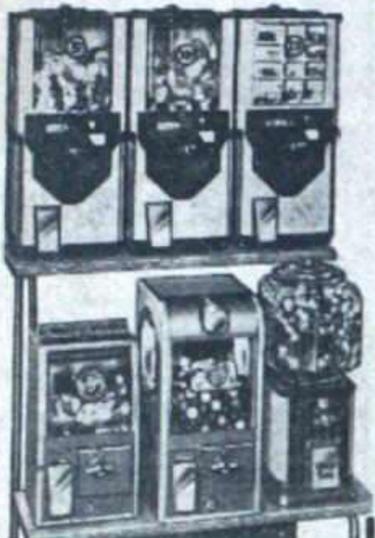
Based on 10,000 pounds  
your additional profit is \$2600.00

a new concept of gum manufacture. the greatest advance in 30 years—brings larger PROFITS to YOU!

# J. Schoenbach Gets Model of Trading Post

BROOKLYN — Jack Schoenbach, local distributor for the Oak Manufacturing Company, reports that the first display model of the Oak Trading Post, a premium stamp dispenser which fits all Acorn bulk vending machines, has arrived at his showroom.

The unit holds 1,500 trading stamps which are dispensed, along with ball gum, on the insertion of a coin. Catalogs are being printed by the A & B Trading Company, (Continued on page 78)



**VICTOR'S**  
**Sextette**

A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

**IMMEDIATE DELIVERY!**  
**THE 4-UNIT**  
**BI-LEVEL STAND**

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.



CONVENTION CHAIRMAN Rolfe Lobell opens business sessions of NVA convention April 17. L. to r.: Ted Raynor, Don Mitchell, Robert B. Macfee, of SBA, and Leonard Quinn, Lobell and Bernie Bitterman (see articles elsewhere in this section for full reports on meetings and on these people). Part of those attending opening business session are shown below, obviously intent on what's being discussed.



**SWAMI TELLS YOU ALL . . .**

KIDS & ADULTS  
In the  
**SWAMI FORTUNE BALL**

This 1 1/2" ball contains lots of fun with 1000 questions & answers. Excellent item for a NEW LOCATION & mixed with ball gum in 1 separate machine.

ERROR	→	CORRECTION
\$9.50 per M	→	\$8.50 per M
	→	(labels available)

**paul a. PRICE co. inc.**  
55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147



PAST AND PRESENT NVA presidents are shown above as Leonard Quinn (left), president for the past two years, passes the gavel to Everett Graff, newly elected president (see articles elsewhere in this section on election).

# Shipman Bows Stamp Vender With 8 Cols.

LOS ANGELES — Shipman Manufacturing Company here is in production on an eight-column Automatic Postage Station machine that has a maximum capacity of 2,400 folders.

Any of the columns can be set to vend at 35 cents, 25 cents or 10 cents. Stamps are displayed for each column. The coin mechanism may be set to sell a 30-cent special delivery stamp for 35 cents; parcel post stamps, 10 cents, and two 5-cent stamps for 25 cents; three 7-cent air mail stamps for 25 cents; an air mail and 1-cent stamp for 10 cents; three 3-cent stamps for 10 cents and two 4-cent stamps for 10 cents in two columns.

Machine has a red, white and blue front, chrome trim, and black wrinkle cabinet. Machine is 24 1/4 inches high, 13 3/4 inches wide, and 7 1/2 inches deep, not including extending levers, and weighs 45 pounds.

The machine is equipped with a National double slug rejector, taking dimes on one side and quarters on the other. Coin-insert well on the front refuses all bent coins. Scavenger on slug rejector clears and returns slugs when coin-return lever is pressed. Money is refunded when column is empty. If two dimes or quarters are inserted, one is returned to customer.

A company representative said that immediate shipment is being made on the new machines.

# Taxes Mounting

Continued from page 62  
stamp on May 7. This means that operators will be busy pulling cigarettes from machines, affixing the stamps, and putting the packs back in the machine. This process means time and money.

**Conversion Costs**  
Also, thousands of cigarette machines in the city must be converted at costs ranging up to \$25, in order to vend at 30 and 35 cents. Many of these units aren't worth investment and must be scrapped and replaced with newer equipment.

Machines bought within the last five years generally pose no problems, as most of them can vend at multiple prices, with each column capable of being set individually. However, these machines are in the minority.



BETTER BUSINESS PRACTICE for a growing basic industry was the subject of Art Silbert's talk April 18 at the NVA convention, shown above in action (see article for what he said). L. to r.: W. A. Yarmer, Don Mitchell, Ted Raynor, Leonard Quinn, Silbert, Rolfe Lobell and Bernie Bitterman. Another shot of these attending the business sessions appears below.



**MAN... IT'S OUT OF THIS WORLD!**



The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most . . . for profits.

Write, Wire, Phone Immediately

**STANDARD SPECIALTY CO.**  
1228 44th Avenue Oakland, California

**"HIT OF THE N.V.A. . . ."**  
a real sweetheart of a ring.  
**5M or more—\$10 per M**

**Sweetheart RING** Less than 5M \$12.50 per M

Ask about Our ATLAS Finance Plan

Send \$1.00 for SAMPLE KIT OF CHARMS

**SURE-LOCK**, the perfect capsule. Patent No. 2742411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

**The PENNY KING Company**  
2538 Mission Street, Pittsburgh 3, Penn.  
World's Largest Selection of Miniature Charms  
"OWNERS OF ATLAS MASTER"



**VENDING MACHINES** — Parts, Supplies: Ball Gum, all sizes; 1/4 Tab Gum, 1/2 Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Fanned Candies; 1 Hershey's, 220 count and 520 count Candy Coated Baby Chick; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO., Northwestern Distributors, 1760 West Lake St., Chicago 12, Ill.**

**FOR SALE**

National 9M Cigarette Vendors. Clean and ready for location, 25c and 30c, \$90 each. National 9-50, 25c vending. Can convert, \$35 each.

**CLARK VENDING SERVICE**  
Box 375  
Lancaster, Ohio



**VICTOR'S TOPPER DELUXE HALF-CABINET STYLE**

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

WRITE FOR QUANTITY PRICES. Minimum Packing: 4 to the Case. All TOPPERS Have Refill Assembly Feature.

Write for Lowest Prices on our complete line of  
• CHARMS • BALL GUM  
• CAPSULES • MACHINES

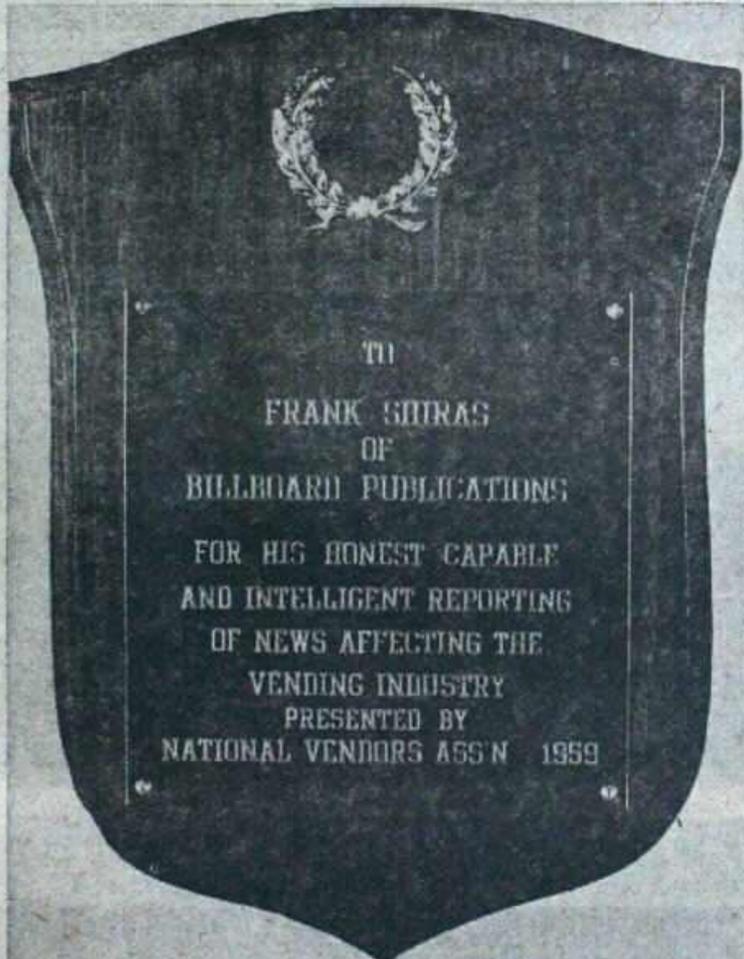
Order Now From Victor's South-eastern Distributor.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E.  
Atlanta 7, Ga.  
Phone: DRake 7-4300

**Awards**



LEONARD QUINN (left) receives a plaque for "distinguished service to the vending industry as president of National Vendors Association." Plaque is awarded by Ted Raynor.



FRANK SHIRAS, member of The Billboard coin machine staff who covers the bulk vending industry, received the above plaque from NVA. It was awarded for "his honest, capable and intelligent reporting of news affecting the vending industry." (Editor's Note: The Billboard is honored and deeply grateful to NVA for awarding this plaque to Frank Shiras for the able job he is doing reporting the bulk vending industry.)



ROLFE LOBELL (right), NVA convention chairman, receives a plaque from NVA "in appreciation of faithful and invaluable service to the vending industry and to the National Vendors Association as its convention chairman." Ted Raynor awarded the plaque.

STANDARD OF QUALITY THE WORLD OVER.....



**BALL GUM**

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.



WE HAVE  
**oak's "400"**

**H. B. HUTCHINSON CO.**  
1784 North Decatur Rd., N. E.  
Atlanta 7, Georgia  
DRake 7-4300

WE HAVE  
**oak's "TRADING POST"**

**SOUTHERN ACORN SALES**  
526-30 Bruns Ave.  
P. O. Box 8146  
Charlotte 8, North Carolina



hey! look!



**oak's "TRADING POST"**

THE MACHINE THAT GIVES

Premium Stamps with Every Purchase

FREE STAMP BOOKS SUPPLIED

The most revolutionary idea in the vending business. Kids save the stamps just like Mom... get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.



**oak MANUFACTURING CO. INC.**  
11411 Knightsbridge Ave., Culver City, Calif.  
West Coast Factory Sales East and Midwest Factory Sales  
OPERATORS VENDING MACHINE SUPPLY M. J. ABELSON Phone AT 16478  
1023 South Grand Avenue 2033 Fifth Avenue  
Los Angeles, California Pittsburgh, Pa.

**\$25 DOWN**

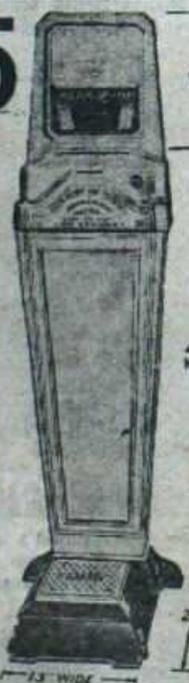
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



15" HIGH  
49" HIGH  
24" HIGH  
7.3" WIDE  
WEIGHT, 165 LBS.

Invented and made only by **WATLING**

**Manufacturing Company**  
4650 W. Fullon St. Chicago 44, Ill.  
Est. 1899. Telephone: Columbia 1-2772  
Cable Address: WATLINGITE, Chicago

GIVE TO DAMON RUNYON CANCER FUND

Vend the Magazine of Automatic Merchandising

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year \$5  3 years at \$11  
(Foreign rate, one year, \$10)

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....



**FEATURES MONTHLY**  
Candy, Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

806

### SUGGEST BOOK ON PERSONNEL AS GOOD AID

CHICAGO — A 100-page pamphlet on personnel management was recommended as helpful reading to bulk vending company owners who have several employees by Bernie Bitterman at the NVA convention last week.

Bitterman said that members of the National Vending Machine Distributors' Association will have copies of the pamphlet available to those who are interested, free of charge.

Entitled "Personnel Management in Small Companies," it was written by Frances Torbert, published by the Institute of Industrial Relations of the University of California.

### Samuel Eppy Bows Inlay Charm Series

NEW YORK — Samuel Eppy & Company, local charm manufacturer, has gone into production on a plastic color-inlay charm series. The series includes charm money in \$1, \$5, \$10, \$20 and \$50 denominations and a mythology series which includes faces of Atlas, Queen of the Sea, Jack Frost, King of the Sea, Cupid and the Devil. (See separate story on exhibits elsewhere in this section.)

