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Fickle Singles Mkt. Challenges Dealers

Label Increase, One-Shot Artists, Overloaded Distributors Pose Hurdles

By HOWARD COOK

NEW YORK — Due to the fickle and rapidly expanding record market, dealers are faced with their greatest challenge to date in keeping up with single records that are breaking. A survey of dealers in several leading outlets shows that a combination of factors—overproduction by individual companies, a preponderance of one-shot artists, distributors with too many lines to give all records proper attention; inadequate exposure on the jockey level and the constantly increasing number of active labels — are all contributing to dealer problems.

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

Overloaded Distributors

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

Exposure on the jockey level is

More Disks; Less Hits

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

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

much the same. With so many records available, only a certain amount of the new records received each week can be programmed. Again, many records are left to become only territorial and paltry hits, because of the lack of proper exposure.

Over 100 Per Week

There are well over a hundred new records available each week for dealer consideration, and overproduction by individual companies as well as the staggering number of total releases by the various active labels increases dealer problems.

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

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

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

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PRO AID FOR CULTURE CENTER FUND RAISING

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

The big campaign to raise funds for America's long-awaited showcase for the performing arts will get triple impetus from Robert W. Dowling and his advisory committee of top-notchers in fields of music and talent; from the board of trustees, under chairman Arthur Fleming — and from the New York firm of Tamblin and Brown. The fund-raising pros will advise and help the trustees in getting the public to open its heart and its pocketbook to make the Center a reality.

Dowling, who is chairman of American National Theater and Academy, and a veteran financier, reportedly intends to have close teamwork between his advisory committee and the officially designated fund-raising board of trustees.

Already on the agenda is the appointment of a top-flight consultant to help prepare actual plans for the Center and its landsite here. By way of streamlining, Dowling's 34-member advisory committee has selected Reginald Allen, executive director of the Lincoln Center in New

(Continued on page 12)

Thrushes in Mass Flight to Shift Diskery Perches

Quest of Elusive Hit Spurs Fem Switches in Allegiance

By REN GREVATT

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

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

Some Fast Results

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

charts. Her third disk is expected to be released shortly.

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

Further Anklings

Dorothy Collins, meanwhile, left the Coral scene last year and later cut a free lance date for Everest Records, with which firm, her husband, Raymond Scott, was at the time affiliated. Now Miss Collins has again moved on, this time to the newly organized Rank of America label. Another recent important move found Carmen McRae departing Decca for a move down 57th Street here to Kapp Records. The gal's initial Kapp effort, "Play for Keeps," received considerable airplay.

Only last week, the departure of Kay Starr from Victor was announced. Miss Starr returned to an earlier disk home at Capitol Records. About a month ago, Dinah Shore also made the switch from Victor to Capitol after an affiliation of close to eight years. Miss Shore's initial Capitol release is not expected for a period of several months.

In the middle of last summer, Georgia Gibbs moved to Roulette from Victor and promptly got a hit with her first outing in "Hula Hoop Song." Since then, however, the

(Continued on page 12)

NEWS OF THE WEEK

Creditors Mull Goody Picture Dealers Attack Distributors . . .

Sam Goody creditors, meeting this week, noted substantial pay-off made to secured creditors. Payments are averaging \$30,000 a week. Group is mulling decision on Goody East operation. Meanwhile, dealers attacked factory branches and indie distributors for keeping Goody in business following Chapter XI proceedings. . . . Page 2

Capitol Launches Big Push On \$1.98 Stereo Sampler . . .

Capitol Records has brought forth a new dealer promotion that consists of a \$1.98 stereo sampler with bands from the label's new monthly releases. It is designated as a dealer traffic builder to exploit new releases. It will get a strong ad push and will be a continuous promotion. . . . Page 2

Majors Take Steps to Strengthen Single Sales . . .

The major diskeries are taking bold steps to strengthen their singles sales in a bitterly competitive market. The hiring of Hugo and Luigi by RCA Victor, the talks with Lieber and Stoller by Columbia are indications of this. . . . Page 3

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Chanters on Hit Trail, Too

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

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

WHAT'S NEW?

A NEW KIND OF PROMOTIONAL PROGRAM!

(See Pages 25-28)

Cap Builds Stereo Sales Pitch on \$1.98 Sampler

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

NEW YORK — Capitol Records has blueprinted its strongest merchandising program to date. Titled "What's New?" the plan is geared to two concepts: 1) Helping the retailer realize the full profit potential of new releases. 2) Creating store traffic. The program is designed to be continuous, and the diskery intends to give it fresh impetus monthly.

Heart of the plan is a low-priced stereo promotional album, retailing at \$1.98, on which dealers get a full discount plus an extra 10 per cent. This package, which previews the label's outstanding new stereo packages, is designed as a merchandising tool, and cover art and liner notes are specifically tailored to promote sales of product demonstrated in the album. Cover art contains shots of 12 albums, and notes contain shots of artists plus comments as to what else is in the various packages.

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

itol intends to issue a new one monthly — appearing with each month's new releases.

A big national advertising campaign and an elaborate set-up of dealer aids will back the "What's New?" program.

An important facet of Capitol's thinking is that 40 per cent of record store volume today is accounted for by albums which are out less than 60 days. In line with this belief, the diskery is urging that dealers give as much display as possible to new material. Some dealers may even set up a separate department, devoted to new product.

A dealer who orders a minimum of 25 albums is entitled to a "What's New?" floor rack carrying the promotional package and the various albums it demonstrates. There are also backcard displays, stuffers, giant full-color displays, descriptive literature, etc. Salesmen will buttress the drive by helping dealers get the best possible display effect, so as to build impulse buying. It is intended that

Cap salesmen will service the drive at the retail level monthly, helping the dealer iron out any problems.

An important part of the Capitol program is a subscription plan, handled by dealers for their customers. Diskery has made available subscription cards, which may be used with considerable flexibility. It is suggested, for instance, that dealers can build repeat traffic by signing customers for 10 consecutive "What's New?" packages at a cost to the customer of, say, \$12. This would be a saving of 78 cents an album. Or a dealer can give away a "What's New?" package to a customer who buys several regular albums. And thirdly, a dealer can advertise the "What's New?" package as a special premium.

The Capitol campaign will be heavily supported in national consumer magazines, including Esquire, The New Yorker, Holiday, High Fidelity, etc.

"What's New?" will not be available to rack jobbers—only via dealers and one-stops.

18 New EP's On Victor's Gold Standard

NEW YORK — Eighteen new RCA Victor 45's have been added to the Gold Standard catalog—the addition being especially noteworthy in that it includes the only Ella Fitzgerald-Benny Goodman recording ever made. This was recorded in 1937 and has never been available to consumers. Ray Clark, singles planning and merchandising chief, notes that the Fitzgerald-Goodman recording is a real collector's item, containing "Goodnight My Love," "Take Another Guess," "Did You Mean It," and "The Kingdom of Swing."

Also being made available for the time, according to Clark, are four of Presley's best-selling singles: "Hard-Headed Woman," "Good Rockin' Tonight," "Don't," "I Beg of You."

Clark stated that in addition to the 18 new EP's, which constitute all-time smash hits, 26 current best-selling EP's are being added to the Gold Standard series from the regular EP catalog. Artists included are Perry Como, Jeanette MacDonald and Nelson Eddy, Chet Atkins, Eddy Arnold, Hugo Winterhalter, Buddy Morrow, etc. A new catalog for the line has been prepared and a sales-aid brochure is being sent to distributor managers and salesmen.

London Sales Build; Dealer Co-Op Program

NEW YORK — London Records has noted a 29 per cent sales increase for the year ending March 31, 1959, as against the same period in the previous year, with a 100 per cent increase in the final three months of 1958 over the corresponding period the previous year.

Lee Hartstone, vice-president and sales chief for London, in discussing company goals and policies for the upcoming sales period, said that the increase was due strictly to dealer sales, since "London's policy is one of non-participation in any club or direct to consumer sales program."

Hartstone outlined a detailed program of dealer co-operation. Highlights include the maintenance of lowest possible list prices, consumer ad programs which include a "see your dealer" message, individual dealer merchandising plans, release of quality \$1.98 LP's, and a continuing monophonic new release program. Hartstone also discussed a "catalog deletion plan" which provides dealers with merchandise to stock a special section of his store with a top name label at prices better than consumers can obtain thru any

club operation. The offering of \$2.98 stereo on the Richmond label is designed to effect the same results.

One example of special dealer promotions cited by Hartstone is the annual May is Mantovani Month campaign. In this effort, substantial amounts of point of sale and other dealer aid materials are employed in the campaign on the artist's impressive catalog which includes 10 stereo LP's and a stereo and monophonic sampler. Sales on this year's eighth annual campaign, Hartstone said, are 100 per cent above those of last year.

Price Exits Merc for Own Indie Distributing

NEW YORK—Morris S. Price, Mercury Records' vice-president in charge of sales, resigned his post Friday (1) in order to go into business on his own. The resignation is effective May 15. Price is setting up an indie distributorship, Arnold Records, Inc., in Chicago. He has already acquired space for the operation on Chicago's South Michigan Avenue.

Price will shortly announce the lines he is handling.

Known as one of the elder statesmen of the record business, and one of its most colorful executives, Price is a veteran of many years experience. He started at Mercury 14 years ago as a salesman, and six months later was named national sales manager. Shortly thereafter he became a vice-president and officer of the company. At press time, Mercury had not named anyone to replace Price.

Queried on Friday, Price stated his reason for leaving the company with whose expansion he has been so intimately connected was a simple one. He wants his own business.

MERC'S STEREO SAMPLER GETS GOLD-FOIL DRESS

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

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

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

Clark Firm Buys Book For First Pic

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

Clark will also appear in the movie (as a young high school teacher) which will be released thru Columbia Pictures. "Harrison High" was written by 22-year-old John Farris, and contains several good roles for teen-agers. Altho the book is a straight drama, Drexel's executive vice-president Chuck Reeves said that musical segments will be integrated thruout the movie.

Casting isn't complete, but Bobby Darin and Fabian are said to be leading candidates for two of the top roles. The movie, said Reeves, will place special emphasis on the lives of decent teen-agers who make up the vast majority of today's young adult population.

During Price's tenure at Mercury, the label grew from the status of a small indie to a large international operation covering all facets of the record market.

Shalimar Inks Otis Pro Mgr.

NEW YORK — Cleffer Otis Blackwell has been named general professional manager of Shalimar Music, a wing of Moe Gale's Sheldon Music publishing axis.

Blackwell, writer of such hits as "Don't Be Cruel," "All Shook Up," "Fever," "Great Balls of Fire," and "Breathless," will screen and select other writers' material, will see a.&c.r. men and will act as creative and exec supervisor of his own production unit. He'll also work closely with Aaron (Goldie) Goldmark and Allen Stanton. Blackwell will continue to do free lance a.&c.r. assignments for other firms as well.

New Names on Col. Sales, Merch. Roster

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

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

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

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Roulette Sets 'Moneymaker' May Promot'n

NEW YORK — Roulette Records is releasing seven new monaural and five new stereo albums this month, as part of the label's "May Moneymakers Sales Merchandising Plan."

As in past months this year, Roulette distributors have been assigned quotas for the month of May by sales veepee Irv Jerome, and they will be entitled to extra return privileges over and above their usual return privilege. Quotas will be based on sale of new May LP's only.

Key May albums are "Jimmy Rodgers TV Favorites—Vol. 1," featuring a group of tunes sung by Rodgers on his NBC-TV show but never before recorded by him; and "Count Basie Swings—Tony Bennett Sings," part of the exchange deal with Columbia, whereby Basie recorded an LP with Bennett for Columbia (released recently) and vice-versa.

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

Texas Solons Drop Disk Tax Bill

DALLAS, Tex.—The legislative attempt to exact a 10% tax on the use of or sale of phonograph records, facing the Texas State Legislature (The Billboard, April 20) was dropped from the hopper. Demise of the projected legislation was reported to a meeting of the Texas State Record Dealers by Hermes Nye, president and legal counsel of the association.

The monthly meeting also elected Nye, who had been legal counsel, president; Vic Chandey, Record Corner, vice-president; Arthur Rubin, Record Mart, executive secretary; Frank Snyder, Village Record Shop, treasurer; and Mrs. Dwight Moody, HI FI Inc., secretary.

Fox-Dennis Team Up for New Diskery

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

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

National distribution for Gallant has already been set up.

Decca Cuts 'Destry' LP

NEW YORK — Decca Records completed recording the original cast package of the current legit tuner, "Destry Rides Again," yesterday (3). The David Merrick production has a score by Harold Rome. The label will have the package in stores later this week, along with mounted lithos and other point of sale materials. A heavy ad campaign is planned.

Miller Plant Ups Capacity

NEW YORK — In another expansion move, Miller International (Stereo - Fidelity - Somerset) is installing six more 12-inch LP presses in the firm's Swarthmore, Pa., plant, thereby increasing its capacity by 50 per cent.

Miller's plastic extruder (which will make biscuits from ray vinyl, stabilizers, color, etc.) is currently running test compound and is expected to be in full production within 60 days. An additional 12,000 square feet have been added to the plant to accommodate printing materials, cover sheets, back liners and completed jackets.

In line with this, an art department is being set up at the plant for album cover work and similar projects. Meanwhile, Miller is still farming out some of its pressing. On the label's last release, for instance, exec Joe Martin reports M-G-M pressed more than 60,000 stereo disks for Miller's Stereo-Fidelity line.

Lanza Tops Red Seals For May

NEW YORK — RCA Victor's Red Seal release for the month of May is topped by Mario Lanza's "Mario," the singer's first package available in stereo. Containing 12 Neopolitan songs, this album is scheduled for a strong promotion, including national magazines, movie fan mags, point of sale material and radio network exposure. Special shipments will be made to Italian radio stations, fan clubs, etc.

Other new packages include the Boston Symphony under Charles Munch in Brahms' Symphony No. 4; Prokofieff 7th Symphony and "Overture Russe" by the Paris Conservatoire under Jean Martinon and the London Proms Symphony in an anthology of Franz Lehar
(Continued on page 12)

RICHMOND BLUEPRINTS OWN PROMO PROGRAM

NEW YORK — Richmond Records, low-price subsidiary of London Records, and now being operated as virtually a separate entity from London, is plunging into a hard-hitting exploitation and promotion campaign. The label is being headed in its own quarters by Herb Goldfarb, a charter staffer of the American London organization.

Up till now Richmond has been featuring re-releases of standard London material. Forthcoming is

Goody Creditors Play Along; Issue Confuses Dealer Ranks

Retiring Debt Via Weekly 30G Pay-Off

NEW YORK — Sam Goody's indebtedness to secured creditors is being retired at the rate of \$30,000 a week, it was revealed at a meeting of the Goody creditors' committee Wednesday (29). The original outstanding amount of more than \$350,000 owed the secured creditors has now been reduced to slightly over \$100,000.

Sales of the Goody 49th Street operations combining the main store, the annex, and Goody Audio were in the vicinity of \$335,000 for the month of March and approximately the same for April. Detailed inventory taking was in progress as of the close of business

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

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

In connection with the proposed opening of the Goody East store in Manhattan, Goody himself appeared before the committee, stating that the creditors would have first refusal as to whether they would allow the store to be opened by diverting part of the amounts owing them toward its opening
(Continued on page 12)

Business as Usual Stirs Competitors

By RALPH FREAS

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

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

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

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

LONGHAIR WINS

WFMT Gets Blue Chip Advertisers

By BERNIE ASBELL

CHICAGO — Rising recognition of classical music programming as a medium for blue chip advertisers was shown again this week by this city's top FM ailer, WFMT, programming serious works exclusively.

Marshall Field & Company, downtown quality store, broke its traditional ban on radio advertising, pacting for an hour each Saturday morning. Another quality store, Jerrems, which has never before used radio is taking an evening hour weekly.

For the past five years, WFMT, after several years of rough going,

has shown spectacular growth in audience size and commercial appeal. In an area where 37 radio stations compete for the public ear, WFMT has become the only FM programmer to win a spot in Hooper rating listings. In some hours, it has ranked fourth among all stations, AM or FM, during those hours nudging out the powerful NBC o.&o. outlet, WMAQ. One sign of the extraordinary listener loyalty of the station is its success in selling a program guide. At a subscription rate of four dollars per year, highest in the country, 20,000 families subscribe. The program guide, offered by some stations as a promotion device, is for WFMT a hefty money-maker.