Send for Your **FREE** Copy of **RAKE'S NEW CATALOG TODAY!**



A guide to efficient and economical operation of coin operated machines.

Silver Kings	8.50
Model V's 1¢ B/O	8.50
Toppers	10.00
Model 49's	12.50
Master B/G 1¢ & 5¢	10.00
N.W. Tab Gum	19.50
Mills Tab Gum	14.50
8 col. Hot-Nut	19.50
2 col. Stamp Mach.	12.50
N.W. Rolltype Stamp	40.00
Pen Machines 50¢	5.00
Pen Machines 25¢	14.50

**Rake Coin Machine Exchange**  
609 A Spring Garden St.,  
Philadelphia 23, Pa. WAlnut 5-2676

### Great Time-Saving COIN WEIGHING SCALE

1¢ or 1¢ and 5¢ Combination CAPACITY



\$19.00

Scale and Carrying Case

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.D. N. Y. Distributors, Write for Prices.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
718 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900

**CANCER FUND**  
GIVE TO DAMON RUNYON

# Hawaiian Luau



AN AUTHENTIC Hawaiian luau party, sponsored by six charm manufacturers, was enjoyed by all hands as the pictures on this page suggest. Party, dinner followed by entertainment, was held at Harry's Honolulu Club in Chicago the evening of April 17. Sponsors: Plastic Processes, Inc.; Penny King, Ringmaster Charms, Paul A. Price Company, Inc.; Karl Guggenheim, Inc., and Samuel Eppy & Company, Inc.

## CAVA Fetes C. S. Darling, 25-Year Man

LOS ANGELES — C. S. Darling was honored for his 25 years of service to the vending machine industry by the California Automatic Vendors' Association and Cigarette Vendors' Institute of California at

the spring meeting held April 10 in the ballroom of the Ambassador Hotel here. The presenting of a plaque to Darling by William Tracy, a member of the National Automatic Merchandisers' Association, and CAVA, was a highlight of a meeting in which the two State organizations honored the national one. Meeting, including a discussion of policy, was held in the early afternoon. (Continued on page 67)

### AMAZING-MYSTIFYING JUMPING BEANS



beans bounce and jump in your hand!

1M to 9M  
\$5.00 per thousand

10M and up—  
\$4.20 per thousand

at your distributor or . . .

## Karl Guggenheim

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL 5-8393

### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Converter for 100 ct. B.G.	4.50
Silver King 1¢ B.G. of Mds.	35.00
ABT Guns	12.00
Mills 1¢ Tab Gum	12.00
Acorns, 1¢ or 5¢ B.G. or Mds.	10.00

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tullin	.49
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Shell	.42
Cashew Whole	.46
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 450 ct.	.40
M & M, 550 ct.	.39
Hershey's	.47

Rain-Bio Gum, 60 ct.	.30
Maltette, 100 ct., per 100	.32
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.39
Rain-Bio Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain-Bio Ball Gum	.32
Adams Gum, all flavors, 105 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

### THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH

## Northwestern



**PACKAGE GUM VENDOR**

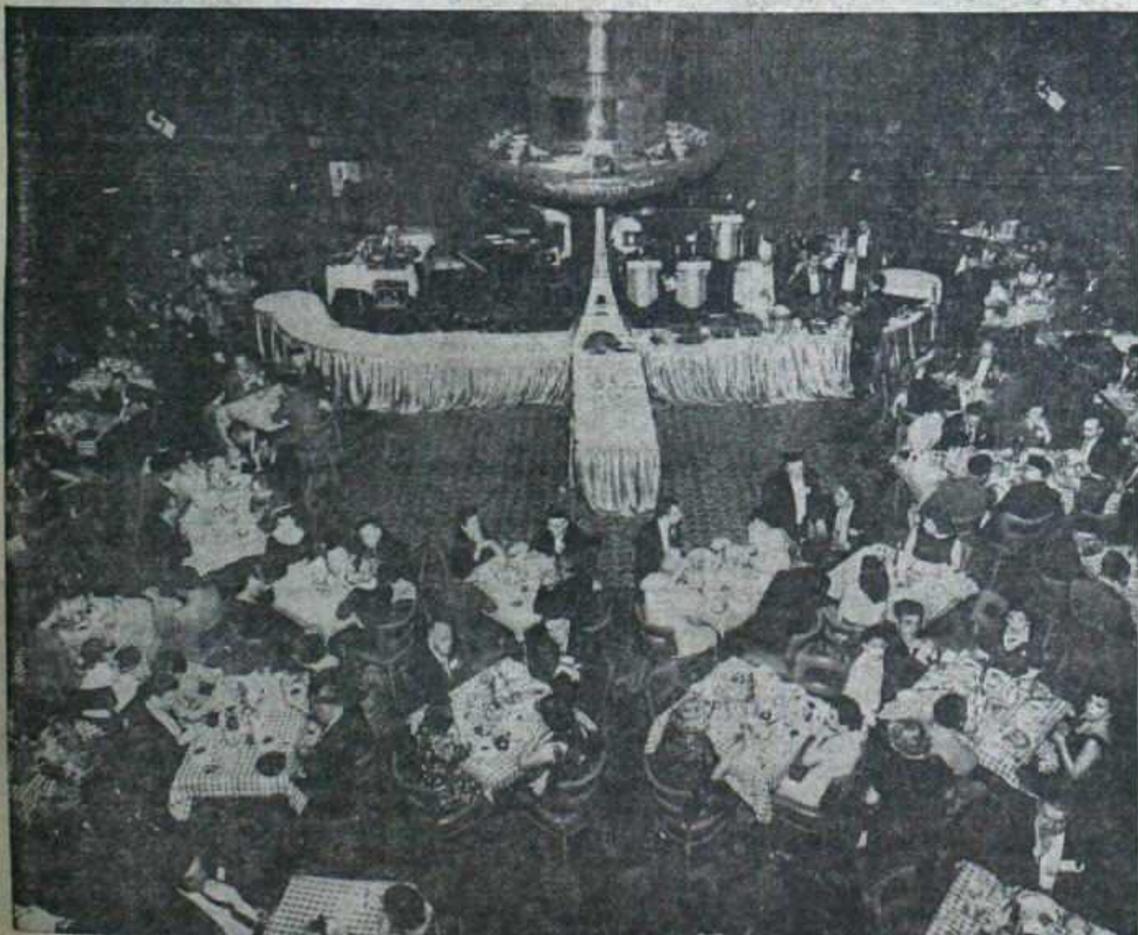
This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices, Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**AD MEN** of every kind ENDORSE THE BILLBOARD as a top selling force

# April in Paris



APRIL IN PARIS BECAME A REALITY in Chicago's Glass Hat, night club in the Pick-Congress Hotel and site of the NVA convention, as Leaf Brands, Inc., sponsored a dinner and show Saturday evening (18) to put the finishing touches on a convention enjoyed by all.

## ABC Vending Sets Record For Sales, Net

NEW YORK—The ABC Vending Corporation's annual report disclosed that the firm had the best year in its history in 1958, with total operating revenues of \$64,597,461, compared with \$56,006,937 the preceding year.

Also up was net income after taxes — \$1,877,371 as compared with \$1,429,222 in 1957. Both operating revenue and net income were records for the company.

A good measure of this 15.3 per cent increase in operating revenues reflects the consolidation of the first year's operations of the Confection Cabinet Corporation and its more than 30 subsidiaries, acquired late in 1957.

### CAVA Fetes

• *Continued from page 66*

California legislation, was held later.

Arch Riddell was in charge of arrangements with a record 345 at the dinner. Frank Collins, of the Tobacco Council, spoke on the pending State 3-cents-per-package tax. Ted Nicolay was the toastmaster. Entertainment was furnished by the Wiere Brothers.

Prior to the dinner meeting, cocktails were served with the operators the guests of General Foods, Deans Milk, National Vendors, P. Lorillard and Pepsi-Cola

## Northwestern HI-LO

Stands for 2, 4, 6 and 8 Machines



See them at N. V. A. Vendorama or write for full details

THE NORTHWESTERN CORPORATION  
2494 Armstrong Morris, Illinois

**IT'S BETTER HERE!  
IT'S BETTER THERE!  
IT'S QUITE A BIT  
BETTER EVERYWHERE**



*Northwestern*

# GOLDEN '59

Write, Wire or Phone Your Northwestern Distributor for Complete Details!

**THE NORTHWESTERN CORP.**

2494 Armstrong Street

Morris, Illinois

## Daily News Admits Some Ops Are OK

Newspaper Cites Parkoff, Goldberg, But Says Decent People Are in Minority

NEW YORK—The New York Daily News wound up its six-article series on juke boxes in the New York area Saturday (18) with a grudging admission that there are some decent, honest people in the coin machine industry. But coupled with this admission was the charge that "the legitimate people in the juke box industry, a rapidly dwindling minority, are engaged in a grim battle for survival."

No figures are available to support the Daily News' charge that the "legitimate" people are in the minority.

But in the last article of the series, a spokesman for the industry, Meyer Parkoff, president of the Atlantic-New York Corporation, was given space to defend the record of the industry. Following are Parkoff's statements:

### Business Smeared

"The hoodlums are trying to drag down the rest of the people in the juke box business to their level. As a result, the business has been so smeared that the families of reputable men are feeling the effects."

"We've been getting a bad press due to various elements that have been trying to infiltrate—sometimes successfully—into the industry. The average, legitimate operator, trying to eke out a livelihood in a difficult business, is maligned and

lumped together with the bad elements without an opportunity to give his side of the story.

"The reputation of our firm is of the highest. That reputation is highest where it counts—with the banks who finance us. We believe that our financial integrity is on a par with any other legitimate business, but there are cases where credit ratings have been jeopardized because of the hoodlum element."

### Valuable Service

"Our operators are not crooks or gangsters. They are honest, hard-working, progressive humans who are on call 20 hours a day, who give the community a valuable service and have to work very hard to make a decent living."

The story pointed out that Parkoff himself has numerous citations from Jewish, Catholic and Protestant groups for philanthropic work, mostly concerned with fund-raising campaigns and the donation of juke boxes to schools, churches and other institutions.

Atlantic-New York's volume, according to the Daily News, is 1,500 new Seeburgs a year, with another 1,000 rebuilt machines for export.

### No \$200 Suits

Several operators were interviewed by Daily News reporters, who admitted that they "certainly

(Continued on page 70)

## MOA Surveys Ops for Cost, Income Data

OAKLAND, Calif. — Music Operators of America is surveying its membership on costs and income, George A. Miller, president, announced last week.

Questionnaires relating to "income, labor and administration expense" are being mailed to the entire MOA membership, said Miller. Purpose: To present "a clear and true" picture of the automatic phonograph industry.

Miller said Price, Waterhouse & Company, Washington, D. C., will make the survey for the juke box manufacturers and MOA.

Declared Miller: "It is believed that this survey will show that the cost and administration of the automatic phonograph industry has increased decisively while the income or profit to the music operator has declined to a large degree over the past few years."

He urged operators receiving the questionnaires to complete them and return them as soon as possible.

"This added expense becomes compulsory due to the continuous legislation proposed at each session of the Congress by proponents of these bills who are continually trying to change the copyright laws so as to involve the juke box industry with the performance rights societies," he said.

## Op Witnesses Set for Celler Bill Hearings

OAKLAND, Calif. — George Miller, president of Music Operators of America, told The Billboard last week that MOA "will most strenuously oppose H.R. 5921 (Celler Bill), as it has all other bills of this nature."

He said that the "co-ordinated efforts of the manufacturers' association and MOA will be used to defeat this particular legislation."

On March 23, Representative Celler (D., N. Y.) introduced the bill which would require juke box operators to pay performance fees for the use of records on juke boxes.

Witnesses in behalf of the juke box industry will appear in Washington, D. C., during the hearings of May 20 and 21 to oppose the bill (see also other articles elsewhere in this section on the Celler bill and action to be taken by the juke box industry to defeat it).

## Colo. \$10 Tax Bill Is Tabled

DENVER—Efforts of the Colorado Music Merchants Association, Inc., to defeat a proposed \$10 tax to be imposed by Colorado on all types of coin-operated machines have apparently met with success.

The bill, which would have imposed the same \$10 tax on every type of coin-operated machine including even bulk penny venders, was termed "disastrous" by Jack Arnold, president of the association, and by prominent members of each

(Continued on page 70)

### EDITORIAL

## The Punching Bags

By now, juke box and amusement game operators are probably hardened to unfair attacks in the daily press and unreasonable actions on the part of police. But two incidents which have occurred this week in the New York area have aroused all but the most resigned of the coinmen. We can not let them pass without comment.

One incident involves an "expose" series carried in the pages of the New York Daily News. The other has to do with a series of machine "raids" on suburban Long Island.

The Daily News series really exposes nothing. It rehashes the recent hearings of the McClellan Committee and stories previously covered in The Billboard. On this score, the Daily News sticks to the record.

However, the facts are not enough for the Daily News. Conclusions based on isolated instances are presented, and these conclusions bear little relationship to the truth.

For example, here is the lead paragraph of the first article in the series:

"Panderers, dope traffickers, gamblers and strong-arm thugs, using the finely honed tools of their sinister trade—intimidation, violence and economic pressure—have succeeded in gaining almost complete control of the vast juke box industry."

The facts are that criminal elements have indeed attempted to make inroads in the juke box industry, and they have met with some degree of success in isolated cases.

And the facts also are that these elements have only a tenuous foothold in a few areas and at no time did they ever have anything approaching "complete control."

The lead paragraph of another article in the series maintains that "many of the dominant figures in the juke box field are graduates of gangland's alma mater—the prohibition school—with long records of achievement under such exacting headmasters as Dutch Schultz, Frank Costello, Legs Diamond, Meyer Lansky and Lucky Luciano."

### Rehash

Following this rather intriguing lead paragraph is a rehash of the McClellan Committee hearings. How many juke box figures are members of the underworld school is not disclosed. We will concede that the juke box industry—like the plumbing, restaurant and banking industries—has its vermin. But the percentage is extremely low, and these people are usually not of the industry; they are trying to force their way into it.

Fortunately, not all juke box operators are content to seethe in righteous indignation. Tom Greco, president of the New York State Coin Machine Operators Association, is preparing an answer to the New York Daily News. He will challenge that paper's conclusions and seek to get editorial space to answer the charges.

Greco's response is a novel one—and we hope it will be adopted by other industry leaders. Until recently, the general reaction to adverse publicity of an unfair nature was to keep still and hope it would be forgotten.

This policy has been thoroughly tested and proved worthless. Silence begets fresh attacks, usually more intemperate than the original ones. An intelligent answer to these attacks can result in more careful reporting and fewer wild statements on the part of the newspapers. It's certainly worth a try.

The second instance of unfair treatment has to do with amusement game raids on Long Island. Last week, the Babylon Town Police seized pinball machines which they claimed were giving free plays in violation of recent State court rulings.

In this matter, the police were within their rights. It will be up to the courts to decide whether free plays were given as charged, and if the courts rule that they were, it will still be up to the judiciary to rule whether a free game makes a machine a gambling device. We will not press that point.

However, the police also picked up shuffle alleys and baseball games, which definitely are not gambling devices and are primarily games of skill.

The reason given for picking up these shuffles and baseball games were that "they arouse the competitive spirits." Now really. Any contest of skill involves arousing competitive spirits—and that includes everything from lawn tennis to chess. The contention of the police is just too silly to discuss.

There is a point to both cases—the Daily News series and the Long Island seizures. And that point is that so long as the juke box and amusement game industries are willing to act as punching bags, there will be people willing to punch them.

We have no quarrel with daily newspapers exposing evils in our industry, nor do we question the duty of police to clamp down on games which violate federal, State or local ordinances. But we do feel that when the operator is in the right—and he is in the right in both these cases—he should defend his honor. And the best way he can go about defending it is to proclaim the truth so that all may hear.

## Operators Discuss Methods To Improve Public Relations

CHICAGO — A good share of the poor press received by music machine operators is due to nothing more than terminology, according to Max Hurvich, Birmingham operator.

Speaking at the public relations forum at the recent MOA convention here, Hurvich said that the term "juke box" is generally associated with the "juke joint," and

the term has unpleasant associations as far as the public is concerned.

He added that while the term "slot" means nothing more than a receptacle, the term "slot machine man" conjures up all sorts of evil connotations.

Hurvich said that the industry often suffers from the actions of

(Continued on page 70)

## Open All-Out War On Copyright Bill

By MILDRED HALL

WASHINGTON—The juke box manufacturers have announced an all-out war on the Celler bill to end juke performance exemption and compel operators to pay royalty on use of music.

Counsel for the Automatic Phonograph Manufacturers' Association, Perry S. Patterson, of Kirkland, Ellis, Hodson, Chaffetz & Masters here, characterized the bill as "a perennial standard in the ASCAP repertory." He called the bill, H.R. 5921, "nothing more than a thinly veiled device for funneling additional millions from the pockets of hard-pressed small businessmen into the ASCAP's treasury."

Allocating the royalty money to the American Society of Composers, Authors and Publishers would mean

that "from there it would be distributed not to the composers of songs, performed on juke boxes on the basis of their juke box plays, but largely to the small group of publishers and composers which controls ASCAP," said Patterson, speaking for the manufacturers.

The AMPA counsel said manufacturers were confident that "objective consideration" by the subcommittee would confirm the judgment of the many congressional bodies "which have traditionally rejected the measure as inimical to the public interest."

Hearings are due to be held on the Celler (D., N. Y.) bill by the House Judiciary Subcommittee on Patents, Trademarks and Copyrights on May 20 and 21. Subcommittee chairman is Rep. Edwin Willis (D., La.).

## Seeburg to Bow New Background Music Unit

NEW YORK — Ray Lindgren, sales manager of the Seeburg Corporation's background music division, told 65 operators here Monday night (20) that in June Seeburg will be in production on a low-price background music unit which will enable the operator to crack locations which until now had been barred to him.

Speaking at an Atlantic-New York operator forum, Lindgren traced the trend toward background music on the part of juke box operators, pointing out that the relatively high cost of such equipment has in many cases dis-

couraged operators from entering the field.

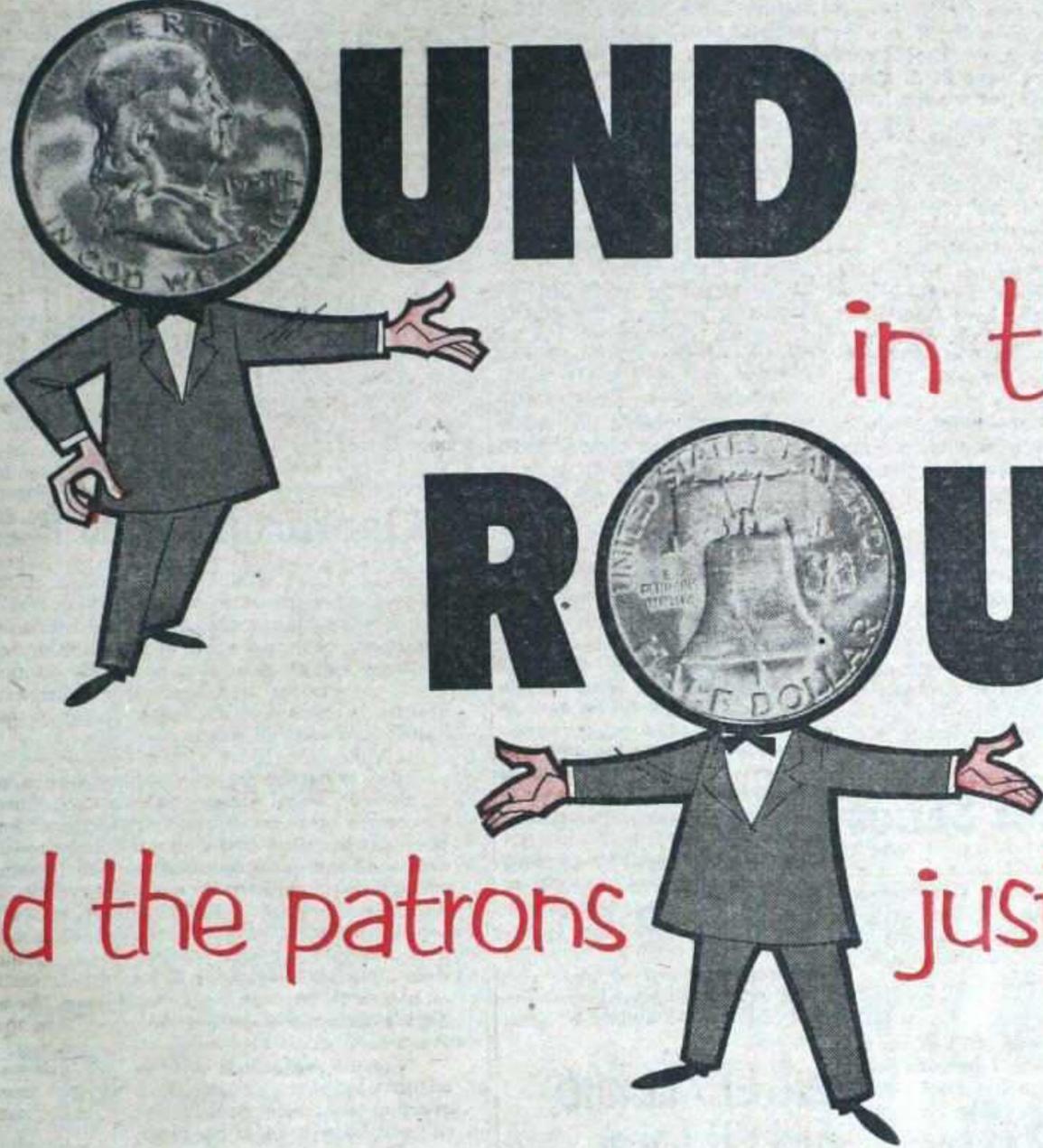
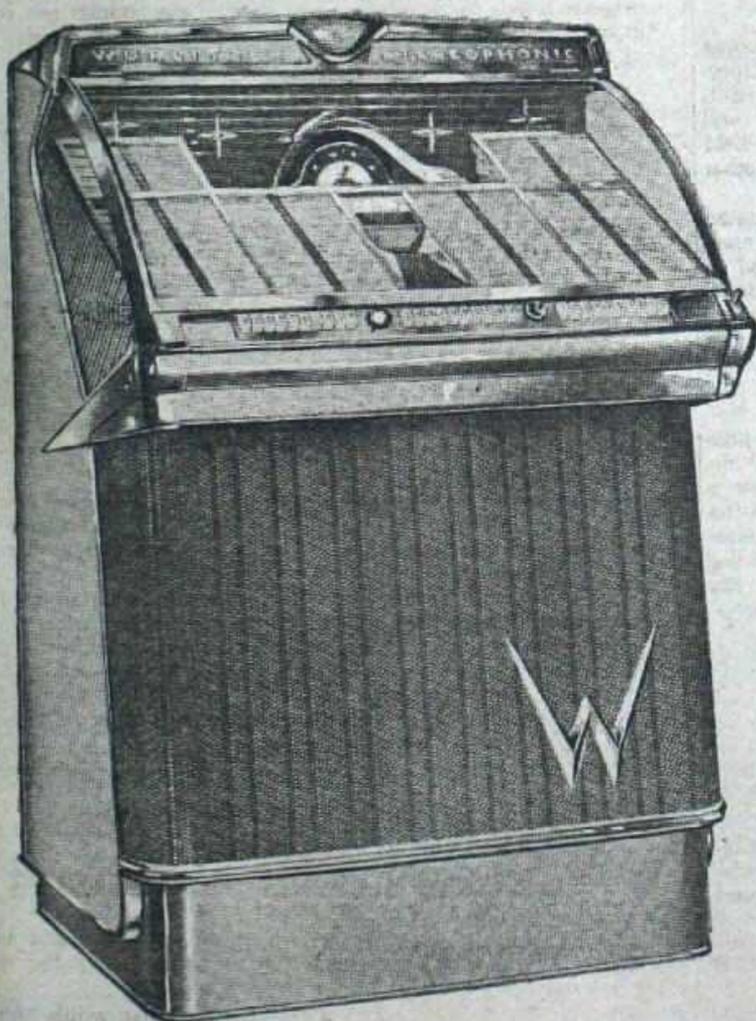
But, he pointed out, those who have entered the field have discovered it to be a profitable one and an excellent complement to their selective music service.