The station has translated its success into time-sales to national advertisers unaccustomed to fussing with out-of-the-way media, such as oil companies, airlines, magazines and a railroad. The country's biggest savings and loan association, Talmann Savings, which specializes in good music time on AM stations as well, recently signed for 20 hours a week for three years, one of the biggest radio time buys in history. Two local utilities are now known to be negotiating for across-the-board hour-long strips.

Several record retailers, notably Discount Records during the past
(Continued on page 14)

Playboy Jazz Fiesta Hits Rental Snag

CHICAGO—Playboy Magazine hit a snag this week in its plans for a mammoth jazz festival here August 8-9 when it was served notice by the Chicago Park District that Soldier Field may cancel its rental. The mag is holding contracts for about two dozen top jazz names, including Stan Kenton, Duke Ellington, Louis Armstrong and Dave Brubeck.

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

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

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

Jr. Howard Joins Fugazy

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

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

Diskeries Ultra Promotion Conscious on DeeJay Meet

By JUNE BUNDY

NEW YORK — Record company promotion departments are working overtime devising attention-getting gimmicks for the Second Annual Radio Programming Seminar and Pop Music Disk Jockey Convention (sponsored by Storz Stations) in Miami this month—May 29, 30, 31. Stunts scheduled include taping facilities for artist interviews, bus trips for deejays' wives, and specially staged recording sessions.

At last year's convention in Kansas City, Mo., Columbia walked off with the bulk of promotional

honors, but this year indications are that both the major and indie labels will go all-out in competition for jockey attention.

Capitol Records, as previously announced, will stage special recording sessions in Miami with Peggy Lee and George Shearing. RCA Victor will set up a special suite, complete with recording facilities and photographers, during the entire convention.

Victor will make these facilities available to jocks for taping interviews with any of the artists attending the convention; while RCA photographers will shoot still

photos of the jocks with the recording stars.

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

For several years, CBS-TV performed a similar service for local TV stations at the National Association of Broadcasters Convention. The web shot interviews with
(Continued on page 14)

Majors Take Giant Steps To Bolster Singles \$\$

Competition, Indie Inroads Spur Victor, Col. Extramural Deals

By BOB ROLONTZ

NEW YORK — The bitterly competitive nature of the singles record business and the fact that the indie labels are constantly increasing both in numbers and in percentage of hits, has prompted major diskeries to take unusual steps to strengthen their singles. The most unusual steps of all were recently taken by RCA Victor with the pacting of Hugo Peretti and Luigi Creatore as independent a.&r. producers. Columbia's Mitch Miller only a few weeks ago also surprised the trade via his conversations with Jerry Lieber and Mike Stoller anent their coming up with occasional material and a.&r. work for various Columbia artists.

The Victor a.&r. deal with Hugo and Luigi is startling both for its audacity and its uniqueness, but it indicates the serious attention that the company is paying to the singles business. Altho Victor has the king of the single record sellers in Elvis Presley, it wants to have many other artists on the label with hits.

Own Producing Outfit

Hugo and Luigi have their own producing company at RCA Victor

Ram Deals Out-Hurok Hurok

NEW YORK — Buck Ram, the songwriter, manager, record producer and executive, is now on his way to becoming a Sol Hurok type of impresario. He is bringing over a group of 28 Maori Indians from New Zealand who sing (rock and roll included) and dance descriptive dances called "Hakis." Ram met them on his recent trip to Australia and New Zealand, where he accompanied the Platters on their down under tour. In addition to the Maori troupe, Ram is also managing a young Australian rock and roller named Johnny O'Keefe.

Ram's manifold activities these days include songwriting, making records for his own Antler label.

(Continued on page 12)

Concert-Disk Stereo Singles

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

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

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

Shapiro Plans New Brit. Pub

NEW YORK — Shapiro, Bernstein will open its own music publishing firm, Skidmore Music, in London shortly. Dick Volters, vice-president of Shapiro, Bernstein, is flying over to London on June 5 and will stay at the Savoy Hotel while setting up the firm. He is looking for a good music man to become managing director of the office.

called Hugo and Luigi Productions. And they have their own promotion staff and clerical help as well. Before they could be lured away from Roulette Records they demanded and received what the boys themselves call "a great deal of money in front." The separate corporation that was set up for the boys at Victor was budgeted, it is called, at close to \$300,000 per year for five years. Out of this H. & L. must pay their six promotion men, and their clerical staff as well as their own salaries.

The six promotion men, who cover New York, Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Chicago and St. Louis, work only on H. & L. Product. They do not work on other

Victor records, and Victor promotion men do not work on H. & L. records. The duo has set a release schedule of only two records per month, or 24 records a year, as a general policy. Only Hugo and Luigi decide on what product to release and when to release it. They are accountable only to Victor General Manager George Marek. All of the artists on the H. & L. label are new, altho they will sign a well-known artist if he is available and they think there is potential for the teen-age market. They will make albums with any singles artist who comes up with hits.

The Columbia overture to Lieber and Stoller has already resulted, it

(Continued on page 12)

Cap Offers Special May Discount Plan

NEW YORK — Capitol Records has formulated a 25 per cent discount plan designed to make it possible for dealers to make more profit than ever on product purchased between April 27 and May 29. Plan applies to both singles and albums, according to Max Callison, vice-president and national sales manager of Capitol Records Distributing Corporation. Termed "Operation 25," plan offers a 25 per cent cash discount to dealers and indie distributors who meet a quota. Not included is the stereo album, "What's New" (see separate story).

Callison outlined the qualifications as follows: 1) Dealers and indie distributors must meet a quota which equals their average monthly purchases of singles and albums during the first three months of 1959. 2) In the event the monthly average is less than similar purchases during May, 1958, the figures of that month will set the quota. 3) Dealers' accounts must be in current status; and payment is to be made in full by June 15.

Callison noted that the segment of a dealer's purchases that earns the 25 per cent discount will be in lieu of the diskery's regular 2 per cent cash discount and will not be included in the total net purchases under the 10 per cent exchange program. He also noted that "Operation 25" is offered to

all dealers, syndicate stores, rack jobbers and indie distributors, provided the latter extend the program to the dealers they serve. As to one-stops, Callison said they will be able to take advantage of the deal only insofar as album product is concerned. One-stops will continue to get existing privileges on singles via Capitol's 100 per cent exchange and 10 per cent discount plans.

At the close of business on May 29, "Operation 25" will be withdrawn, Callison said, and added that all dealer statements for May will be held open until that date.

Daniels Wins All 'Moonlight' Rights

NEW YORK — The United States Court of Appeals for the Second Circuit in an important decision last week (23) ruled in favor of the Charles M. Daniels Music Company on the renewal rights to the standard "Moonlight and Roses." In handing down its decision the Appeals Court decided in favor of Daniels Music's contention that the heirs of Ben Black, co-writer of the tune with Charles Daniels, had the right to assign their interests in the renewal of the tune to Daniels.

The case was brought before the trial court by way of cross motions for summary judgment. Miller Music and Daniels Music had disputed the ownership of the Ben Black portion of the renewal rights for a long time. Miller Music had signed in 1946 an agreement to acquire the renewal rights of Ben Black and his next of kin (his brothers). The Daniels firm had acquired the interests of Charles Daniels from the children of Daniels, there being no widow.

Ben Black died in 1950, and left a will under which certain of his nephews and nieces were made heirs. In 1952 Charles M. Daniels entered into an agreement with the heirs under the will of Ben Black, under which they acquired the Ben Black interest in the renewal copyright of "Moonlight and Roses." (When Black died, he left no widow or children.)

Miller Music brought an action against Daniels claiming that it, not Daniels, owned the renewal

UA Promot'n On All-Out Hit Push

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

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

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

"Big Miller" has been signed to record an album of songs written by Langston Hughes, the Negro poet. The LP will include selected

(Continued on page 11)

Col. Issues New Crosby Pic Single

NEW YORK — Columbia Records is issuing a Bing Crosby single this week from the flick "Say One for Me." Columbia has landed the sound track to the pic featuring Crosby and Debbie Reynolds. The score was penned by Sammy Cahn and Jimmie Van Huesen. Single record with Bing is the title song and "I Couldn't Care Less."

3 Majors Vie With Special Discount Plans

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

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

Decca, meanwhile, announced a plan of one free record for every five purchased, which amounts to a discount of 16 2/3 per cent. It's understood that all three plans apply to both monophonic and stereo merchandise.

Adams New ASCAP Prexy

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

Adams, author of hit songs "Little Old Lady," "There Are Such Things" and "What a Difference a Day Made," will be the first ASCAP president to return to that office after an earlier term, which he served from 1953 to 1956. Adams has been an ASCAP member since 1934, a member of the board of directors continuously

(Continued on page 12)

Victor Early May Agenda

NEW YORK — RCA Victor's early May pop album release includes Hugo Winterhalter's "Wish You Were Here," an album of Western - Cowboy music by the Ralph Hunter Choir, "The Wild Wild West," and two in the esoteric groove, "Orienta," featuring the Markko Polo Adventurers and Esquivel's "Exploring New Sounds."

Promotional push will include ads in leading consumer mags, ad mats, streamers, mounted covers for dealers, etc.

JD-ASCAP Delay Irks Roosevelt

By MILDRED HALL

WASHINGTON — Negotiations are still going on between Justice Department and ASCAP legalists on the terms of the Society's amended consent decree, and Representative Roosevelt is again getting a bit restive about the delay. The congressman confined his impatience to a progress query last week, but something stronger can be expected if matters are not finalized fairly soon.

Justice Department is believed to expect final smoothing of details in a short time, but whether the amended decree will emerge this week or later is anyone's guess.

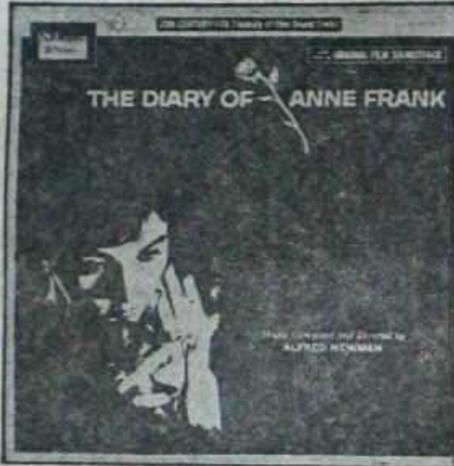
It is now close to a full year since negotiations were begun, in June, 1958, in the wake of Chairman Roosevelt's Small Business Subcommittee hearings on ASCAP membership complaints about the Society's voting distribution, survey, grievance procedures, and lack of records. Complaints were all said to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

A new concept in the amended decree could be for a more demo-

(Continued on page 9)

IN NAME! IN SIGHT! IN SOUND! BLOCKBUSTERS

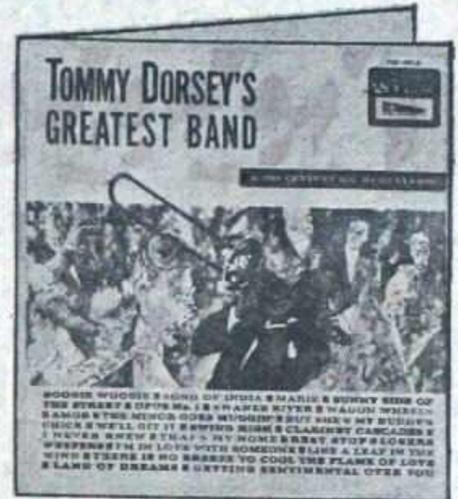
from **20th FOX**



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



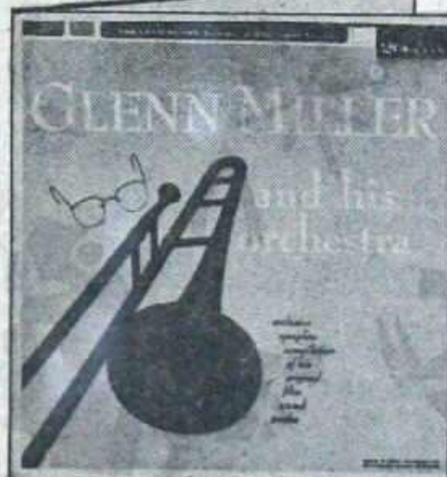
GERSHWIN PLAYS IN HI-FI AND STEREO—
EXCLUSIVE ON 20TH-FOX
FOX-3013 GEORGE GERSHWIN AT THE PIANO—The only high fidelity recording in existence of America's most renowned composer. Gershwin plays the complete "Rhapsody In Blue," "I Got Rhythm" and six other selections. Included is a historic rehearsal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



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

SWEETEST THING IN SIGHT AND SOUND

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



FINEST OF ALL GLENN MILLER'S RECORDINGS

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



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



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



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

THE COURT ROOM SCENE FROM COMPULSION, STARRING ORSON WELLES

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



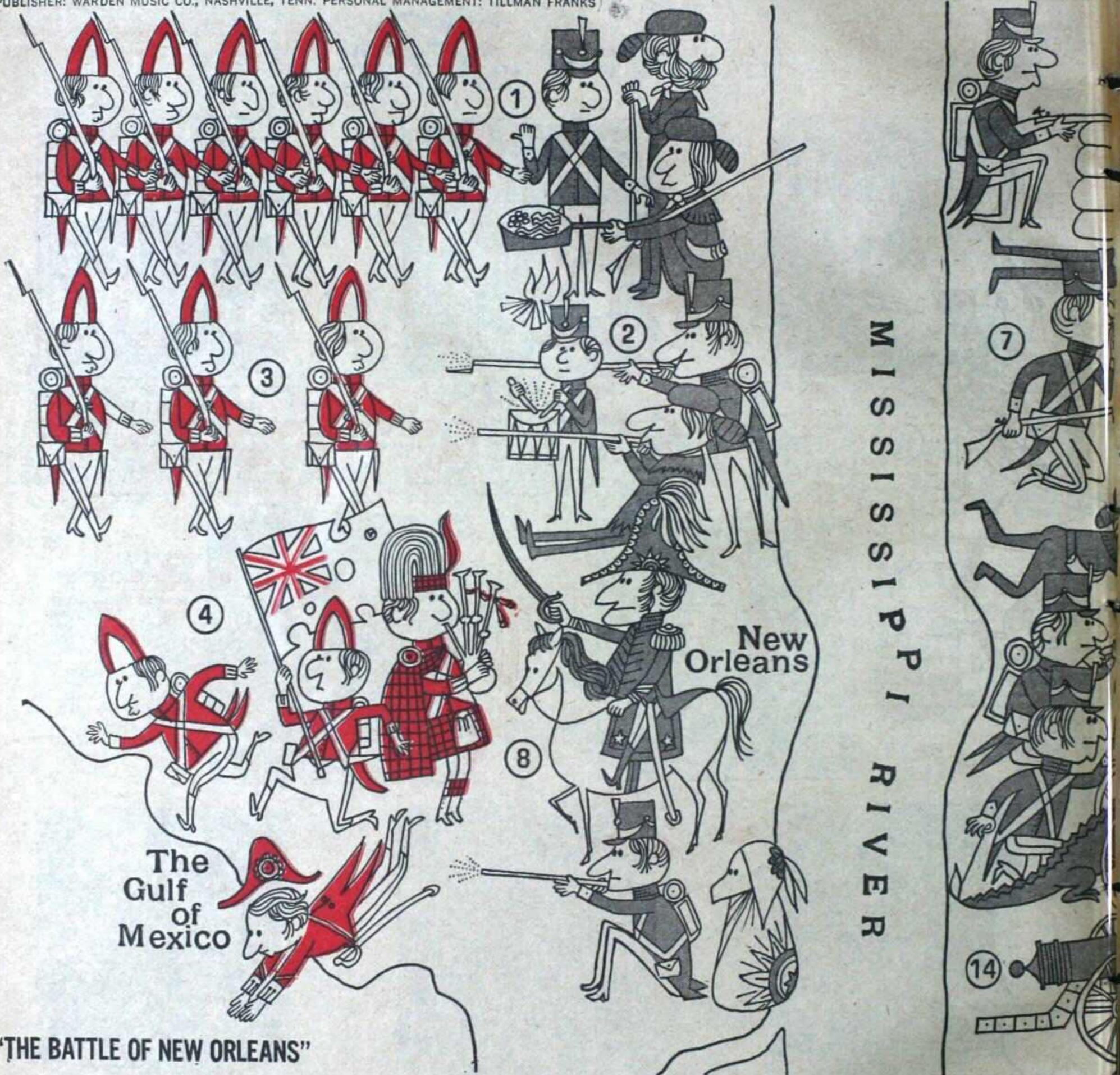
The Highest Standards of Sound Recording, Silent Surface Pressings.

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"THE BATTLE OF NEW

ROCKIN', STOMPIN', RUNNIN' TO THE NO. 1 SLOT ON THE CHARTS!

PUBLISHER: WARDEN MUSIC CO., NASHVILLE, TENN. PERSONAL MANAGEMENT: TILLMAN FRANKS



"THE BATTLE OF NEW ORLEANS"

In 1814
We took a little trip
Along with Colonel Jackson
Down the mighty Mississipp.

- ① We took a little bacon
And we took a little beans
And we caught the bloody British
In a town in New Orleans.
- ② We fired our guns
And the British kept a-coming.
- ③ There wasn't nigh as many
As there was a while ago.

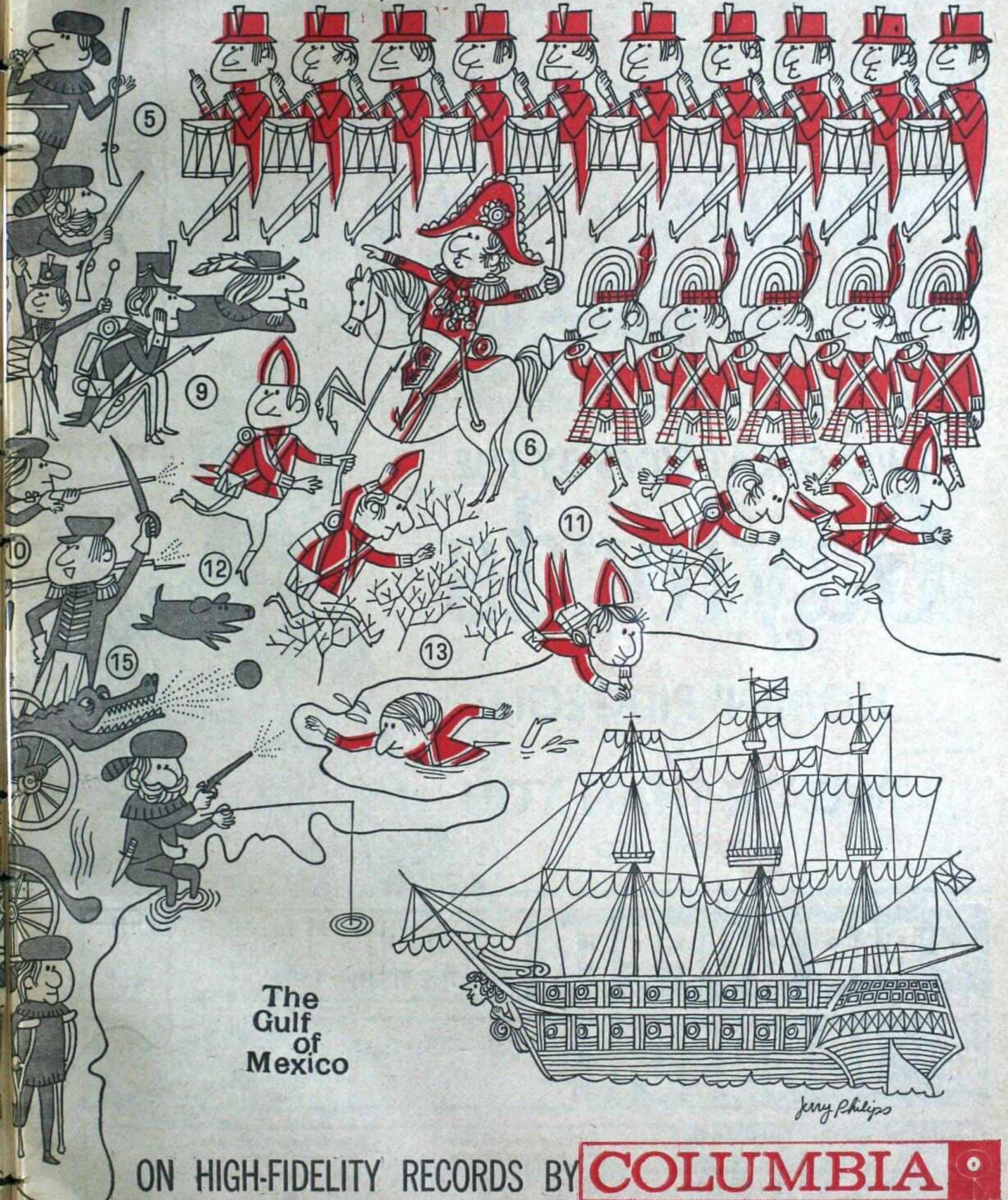
- ④ We fired once more
And they begin to running
From down the Mississippi
To the Gulf of Mexico.
- ⑤ We looked down the river
And we see'd the British come —
There must have been a hundred of 'em
- ⑥ Beating on the drum.
They stepped so high
And they made the bugles ring;
- ⑦ We stood beside our cottonfields
And didn't say a thing.

- ⑧ Old Hickory said
We could take 'em by surprise
- ⑨ If we didn't fire our muskets
Till we looked them in the eyes.
- ⑩ We held our fire
Till we see'd their faces well;
Then we opened up our squirrel guns
And really gave 'em ... well —
- ⑪ They ran through the briars
And they ran through the brambles
- ⑫ And they ran through the bushes
Where a rabbit couldn't go.

- ⑬ They ran so fast
That the hounds couldn't catch 'em
From down the Mississippi
To the Gulf of Mexico.
- ⑭ We fired our cannon
Till the barrel melted down.
- ⑮ So we grabbed an alligator
And we fought another round.
We filled his head with cannon balls
And powdered his behind
And when we touched the powder off
The-gator lost his mind.

ORLEANS" JOHNNY HORTON

CALL YOUR COLUMBIA DISTRIBUTOR NOW! 4-41339



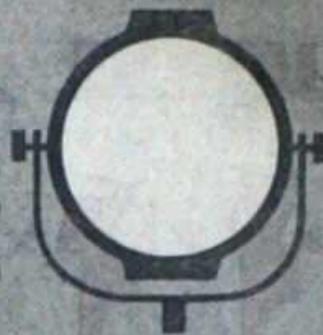
The Gulf of Mexico

ON HIGH-FIDELITY RECORDS BY **COLUMBIA**

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IT'S OFF BEAT!

BILLBOARD PICKS
(APRIL 27 ISSUE)



MAMA'S PLACE

by **BING DAY**

MERCURY 71446

TWO GREAT SIDES BY THE **Gaylords**

HOMIN' PIDGEON
B/W
SWEETER THAN YOU

MERCURY 71450



THE BIG BOPPER

THAT'S WHAT I'M TALKING ABOUT
and
IT'S THE TRUTH, RUTH 71451

KRIPP JOHNSON

ONE LAST TIME
71436



TINA SCOTT

YOU'LL NEVER WALK ALONE

71448

HOT 100 ADDS THIRTEEN

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

Delay Irks Rep. Roosevelt

Continued from page 4

oratic voting process in ASCAP. Complaints were heavy against the 1950 decree for allowing the "weighted vote," which permits board members a strong say in elections, distribution rulings, et al. The Roosevelt Subcommittee report questioned whether the vote, allotted by income (\$500 per vote for publishers; \$20 for writers), which permitted "concentration of 59.6 per cent of publisher votes in the hands of 12 publisher-board members," actually violated the decree's requirement of "democratic administration."

Practices Questioned

The subcommittee also questioned ASCAP adherence to these rulings of its 1950 consent decree, which are now presumably under negotiation:

1. The decree requirement that written records of classification procedures and grievance hearings be kept in writing, and be made available to any member on request.
2. That any member may appeal from final determination of his classification by ASCAP committee or board, to an impartial arbiter.

Since ASCAP permits only one appeal hearing per member in any given year, the subcommittee found this in violation of rights of appeal.

3. Decree required that records be maintained on classification and distribution actions of ASCAP committees. Subcommittee found "no verbatim transcript of testimony," and no basis given for decision in "majority of cases," in examination of board of appeals decisions for a period of over 5 years.

4. Decree ordered distribution be made to members on basis which gives primary consideration to performance, as indicated in an "objective" survey. Subcommittee report questioned efficacy of the ASCAP survey system, and the strong weight given seniority over current performance.

5. The 1950 decree requires that general basis of member classification for revenue distribution shall be set forth in writing and made available on request. Subcommittee questioned if ASCAP's various committee practices of putting rules into effect, even retroactively, without affording members hearing on rule changes or revisions, was

Como-Kleenex Victor Promo

NEW YORK—RCA Victor has set a new Perry Como-Kleenex promotion, according to Bill Alexander, diskery's advertising and promotion manager. The tie-in is a follow-up to the first promotion of 18 months ago. New promotion is built around an RCA Victor EP Highlighter called "Perry Como and His Friends." This will be couponed on more than 65 million Kleenex boxes and features six hits from RCA Victor's LP's, two of them Como's. Consumers may purchase the Highlighters at 55 cents.

Besides plugging the Highlighters on almost 70 million Kleenex boxes, Kleenex is supplying supermarkets with much point of sale material, including four-color displays, streamers, shelf-talkers, etc.

in keeping with decree requirements.

Also in this connection, the report questioned the non-objective basis for board rulings on certain uses of music, like theme songs, which resulted, in 1955, in 24 board members having interest in 63 per cent of the 608 compositions having highest performance ratings. Report noted that for "like use" of a song, one writer could get 1,000 credits, another only one, based on classification rulings.

Both sides of the current juke performance royalty struggle, soon to have hearings in the House Copyright Subcommittee, will comb the wording of the amended decree for ammunition in testimony on the Celler bill to end juke performance exemption in the copyright law, and in Senate hearings (yet to be scheduled) on the O'Mahoney bill to end exemption and double mechanical royalty on records used in juke play. (See Music Machines section.)

FLOWER KINGDOM REPORTS

Indies Build in Nippon; Visiting Artists Score

OSAKA, Japan — American artists and indie labels continue to make their appearance here, according to the latest island-wide round-up.

Label-wise, a spokesman said this week that nearly all of the well-known (American) indie labels are now released in Japan. The Victor Company of Japan, for instance, has just completed contracts with 20th-Fox, United Artists, Roulette and Montilla. Besides the above, Victor currently also has Dot, Atlantic, Seeco, Vox, Imperial and World Pacific. Incidentally, Nippon Victor also has the French Ducretet-Thompson and the Russian New World labels.

King Record Company, of Japan, which has London, Mercury and ABC-Paramount here, has just acquired Vanguard. One spokesman at least, takes a somewhat dim view of the practice of trying to handle many indie labels—especially in this extraordinary narrow island market. Inasmuch as they are handled only by one and same company, the number of records to be marketed monthly under each respective label will be extremely limited.

A wide variety of overseas artists have been in Japan recently on personal appearances. Country and western thrush, Wanda Jackson, whose "Fujiyama Mama," sold tremendously well here last year has been singing in principal cities with Japanese western-styled bands. One reviewer pointed out that "she is singing in very attractive Japanese kimono and is drawing packed audiences."

Famous Flamencan guitarist, Carlos Montoya is also here with

his Spanish dancer wife, Trianita. Nippon Victor will record him in its Tokyo studios. Charles Trenet just completed a one-month concert tour with 10,000 hearing him at his final concert in Tokyo Municipal Gymnasium. The Golden Gate Quartet has been here as has the Little Orchestra of New York.

Igor Stravinsky has just arrived in Japan to conduct the NHK Symphony in Tokyo and at the International Music Festival in this city. Andres Segovia will also appear at this festival along with the Alma Trio and Maria Legules.

In yet another development, Nippon Columbia has decided to release the original cast "Flower Drum Song" album in May. An observer predicted that "it is quite sure that the songs of Pat Suzuki and Miyoshi Umeki will cause a great sensation among young people here."

Richmond Promo

Continued from page 3

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

Another plan in the works is the release of a single on Telefunken. This will feature the noted German thrush, Gitta Lind, in a coupling of "Weisser Holunder," which has reportedly sold over a million in Germany, and "In Surabaya," a current hot pop item in that country. Fraulein Lind, sometimes called the Dinal Shore of Germany, is described by informed sources as being a "gasse."

Nothing stands in my way. Convention, here I come!

2nd annual international radio programming seminar and pop music disc jockey convention

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

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

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

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

Facilities for taping star-interviews for

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

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

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

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

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

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Name _____
Address _____
Station or company _____
Type of room _____
Rate desired _____
(Hotels of Bal Harbour start at \$10 daily for two. If you want to be in Bal Harbour, you must act now.)

HIS FIRST RELEASE ON



Two Sparkling Renditions of Film Tunes

LIBERACE

**THIS EARTH
IS MINE**

(From U.I. Picture)

and

GIGI

(The Academy Award-winning song)

#9-62112



Biz as Usual Stirs Competitors

• Continued from page 3

tailer. "It's all so insane, from any standpoint — ethical or monetary. He owes over \$3,000,000."

On the opening of the new store, this dealer said: "The new place is one block from Korvette's and they use records for traffic-building. They don't have to make money. They can murder him."

"On the subject of the advertised discounts," he added, "look what this does to prices generally. Sure, some of that stuff is 'cut-outs' but the public doesn't know it. How can we get full price when he advertises 50 off?"

Dealer wrath is not directed against Goody as much as it is against his suppliers. Major distributors themselves either have no comment or refer questions relating to the subject to Columbia Credit Manager, George Jay, who heads the Creditors' Committee. Jay's comment?—"I have nothing to say."

One dealer remarked that distributor salesmen report hearing such remarks as "Why should I pay my bills?" "Why should I support Goody?" and "We're financing our own destruction."

The smaller creditors are more candid. These indie diskeries freely admit that they are anxious to see Goody recover as quickly as possible. Their stated reasons are: 1) He's the best merchandiser in the business. 2) He stocked everything they produced in depth and moved it, and, 3) Most of them didn't get burned too badly. With one or two outstanding exceptions, they didn't get stuck for more than \$5,000 each. They hope for and fully expect Goody to get out of Chapter 11 by September.

Not So Optimistic

Goody's dealer competition isn't quite so optimistic about his fu-

ture. One dealer pointed out that he's losing his clientele.

"He can't buy new releases and stereo in the quantities he needs," one dealer pointed out, "and his inventory is weak. He needs repeat business. This could ruin him."

No one is more aware of this situation than Goody himself. He is allowed to buy new merchandise only up to 20 per cent of his sales. Recently, he ran out of Gielgud's "Ages of Man," "Red Head" and the stereo version of "Fair Lady." He has instructed his sales clerks to keep a record of sales he couldn't fill and he estimated he's losing about 10 per cent of sales not to mention repeat customers.

"We could have sold 2,500 to 3,000 addition 'Ages of Man,' if we could have gotten them," says Goody's manager, Abner Levin.

The situation puts the major distributors over a barrel. In order to recover anything, they have to keep him in business. If they want to keep him in business, they have to make concessions to him.

But then, there are the other dealers in town who make no bones about how they feel.

"We've learned who our competitors really are," said a more vocal dealer, one of the best known in mid-town New York. "It's the distributor. He's been playing both ends against the middle and we're laying plans to take care of him. Dealers are stupid to support the local distributor. We bigger dealers are buying out of town and we're buying cheaper. And we advise any dealer who has the cash to do the same. The conservative dealer feels like he's had his throat cut."

And that's the way the situation stands at present.

VICTOR BUYS EP DISTRIB RIGHTS TO CLOCK HIT

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

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

Soria Abroad For Disk, Pub Conferences

NEW YORK — Dario Soria left for Paris last week (1) for a three-week business trip. He will confer with Sir Thomas Beecham in London and with Herbert von Karajan in Milan on behalf of the Soria-RCA Victor series which will be launched in September. In Geneva, Paris and Italy, Soria will make plans for printing and packaging some of the special albums in the series.

While in Milan he will meet with the head of the publishing firm of G. Ricordi, for which Soria has been acting as special consultant for the past six months.

Experts Cue Bars Forum on License, Copyr't Problems

NEW YORK — At a forum meeting of the Federal Bar Association held last week (27), Professor Walter Derenberg, Alan Latman and George Schiffer spoke on "Legal Aspects of Character Licensing." Schiffer, of Orenstein, Arrow and Schiffer, spoke of the problems of realizing merchandising potential of literary characters, particularly those derived from musical works. He spoke about licensing the Three Chipmunks (Theodore, Alvin and Simon), and emphasized that a successful campaign should be planned before the basic property is marketed. He noted that a good character can open up such fields of exploitation as comic books, comic strips, children's books, etc. The Chipmunks have been licensed for use on 30 different products.