### Opening Wedge

The new low-cost unit, said Lindgren, will serve as an opening wedge for juke box operators entering the vending field, particularly in factory locations. He explained that music operators entering merchandising vending discover that selective music is often

(Continued on page 70)

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## Of Special Note . . .

. . . It will probably be worth your while to go back and study the music poll charts which appeared in the special Music Guide section of the April 6 issue. One of the most interesting trends was the change in some figures on diversification and number of operating companies. On checking these poll returns individually, the changes are caused by music and games operators going into vending, and vice versa. One of the high spots in checking the individual returns was the fact that vending operators entering music are showing a much higher return for "their end" on juke boxes than the national average. Incidentally, if you are a music and games operator going into vending, you should read our sister publication, *Vend.* For information, write B. A. Bruns, *Vend.*, 2160 Patterson Street, Cincinnati 22, O., or use the handy subscription order form you'll find in the coin machine pages of this issue.

. . . Comes a letter from Morris G. Moses, an automation engineer and writer who reports his hobby of research in old coin-operated music machines is leading to serious study which will shortly result in a book on the subject and a series of articles in *The Billboard*. Moses plans to be in Chicago September 16 thru 24 and hopes to get in contact with as many persons as possible who can contribute information to the book or who have "museums" of old equipment. Moses is a serious collector of old equipment and has authored many articles about music machines of vintage age for engineering papers and other periodicals. Those who have information or wish to contact him may write to him directly at 2724 Gilbert Avenue, Portsmouth, O. He is interested not only in the equipment, but the men and the families who pioneered the early music equipment. He's also a radio ham, and if you are equipped, he answers to the call of W8UVC.

. . . We carry an editorial in the coin section entitled "The Punching Bags." We've singled out the efforts of one operator, but there must be hundreds who are active in a "grass-roots" public relations efforts. If you've managed just to get a one-inch article in the papers, or pictures, or have a tape transcript from radio or television, send it to Hilmer Stark, *The Billboard*, 188 West Randolph Street, Chicago. We're mighty interested in this and want to spread the word of your efforts. Congratulations to every operator who's "standing up to be counted" and making the effort to tell his story.

## Daily News Operator Series

• Continued from page 68

did not reflect hoodlum-type prosperity. No \$200 suits, no late-model cars and few expensive homes were in evidence.

One operator interviewed was Eddie Goldberg, who with his uncle, Archie Goldberg, operates a route of 110 juke boxes and 35 games out of White Plains, N. Y. They service and repair the machines themselves.

Here's what Eddie Goldberg had to say:

### Hard Work

"There are facets of this business that people just don't understand. Last night we sat up until 2 a.m., arranging the records and

typing out the slips. This morning we took out one juke box and put in a newer one. As you saw, we had put in an extra speaker and a remote control unit.

"I'm on call practically 24 hours a day. I live modestly. I have three children, one of them a cerebral palsy victim. I have to leave my telephone number even when I attend a meeting of the local cerebral palsy group."

Goldberg said that he and other operators must buy new machines each year, replacing from 10 to 25 per cent of their older equipment.

A Daily News reporting team accompanied Goldberg on the route. Here is the report:

### Late Hours

"In one place he had to deliver some records. In another, the shuffleboard game was out of order. Eddie, an expert mechanic, reached thru the maze of tubes and wires and made repairs. He was on the job till 10 p.m.—then went home and hoped the telephone wouldn't ring."

After giving space to Parkoff and Goldberg, the Daily News concluded that "distributors like Parkoff and operators like Eddie Goldberg are in the minority."

No evidence was given to support this statement.

## Op Advertises Stereo Units, Cig Vending

By Allen M. Widem

NEW HAVEN, Conn. — In one of the first known examples of its kind in Connecticut, New Haven's Acme Music and Modern Cigarette Service, Inc., headed by Pat Montano, has taken space in newspapers, announcing availability of stereophonic juke boxes.

The advertising copy, aimed specifically at public outlets, reads: "Attention Restaurant—Luncheonettes! Stereophonic Juke Boxes Now Available for Immediate Installation on Your Premises. Also 20 to 30 Column Cigarette Machines on Commission Basis."

While Montano hasn't disclosed advertising response, the practice has drawn encouraging reaction from trade figures, latter citing the need for contacting public outlets in coin machine expansion, particularly for stereophonic juke boxes.

The Montano ad copy appeared in the New Haven Evening Register, largest daily in this part of Connecticut.

From Ralph Colucci of Seaboard Distributors, Inc., East Hartford, came the observation, at the same time, that gradual introduction of stereophonic juke boxes thruout the State will draw increasing public attention. "It's inevitable," he told *The Billboard*, "that as new equipment is slowly but surely brought into the various key cities, the buying public—the ones who pick up the daily tab for all of us—will have to take significant notice by mere weight of musical superiority alone!

"Moreover, it's been found in certain areas that once stereophonic juke boxes have been brought into function regularly, the public seems to inform themselves via that ever-necessary ingredient of any smoothly-operating public relations campaign, known simply as word-of-mouth."

## Expect AFL-CIO Fight If Labor Bill Tightened

WASHINGTON — Efforts by Sen. John McClellan (D., Ark.) to tack a "bill of rights" for union members to the Kennedy-Ervin labor reform bill may bring down the ire of the AFL-CIO.

In Senate debate on the measure last week (22), Senator McClellan said that if the Kennedy-Ervin bill were not tightened, it would be of little use in ending racketeering of the type uncovered by his rackets committee. The Senator also hopes to amend the bill to outlaw secondary boycotts and blackmail picketing. If he is successful, indications are that the AFL-CIO will fight passage of the bill. Organization fears the provisions would hurt legitimate unions.

More than 100 amendments to the bill have been proposed. Most of them would make the bill stronger.

## Colo. \$10 Tax

• Continued from page 68

bracket of the industry. Particularly concerned were vending machine firms who pointed out that a \$10 a year tax on penny venders would be tantamount to putting them out of business. Cigarette and concession venders were no happier with the situation.

An executive committee appointed by the association together with help of a professional lobbyist gained recognition early in the program when the \$10 tax first became a bill. Effective presentation of the stand of the coin machine industry resulted in early tabling of the bill which is not expected to come up again during this legislative term.

## 100 Operators Called By Nassau County DA

MINEOLA, L. I., N. Y.—About 100 witnesses were scheduled to appear before members of the Nassau County district attorney's office this week in an investigation of alleged juke box racketeering on Long Island.

According to Assistant District Attorney William Cahn, those subpoenaed were either members of the Associated Amusement Machine Operators of New York or the Music Operators of New York.

The Nassau County investigation is one of the many going on. Reports of a federal grand jury probe, a New York City inquiry and a New York City investigation were heard here this week.

### Friendly Witnesses

Joseph Godman, attorney for the Music Operators of New York, said he appeared with six MONY members this week. He pointed out that the district attorney emphasized that his office was trying to help

the operators eliminate "undesirable elements" from the industry and that most of the operators called were considered friendly witnesses.

It was learned that distributors as well as operators will be called for questioning. So far, all of the witnesses have appeared voluntarily.

Most of the operators called are based in Brooklyn and other New York boroughs, not in Nassau County.

### Wants Legislation

Nassau County District Attorney Manuel J. Levine has urged the New York State Legislature to enact legislation "which would have as its primary purpose the licensing and control of the juke box industry and possibly other vending machines."

However, the State Legislature is not in session and will not meet again until 1960.

## Operators Talk P-R Methods

• Continued from page 68

a few individuals, and that it is the job of the industry to convince the public that it is just a few people, not an entire trade, that are bad.

Hurvich suggested that music operators run teen-age dance contests, with the prize to be a chartered trip to MOA. Such a trip, he explained, would demonstrate to the youth of the country, and to their parents, that MOA members are hard-working businessmen, not a group of shady characters.

He also pointed out that five or six years ago banks would not accept coin machine paper. Now, he added, music machine operators can buy on time because they have demonstrated to the banks that they are solid businessmen.

### Join Organizations

Willie Blatt, Miami operator, told the delegates to join local organizations and become important in community life. He told of his work in the Police Athletic League and how it not only gave him personal satisfaction, but how it demonstrated to the community that an automatic music operator can make a worth-while contribution to society.

Blatt advised the operators to know their community leaders, emphasizing that "your enemies are usually those people who don't know you."

He added that people who do know you are less inclined to hurt you.

### Don't Give Junk

Blatt warned operators not to give away old juke boxes to churches, schools and other institutions. He explained that old juke boxes frequently require many service calls, and that the operator is often reluctant to make these calls.

## Seeburg Unit

• Continued from page 68

not the answer in factories, but that background music is.

Lindgren added that many public locations want background music during the dinner hour and juke box music in the late evening. He said that the use of a background music system can often serve as an inducement to the location to accept the juke box.

Lindgren emphasized that background music is meant to supplement selective music, not to replace it.

Also addressing the operators was John Stuperitz, Seeburg field engineer. Stuperitz answered questions about stereophonic music and gave a short talk on the proper use of stereophonic juke boxes.

Blatt said that he services "charity locations" on the same basis as his own, and that he either gives away good equipment or none at all. Blatt pointed out that giving an inferior piece of equipment to a boys' club or church group and failing to service that equipment leaves the receiver of the equipment with the impression that the operator is merely unloading junk and really doesn't care.

The public relations forum was chaired by Clint Pierce, Brodhead, Wis., with Blatt and Lewis Ptacek, Manhattan, Kan., also on the panel.

## Finance Picture Somewhat Better, Says Art Silbert

NEW YORK — Arthur Silbert, vice-president of the Standard Financial Corporation, reports that collections on loans in the automatic phonograph and vending fields have improved somewhat in recent months, but they are still spotty.

Biggest improvement, he said, is in Florida. Silbert explained that the recent Cuban revolution has discouraged tourism to the island, with Florida picking up the tourist trade which normally would have gone to Cuba.

As a result, he explained, Florida juke box collections are high and delinquencies low. One of the nation's highest delinquency areas, said Silbert, is Detroit, where unemployment is still high.

## Charles Wilcox, Arkansas Op, Dies

PINE BLUFF, Ark. — Charles Edwin Wilcox Sr., owner of Wilcox Amusement Company, died recently of a heart attack. He was 54. He had been a music and game operator for many years.

His son, Charles Edwin Wilcox Jr., who has been helping his father operate the route for the past several years, will continue management of the route.

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NAVY

## January Exports Augur Little Change for 1959

WASHINGTON — The U. S. coin machine export report for the first month of 1959 bodes slight change for the coming year.

January juke box and amusement game dollar volume hit \$1,500,718, according to the U. S. Department of Commerce, slightly below the 1958 monthly average of \$1,781,494. Total juke and game exports from the U. S. last year reached \$21,377,931, compared to a near \$25 million in 1957.

### OP'S TIP:

## Alley, Ball-Size Boost Up Takes

PHOENIX, Ariz.—Remodeling 16 14-foot bowlers into 16-foot units and converting from small-size bowling balls to larger ones has made the difference between profit and loss at Ben Spalding Sales Company here.

Veteran games operator Ben Spalding worked out the engineering details himself and came up with a highly practical, low-cost conversion which put new life into every location where the changed-over 16-footers were installed.

The length of the bowler was not nearly so critical a point as the ability to use large duck-pin balls, according to Spalding, who points out that sometimes a little "electrical thinking" can stave off a drop in play.

## Purveyor Hdqs. Hit by Fire

CHICAGO—A fire, possibly due to faulty electrical connections, did an estimated \$50,000 damage to Herb Perkins' Purveyor Distributing Company headquarters on Western Avenue here Sunday (19).

The fire apparently started in the middle section of the coin machine distributing building, spreading thru the shop area in the rear and the showroom and offices in the front.

Perkins said the building was partially insured. He has set up temporary headquarters across the street at 4333 Western Avenue. The fire-gutted building has been boarded up.

## Kaye, Fox Back From Chi Confab

BROOKLYN, N. Y. — Irving Kaye and Buddy Fox, president and sales manager respectively of the Irving Kaye Company, returned last week from Chicago where they attended the annual convention of the National Sanitary Supply Company.

The firm, which is engaged primarily in the manufacture of coin-operated games, also makes lawn sweepers and hand dryers. These items were exhibited at the convention.

## Games Legislation

COLUMBIA, S. C.—The South Carolina General Assembly has passed and sent to Gov. Ernest F. Hollings a 1959-1960 appropriations bill totaling \$158,000,000.