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

he favored passage of the Willis design bill intended to give broad protection to designs.

Professor Derenberg, of New York University and the firm of Alexander, Maltitz, Dereberg and Sullivan, stressed the greater availability of trade-mark protection since 1946 but stressed pitfalls concerning the licensor. He also spoke on peculiarities of foreign law as in Switzerland and Canada. These countries do not have our "service mark" concept and thus the name of a character can be appropriated by third parties. The forum was the last in the current series sponsored by the Federal Bar Association's Copyright Committee, of which MCA attorney Paul Sherman is chairman.

Roulette Promosh

• Continued from page 3

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

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

UA Promotion

• Continued from page 4

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

The label will also release its first spoken word, "God's Trombones," in the near future. "God's Trombones" is a collection of poems by James Weldon Johnson. Jazz drummer Charlie Persip appears in the recording. Scott presented "God's Trombones" in concert at New York's Town Hall last week.

NEW YORK — Urania Records has hired Roberta Kingsburg as assistant to Tom Frost, the label's a.&c. director. Appointment was made by Jack Maillard, vice-president and general manager of Urania. Miss Kingsburg was with Northern Music for three years prior to this new post.

MAKING THE BIG MOVE!



YOU'RE SO FINE

BY
THE
FALCONS
B/W
GODDESS
OF
ANGELS
UR 2013

UNART RECORDS
729 SEVENTH AVENUE • NEW YORK 19, N. Y. ■

Daniels 'Moonlight' Winner

• Continued from page 4

execute a will leaving his renewal rights to the heirs of his estate. Daniels also claimed that because Black did not survive the 27th year and because he did not leave his renewal rights to Miller, the Daniels' rights which came by the executor and the heirs under the will were paramount; and constituted the only existing rights to the Black interest in the "Moonlight and Roses" renewal copyright.

The Miller position was that the executor can take only what the testator gives him and that because the rights stem from the testator, the executor was bound by the agreement of the testator (Ben Black) with Miller Music.

Judge Bryon of the lower court wrote an opinion that Miller had purchased from Ben Black only his own expectancy in the renewal copyright which was an interest contingent upon Black surviving the 27th year and appropriate reg-

istration prior to his death. He said the statute does not differentiate between rights which it vests in the widow and children, the executor and next of kin successively. Judge Bryan then held that the executor who renewed the copyright during the 28th year of the original period took title to the Ben Black renewal interest which was assigned to the heirs under the will, which heirs assigned it to Daniels Music, and thus Daniels was the owner of the Ben Black renewal interest in the copyright. The Court of Appeals adopted Judge Bryan's opinion and affirmed the judgment of the lower court. Lew Dreyer argued the case for Charles Daniels; Julian Abeles of Abeles and Bernstein for Miller Music.

Buck Ram Deals

• Continued from page 4

and cutting masters for many other labels. At the moment Ram's tune "Only You" is becoming a big hit all over again by the Frank Pourcel's Ork, and his "Enchanted" with the Platters is moving fast. Ram is penning tunes for two movies, one the title song for "The Magic Flame," and the other a tune for the flick "Girl's Town," titled "Wish It Were Me." He is producing a picture himself titled "Only You" which will tell Ram's own life story and his career with the Platters.

He is now prepping a European tour with some of his talent which will feature Johnny Olean, Ray Scott, Benny Joy and Big John Taylor, the Flairs and the Fraternity Brothers. They will play eight weeks in Italy, Turkey, Greece, North Africa, Scandinavia, Israel and France. Unit is re-

Fickle Mkt. Challenges Dealers

• Continued from page 1

ordering early, at least on a limited scale.

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

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

ASCAP Prexy

• Continued from page 4

since 1944, and has served on many committees.

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

ported to get \$10,000 a week for eight weeks overseas. While in Europe Ram will cut the Romans, an Italian dixieland group. Ram will also spend a month in Japan in October along with the Platters.

Majors Take Steps

• Continued from page 4

is reliably reported, in one or two sides (as yet unreleased) that the boys have had a hand in. Whether an occasional disk by Lieber and Stoller will make an appreciable dent in the teen-age market remains to be seen. Meanwhile, the diskery has come up with hot singles by Johnny Horton and Billy Storm.

Capitol Records has let it be known that it is interested in all the outside masters it can lay its hands on. A few weeks ago, the firm let it be known that it would process all masters received for consideration within a few days, a real speeding up for the firm.

A while back it was being bruited about that the major-record firms were sitting back resting on the club business and album business and not caring too much about the singles market. The new determination with which the majors are approaching the singles field indicates that this is no longer true—in case it ever was.

Retiring Debt

• Continued from page 3

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

This statement met with something approaching consternation and incredulity. When the first shock wave had passed, it was decided to take the matter up again at another meeting Thursday (7). In the meantime, since the lease on the store was viewed as an asset, it was decided to okay a payment of about \$5,000 to the contractor on the job. It was also pointed out that the new store was expected to gross about \$3,000,000 a year.

Thrushes Eye Greener Hit Pastures

• Continued from page 1

road again became rough for the thrush and she is currently unaffiliated.

Teddi King, who has recorded for the Storyville label in her native Boston, and on M-G-M, was most recently with RCA Victor. Within the past month, Miss King signed with Coral Records. Another recent Coral acquisition is the wild, trombone-playing chanteuse, Lillian Briggs, a recent alumna of Epic.

Oddly enough, the hottest fem artist of the day is 13-year-old Dodie Stevens. The youngster, really an untried talent till now, has reached the No. 4 spot on the Hot 100 chart with her first disk, "Pink Shoelaces." Whether the age factor is an augury of things to come in the world of thrushes is anybody's guess. It's a sure bet, however, that the ebb and flow of girl singers from label to label is likely to continue in the constant quest for the elusive hit.

Lanza Tops

• Continued from page 3

waltzes. The three packages will receive national magazine advertising.

Four of the diskery's best-selling monaural Red Seal packages will be available in May in stereo. These include the Heifetz-Reiner-Chicago Symphony performance of the Brahms Violin Concerto, two Boston Pops-Arthur Fiedler recordings, and "Till Eulenspiegel," by Fritz Reiner and the Vienna Philharmonic. These four packages will also receive national mag promotion.

Pro Aid for Culture Center

• Continued from page 1

York, to head an eight-member "Committee on Concept."

York, to head an eight-member "Committee on Concept."

Here in Washington, chairman Fleming's 30-man board has elected an executive committee to include: himself as chairman; Corrin Strong, vice-chairman; Daniel W. Bell, Leonard Carmichael, David E. Finley, Ralph E. Becker, and Mrs. Jouett Shouse, among others. Mrs. Shouse, chairman of the President's Music Committee, has recently issued the first International Music Calendar for 1959.

Back-to-back Television hit!

ANNETTE

singing

"Lonely Guitar"*

(originally featured on the popular Zorro TV segments)

and

"Wild Willie"

(see and hear Annette introduce "Willie" on the Danny Thomas CBS-TV Show Monday, May 11th)

Vista F-339

On the current Best Seller LP lists



"ANNETTE"

BV-3301

* Originally coupled with "Jo-Jo"—NOW by popular DJ and dealer demand, forced to re-couple for another hit single.

BUENA Vista A division of Walt Disney Music Co., Burbank, Calif.

Cash In On
This Box Office
Bonanza
From
Walt Disney's
Hilarious
Motion Picture
"SHAGGY DOG"



"SHAGGY DOG"

Disneyland WDL-3044

List Price \$3.98

FOR THE MONTH OF MAY ONLY . . . \$2.98

Now Available as a
Pop Single In
FULL COLOR SLEEVE
"SHAGGY DOG"
By Roberta Shore
Disneyland F-123



Disneyland Dealers: Contact your distributors immediately and take advantage of the excitement "SHAGGY" has created!

ELECTRIFYING

You Ain't Heard
Nothing Yet . . .
Until You've Heard

RONNIE HAWKINS



"ONE OF THESE DAYS"

and

"FORTY DAYS"

R-4154

The Greatest Visual Act Ever Recorded

Already seen on

ALAN FREED
SHOW
WNEW-TV

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SHOW
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WATCH
THE DICK CLARK SHOW
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MAY 9

THE JIM GALLANT SHOW
WNHC-TV
MAY 7-8

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ROULETTE

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

"PLEASE, LORD, BLESS MY ONE AND ONLY LOVE" —a sweet ballad
 "SWEET MANIA" —another "Down Home Rag"
 "BABY THAT'LL GET IT" —fascinating
 "DOWN MISSOURI WAY" —smooth & rhythmic
 "BATTLESHIP KATE CHA CHA" —Kate's back with a cha cha beat
 "HONOLULU CHA CHA" —the cha cha hits Hawaii
 "FINE, FINE, FINE" —the chick clicked
 "IF THE WORLD IS ROUND" (It's Crooked Just the Same) —so true—so true
 "DON'T STOP LOVING ME NOW" —with a beat

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

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.

TV REVIEWS

St. Louis Memorable 2-Hour Seg

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

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

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

Bob Rolontz.

Too Many Vocals Mar Kelly Show

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

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

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

Kelly's dance interpretation to a poem written and recited by Carl Sandburg did not quite come off. Nelson Riddle's "Coffee-House Ballet" provided the dancer and the ensemble with a strong piece of material, and Kelly's dance duet with himself was clever.

Had there been more emphasis on dancing, rather than devoting a good portion of the hour to vocal numbers, the show might have shaped into one of the most entertaining this season.

Howard Cook.

Chevy Country Show

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

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

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

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

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

Diskeries' Ultra Promotion

Continued from page 3

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

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

Scheduled as a panel discussion is "Promotion Men Can Work for You," with veteran record promotion man Buddy Basch as a panelist. One of the most famous promotion men in the country, Russell Birdwell, will address the Sat-

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

Dick Linke (personal manager of Andy Griffith, Tommy Leonetti and others), who staged the big show at the Convention in Kansas City last year, will produce the all-star affair again this year, at the Americana Hotel, on Saturday night, May 30. The show's line-up will include Pat Boone, Peggy Lee, Count Basie and — possibly — Perry Como, plus a raft of other big names.

WFMT Blue-Chip Advertisers

Continued from page 3

year, have been hefty time buyers, dipping into manufacturer's co-op allowances.

The station's audience appeal appears to be largely the result of its policy of giving a hard time to the advertisers who are now rushing in. Owner-manager Bernard Jacobs makes the unusual claim that he has refused more advertising than he has accepted. Recorded commercials are barred. All messages must be read "in a conversational tone" by a staff announcer. Copy must be shorn of intrusive phrases. Phone numbers, for example, may not be repeated.

In 1957, the station won the DuPont award for offering the

most distinguished creative public service, competing against all AM and FM stations. Last year it copped the Edison award for the best service to youth.

Seven years ago, Jacobs' unorthodox method of setting audience above advertiser, almost put him out of business. He had to broadcast an appeal for funds directly from listeners. Some \$17,000 was collected. This was such an eye-opener that a few advertisers ventured a dabble in the medium, some of them enjoying spectacular responses, notably Talman Savings. Today the station's time rate of \$150 an hour and \$27 a spot is the highest FM-rate in the nation.

NIGHT CLUB REVIEW

Jane Morgan a Winner at Plaza

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

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

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

Bob Rolontz.

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

"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"
BOURNE, INC.—ABC MUSIC
 136 West 52nd St. New York 19

Operators, Dealers—Join the
"PEARL"
LAUGH PARADE
 Best of Pearl LP's—also singles.

Best to you, Operators and Dealers,
 and Thanks from
Ann & Larry Vincent
PEARL RECORD CO.
 Playa Records
 El Vee Music Publ. Co.
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802 Arlington
 Park Hills, Covington, Ky.

From the M-G-M CinemaScope Production
"THE MATING GAME"

The Mating Game

ROBBINS MUSIC CORPORATION

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

The Jockey

Quarterly Programming Guide
 featuring a special slick-stock
Disk Jockey
 Convention-in-Print
 Insert Edition

May 25, 1959

**More and Better
 Record Programming**

ARN RADIO
 SIGHT ON
 TARGET
 A. E. — Sincerely
 and Warmly
 yours,
 A. E. — Sincerely
 and Warmly
 yours,
 A. E. — Sincerely
 and Warmly
 yours,

Another Special
 May 25 Billboard Feature . . .

published in conjunction with the
 Pop Music Disk Jockey Convention,
 May 29-30-31,
 Americana Hotel, Miami Beach

**Million-Sellers
 of the
 Top Artists**

England's #1 Instrumental
SIDE SADDLE
 Showing Up Strong Here With—

- RUSS CONWAY on Capitol (No. 1 Disc in England)
- JOHN BUZON TRIO on Liberty
- FREDDY MORGAN on Challenge
- FERRANTE & TEICHER on ABC-Par.
- SCOOBIE & DOOBIE on Climax

MILLS MUSIC, INC.

ADMEN of every kind ENDORSE
THE BILLBOARD
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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

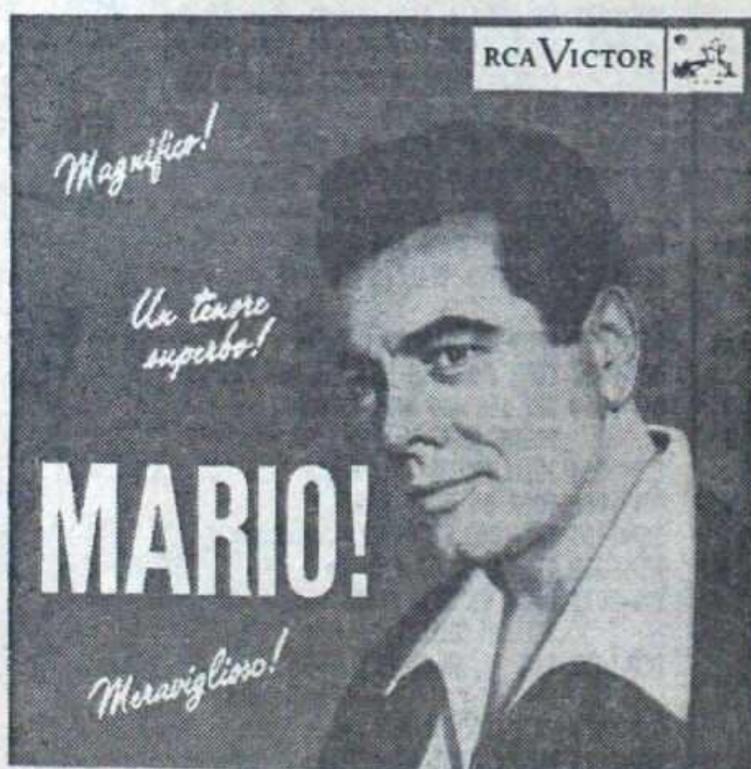
- DEP-1021 MELODIES OF LOVE (Vol. 1)—Billy Vaughn
 DEP-1022 MELODIES OF LOVE (Vol. 2)—Billy Vaughn
 DEP-1026 JOHNNY MADDOX PLAYS CRAZY OTTO
 DEP-1049 PAT BOONE SINGS
 DEP-1053 "PAT" ON MIKE—Pat Boone
 DEP-1054 PAT BOONE SINGS SONGS from
 "FRIENDLY PERSUASION"
 DEP-1055 A DATE WITH PAT BOONE
 DEP-1056 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

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**OTHER BRAND-NEW RED SEAL MONEY-MAKERS
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A Stereo "first" from RCA Victor! Munch, Boston Symphony give this major concert work a brilliant performance. Brahms "standard" plus latest and greatest audio equals sales!



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Complete performances of Lehar's finest waltz creations, in richly-textured orchestrations. Includes The Merry Widow, Gold and Silver, four others.



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

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

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

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

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- NBC Radio Network "Monitor" spots • 7,000 promotion spots on local radio stations • Complete coast-to-coast Disc Jockey campaign
- Consumer ads in The New Yorker, Time, Ebony, Esquire, Playboy, Photoplay, The New York Times and New York Post • Local newspaper ads
- Statement stuffers • Blinker Box • Day-Glo Streamer • 30" x 30" full-color Blow-ups • All-out Publicity Campaign

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



New Webcor Stereo Tagged at \$37.95

CHICAGO — Webcor invaded more strongly the low-priced field of manually operated stereo portables, with two new phones, both of which set a new low for previous Webcor pricing and also stand out as among the lowest priced in the entire portable playback field. Both, too, offer a new sweeping modern design in the cabinetry, with the actual cabinet housing the unit not the normal rectangular or square, but rather a futuristic angular design of either portable cabinet side. In addition, the top of the portable, housing the turntable and turn arm, is of a turret-top design, replacing the conventional square or rectangular top.