Among other things, it doubles pinball machine licenses to \$75, and licenses for the first time vending operators and their machines.

The current trend is toward a gradual dip in dollar volume, but any opening of a new major market, or renewed activity on regular markets could reverse the trend to a quick climb. There is no immediate indication of such a switch, however. Quality of machines shipped, it should be noted, is improving.

All three categories, new juke, used juke and games, dropped in volume from the December, 1958, levels. New juke slid from over \$1 million to \$899,735; used juke from \$310,587 to \$157,417, and games from just under \$500,000 to \$443,566. Total dollar volume dropped only \$349,295, while the number of machines shipped was 457 units off the December figure, a considerable quantity. Value per machine jumped impressively.

### Low Volume Leader

West Germany, consistently among the top four, led the import brigade in January, taking \$354,508 worth on only 686 machines. Figure is relatively low for the leader. Belgium (\$296,377 on 1,294 units) and Venezuela (\$269,695 on just 271 units) followed West Germany. Switzerland and Canada filled out the markets above the \$100,000 mark. (See chart this section.)

West Germany barely nosed out Venezuela as the top importer of U. S. new juke boxes during January taking a volume of \$265,655. Belgium, well behind in new juke imports, led the used juke category with a \$68,959 run on 239 machines. Canada was the only other major juke box market, racking up a new machine volume of \$100,764 on 134 units.

Belgium accounted for a big part of game imports, topping this category with a \$132,357 volume on 862 units. Switzerland's \$87,153 on just 121 units ranked next. Canada and West Germany were neck and neck for third, with \$63,000 volumes. No other game markets approached these top four.

Italy, once a major factor in international game trade, racked up only zeros in that column in January. Anti-pinball rulings have blacked out the Italian game import business.

Of special interest among the game markets is the United Kingdom, once a major U. S. game customer, and the Korean Republic, a blooming market. Britain took \$17,600 in games, the largest order in some time, and Korea made \$13,000.

An export volume of \$143,885 on 4,457 vending machines (not shown on the chart) was recorded in January. The figure compares to a larger \$220,916 on 2,290 units for the month previous.

## INVESTMENT IN YOUTH

# How Texas City's Bowl-Arena Op Keeps the Duck-Pin Balls Rolling

By LOUIS ALEXANDER

Editor's Note: Initial story on the Bowl-Arena, Texas City youth center featuring play on coin bowling games, appeared in The Billboard of February 9. One of the first such installations in the nation, it followed on the heels of Jack Rosenfeld's St. Louis Bowlette. Since then, at least a half dozen similar type operations have sprung up. (See last week's issue for story and pictures on St. Paul amusement center.) Many others are in the planning stage.

TEXAS CITY, Tex. — When Texas City children are playing basketball and baseball in local Little League contests, they spend that portion of their leisure time away from Jimmie French's new Bowl-Arena.

But that hasn't prevented French from sponsoring teams and leagues in basketball competition during the winter, and baseball competition during the spring. Two of the teams he sponsored won basketball trophies, incidentally.

"It makes the kids interested in

my place because they know I'm interested in them," French believes.

It takes a lot of youngsters to fill French's Bowl-Arena, for the place is a complete youth center, one of the first complete amusement centers for young people in the nation to feature coin-operated games.

When the Bowl-Arena opened four months ago, French figured he was supplying a need for the children of Texas City families; they had practically no place to go for entertainment except the movies or the local drugstore, neither of which is particularly popular with the current generation.

### Response Great

The response to the new center was terrific. On weekends the place was virtually jammed from the moment it opened at 10 a.m. until it closed at 11 p.m. Quite a few families came out in groups to spend weekday evenings playing the games; daily hours are 2 p.m. to 10.

But the question in Jimmie French's mind was: "Would the Bowl-Arena continue to be popular with the children, and with par-

ents as well, after the opening excitement began to slack off?"

Jimmie French didn't sit down behind the cash register and just wait to see how folks would respond to the attraction from month to month. He felt the Bowl-Arena needed some improvements, and he immediately put more money into it.

First improvement was a soda fountain. The fountain serves hamburgers, cheeseburgers, hot dogs, bacon and eggs and all kinds of ice cream and soft drinks. It takes up 180 square feet of the space—18 by 10 feet. French originally planned to wait until he could lease the space next door—another 30 by 75 feet—before installing a fountain, but the patrons' need for a place to eat and drink was so great he couldn't wait for the present lessor's lease to run out.

"It gives the place a drugstore look," French chuckled, "instead of a pool hall look."

### Equipment Selection

Next improvement was to replace the handful of pinball games with games more likely to win parental and civic approval. Where there were six pinball machines lined up against one wall, there are now 10 athletic games of varied interest. There are two baseball games and two All-Star Deluxe little bowling machines. There's an ice hockey game (the subtropical Texas City hasn't seen real ice in many a winter) and it's doing all right in popularity among the small fry players; a Golf Champ game, a Bally Star Shuffle Bowler and a rolldown game.

Particularly popular with the teen-agers is an Auto-Test unit, which takes a 10-cent charge to make it operate. A clown ride, at a nickel, pleases the smallest fry.

"The place is full, as far as games are concerned," French said.

The presence of the soda fountain makes the children stay a little longer, he reported. Keeping them there an extra few minutes or another half hour—which they might have spent at a drugstore—assures the Bowl-Arena a better chance of taking in whatever additional money the children have to spend for recreation.

The fountain does not draw the children away from the games, French discovered. "They have to get real hungry before they'll stop playing the games and eat," he said. "Then they'll spend whatever they have left at the fountain."

### Tax Time Drop

Did business fall off after the opening excitement?

French found that it fell off enough to be noticeable, but not enough to affect income seriously. He believes that income tax season

(Continued on page 77)

## DUE CONSIDERATION

# Gotham Coin Machine Tax Hearings Held

NEW YORK—While juke box, amusement game and vending machine operators here are still apprehensive about the possibility of a per-machine city tax, at least they feel that the tax will not be railroaded thru without adequate hearings.

Friday (10) representatives of the coin machine industry appeared before the Board of Estimate to explain why such taxes would work a hardship on the operator.

Pleading the case for the operators were Leo Weiskopf, president of the Arcade Owners' Association of Greater New York, and Harry Alexander, AOAGNY counsel. They presented members of the Board of Estimate with operating breakdowns, showing equipment costs, service costs, depreciation and revenue.

### Progress to Date

Since the Legislature has passed a bill enabling New York City to tax various types of coin-operated machines up to \$25 per machine per year, depending on the machine type, the measure has

progressed only as far as the Board of Estimate.

Here is the background. The budget director has prepared the city's 1959-'60 budget and submitted it to the Board of Estimate for approval. To date the board has not acted on this budget.

After the board makes its recommendations, the City Council votes on the budget item by item, and the budget becomes law. One of the items being considered by the Board of Estimate is the coin machine tax.

### Final Chance

If the Board of Estimate does recommend passage of a per-machine tax, the coin machine people can still take their case to the City Council, but the best chance of knocking out the tax is when it is being considered by the Board of Estimate.

Briefly, the enabling legislation allows the city to tax juke boxes and amusement games \$25 per year per machine and \$15 and \$10 on vending machines. Penny machines are among the exemptions.

## COIN MACHINE EXPORTS

January, 1959

Country	New Phonographs		Used Phonographs		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	431	\$265,655	60	\$25,509	195	\$63,344	686	\$354,508
Belgium	193	95,061	239	68,959	862	132,357	1,294	296,377
Venezuela	249	262,488	3	2,146	19	5,061	271	269,695
Canada	134	100,764	6	1,765	290	63,979	430	166,508
Switzerland	49	36,643	..	..	121	87,153	170	123,796
Netherlands	80	37,052	58	20,385	71	11,053	209	68,490
Dom. Republic	32	21,252	..	..	..	..	32	21,252
United Kingdom	..	..	..	..	28	17,600	28	17,600
Korean Rep.	..	..	3	2,006	27	13,000	30	15,006
Denmark	20	14,594	..	..	..	..	20	14,594
Italy	..	..	20	13,000	..	..	20	13,000
Guatemala	13	10,264	..	..	..	..	13	10,264
Austria	10	9,751	..	..	..	..	10	9,751
Other Countries	58	46,211	81	23,647	231	50,019	370	119,877
Totals	1,269	\$899,735	470	\$157,417	1,844	\$443,566	3,583	\$1,500,718



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**CLASSIFIED SECTION**

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### MUSIC

SEEBURG 100-R	.....\$550
SEEBURG 100-G	..... 495
SEEBURG 100-C	..... 425
SEEBURG 100-W	..... 475
SEEBURG VL-200 (Converted)	..... 595
WURLITZER 2150	..... 595
WURLITZER 2000	..... 545
WURLITZER 1800	..... 395
A. M. I. H-200 (Hideaway)	... 445
A. M. I. 200 Wall Box	..... 95

Reconditioned—Refinished

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**NEW Calcoin 45 RPM Conversion for M-100A**

with fast-moving carriage gear!... **\$49.50**

Also Conversions for All Machines.

Exclusive Seeburg Distributors

## ATLAS MUSIC COMPANY

### Here's More

• Continued from page 63

vacuum-plated rabbit's foot, mythical faces, roly-poly penguin, boats, vacuum-metalized works of art, clock rings, engagement rings, stardust rings and sword rings.

Karl Guggenheim, Inc., showed three new charms: Plated jumping beans, a treasure chest which opens and closes and a ring series featuring the three singing chipmunks. Ohio Gum Supply showed a new asbestos cigarette butt plus many of their standard pieces.

Cramer Gum Company showed a new 240-count gum line, Star-brite 240. With the same outside diameter of 210-count gum there are 6,000 balls in a 25-pound case compared with 5,250 in a 25-pound case of 210. W. M. Cramer Jr., president, said that he is leaving for Italy this month to finalize plans for opening a new plant there: "I am leaving for Italy to conclude negotiations there for a modern plant to take care of the common market, of which Italy is a member," he said.

Logan Distributors, Chicago Victor distributor, exhibited Victor Vending's Sextette bulk vending unit; T.V. (Triple Viewer) a 25-cent merchandise vender designed to handle plastic-wrapped jewelry and novelty items, and Super Mart, bulk machine available as a penny-nickel 210-gum and capsule unit; as a nickel or dime straight capsule; penny-nickel 10-count century, or penny-nickel 210-gum and charm machine.

M. J. Abelson showed the Oak line and charms and Ringmaster Charms showed a complete charm line. The Joseph Lipschutz Insurance Company had a hospitality suite at which they explained insurance coverage (See story covering speech of W. A. Yarnor, of World Wide Insurance Company).

Plastic Processes exhibited Coast Vendors' Multivendor, as was pointed out last week. More details: Geared to flexibility, the unit can vend items at 1, 5, 10, 25 and 50 cents; vend charms, ball gum, capsules, jumbo capsules, and comes with five different game panels for maintaining fresh play. The new unit is in full production with immediate delivery scheduled. A replacement policy provides all parts are guaranteed for one year.

Plastic Processes is Eastern distributor. Leon (Heigh Ho) Silver, San Francisco-based bulk vending veteran, is handling distribution for 11 Western States.

**If You Need GUNS & ARCADE EQUIPMENT**  
We have it. Write for prices.

## All Equipment Reconditioned.

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1423 Spring Garden St., Phila. 30, Pa. Rittenhouse 6-7712  
Exclusive Dist. for Bally in E. Penna., and Rock-Ola in E. Penna., So. Jersey and Dela.  
Branch: 1011 Pittston Ave., Scranton, Pa.



## Joe Ash Says . . .

You Can NOW Trade Your  
**Bingos For Stereophonic Music**

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AMUSEMENT MACHINES CO.

666 N. Broad St., Phila. 30, Pa. • PO Box 9-4495  
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OVER 800 PACK CAPACITY

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QUIET ALL-ELECTRIC SELECTION & DELIVERY

SMART, LOW CONSOLE STYLING UP-FRONT PLACING

### PHONOGRAPHS WANTED FOR EXPORT

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SEEBURG M100B

SEEBURG M100C

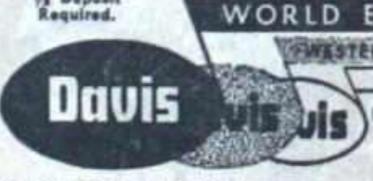
SEEBURG HF100G

SEEBURG HF100R

SEEBURG V200

Many other models needed, including WURLITZER, AMI and ROCK-OLA PHONOGRAPHS

Terms: 1/3 Deposit Required.



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Games, Inc., DOUBLE SHOT

\$300.00

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THE DELUXE  
6 Ft. and 7 Ft.  
Models

now equipped with

- NEW trouble free chest-proof mechanism!
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- Regulation 2 1/4" size billiard balls!
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### Step Up Profits with Valley's Luxury Quality at Economy Prices!

## LARGE QUANTITY RECONDITIONED GUARANTEED

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JAH 200

1 ..... \$695.00

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- CHICAGO COIN RED PIN BOWLER, KING BOWLER
- ROCK-OLA STEREOPHONIC & MONAURAL 120-200 SELECTION

### SPECIALS

PHONOGRAPHS	SHUFFLES	Showtime
1458 Rock-Ola, 128 Sel. (new in crates) ..... Write	Lucky Shuffle .... \$499.00	Double Header ... \$25.00
1445 Rock-Ola, 209 Sel. .... \$748.00	Bally Star Shuffle ..... Write	Broadway ..... \$25.00
1455 Rock-Ola, 300 Sel., Deluxe (like new) .... \$98.00	Bally Speed Bowler \$495.00	Miami Beach ..... \$25.00
1444 Rock-Ola, 130 Sel. .... \$78.00	Bally Club Bowler, Write	Big Time ..... \$18.00
Seeburg VL-200 .. \$23.00	Chi-Coin Red Pin Bowler	Gaytime ..... \$10.00
Seeburg K-D ..... \$78.00	Bowler ..... Write	Variety ..... \$5.00
	Chi-Coin Rocket	Big Show ..... \$45.00
	Shuffle, 2 player	Key West ..... \$95.00
	Chi-Coin Rebound	Skill Parade-new
	Shuffle (close out) ..... Write	Skill Ball ..... \$9.00
BOWLING LANES	BINGO GAMES	ARCADE
Bally ABC Bowling Lanes ..... \$328.00	Sea Island ..... Write	All Star Bowler .. \$199.00
Bally Strike Bowling Lanes .. \$28.00	Carnival Queen .. \$645.00	Wm. Four Basses .. \$25.00
Bally Trophy Bowling Lanes .. \$28.00	Beach Time ..... \$75.00	Big Innings ..... \$25.00
	Cypress Garden ... \$95.00	Motorama ..... \$95.00
	Miss America ... \$25.00	Chi, Coin Explorer \$95.00
	Sun Valley ..... \$25.00	Bally Jet Bowler, 90.00
		Golf Champ (close-outs) .... Write

ALL machines have been checked, cleaned and ready for location. Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.

## CALDERON DISTRIBUTING, INC.

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# Coinmen You Know

## Hot Springs

By ELTON WHISENHUNT

Operators recently wound up their busiest season in years. Reason was the record attendance during the horse racing season at Oaklawn. . . . Duane Faull, owner of Faull Amusement Company, recently opened a nitery, the Hill-top Club. Faull also made a flying trip to Wichita, Kan., to see his doctor. Faull has a rare allergy, reports the physician.

J. Earl Gill, Gill Amusement Company, has gone into wide diversification. He started with music and games, expanded to cigarette vending, has a few coffee and milk vendors out, and now has gone into candy vending. He also bought a silica mine and shipped his first carload last week.

Phil Marks, Phil Marks Amusement Company, also is diversifying. He is opening an Arcade soon and is buying equipment for it. . . . Jack Canipe Jr., formerly in the jukebox industry in Memphis, recently opened an office in Little Rock. In Memphis Canipe was with several operators. He headed the

repair department at one and was vice-president of a distributing company at one time.

## Twin Cities

By DON LYONS

Bill Zuber, partner in the Vendall Distributing Company, is vacationing in the South. . . . Jack Carter, of Midwest Novelty Company, St. Paul, also headed southward and is vacationing in Florida for two weeks. . . . Dan and Amos Heilicher, of Advance Music Company, and Harold Lieberman and Lou Ruben, of Lieberman Music Company, were in Chicago for the MOA convention.

Seen at Hunter Distributing Company, St. Paul, were August Quade, of Tri-State Novelty Company, Rochester, Minn.; L. L. Roberts, of Luverne, Minn.; George Wohlers, of Wohlers Music Company, Stillwater, Minn.; Jim Donatell, of Spooner, Wis., and John McMohen, of Eau Claire Novelty Company, Eau Claire, Wis. . . . Other operators seen in the Twin Cities were Jim Stearns, of North Dakota Sales Company, Bismarck,

N. D., and Eugene Hoerth, of Herreid, S. D.

Lieberman Music Company has begun distribution of Gottlieb's new five-ball machine known as the "Hi-Diver." . . . There is talk that a new operators' association may be formed, but no details are available yet.

## Detroit

By HAL REVES

William A. Ryan is taking over G & R Music Company, formerly operated by his brother, Robert J. Ryan, and Jack Gage. Headquarters are being shared with F & G Vending Company, cigarette vending firm which Williams A. Ryan also owns. Incidentally, F & G was also established by Gage and Robert J. Ryan, and taken over by the brother some time ago.

Gerhard M. Patton, who founded Pat's Music Company nearly two decades ago, is switching it from an individually owned business to a corporation, chartered under Michigan law. Capitalization is \$25,000, with common stock issued at \$100 par value.

Two experienced vending men have teamed up to form R & K Amusement Company, operating a route of games, including guns and skeeballs. They are Richard H. Ball, who works for Quality Vending Company, and Richard J. Weber, employed by the Pointe Concessions.

C & B Cigarette Company in Northeast Detroit has been formed by Mrs. Carrie Belle Hendrieth, who is being assisted in the active operation of the route by her two sons, Osman and Norvel. All are newcomers in the coin machine business.

Edward Bradley has established Bradley's Music Company, a juke box route, with offices at the edge of the downtown district on Canfield Avenue. Fanad Tame, a newcomer to the coin machine business, is establishing a juke box route under the name of Hollywood Amusement Company in the southwestern part of the city. Original plans were to make it a partnership with John Rocchietti, but the latter has dropped out and Tame will be sole owner of the business, which has now applied for an operating license.

## Milwaukee

By BENN OLLMAN

A number of operators report collections on the upswing. They expect May will be even better. Among those reporting increased grosses were Alan Dixon, general manager of S & M Sales Co.; Johnny Novarese, Popular Tunes Music Service; Bill Forsythe, Forsythe Music Co.; Guy Canipe, Canipe Music Co.; Jack Emory, Central Amusement Co., and Billy Harbin, Harbin Amusement Co.

Ray Jordan is now on the United, Inc., sales staff, selling Wurlitzer juke boxes. Another newcomer at United is veteran coinman Bob Harding. He is on the expanding service staff. . . . A big turnout of Milwaukee operators April 7 at the Chicago MOA show was due to election day here. Taverns were shuttered and operators had a little extra time on their hands.

A growing number of up-State operators are stopping in at local distributors these days. Object: To line up new and used equipment for the expected rush of tourists to Northern Wisconsin vacation areas. According to Sam Hastings, Hast-  
(Continued on page 75)

## SLATE TOPS

REG. PRICE \$69.50 NOW BUMPER POOL, 32" x 48" \$44.50 4 or more \$42.50  
REG. PRICE \$90.00 NOW 6 POCKET 35" x 67 1/4" 69.50 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!

Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

# MARVEL Billiard Supply Company

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## 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 . . . . . \$125	Unified Sky Raider . . . \$495	Midget Movies . . . . . \$125
Dale Gun . . . . . 65	C.C. Midget Skee Ball 135	Rock N Roll . . . . . 50
Genco Rifle Gallery . . . 125	Bal-A-Score . . . . . 125	Crane . . . . . 150
Ex. Shooting Gallery . . . 125	Heavy Hitter . . . . . 125	Sidewalk Engineer . . . 150
Carnival Gun . . . . . 125	Silver Gloves . . . . . 95	Lord's Prayer . . . . . 195
Bonus Gun . . . . . 175	Fist Striker . . . . . 95	Gen. 3-Pl. Basketball . . 195
Gen. Sky Fifer . . . . . 110	Flying Saucer . . . . . 125	Air Foot Ball . . . . . 150
State Fair . . . . . 225	3-D Movies . . . . . 125	Astroscope . . . . . 175
Sportsman Gun . . . . . 210	See-A-View . . . . . 45	Balloon-O-Mat . . . . . 225
Treasure Cove . . . . . 210	Ship. Art Show . . . . . 35	Hole in One . . . . . 425
Pistol Pete . . . . . 125	Panorams . . . . . 325	6 Gun A&T Rifle Range 425
Coon Gun . . . . . 125	Cap. Panorams . . . . . 335	Complete with Counter and Targets. Compressor \$225 extra.
C.C. Pistol . . . . . 45	Harvard Metal Typer . . 250	Rebound Shuffles . . . \$210
Squalls . . . . . 495	Standard Metal Typer . . 275	Official Skill Ball . . . 125

### VENDORS

National 8 Col. 930 Cig. . . . . \$ 85.00	Revco Cup Ice Cream . . . \$125.00	Miss America . . . . . \$385
National 9 Col. 950 Cig. . . . . 95.00	Vendo #210 Ice Cream . . . 295.00	Show Time . . . . . 325
National 9 M Cig. 125.00	3 Dal-O-Matics, up to 12 col. . . . . 375.00	Key West . . . . . 275
National 9 ML Cig. 125.00	Baby Grand 1 1/2 Ball Gum . . . . . 7.50	Broadway . . . . . 140
National 11 M Cig. 165.00	DuGrenier 4 Sel. 1 1/2 Tab Gum . . . 12.00	Nite Club . . . . . 175
Kunkel or Pop-Sex Popcorn . . . . . 69.50	Victor 5 1/2 Capsules. N.W. 1 1/2 Jet Ball Gum . . . . . 8.50	Parade . . . . . 185
Hot Automatic Popcorn . . . . . 99.50	Select-O-Vend 8 Sel. 1 1/2 Tab Gum . . . . . 10.00	Big Show . . . . . 225
Automatic U-Pop-It, shipped . . . . . 99.50	Sanitary Napkin Vendors . . . . . 15.00	Big Time . . . . . 110
Automatic U-Pop-It, unshipped . . . . . 50.00		Pixie . . . . . 65
Hebel 2 Sel. Ice Cream . . . . . 325.00		Miami Beach . . . . . 115
Hebel 5 Sel. Ice Cream . . . . . 395.00		Gaytime . . . . . 95

We require one-third deposit with order, balance C.O.D. or sight draft.

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Here are some REAL buys in GUARANTEED reconditioned Bingos. They've been cleaned inside and out, rails scraped and lacquered, new cards installed, ready for location. You won't find better machines, anywhere!

CYPRESS GARDENS . . . . . \$475.00	PARADE . . . . . \$185.00
MISS AMERICA . . . . . 385.00	BROADWAY . . . . . 145.00
SUN VALLEY . . . . . 410.00	BEACH BEAUTY . . . . . 135.00
SHOW TIME . . . . . 325.00	GAY TIME . . . . . 100.00
KEY WEST . . . . . 275.00	BIG TIME . . . . . 100.00
BIG SHOW . . . . . 225.00	PALM SPRINGS . . . . . 50.00

WRITE, WIRE OR PHONE



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## H.M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: JUNiper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

## New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6" Shipping Wgt.: 20 lbs.

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PROFIT CHIRPS: We can fill your needs for every type of coin operated equipment — new or reconditioned.

WORLD-WIDE DELIVERY . . . with guarantee of complete satisfaction or money refunded.

ASK FOR DETAILS ON Banner's Leasing Plan . . . TODAY!

# BANNER SPECIALTY COMPANY

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- United and Chicago Coin Flashing Light Shuffle Alleys.
- Seeburg R, J, L, 161.

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- BALLY GOLF CHAMP

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Bally 14' TROPHY .....	\$395	Chi Coin 14' TV .....	\$495
United 14' ROYAL .....	475	Chi Coin 14' BOWLING LEAGUE 295	
United 14' JUMBO .....	\$325	Chi Coin 11' BOWLING LEAGUE 295	
Bally 14' STRIKE .....	475		

## UPRIGHTS

- New Games WILDCAT
- New Keeney ROUNDUP
- New Keeney SHAWNEE
- Autobell PLAY BALL
- Games DOUBLE SHOT .....
- Games SUPER HUNTER .....
- Keeney BIG TENT .....