CROSBY DEAL

Granco Set For Stereo FM Output

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

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

Unique Idea In Speaker Systems Bows

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

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

The end-table cabinets themselves are of "heavy wood" construction with a Formica lamination. Available in walnut, mahogany, or blonde finish, they are tagged at \$39.95. Impedance of system is eight ohms.

Audio Fidelity Takes Telefunken To Chicago Show

NEW YORK — When the Parts Show opens in Chicago, May 18, Audio-Fidelity will be on hand with their new Telefunken line. Firm was recently appointed exclusive distributor in the U. S. for Telefunken Professional Products (The Billboard, April 27).

Representing the firm at the Audio Fidelity booth will be the firm's topper, Sid Frey, and his chief engineer, John Mosley. Some A-F disks will probably be on hand, but only for demo purposes.

The self-contained Melody at \$37.95 list sets a new price low for the local firm's two-channel portable manuals and is under anything on the market except Traveler's carry-able unit. The Lark, at \$39.95 is another radical innovation pricewise, for it offers a three-piece portable unit, with the speaker units detachable from the front of the master playback unit. Each unit has a four-foot connecting cord or both speakers can be detached and are equipped with hooks so they can be hung on the wall. Both units come in two different two-tone color combinations, four-speed flocked turntables with 45 r.p.m. adapters, individual volume controls and four-inch speakers. Bud Letzter, sales manager, said both units are being shipped now.

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

Firm Debuts New Speaker Catalog

NEW YORK — Electro-Voice has created a new catalog as a guide to their many speakers, enclosures and speaker systems. Printed in several colors, the Catalog 134 also has an introduction to stereo sound and shows how speakers should be placed for proper stereo sound distribution.

Dealers may write to the firm's Buchanan, Mich. headquarters for copies.

HAVE RECORDER, WILL TRAVEL

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

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

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

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

Capitol Aids Stereo Sales

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



Capitol Sets Disk Bonus On Phonos

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

Albums include top Cap pop sellers (i.e. Nat Cole, Frank Sinatra, etc.) plus Angel and Capitol-of-the-World product.

Offer applies to Capitol's model 836 (\$389.90), model 834-1834 (\$329.90) and model 838-1838 (\$459.90).

New D. C. Disk Shop Decorates for Sales

By MILDRED HALL
WASHINGTON — The newest, most glamorous record store here in the flossiest of the town's new buildings, is bright and airy, with the emphasis on availability of every kind of music on record. For listening, the new Disc Shop will have two stereo rooms in the

finished basement, and three booths upstairs.

The new Disc Shop, in the Universal Building, frankly caters to carriage trade, but will accommodate every buyer from the most serious to the teen-ager who wants Elvis. Convenience and elegance are expressed thru cool, silvery woodwork, and a decor that includes plenty of greenery.

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

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

Magnavox Sets Speaker Line

FORT WAYNE, Ind.—Magnavox, previous to now a factor only in packaged hi fi and stereo playback, this week elaborated on its initial venture into component parts, which was disclosed last week (The Billboard, April 27). Stanley S. Sondles, assistant secretary of Magnavox and veteran chief of its commercial speaker sales wing, told The Billboard that Magnavox, which has marketed packaged TV, radio and playback, only thru its own selected dealers, will sell the line of eight speakers sans baffles or enclosures to any qualified dealer. Sondles explained that Magnavox has available for commercial purchase over 250 speakers, but he has selected only the most popular eight as the start of the audiophile line.

Lower Prices On Pic-Frame Speakers

SKOKIE, Ill. — Audio Artists, Ltd., which bowed a line of custom-made "talking pictures" recently, has added a lesser-priced standard series of the speaker enclosures which are contained within a three-inch deep picture frame, complete with hand-screened illustration on imported linen.

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

Jensen Aid Ready

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



STYLUS PRESSURE GAUGE is being marketed by Clevite-Walco. Priced at \$1.50, the gauge can measure pressure from one gram to 10 grams, with half-gram variations in between. Firm expects gauge to be a hot item among stereo fans.

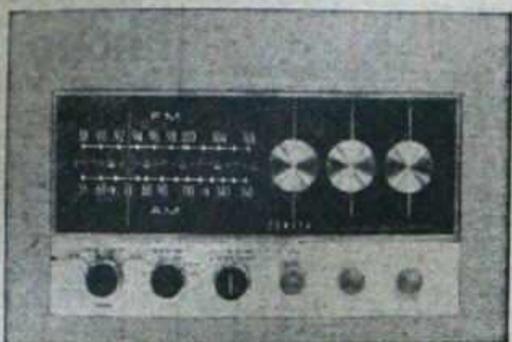
Coming Soon The Billboard's May 18 ELECTRONIC PARTS DISTRIBUTORS SHOW Edition

with a full schedule of special features on
The Stereo Story: what it has accomplished
... its present status ... its future prospects
... including detailed treatment of the subject as it relates to Packaged
Phonos ... Components ... Conversions ... Loudspeakers ...
Cartridges ... Tape ... Stylii ...

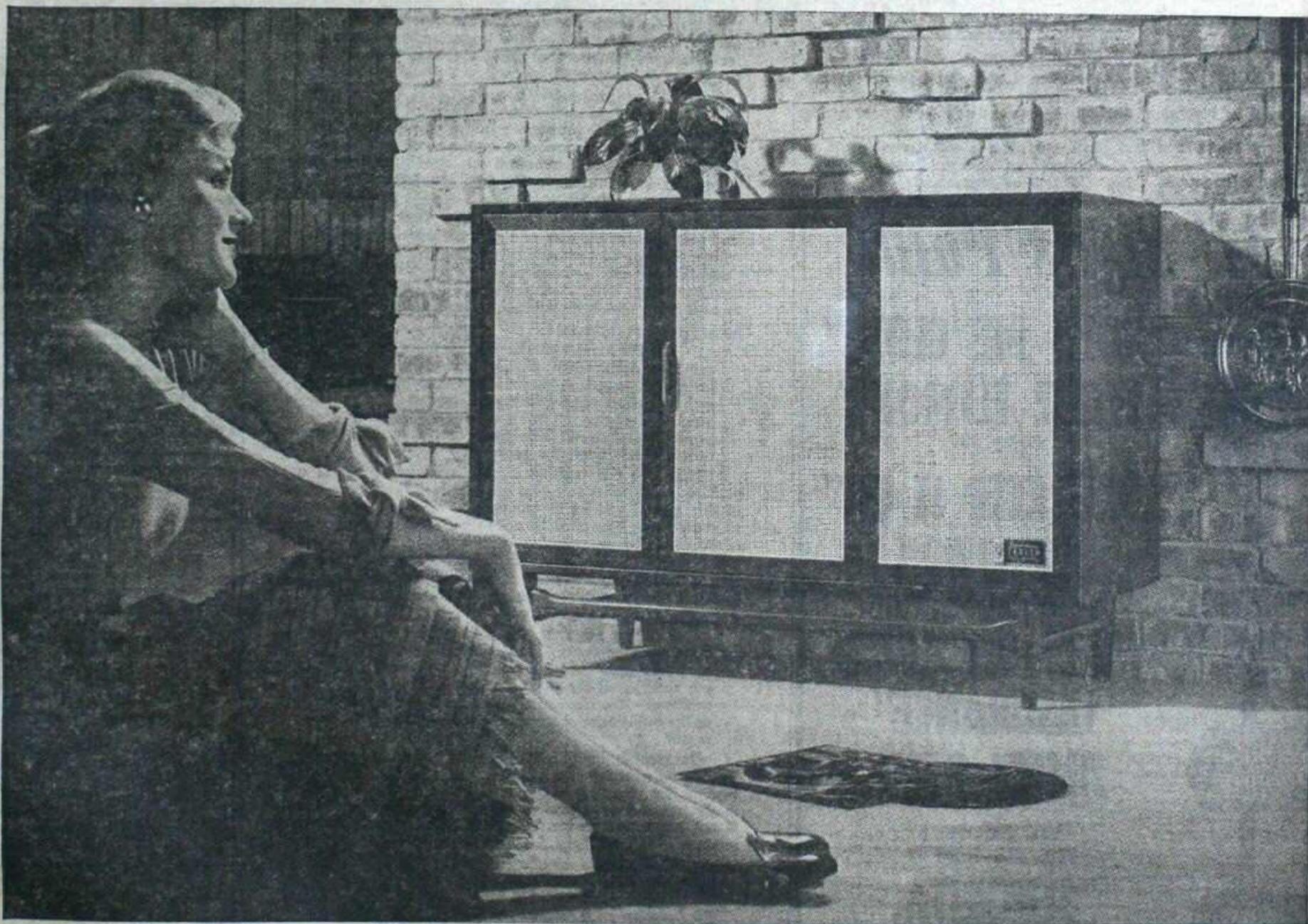
Full distribution to the complete attendance at the

ELECTRONIC PARTS DISTRIBUTORS SHOW

Conrad Hilton Hotel, Chicago, May 18-21



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



Above is the Zenith Crescendo, a full stereophonic high fidelity instrument self-contained in a single console, with Zenith-quality FM/AM radio. Has LC crossover

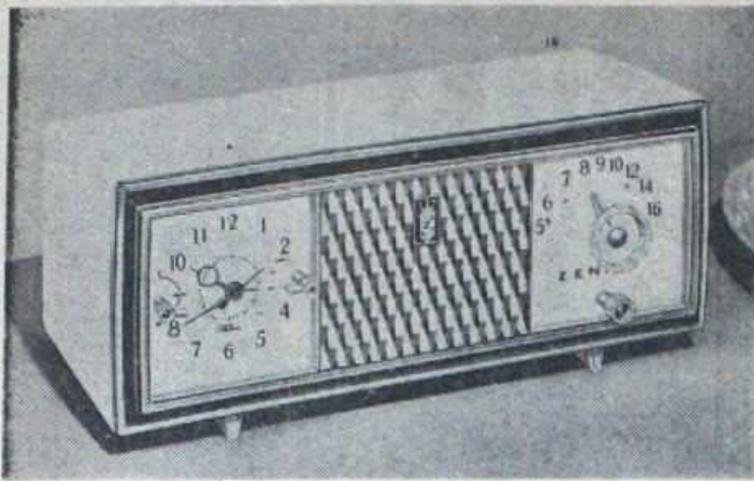
network, Zenith's exclusive Cobra-Matic® Record Changer and Cobra® Tone Arm. In walnut veneers and solids or in ebony color, Model SF2570, \$700*. Other

full stereophonic consoles from \$299.95.* Stereophonic-equipped models with remote speaker systems, which you may add now or later, from \$159.95.*

ZENITH
 ZENITH RADIO CORPORATION,
 CHICAGO 39, ILLINOIS, The
 Kingdom of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 40 years of leadership in radio and electronics. *Manufacturer's suggested retail price. Slightly higher in the Southwest and West Coast. Prices and specifications subject to change without notice.

ZENITH

*The quality goes in
 before the name goes on*



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

Monthly Sales Stimulator Set For Retailers

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

Form Pressing, Recording Firm

NEW YORK — Components Corporation, Denville, N. J. firm, is forming a recording division, according to an announcement from Jerry Minter and Jack Matthews.

Minter is known in the audio

New Tuner Has Muting System

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

Other features include "feather-ray" tuning eye, multiplex output jack, "long distance" switch, and flywheel tuning. Unit carried a \$105.50 tag.

field as the developer of the Hydro-feed Lathe and belt-driven turntables. Matthews has been in charge of disk recording for Reeves Sound Studios.

Matthews will supervise the recording service. Prices are available on request.

Audio Feedback

By RALPH FREAS

ABOUT TAPE CARTRIDGES

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

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

WHO'S CONFUSED?

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

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

DEALERS, TOO, AT FAULT

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

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

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

REALISTIC POSITION

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

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

AND FINALLY

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

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

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

POSITIVE APPROACH

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

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

Alpha-Sonic Bows Custom Phono Units

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

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



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

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—Pops, \$9.00; Classical, \$7.00, or write for sample copies. Single copies for non-dealers—\$2.00 each.

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

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

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

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WADE FLEMONS

veejay 309

HITS-VILLE

"JUST KEEP IT UP"
DEE CLARK

abner 1026

HITS-VILLE

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INSURANCE"
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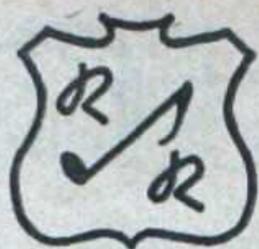
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MY "QUIET VILLAGE" "VILLAGE"

b/w

"Red Dress"

RR 26 Monaural • RR 25 Stereo

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

JOSE CRANSON
Personal Management
A & R for Darla Hood



COMING SINGLE RELEASE

Marc Santoni
"SUMMER"

"TOO WELL REMEMBERED"

S-2

COMING ALBUM RELEASES

"FOR THE BRIDE & GROOM"

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

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

Orchestra conducted by Ray Whitaker

"SENSATIONAL SOUNDS
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Thanks, to our distributors
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PAUL BEAVERTechnical Director

D. C. Shop Decorates for Sales

• Continued from page 18

or by particular labels such as London and Westminster. Folk and country and Latin American music have a long counter directly beneath the wide expanse of plate-glass frontage. Popular albums of musicals and standards stun the eye in a mural of album covers along the side wall.

In the two aisles of browser boxes is a "Stereo Center," across from the service counter. Here is a handy bank of hit singles, a needle microscope, and the almost continuously demanding phone. Downstairs, still in process of construction are the two stereo rooms, with comfortable settees, and air conditioning.

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

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

What's Inside

Another plea from Danziger is for titles that tell what's inside. A customer with literally hundreds of choices in front of him, looks at something called "Starlight Concert" and hasn't the faintest idea of what it contains. "Dealers wish the manufacturers would not mislead the public with fancy titles. Every album title should have definite indication of what's inside. Too many customers, faced with a vague album title, will pass it up."

There are always a number of clerks around to help when needed. Danziger help has to know music thoroly, and be able to talk it with the customers. The sell is strictly "soft," and discreet. Part of the operation is a fast mail-order service.

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

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

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

Bell Rumored Ready on RCA-Type Player

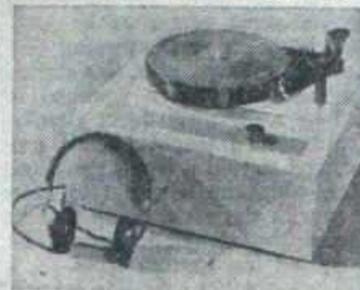
COLUMBUS, O.—Though the rumor could not be confirmed, it was reliably reported that Bell Sound Systems here would perhaps be the first or second firm to actually market an RCA-Victor type stereo tape cartridge playback deck. RCA-Victor is reported right on the brink of delivery of its own magazine-type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

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

Counter Top Stereo Demo Unit Shown

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

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



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

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

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

Stromberg Amp Is Loaded With Stereo Features

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

The "Stereo 60" is a complete stereo amplifier and pre-amplifier and pre-amp, with each channel giving 30 watts rated power, and peak power handling capacity of 60 watts in each channel.

The "Stereo 60" uses the "Stereo

Arvin Going Fully Stereo

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

"Tone Balance" signal, which introduces an audible signal into each channel, so that the two channels can be balanced in the operating environment. Separate bass, treble and volume controls for each channel, and master gain control, give flexibility to suit room acoustics and listener's preferences. And a "phantom output" (mixed A and B) for three-channel stereo is included on the selector switch.

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VOX JOX

By JUNE BUNDY

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

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

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

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

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

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

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

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

CHANGE OF THEME: Charles Lancaster, recently released from the service, has returned to WLBK, Lebanon, Ky., as program director-deejay; while jock Bruce Lankford (of the same station) has taken on the additional duties of news director. . . . Phil Stone, veteran deejay at CHUM, Toronto, Canada, has been appointed full-time director of the station's public service and live talent departments. He is dropping his afternoon record show, but will retain his 6 p.m. sportscast.