## BASEBALLS

- New Bally HEAVY HITTER
- New Wms. FINCH HITTER
- New United DELUXE BASEBALL
- Genco HI-FLY .....
- Wms. KING OF SWAT .....
- Keeney LEAGUE LEADER .....
- Wms. BIG LEAGUE .....

## PHONOS

ROCK-OLA 1455 (200) .....	\$395	SEEBURG M-100C .....	\$395
A.M.I. G (200) .....	545	SEEBURG M-100B .....	325
SEEBURG V (200) .....	425	A.M.I. E (120) .....	325
SEEBURG HF100L .....	725	SEEBURG M100-A (43 Converters) .....	145
SEEBURG HF100J .....	645	ROCK-OLA 1436 (43 RPM) .....	145
SEEBURG HF100G .....	475	WURLITZER 2000 .....	445

Now Delivering Fischer **IMPERIAL VII** and **IMPERIAL VI**

Deluxe 4 pocket. Immediate delivery. Priced right. Exclusive distributors in Illinois and Indiana.

**SPECIAL!** Chi. Coin **REBOUND SHUFFLES** and **MONTE CARLO** \$210 Bally **SKILL ROLL** \$110

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2310 N. Western Ave.

Phone: EVERGLADE 4-2300

## Bulk Vending Future Bright

Continued from page 62

work. Promotion is two-thirds motion.

Raynor then mapped out the trouble spots which need industry attention:

### Tax Problems

1) Taxation. "We can't bury our heads in the sand. Every governmental body needs revenue. They are seeking new means of raising that revenue. Vending has become a No. 1 target. Bills are being written by people who don't understand our industry."

Raynor called for a "great educational job" by industry people to let legislators at every level know of the profit and nature of the bulk vending industry. "When people erroneously believe you're making fortunes, you'll be getting unfair taxes," he declared.

He told the convention that tax kits are being prepared which will include outlines of average profits on various types of bulk vending equipment, sample telegrams and letters to follow in contacting legislators about unfair legislation or taxes. (Editor's Note: These kits are now available from NVA thru Raynor's office.)

One thing that is necessary in getting local tax problems solved is to have local co-operation from people who are informed of the truth of bulk vending and the profit derived from it, Raynor said.

### Sanitary Question

2) Sanitation. Raynor pointed out that altho this has not been much of a problem in recent years, there is some evidence that operators must be on their guard against unfair regulations pertaining to the vending of merchandise (e.g., charms), with food (e.g., ball gum). He cited the success won by NVA in the Cavalier case in which a decision banning the co-mingling of charms and ball gum was reversed. He outlined the current hassle in Indiana where three cities banned the vending of charms and ball gum on sanitary grounds. Because of work done by NVA, these regulations have temporarily been withdrawn, pending investigation. Raynor pointed out that altho he can prove to officials that the co-mingling of charms and ball gum is not unsanitary, the publicity of such regulations is hard on the industry and requires constant vigilance and defense.

3) Stupid Operator. Raynor apologized for using this phrase to describe operators who are operating equipment which makes their operation subject to the \$250 federal gambling stamp. He warned that there is a "master program" being hatched in Washington to collect the \$250 tax on equipment in which expensive prizes are awarded. A basic prob-

lem: Both legal and illegal units hurt. He cited the case of Jamestown, N. Y., where police picked up 21 machines, only one of which was subject to the \$250 tax. He mentioned that the assistant manager of a chain store was arrested in connection with the case and that the resulting publicity had a very damaging effect on bulk vending with that chain.

Raynor made a plea for unity, saying that "we can't contribute to disunification without doing ourselves a disservice." He pointed out that all bulk vending problems, tho perhaps temporary, were of a critical sort and required unity to solve properly. "We hope that with NVA we can remove some of these temporary problems" and realize the bright future that belongs to bulk vending. He told convention-goers to keep him posted (on local problems), and "NVA will do all we can to bring about a better life and security" for industry members.

## BEST FOR LESS!!!

### MUSIC

1700, 1800, 1900, 2000, 2100 WURLITZER

Write or Call for Quantity Prices.

1400 45 RPM Wurlitzer .....	\$125
1650 AF Wurlitzer .....	235
KD 200 Seeburg .....	595
V 200 .....	395
M100 A .....	95
AMI C .....	55
AMI B .....	45
1438 Rock-Ola .....	235

### BINGOS

Nite Club .....	\$175
Beach Beauty .....	135
Cayety .....	55
Variety .....	65
Starline .....	75
Bally Beauty .....	45
Bally Follies .....	25
Bally Parade .....	195
Double Header .....	205
Caytime .....	85
Big Show .....	215
Broadway .....	145
Pixie .....	75
Bally U.S.A. .....	225
Big Time .....	95
Hi-Fi .....	45
Nevada .....	45

### MISC.

C.C. Rocket Shuffle, 1 Pl. ....	\$265
C.C. Rocket Shuffle, 2 Pl. ....	295
Scoreboard .....	115
Gladiator .....	165
Keeney 22-Col. Cig. Machine ..	175
6-Pocket Slate Top Pool Table, used ..	150
Exh. Shooting Gallery .....	45
Telequiz .....	65
Lady Luck .....	60

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Completely Reconditioned

### GOTTLIEB 5-BALLS

1-PL. CLASSY BOWLER .....	\$125
1-PL. AUTO RACE .....	135
1-PL. WORLD CHAMP .....	135
1-PL. CRISS CROSS .....	215
1-PL. ROCKET SHIP .....	225
1-PL. ROTO POOL .....	250
1-PL. SUNSHINE .....	265
1-PL. SITTIN' PRETTY .....	285
2-PL. GLADIATOR .....	150
2-PL. SEA BELLES .....	175
2-PL. BRITE STAR .....	275
3-PL. WHIRLWIND .....	275
4-PL. FALESTAFF .....	295

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## YOU KNOW COINMEN

Continued from page 73

ings Distributing Company, there is a big demand for good used juke boxes. "They are hard to find," he adds. Also moving good, he says, are the new Bally Heavy Hitter baseball games.

Directors of the Milwaukee Coin Machine Association held their regular meeting April 9 at the Hastings Distributing Company office. The monthly membership meeting of the association was set for April 13 at the Ambassador Hotel. . . . Former coinman Mel Curro is pulling good crowds to his downtown lounge bar. Attraction is a jazz combo.

George Schroeder Music, accord-  
(Continued on page 76)

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Shuffle Alley . . . . . 295  
United Carnival Gun . . . . . 125  
Genco Quarterback . . . . . 95

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**AMUSEMENT CO.**  
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## '59 NVA Convention Points

Continued from page 62

nessmen with assurance who know where they are going, who see a much broader horizon, and who are taking steps to enlarge the scope of their business."

He singled out multiple vending as a means of enlarging this horizon and pointed out that some manufacturers are now making additional items which make multiple vending attractive.

Ted Raynor, NVA legal counsel, said that the convention was "a good example of the industry in action." He said he was delighted in the election of Everett Graff to the presidency and was confident he could do much to bring harmony and growth to NVA and the industry.

Stories and pictures of the convention highlights appear on this and the following pages and more will appear in next week's issue.

### Regional Meetings

There is a strong feeling in many quarters that the perennial problem between the charm manufacturers and distributors may be gradually moving toward a workable solution. Some believe Everett Graff's accomplishments, capped with his successful regional meeting, may have played an important part in this. In any case, plans are underway for regional meetings to be held in various parts of the country during the coming year. If it is true that these two basic segments of the industry are beginning to accept each other's roles and form relationships satisfactory and clear to all, the way would be clear for a sure and substantial growth in NVA, and quite probably, the entire industry.

### Business Sessions

If there was a soft spot at the convention, it was in the business sessions. NVA, thru no fault of its own, has apparently not yet come up with a formula for providing

sessions with the good red meat of analysis and idea-exchanging on specific bulk vending problems and ways and means of solving them.

It is clear, however, that this weakness is well known and that next year's convention-goer can expect to find change for the better. This is not to suggest that what was said was not worthwhile. All speakers either aimed at pinning down the large problems faced by

the industry or drew a bead on new ideas for conducting business. But time did not permit, nor circumstances encourage, open, guided discussion of current, specific issues, confronted locally by individuals but with national significance.

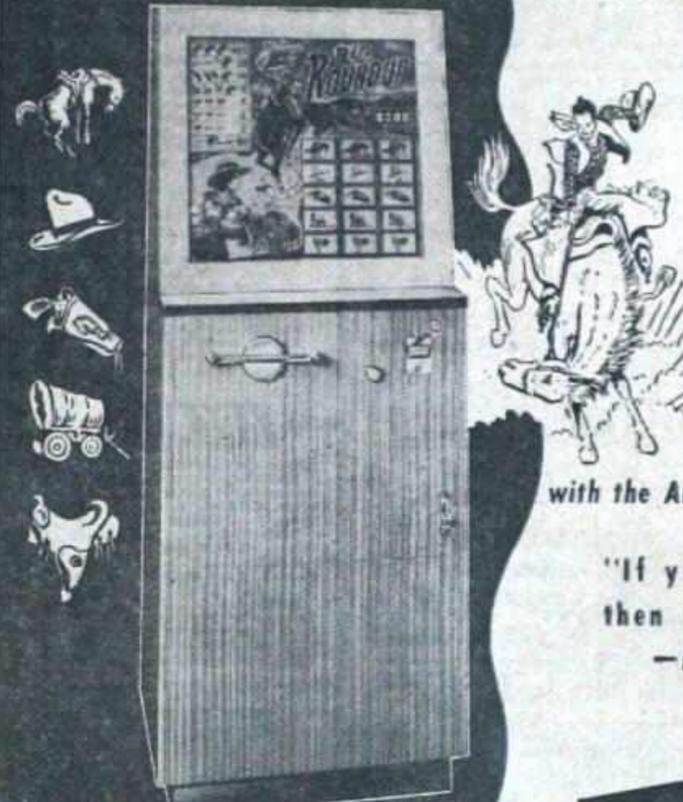
The reasons may well be those common to many associations: The belief that "local" problems are not fit material for a national group to discuss, the natural reticence of many to bring up individual business matters before an open group, and the fact that the most worthwhile, basic discussion subjects are

necessarily debatable and controversial, a characteristic which militates against easy discussion and demands unusually skilful discussion leadership to keep in check.

Because of all this, it is doubtful whether the business sessions can be directed more to the panel-led forum discussion, rather than the speaker-oriented variety.

In any case, it is clear that NVA's leadership is trying hard to lift the roadblocks which have halted NVA's growth until now. The convention was ample testimony of that.

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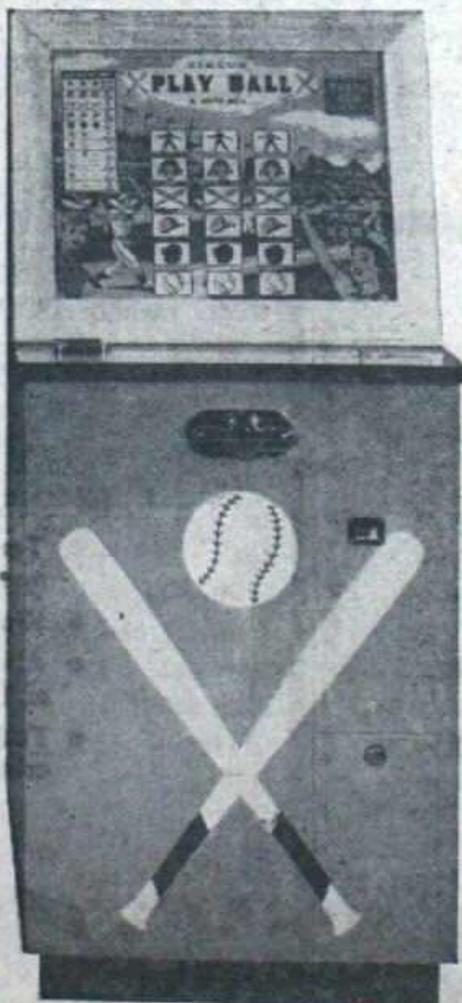
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**COINMEN YOU KNOW**  
 Continued from page 75

**J. Schoenbach**  
 Continued from page 64  
 Burbank, Calif., which redeems the stamps.  
 Schoenbach said the dispensing units would be leased to operators for 15 cents a month each, or they would be sold outright for \$8.50 each. He expects his first shipment of Trading Posts by mid-May.  
 While Schoenbach is primarily a distributor and jobber of bulk vending machines and supplies, the firm has begun a diversification program.  
 He said that his firm is now distributing the Mechanical Valet and reconditioned cigarette machines. He added that he is looking for a new cigarette machine line.  
 Schoenbach said that while his bulk vending business is holding up fairly well, collections in the New York area are off sharply from last year.



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- Bally CLUB BOWLER
- Bally LUCKY ALLEY
- Bally GUNSMOKE
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- Gottlieb HI-DIVER
- Keeney SHAWNEE
- Keeney DLX. BIG TENT
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- Valley 6-POCKET POOL
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ing to the owner, is installing its fourth stereo juke box. . . . Lax Glassman, Radio Doctors, is away for a few weeks of vacation in Florida. . . . According to Stu Glassman, Radio Doctors has moved close to 2,000 stereo singles to operators since the disks first hit the market. . . . Expected back from the South in a few weeks is Harry Jacobs Sr., United, Inc. . . . P. & P. route foreman Carl Betz notes that he is building a sizable library of stereo records. They have a dozen stereo stops.

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 AIR FOOTBALL  
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 GEN. CHAMP. BASEBALL ..... 145  
 Genco HI-FLY BSBALL ..... 155  
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**Amusement Pinballs**  
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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

# Keeps Duck-Pin Balls Rolling

Continued from page 71

has something to do with the tightness of family spending money, and that this is reflected in the children's allowances and earnings.

But he's working to make the Bowl-Arena a place that always has attraction for young people, a true youth center fulfilling the need of their home town of 30,000 people for an amusement center that parents generally will approve.

"The only way to go is to put more money in it," French said, "to keep the children interested in it. I won't change the machines I've bought as long as the kids continue to be interested; they're all new machines."

Not only has French sought civic approval by adding athletic contest machines and replacing pinball games, but he has also sought the approval of his patrons by putting in stereophonic sound. His new Rock-Ola juke box is a stereo one.

Jimmie French is expressing his faith in the community by adding machines. He's also got a secret weapon up his sleeve, a knockout punch that—at the right time—he believes will give the Bowl-Arena a heavy play just when everyone in Texas City will be most interested in seeking amusement.

In preparation for that day French has installed air conditioning. That's a must when the tem-

perature begins to creep up to 85 and 90 degrees in the afternoons.

### 'Preps Secret Weapon'

In about a month, when the end of school approaches, French will launch his secret weapon, amusement style. School ends in Texas during the final week of May or the first week in June.

Just before then French plans to organize little bowling leagues to operate on the line of seven coin-operated bowling alleys that fill the back one-third of his Bowl-Arena.

Once the bowling leagues are organized, French predicts, "that

will maintain interest among the children over the summer during their vacation time.

"Dads and mothers will be interested, too. We're getting many family groups now, but not enough. Once the bowling leagues are started, the parents will take an interest in the children's bowling leagues, and that ought to increase adult and family attendance, too."

It's quite likely that the children and the parents of Texas City will return Jimmie French's interest in them by spending time—and money—at the Bowl-Arena.

After all, he has been showing his interest in them, thru sponsorship of basketball and baseball teams and leagues—even tho they don't stage the athletic events at the Bowl-Arena.

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Seeburg 3W1 Wall Boxes  
Seeburg C's, G's, R's, V200's and J's  
Arcade Equipment  
Shuffle Alleys with flashing lights  
Late Model Five Balls  
Send in Complete Lists

Exclusive Gottlieb, Williams and Seeburg Distributors



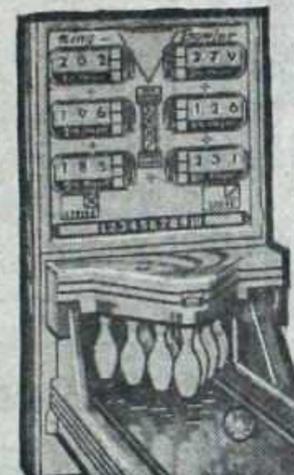
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DRUMS!  
LARGE NUMBERS!



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CABINET!  
BUILT EXTRA STURDY  
FOR HEAVY AND  
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RECORDS PINS  
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All Steel Cash Box!

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Players' choice...  
**OFFICIAL**  
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 bowling...  
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**LUCKY**  
**STRIKES**

1 TO 6 CAN PLAY  
 8½ ft. by 25 in.  
 DIME-PLAY

*DeLuxe*

### EARN PEAK PROFITS FROM PEAK PATRONAGE

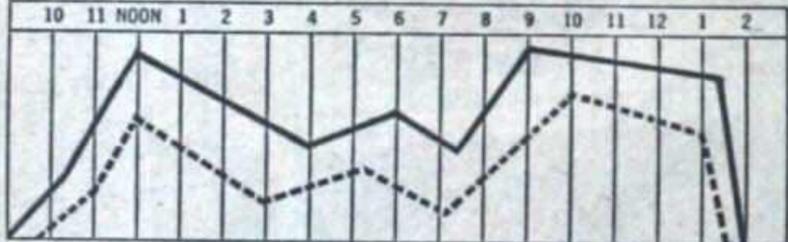
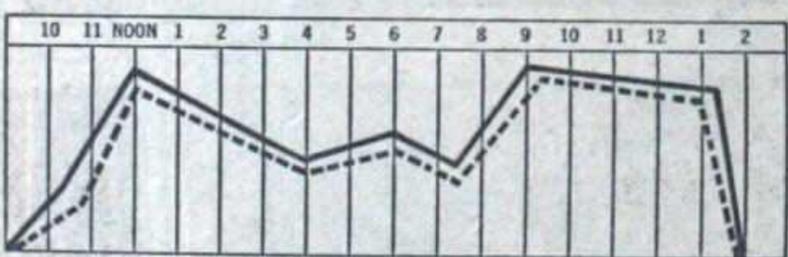


Chart of patronage and play in location equipped with standard shuffle-alley. Solid line indicates patronage from 9 a.m. to 2 a.m. closing. Dotted line—indicating shuffle alley earnings—lags below patronage line, because game is not fast enough to accommodate all potential players during periods of peak patronage.



Location-chart, after installation of DE LUXE CLUB BOWLER. Profit-line closely follows patronage line, because DE LUXE CLUB BOWLER play is 50 per cent faster than on standard alley. 3 games can be played in time previously required to play 2 games. DE LUXE CLUB BOWLER accommodates all potential players, not only during slow periods of the day, but during busiest peak patronage periods.

# Bally CLUB BOWLER

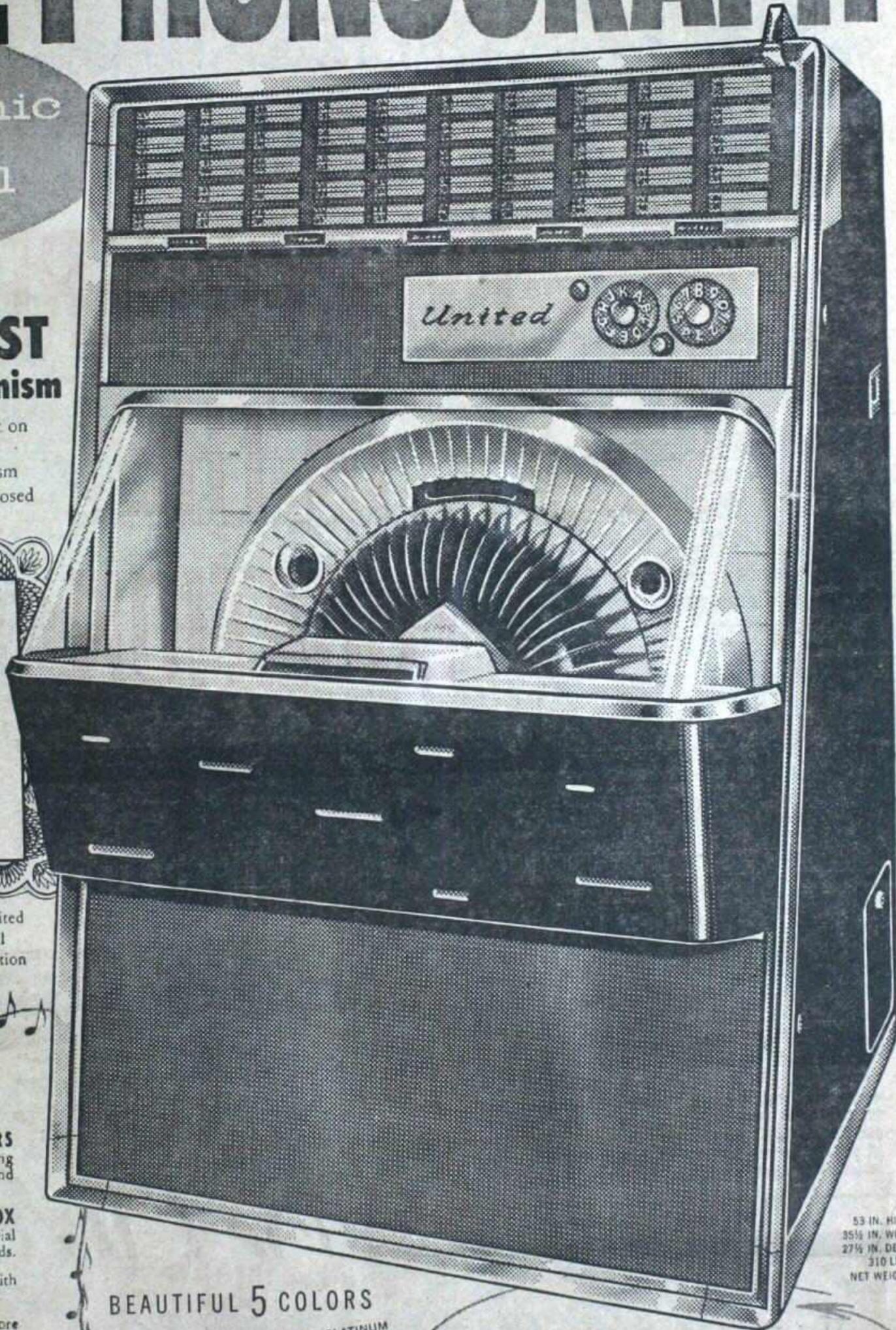
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TO HEAR  
THE TRUE REALISM  
OF STEREO IS**

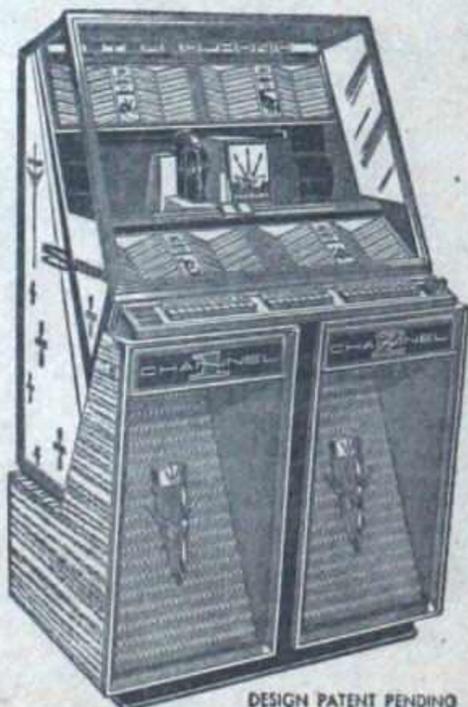
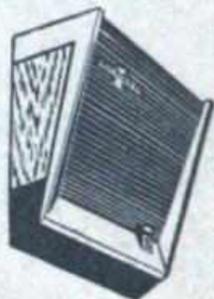
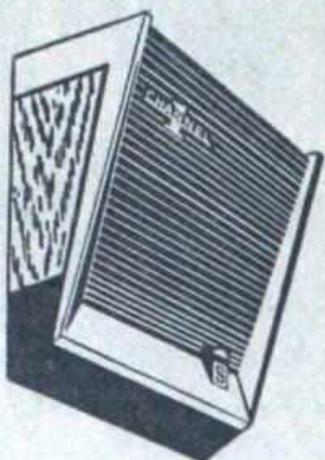
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**IN THE**

**LOCATION**

**...WHEN**

**THE SYSTEM IS  
SEEBURG**



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