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

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

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

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

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Lonely for You' Hits for Stites

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

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

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

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



Falcons Soar With 'You're So Fine'

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

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

The Falcons enjoy listening to records. Their own favorite groups are the Coasters, the Drifters and the Midnighters. Rice likes to go dancing in his spare time. Stubbs and Lloyd fish for a hobby. Scofield and Finnie play basketball. The group will be seen nationally on the "American Bandstand" on May 13.

YESTERYEAR'S TOPS—

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

APRIL 30, 1949

1. Cruising Down the River
2. Forever and Ever
3. Red Roses for a Blue Lady
4. Careless Hands
5. "A"—You're Adorable
6. Sunflower
7. Far Away Places
8. So Tired
9. Again
10. Some Enchanted Evening

MAY 1, 1954

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

DISTRIBUTOR NEWS

By HOWARD COOK

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

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

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

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

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

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

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

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

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

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

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

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

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—Ray's Record Dept., Elmira, N. Y.

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

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

Some customers ask us to be sure to have AUDITION every time for them.—Christy Music Center, Dunkirk, N. Y.

We give AUDITION away to our best customers.
—Everetts Music Co., Washington, Ia.

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



STEREOPHONIC DISKS

LISTED BY LABEL

- POPULAR
- JAZZ
- CLASSICAL

LATEST STEREO NOTES

LISTINGS

OF NEW ALBUM RELEASES
POPULAR—CLASSICAL—JAZZ

LIST OF BEST SELLING ALBUMS

CLASSICAL—POPULAR—JAZZ

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() 200 copies.....	\$12.00.....	9¢ on each copy

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MUSIC AS WRITTEN

By BOB ROLONTZ

BOB RUSSELL SWINGING

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

BIG THREE MOVES

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

LITTLE BOPPER ARRIVES

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

New York

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

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

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

Roulette Bids Nat Tarnopol To A.&R. Slot

NEW YORK — Nat Tarnopol, who manages Brunswick artist Jackie Wilson, has joined Roulette's artist and repertoire staff department. He will handle a group of Roulette artists and function basically in the singles department, altho he will also cut albums with any artists he develops himself.

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

At Roulette, Tarnopol will record Frankie Lyman, Pearl Bailey, Johnnie Strickland, Tiny Tim and the Hits, the Techniques, and Patti and Margie. Meanwhile, the exec is looking for material and new artists.

Request Ups Production

NEW YORK — Request Records has stepped up its production of both stereophonic and monaural disks. And the firm has appointed a flock of new distributors. These new jobbers are: Advance Distributors, Chicago; R. & D. Distributors, New Orleans; Record Merchandising, Los Angeles; Juan Martinez Vea, San Juan, Puerto Rico.

Choate to C.&C. Seattle

SEATTLE—Lew Choate, former manager of Decca's Northwest branch, has joined C.&C. Distributing Company here as head of the firm's sales and promotion staff. He succeeds Bob Reisdorff, who will continue his association with C.&C. but will devote his full time to Dolton Records. Sharon Shaffer, Reisdorff's assistant, transfers to Choate's department.

50 MORE JOIN LABEL PARADE

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

Acousticon Records, care of Laurie Records, 1775 Broadway, New York; Anna Records, 5139 St. Antoine, Detroit; Artia Records, 600 Fifth Avenue, New York 20; ASI Records, care of Acousta-Sound Inc., 3131 Western Avenue, Seattle; Bergen Records, 110 Deeren Pike, Little Ferry, N. J.; Buddha Records, Box 10522, St. Petersburg, Fla.; Cajam Records, 4469 Delmar, St. Louis; Carol Records, care of London Records, 539 West 25th Street, New York; Carthay Records, 1614 North Argyle Avenue, Hollywood 28; Circle Records, care of Tradewind Publishing Company, 107½ Super Street, Houston 11; Classic Editions, 719 Tenth Avenue, New York 19; Duds Records, 1150 Austin Highway, San Antonio; Empire Records, care of Bayou Record Productions, Box 6305, Shreveport, La.; Ermine Record Company, 1074 West Division Street, Chicago; Finch Record Company, 120-24 178th Street, Jamaica 34, N. Y.; Headline Records, 135 West 55th Street, New York; Jodi Records, 4103 Palisades Avenue, Union City, N. H.; Kelley Records, care of Coast Records, 2534 West Pico Blvd., Los Angeles 6; Key Records, 8213 Rosanoke Avenue, Takoma Park, Md.; Kool Records, 8029 Gulf Freeway, Houston; Label Records, care of Masters Releasing, 30 East Tupper, Buffalo 3; Lad Records, 730 Fifth Avenue, New York; Lucky Seven Records, care of Bayou Record Productions, Box 6305, Shreveport, La.; Maine Records, 729 Seventh Avenue, New York 19; MMC Records, Box 967, Madison 1, Wis.; Panorama Records, 250 West 57th Street, New York; Pat Records, 601 McDode Street, Bossier City, La.; Peak Records, care of Rhythm Records, 208 North Broad Street, Philadelphia 2; Rakrik Records, care of Allied Artists, 1560 Broadway, New York 36; Rox Records, 11420 Babbitt Avenue, Granada Hills, Calif.; San Records, Bon Aqua, Tenn.; Shammy Records, 405 South 9th Street, Nashville; Sick Records, Box 1479, Honolulu 6; Skoop Records, Box 995, Nashville; Snag Records, care of Sanama Music, 142 West 8th Street, Jacksonville, Fla.; Southfield Records, care of Gene Parson Publications, 7023 Oxford Street, Oaklawn, Ill.; Speed Records, 229 W. Gray, Houston; Stylo Records, care of Dub International, 5024 Club Road, Little Rock, Ark.; Tagg Records, care of Wayne Neil, Box 281, Hamilton, Ala.; Tradewind Records, 186 South Broadway, Lawrence, Mass.; Tropical Records, 1350 North Highland Avenue, 1350 North Highland Avenue, Hollywood 28; Troy Records, care of Jubilee Records, 1721 Broadway, New York 19; Trump Records, P. O. Box 167, Clovis, N. M.; Venture Records, care of Renown Records, P. O. Box 1674, Durham, N. C.; Versailles Records, care of Duke Niles, 1650 Broadway, New York; Vertigo Records, 727 North Kedzie Avenue, Chicago; X-Power Records, Box 192, Millville, Penn.; Wren Records, care of Ampat Distributors, 1501 Broadway, New York; Wynne Records, care of Star Satellite Records, 2407 South 10th Street, Philadelphia 48.

Paray Album Tops Merc's May Issue

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

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

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

Former mono releases now coming in stereo feature Sarah Vaughan, Patti Page, the Harmonicats, Lou Stein, Jan Marek, the Vienna Light Opera Ork, Jon Hall and Pierre Chalet and his ork.

Classical items, previously available in mono, include three disks by Paray and Detroit, Antal Dorati with the London Philharmonic, Dorati with the Philharmonica Hungarica, Howard Hanson and the Eastman-Rochester Orchestra, and Frederick Fennell with the Eastman Wind Ensemble.

ON THE BEAT

By REN GREVATT

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

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

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

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

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

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

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

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

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

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

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

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

**ONE Listing in The Billboard HOT 100 Is
Worth a THOUSAND WORDS!**

ROBBIN' THE CRADLE

BY

TONY BELLUS

NRC 023



The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING APRIL 25

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

This Week		Last Week	Weeks on Chart
1.	Gigi	2	44
	Sound Track, M-G-M E 3461 ST		
2.	Peter Gunn	1	13
	Henry Mancini, RCA Victor LPM 1956		
3.	From the "Hungry i"	3	12
	The Kingston Trio, Capitol T 1107		
4.	77 Sunset Strip	6	3
	Warren Barker Ork, Warner Bros. WB 1289		
5.	Have Twangy Guitar, Will Travel	5	14
	Duane Eddy, Jamie JLP 3000		
6.	Come Dance With Me	4	12
	Frank Sinatra, Capitol W 1069		
7.	Still More Sing Along With Mitch	8	7
	Mitch Miller, Columbia CL 1283		
8.	Exotica, Vol. 1	—	1
	Martin Denny, Liberty LRP 3034		
9.	The Kingston Trio	13	24
	Capitol T 996		
10.	My Fair Lady	10	161
	Original Cast, Columbia OL 5090		
11.	The Buddy Holly Story	14	2
	Coral CRL 57279		
12.	Open Fire, Two Guitars	7	13
	Johnny Mathis, Columbia CL 1270		
13.	South Pacific	9	58
	Sound Track, RCA Victor LOC 1032		
14.	Flower Drum Song	12	17
	Original Cast, Columbia OL 5350		
15.	Film Encores	18	78
	Mantovani, London LL 1700		
16.	Near You	11	11
	Roger Williams, Kapp KL 1112		
17.	The Music Man	16	62
	Original Cast, Capitol WAO 990		
18.	Sing Along With Mitch	15	43
	Mitch Miller, Columbia CL 1160		
19.	Inside Shelly Berman	20	2
	Verve MG V 15003		
20.	Johnny's Greatest Hits	22	53
	Johnny Mathis, Columbia CL 1133		
21.	Billy Vaughn Plays	—	1
	Dot DLP 3156		
22.	Continental Encores	—	1
	Mantovani, London LL 3095		
23.	For LP Fans Only	24	6
	Elvis Presley, RCA Victor LPM 1990		
24.	Tchaikovsky: 1812 Overture	—	3
	Minneapolis Symphony Orch., (Dorati) Mercury MG 50054		
25.	Ahmad Jamal	—	9
	Argo LP 636		

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

LOOK TO YOUR HEART

Frank Sinatra—Capitol W 1164

The tunes in Sinatra's latest sure-fire album are a collection of some of his past disk clicks. Ballads and swingers are included. Sales prospects, of course, are the highest. Good cover photo of the artist is a natural display item. Sound is excellent. Selections include "Same Old Saturday Night," "The Impatient Years" and "Look to Your Heart."



PORGY AND BESS (2-12")

Ella Fitzgerald & Louis Armstrong—Verve MG V 4011-2

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



Pop EP Albums

SOME LIKE IT HOT!

Marilyn Monroe—United Artists UAE 10005

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



Jazz Albums

BASIE ONE MORE TIME

Count Basie Ork—Roulette R 52024

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



Jazz Special Merit Albums

DIZ 'N' BIRD IN CONCERT

Dizzy Gillespie & Charlie Parker—Roost LP 2234

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



(Continued on page 34)

ELLA FITZGERALD

LOUIS ARMSTRONG



PORGY & BESS



THE MAGNIFICENT PERFORMANCE BY
 ELLA FITZGERALD AND LOUIS ARMSTRONG



WITH MUSICAL BACKGROUND BY RUSSELL GARCIA

IS A POWERFUL BLENDING OF



MUSICAL GENIUS AND

SOULFUL INTERPRETATION. THIS RENDITION

OF THE GREAT AMERICAN

FOLK OPERA BY GEORGE AND IRA GERSHWIN AND DUBOSE HEYWARD

PROVIDES AN EMOTIONAL EXCITEMENT YOU WILL WANT TO EXPERIENCE

OVER AND OVER THROUGHOUT THE YEARS.

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

MONAURAL STEREO
 MG V-4011-2 MG VS-6040-2



451 N. CANON DRIVE, BEVERLY HILLS, CALIF.

DISC JOCKEYS!...
 Send for your special
 DJ copy of Porgy & Bess!

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

• *Continued from page 32*

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

MELODY

**The Capitol Symphony Orch. (Dragon)—
Capitol SP 8476**

STEREO & MONAURAL

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



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

**Pittsburgh Symphony Orch. (Steinberg)—
Capitol SP 8475**

STEREO & MONAURAL

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



**PROKOFIEV: PETER & THE WOLF; HAYDN: TOY
SYMPHONY**

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

STEREO & MONAURAL

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



BRAHMS: SONATAS FOR VIOLA & PIANO

**William Primrose, Viola, & Rudolph Firkusny, Piano
—Capitol P 8478**

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



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

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

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



-----**Solo Instrumental Albums**-----

BEETHOVEN: PIANO SONATAS

Myra Hess, Piano—Angel 35705

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



-----**Spoken Word EP Albums**-----

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

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



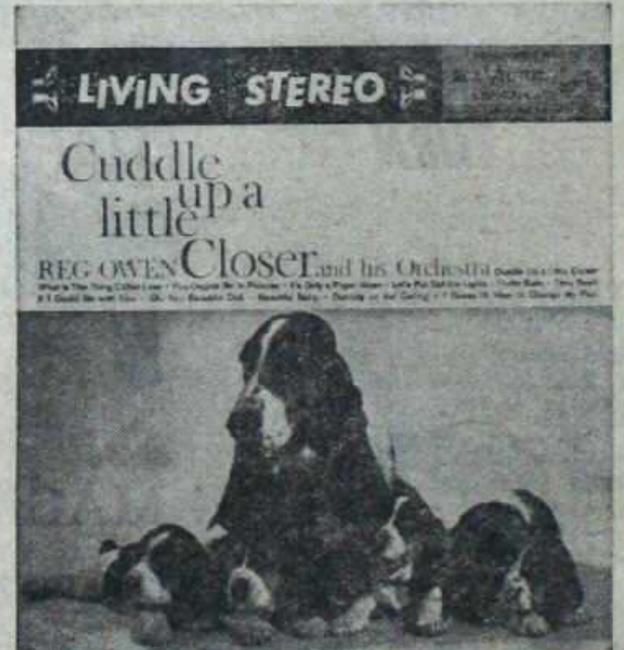
**The Billboard BEST SELLERS
ON THE RACKS**

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:

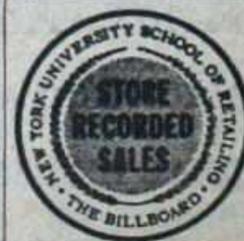
BEST-SELLING EP'S

POSITION	TITLE	ARTIST, COMPANY, RECORD NUMBER
1	PETER GUNN	RCA Victor EPA 4333
2	RICKY SINGS AGAIN	Ricky Nelson, Imperial EP 159
3	THE FABULOUS JOHNNY CASH	Columbia EPB 12532
4	THE EVERLY BROTHERS' BEST	Cadence CEP 111
5	STILL MORE SING ALONG WITH MITCH	Mitch Miller, Columbia EPV 12831
6	HYMNS	Tennessee Ernie Ford, Capitol EAP 2-756
7	JAILHOUSE ROCK	Elvis Presley, RCA Victor EPA 4114
8	KING CREOLE, VOL. 1	Elvis Presley, RCA Victor EPA 4319
9	KING CREOLE, VOL. 2	Elvis Presley, RCA Victor EPA 4321
10	HANK WILLIAMS SINGS	Hank Williams, M-G-M EPX 1101

ALBUM COVER OF THE WEEK



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



Best Selling Pop EP's

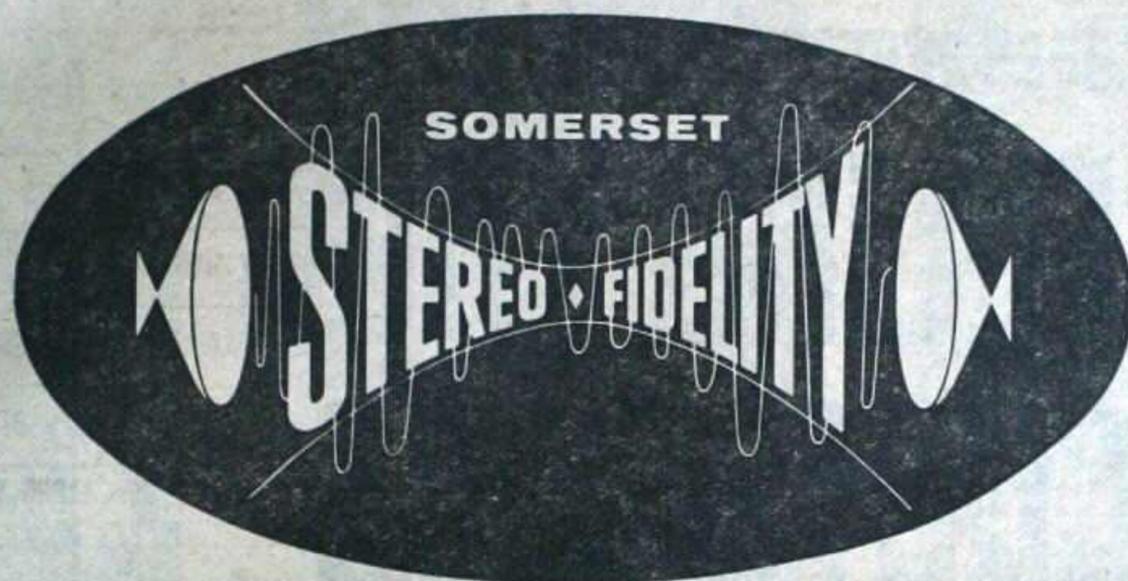
FOR SURVEY WEEK ENDING APRIL 25

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

DEALER RELEASE!!

FROM



OPERATION GRAVEYARD BURIES YOUR DEAD STOCK.

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

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

CALL YOUR NEAREST "OPERATION GRAVEYARD" UNDERTAKER

EASTERN DISTRIBUTORS

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

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

Associated Records
76 Tolland Street
E. Hartford, Conn.

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

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

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

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

General Dist.
2329 Penna Avenue
Baltimore, Md.

Mangold Dist. Co.
2212 W. Morehead Street
Charlotte, N. C.

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

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

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

Records, Inc.
790 Commonwealth Avenue
Boston, Mass.

Record Sales Corp.
1070 Union Avenue
Memphis, Tenn.

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

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

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

MIDWEST DISTRIBUTORS

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

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

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

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

WESTERN DISTRIBUTORS

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

Big State Dist.
1550 Edison Street
Dallas, Tex.

Calmar Dist. Co.
18 N.E. 48th Street
Oklahoma City, Okla.

Central Record Sales
2100 W. Washington Bouvelard
Los Angeles, Cal.

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

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

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

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

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

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

Walter Slagle & Co.
725 Broadway
Denver, Colo.

Stanley Dist.
235 Westlake, North
Seattle, Wash.



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

MAY						
S	M	T	W	T	F	S
.....	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31

this month

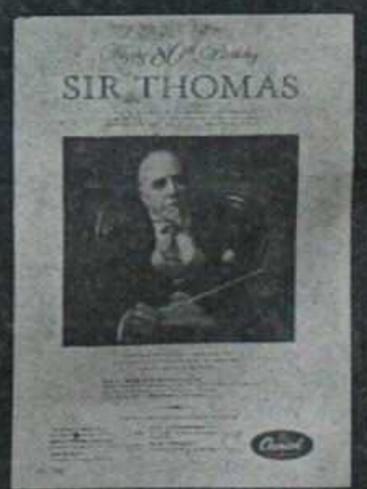
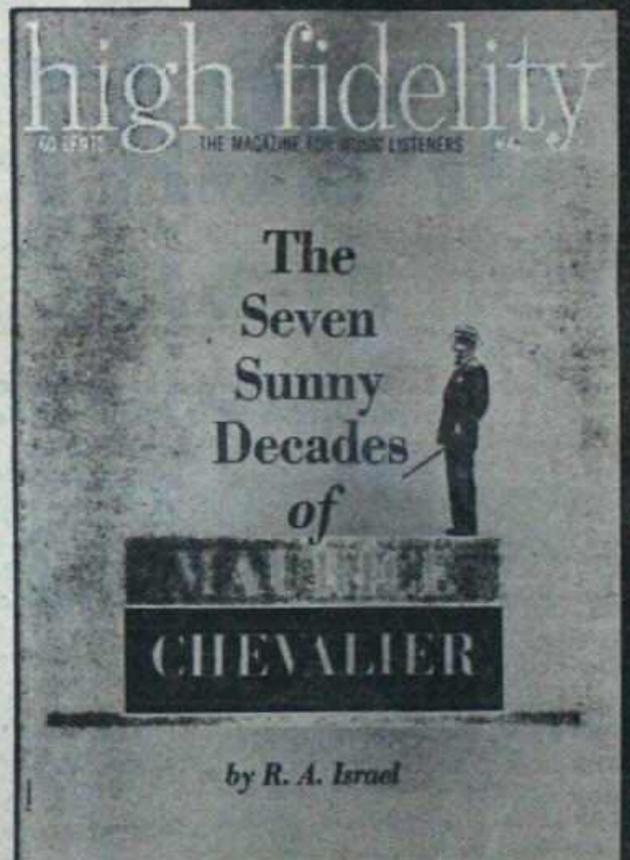
all of these aggressive labels are

PRE-SELLING YOUR BEST CUSTOMERS

with advertising in America's strongest music magazine

HIGH FIDELITY'S influence as a record-buying force is well known. That's why most aggressive and promotion-minded record manufacturers make it a special point to include High Fidelity as a regular and consistent part of their consumer advertising program. They know that HIGH FIDELITY readers are among the most active, ardent record buyers in the world. For example: based on latest documented readership data, the typical HIGH FIDELITY reader will buy 66 times more LP's than the average American adult. And, all in all, HIGH FIDELITY'S basic audience will be responsible within the next 12 months for the purchase of almost 8,500,000 LP's valued at close to \$23,000,000!

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



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

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

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

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

high

RCA VICTOR

the sound is so lifelike, you'll be on stage with the stars

COLE PORTER
with
RCA VICTOR
STEREO RECORDS

THE ONLY SINGERS WHO
GIVE YOU
STEREO
RECORDS
OF THE
BEST
OF
THE
MUSIC
BUSINESS

RCA VICTOR

COLUMBIA

PAUL ROBESON
WOLFE JEFFREY MANTZ
DR. JOE KAS SUGGESTS
STANLEY KRAMER'S
ROMANCE
ON 57th STREET

ANTHONY J. PICTURES
WALTER STEREO
RECORDING SERIES
FRANK SINATRA
SING ALONG

COLUMBIA

HIGH FIDELITY
EPIC
RADIAL SOUND

As you know, there are 14 gold fields
in the world, and only one in the
United States. That's why you should
invest in the only gold mine in the
country.

EPIC

RCA
CAMDEN

YOUR BEST VALUE IN
LIVING STEREO
IS ON
RCA CAMDEN

ONLY \$2.98 EACH RECORD

RCA CAMDEN

Mercury
RECORDS

At
That Sweet Sound

Mercury

Westminster
HI-FI

Four Great Premieres on
WESTMINSTER

GERSHWIN
PROKOFIEFF
SCARLATTI
WEISGALL

KAPP
RECORDS

He plays the words, as well as the notes

ROGER WILLIAMS
MORE
FABULOUS
PICTURES

KAPP RECORDS

HIFI RECORD

A whole
new world
of sound
HIFI

HIGH FIDELITY RECORDINGS

FOLLOWING ARE OTHER RECORD COMPANIES
WHICH ARE SUPPORTING DEALERS WITH
ADVERTISING IN MAY HIGH FIDELITY MAGA-
ZINE (using less than full page space):

- Angel Records • Argo Records • Audio Fidelity Records • Carlton Records Corp. • Decca Records • Folkways Records • Janus Records • Liberty Records • London Records • M-G-M Records • Remington Records • Richmond Records • Roulette Records • Seeco Records • Vanguard Recording • Vox Productions, Inc. • Washington Records

**DEALERS Get in on this
2-WAY PROFIT-MAKER TODAY!**

Hundreds of dealers are now selling HIGH FIDELITY Magazine to their customers every month and benefiting in these two important ways:

- (1) Make extra money! Each issue you sell brings you a 100% profit . . . and the more you sell the more you make!
- (2) Get more record customers . . . sell more records! Offer HIGH FIDELITY in your store. Your customers will thank you for introducing them to it . . . they'll buy more records . . . and you'll do more business than ever!

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

fidelity

THE MAGAZINE FOR MUSIC LISTENERS

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

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

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand
★★★★—Very Strong Sales Potential—Essential Inventory

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

POPULAR ★★★★★

★★★★ JUST A DREAM
 Jimmy Clanton. Ace 1001
 Clanton has a big following in the pop singles field, and this LP spotlights the dreamy, rockabilly style which made him a teen-age favorite. In addition to the title tune—his big hit single—the lad warbles four songs from his forthcoming Alan Freed movie, "Go, Johnny, Go" in which he plays the title role. A strong package for the rock and roll set.

★★★★ MEYER DAVIS PLAYS "RED-HEAD" FOR DANCING
 RCA Victor LPM 2039
 Excellent program of dancing music from the Broadway show "Redhead." The music moves beautifully in the famous society orchestra leader's popular dance tempo. Although the individual tunes are not extremely notable, the score is fresh and melodic. Bouncy versions of "Just for Once," "I Feel Merely Marvelous" and "The Uncle Sam Rag." Attractive cover of Gwen Verdon in scene from the show. Artist has strong appeal. Prime sales potential.

★★★★ THE PLAYMATES CUTTIN' CAPERS
 Roulette R 25068
 The Playmates devote themselves to a wholly original set of 11 numbers (not a standard among them, praise be) and some are clever indeed. These all are of the special material, night club type of song which the boys have written for their act. The general novelty approach is not unlike that in their recent hit, "Beep Beep." Fans should like this.

★★★★ A-ONE, A-TWO—1 2 3—THIS IS LAWRENCE WELK (2-12") Coral CX 3

This two-record set of the Welk aggregation showcases the band as a whole, plus its various groups and soloists. This, then, is the complete Welk, just about as complete as could be. Entire band does such numbers as "Moritat," "The Poor People of Paris," "Liechtensteiner Polka," and there are specialties by Alice Lon, Pete Fountain, Larry Hooper, Lemmon Sisters, etc. A lot of entertainment for Welk fans.

★★★★ BILLY DANIELS AT THE STARDUST, LAS VEGAS MGM E 3762

One of the great club entertainers of our time, Bill Daniels has so much personality that only a limited amount can be projected via disk. It's enough, however, to convincingly sell such emotional numbers as "Tenderly," "Begin the Beguine," "Temptation" and "Star Dust." The album was recorded at the Stardust in Las Vegas, and the audience reaction is present for those who like realism.

POPULAR ★★★

★★★ THE DIARY OF ANNE FRANK
 Music Composed & Directed by Alfred Newman. 20th Fox 3012
 This package spotlights the haunting film score (composed and directed by Alfred Newman) for the movie version of the tragic real-life story. The film is a solid box office success which should help sales. Some of the sides would be good programming for dreamy late night jock sessions.

★★★ P.S.—TONY PASTOR PLAYS AND SINGS SHAW Everest SDBR 1031 & LPBR 5031

Excellent stereo sound marks this melodic collection of oldies introduced by Artie Shaw. Pastor sings engagingly and his orchestra work swings solidly. Selections include "Begin the Beguine," "Frenesi," "Traffic Jam," etc.

★★★ DANCE AND STAY YOUNG David Carroll Ork. Mercury SR 60027

Carroll serves up bouncy, lighthearted instrumental treatments of nostalgic standards. Selections—all featuring a danceable—albeit gentle—beat include "I Can Dream Can't I," "Louise," and "Lullaby of Broadway."

★★★ IRVING FIELDS WITH THE FABULOUS TOUCH Gone 5003

A package of standards done as cha-cha's by pianist Fields and his trio. Fields is a fine keyboard technician, and his knowledge and understanding of the Latin rhythms is extensive. Dancers will like this album.

Material includes "Begin the Beguine," "St. Louis Blues," "Blue Skies," etc.—all in cha cha pattern.

★★★ WELCOME MATT DENNIS Arranged & Conducted by Sy Oliver. Jubilee SDJLP 1108

STEREO & MONAURAL

Dennis' distinctive style with fine orchestra support from Sy Oliver's orchestra is used to noticeable effect on a fine group of standards. He has a smart sound that is perfectly highlighted by the good arrangements. It's an excellent programming set. His fans will go for this. Selections include the album title tune, a Dennis original, "You'd Be So Nice to Come Home to" and "Check to Check." Good prospects.

★★★ TAMMY GRIMES Off Broadway OB 401

Tammy Grimes has an intriguing selection of tunes which were recorded during a recent stint at Julius Monk's Downstairs. She's bright and brassy on the novelties and warm and winning on the ballads. Backed by pianists Stan Keen and Carl Norman is excellent. The smart, tasteful set is worthy of exposure. Lovely cover photo of Miss Grimes is an asset.

★★★ HONKY TONK PIANO Moe Wechsler. Roulette R 25069

With the assistance of banjo, bass and drums, Moe Wechsler makes things jump with lively renditions of a group of old favorites in barrelhouse piano style. This kind of treatment seldom has been given to the likes of "Loch Lomond," "My Bonnie," "How Dry I Am" and "Sweet Adeline." Some more recent favorites also get the treatment, including "Heartaches," "I Ain't Got Nobody," "Japanese Sandman" and "Maple Leaf Rag." Honky tonk fans should like Wechsler's technique.

★★★ LAWRENCE WELK FEATURING LARRY HOOPER Coral CRL 57260

A broad range of material, with Hooper singing the vocals. Material includes Hooper's hit "Oh Happy Day," plus such diverse pieces as the novelty, "Minnie the Mermaid," "With a Little Bit of Luck," "The 4th 'R'" (Religion), etc. Good sound.

★★★ SAY IT WITH FLOWERS Ronald Binze Ork. RCA Victor LSP 1890 & LPM 1890

STEREO & MONAURAL

Delightful disk of many moods with a program chosen for the names of flowers in the tunes—"Tiptoe Through the Tulips," for instance. Orchestral arrangements are both sweet and lively. A pleasant program thruout. Recommend as a change of pace from current radio fare.

★★★ DANCE, DANCE, DANCE Don Redman & All Stars. Urania USD 2001

STEREO & MONAURAL

Don Redman, one of the great dance band arrangers in the golden days of swing, has gathered together a group of mainstream all-stars for this new set. The men, who include such names as H. Edison, C. Hawkins, W. Bradley, T. Glenn, H. Jones, P. Francis, etc., swing thru a group of standards with vigor. The tunes include "If I Had My Way," "You Turned the Tables on Me," and "Coffee Light." Stereo effect is good.

★★★ HAWAIIAN LUAU William Kealoha Ork. Roulette R 25066

Most appealing background music is presented here with the Hawaiian-Polynesian flavor. The complement includes steel and rhythm guitars and an occasional solo trumpet in such familiar melodies as "Little Grass Shack," "Little Brown Gal," "Lovely Hula Hands," etc. Quality background music, it's relaxed and most pleasant for accompaniment to your own luau (feast).

★★★ FLAMINGO SERENADE The Flamingos. End LP 304

A dozen good standards here, at least some of which have not yet received the

saturation treatment on recordings. The numbers are slow and pulsing for the most part with the triplets heard in the backing for practically all. Some are not unlike the disks of the Platters with the dramatic lead against the support of the group. "Love Walked In," might well be a logical single. Programmable stuff on tap here.

POPULAR ★★

★★ THAT WONDERFUL MUSICAL DO-RAY-MI TRIO Stereo-O-Craft RCS #08

STEREO & MONAURAL

The Do-Ray-Mi Trio, an entertaining act that has been doing well in night clubs over the past two years, bring their happy style to wax with listenable readings of a group of standards. The group sells each tune with plenty of side comments and talk. In many ways the trio is close to the old Louis Jordan group. Tunes include "Route 66," "On a Slow Boat to China," and "Blue Skies." Stereo is excellent.

★★ MY DARLING Carlo Savina Ork. RCA Victor LSP 1912 & LPM 1912

STEREO & MONAURAL

Slow tempo orchestral versions of favorite ballads ("Ain't She Sweet," "About a Quarter to Nine," "Wanted," etc.). Sweet string section adds special appeal in arrangements that sparkle. Not a stereo showpiece but that second channel adds much to the music.

★★ THE GIRL IS YOU, THE BOY IS ME Carlo Savina Ork. RCA Victor LSP 1913 & LPM 1913

STEREO & MONAURAL

A package of romantic ballads—all instrumentals—done with a quiet, lush quality. Intent is to capture in music the eternal romance implicit in the album title. Material comprises standards, as "My Time Is Your Time," "Am I in Love," "When the Swallows Come Back to Capistrano," etc.

★★ HOLIDAY FOR HARP The Daphne Hellman Quartet. Columbia HL 7167

Diverse program of standards, popular tunes and folk songs in a swingin' style display versatility of the harp as a popular music instrument. Backed nicely by the Daphne Hellman Quartet, thru the fine arrangements of Jimmy Sturtis, the harpist swings brightly thru such varied tunes as "Swingin' Shepherd Blues," "Blue Tango" and "Syncope'd Clock" and medley called "Swingtime in Scotland" including "The Campbells Are Coming," "Comin' Thru the Rye" and "Loch Lomond." Good buy for hi fi fans and nice novelty material for the DJ's.

★★ AND I STILL LOVE YOU John Glenn Ork. RCA Victor LSP 1916 & LPM 1916

STEREO & MONAURAL

A package of romantic mood music, tastefully arranged, using standard material. Cover art captures the concept of undying love—lasting from youth to old age, and this idealistic image is cleverly depicted on the back cover. "A Cup of Coffee, a Sandwich and You," "You Are Too Beautiful," "And Still I Love You" are typical.

★★ THE BIG BEAT CHA CHA CHA'S Sal Sicari Ork. Gone 5004

Sicari provides tepid-cha-cha versions of familiar Latin melodies and U. S. standards. Selections include "Third Man Theme," "Cecilia," "Sweet and Gentle," and "Blue Moon Cha Cha." Nice jockey wax for Latin American wax segs.

LOW-PRICE POPULAR ★★★★★

★★★★ GEORGE JESSEL—THE LAST OF THE MINSTREL MEN Design DLP 100

The exciting and exuberant days of the minstrel men are brought back forcefully

in this album with George Jessel performing the tunes that made Al Jolson, Eddie Cantor, Eddie Leonard, Bert Williams, Lou Dockstader, Honeyboy Evans, Edwig Christy, George Primrose and himself, famous. Jessel sings "Dixie," "In the Good Old Summertime," "My Mother's Eyes," and "Roll Those Roly Poly Eyes" in the style affected by the minstrel men up to the late 1920's. For nostalgic rack buyers.

LOW-PRICE POPULAR ★★★★★

★★★ EUGENIE BAIRD SINGS — DUKE'S BOYS PLAY "DUKE ELLINGTON" Design SS 32

STEREO & MONAURAL

Veteran band canary Eugenie Baird provides some pretty piping on a group of nostalgic items penned (or associated with) by Duke Ellington. Backing spotlights Tyree Glenn and other standout musicians with Mercer Ellington as conductor-arranger. Solid item for low-priced field.

BAND ★★

★★ GERMAN BAND CONCERT Dana DILP 8014

This set is part of Dana Record's new international series and it features the Great Entertainment Ork and the Great Symphony Ork in a pleasant German Band Concert. The bands play waltzes, polkas and waltzes competently and bands followers will enjoy it.

LOW-PRICE CHILDREN'S ★★★★★

★★★★ WESTERN PLAYHOUSE Featuring Bob Wilson. Lion L 70103

Here's a sizable low-priced package for kids, featuring pleasant, authoritative narration by Bob Wilson and exuberant western-styled warbling by Carter Farris and Len Stokes. Stories spotlight Wyatt Earp, Bat Masterson, Daniel Boone, Davy Crockett, Kit Carson, Jim Bowie, and Wild Bill Hickok.

DOCUMENTARY ★

★ THE SOUNDS OF CAMP Folkways FX 6105

FOLK ★★★

★★ WALT ROBERTSON SINGS AMERICAN FOLK SONGS Folkways FA 2330

Another interesting item from Folkways. Robertson has a collection of American folk songs that are not often heard. Work songs, weepers, fun songs, novelities and wistful ballads are included in the arresting selection. Robertson accompanies himself on guitar. The set includes a booklet of lyrics to the songs.

★★ WAR BALLADS, U. S. A. Hermes Nye. Folkways FH 5249

A rather complete anthology of war songs (not necessarily ballads) which run the gamut from "Ballad of the Tea Party" (pre-Revolution) thru songs of the War of 1812, the Mexican War, the Civil, Spanish American and both World Wars. There are even some which date from Korea. Hermes Nye sings the lyrics understandably and attractively, accompanied by guitar only. Booklet contains background and lyrics for the more than two dozen songs. Interesting, offbeat packaging.

★★ HONOUR YOUR PARTNERS! Folkways FW 8825

Here are an even dozen rather typical square dance numbers with the calls delivered by N. Roy Clifton. The square dance band here is a four-piece affair featuring fiddle, accordion, piano and percussion. Explanatory booklet is one of the best parts of the set. It's a primer in square dancing with the calls for each dance plus detailed explanations and photos. Recording was made in Clifton's home and the sound is not the best in quality. Advantages, however, outweigh this and the set can do well in its limited field.

★★ BLUES WITH BIG BILL BROONZY, SONNY TERRY & BROWNIE MCGHEE Folkways FS 3617

One of Folkways' many fine blues packages. This is taken from a recording which was broadcast over WMFT, Chicago, during 1957. Writer and jazz authority Studs Terkel interviews the three artists, getting their viewpoints and illustrations as to the blues. The conversation, of course, is one of the last recorded talks participated in by Bill Broonzy. In addition to attitudes as to the blues, there are many blues performances here—as "Keys to the Highway," "Sinner Man," "Willie Mae," etc.

★★ YIDDISH SONGS & DANCES Emil Horowitz, Anna Guzik, Vocal; Molshever Dance Ensemble Ork and Folk Ork of Kishnyev. Bruno BR 50081

★★ YIDDISH SONGS & DANCES (Vol. 2) Emil Horowitz, Vocal; Molshever Dance Ensemble Ork and Folk Orks of Eastern Europe. Bruno BR 50074

There is folk music of many flavors to be found in these two sets. Like the tongue of

(Continued on page 40)

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CROSSFIRE

Reviews and Ratings of New Popular Albums

Continued from page 38

Yiddish, Yiddish folk music has picked up many of the qualities of the lore of the many areas of the earth to which the Jews have migrated. Hence there's material of gypsy, Eastern European and Russian background to be heard. Both packages offer good recording quality and well-paced vocal and instrumental programming. Worthwhile buy either way for collectors of this genre.

FOLK ★★

★★ THROUGH FINLAND IN SONG & DANCE

Sirkka Rikka, Soprano with National Folk Ensemble. Bruno BR 50025
Another interesting addition to Bruno's "Around the World" folk music series, this can develop a measure of interest. It's one of few current examples of Finnish folk material available and it's interesting, moderately well recorded stuff. No big sales are to be expected but there probably is a limited but steady market for this.

★★ FIELD TRIP — ENGLAND

Collected by Jean Ritchie & George Pickow. Folkways FW 8871
Interesting album of folk songs from around the English countryside and towns, performed by what sounds like some of the natives. "Death of Queen Jane," "Sailor Songs," "Johnny Todd" and "Three Scampering Rogues" are some of the highlights. Attractive cover and complete notes included should attract sales. Also good addition for folk music collectors.

★★ SING OH! THE CITY OH!

Robert Schertz with Various Artists. Folkways FA 5258
A fascinating package of songs about early Pittsburgh, written by Robert Schertz and detailing the history of the area. The lyrics tell of battles, Indians, missionaries, settling the country, etc. The performances, done with verve, will appeal to folklorists, educational groups, and, of course, residents of Pittsburgh particularly—for the songs were presented as a gift to Pittsburghers on the occasion of that city's bicentennial. Cover has attractive art, and package includes a brochure with lyrics.

★★ SNOOKS EAGLIN NEW ORLEANS STREET SINGER

Folkways FA 2476
Snooks Eaglin, who is blind, is in the tradition of such folk blues singers as Blind Lemon Jefferson, Blind Blake, etc. It's almost a matter of course that his performances should wind up in the Folkways catalog, which has captured on wax so much of good blues. Material includes much classic and standard blues, as "Careless Love," "See See Ride Rider," "Trouble in Mind," etc.

★★ THE TOPOKE PEOPLE OF THE CONGO

Folkways FE 4477
The eight-pages of program notes—which are both interesting and informative—point out that "music and dance are the arts (the Topoke) know best." It could be added that they have reached a high level of sophistication in their music. It has to be heard to be believed. Most disk collectors will consider this "too special" for them. Too bad. Current interest in African problems could help sales in larger markets.

★★ SONGS OF CAMP

Folkways FC 7510
Altho there is a picture of two grinning youngsters on the cover, the tunes in this album of so-called camp songs are sung mainly by folk groups and singers including The Firesiders, Mike Sherker and Ed Badaux. They perform such folk tunes as "Sipping Cider," "Go Tell It on a Mountain," and "Summer's Almost Gone," in okay fashion, tho somewhat listlessly. Set was waxed at Camp Killfoleet in Vermont last year.

★★ SALTY SEA CHANTIES

The Revelers. Urania USD 2007

STEREO & MONAURAL
The Revelers Quartet, who date back to the early days of radio, (tho there have been many personnel changes since those days), come thru with a stylized reading here of a group of sea chanties. The chanties are not very salty and the Revelers handle them all in a manner that grows somewhat repetitious. Songs include "Away You Rio," "Oh, You New York Girls," and "Haul Away Joe."

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INTERNATIONAL ★★★

★★★ LEBANON—HER HEART, HER SOUNDS

Djamel Aslan. 10th Fox 3001
Middle Eastern music, instrumental and vocal, by Djamel Aslan, who is noted in the field. The Arabic material is of varying types, some of it old and some reflecting Western musical influences. Students, internationalists, etc., will find it interesting. For specialty shops. Cover is an eye-catcher.

INTERNATIONAL ★★

★★ DANCING WITH A SWEDE-HEART

Andrew Walter Ork. Dana DLP 8018
One in a series of Dana's international line, this package presents authentic Swedish folk dances. Production of the album reflects the same care that goes into Dana's polka packages—good sound, well recorded.

★★ MELODIES OF ISRAEL

Sarah Gorb. Dana DLP 8013
Set contains a group of Israeli songs, both popular and folk. Some have vocals; some are instrumental. Specialized appeal.

LATIN AMERICAN ★★★★★

★★★★ EASY TO DANCE CHA CHA CHA

Nino Gonzalez Ork. Tico LP 1056
Set is distinctive in that it's a fairly subdued item. A male chorus is heard on the selections—all of which are in the popular, Latin American dance tempo. In this market it should prove a healthy item, and it should also gather a good share of pop sales, if exposed. Lyrics are all in Spanish.

POLKA ★★★★★

★★★★ HAVE FUN WITH WALTER SOLEK

Dana DLP 1273
Here's an exuberant package of bouncy polka items, with showmanly warbling stints. Danceable selections include "My Girl Friend Julida," "Poor Papa" and "Planty Fun." Strong sales potential.

★★★★ BLIND DATE WITH RAY HENRY

Dana DLP 1271
Another sprightly entry from the well-known polka orkster. This is, as are his previous releases, a cheerful, happy effort that invites constant foot-patting. Strong entry for this market.

POLKA ★★★

★★★ POLISH GIRLS

Gene Wisniewski Ork. Dana DLP 1272
Another of Dana's polka packages—this one reflecting Polish influence and material. Lovers of the polka will find in it the usual quality of Dana's polka albums—authentic and full of spark and color. Great for dancing.

SPECIALTY ★★

★★ DAHOMEY SUITE FOR OBOE & PIANO

Mieczyslaw Kolinski, Piano & Lois Wann, Oboe. Folkways FS 3855
This is surely one of the most unusual releases of the year. One side of this album offers nine varying examples of African tribal music. The other gives a suite of seven numbers in traditional Western classical music style, but derived from the music of the Dahomey tribe. The transposition to Western harmonic structure is successful and well performed but not necessarily memorable. Musicologists and students will be interested in a 12-page folder containing theoretical notes explaining the purposes and methods of this experiment.

SPOKEN WORD ★★

★★ INTERVIEW WITH AL CAPP

Folkways FC 7353
Howard Langer, managing editor of Scholastic Teacher magazine, interviews cartoonist Al Capp on a number of interesting points, including the history and social implications of comic strips. An accompanying booklet reprints the transcript of the interview. Limited market.

★★ INTERVIEW WITH DR. MARGARET MEAD

Folkways FC 7354
A leading anthropologist and a woman with ideas on many subjects, Dr. Margaret Mead expresses herself on several during an interview covering such themes as American society's objectives, prospects for survival in the atomic age and travel abroad. This is in addition to a summation of her own experiences and theories on anthropology. A complete transcript is included. Fascinating listening, but only a student or fellow anthropologist are likely to want this disk for replays.

Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

★★★★ WOODY HERMAN SEXTET AT THE MOUNTAIN

Bluebell R 15067
The Herman name should prove a draw to this item. Herman gives ample solo room to his sidemen in the package. There's some fine work by Nat Adderly, Eddie Costa and Charlie Byrd, and support by Jimmy Campbell on drums and Bill Berry on bass is also noteworthy. The tunes are interesting. Herman is heard on both alto sax and clarinet to good advantage. With exposure, this can sell. "Just a Child" is an excellent track.

JAZZ ★★★

★★★ EASY LISTENING

Johnny Smith Trio. Roost LP 2233
Johnny Smith continues his easy ways with this new release, performing a group of standards with the tender touch that has made many of his guitar albums steady sellers. On this set Smith performs both unaccompanied and with a small combo, handling standards like "When I Fall in

Love," and folk tunes such as "Black Is the Color of My True Love's Hair" with warmth and feeling. For the many Johnny Smith fans.

★★★ THE VIBE SOUND OF PETER APPELYARD

Audio Fidelity AFLP 1861
Vibist Peter Appleyard, a young Englishman who has been getting attention lately, bows to the label with attractive treatments of a fine group of standards from "Strike Up the Band" to "Get Happy." His vibe technique is clean and uncluttered, and the set makes for good listening.

★★★ YOU'RE GETTING TO BE A HABIT WITH ME

Ruby Braff, Trumpet with Various Artists. Stere-O-Craft RCS 597

STEREO & MONAURAL

Warm trumpet sound by Braff is featured in a lightly swingin' set. The mainstream style should attract buffs. Support by a group of top musicians in their own
(Continued on page 61)

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One in a Series of Industry Personality Statements



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"Obviously, to be a successful deejay, a man must have talent, a flair for showmanship and the right tools for the job. One of my best tools is that weekly copy of Billboard. In order to talk intelligently about records and the artists, I have to know all about what is happening in the business. In a highly competitive market like Cleveland it's imperative that I be aware of new records and changing trends before my competition does. That's why I read my copy of Billboard thoroughly

the very day I get it and not wait till the end of the week to skim through it. As a recording artist as well as a deejay, I am doubly aware of the importance of a favorable review of a record in Billboard. I find the reviews to be of inestimable help in finding the good records from the average of 125 new records I receive each week. To sum it up, I don't think I could do my job as well without the information that Billboard brings me every week."

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THE NATION'S TOP TUNES

 For survey week ending April 25

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Come Softly to Me By Troxel, Cristopher, Ellis—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Delphin 1 RECORD AVAILABLE: Ronnie Height, Dore 516.	1	8	6. Venus By Ed Marshall—Published by Rambed-Lansdale (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1031.	2	11
2. Pink Shoe Laces By Mickie Brant—Published by Pioneer (BMI) BEST SELLING RECORD: Dodie Stevens, Crystalette 724.	3	8	7. A Fool Such as I By Bill Trader—Published by Leeds (ASCAP) BEST SELLING RECORD: Elvis Presley, Vio 7506. RECORDS AVAILABLE: Hank Snow, Vic 0762; Bill Haley & His Comets, Dec 30873, His Comets, Dec 30873.	4	5
3. Guitar Boogie Shuffle By A. Smith—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Virtues Hunt, 224.	5	6	8. I Need Your Love Tonight By Sid Wayne-Biz Reichner—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vio 7506.	6	5
4. Happy Organ By Wood-Clowney-Kriegsmann—Published by Lowell (BMI) BEST SELLING RECORD: Dave (Baby) Cortez, Clock 1009.	7	5	9. Tell Him No By T. Fritchett—Published by Burnt-Oak-Lowell (BMI) BEST SELLING RECORD: Trasia & Bob, Sandy 1017. RECORDS AVAILABLE: Dean & Marc, Bullseye 1025; Jackson Brothers, Atco 6129; Margie Rayburn, Liberty 55183.	8	4
5. Sorry, I Ran All the Way Home By Zwirn-Giosasi—Published by Figure (BMI) BEST SELLING RECORD: Impalas, Cub 9022.	9	4	10. Turn Me Loose By D. Tomus-M. Shuman—Published by Avalon (BMI) BEST SELLING RECORD: Fabian, Chancellor 1033.	11	4
Second Ten					
11. Never Be Anyone Else But You By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5565.	10	9	16. That's Why By Berry Gordy Jr.-Tyras Carlo—Published by Pearl (BMI) BEST SELLING RECORD: Jackie Wilson, Brunswick 55121.	19	3
12. Three Stars By Tommy Dee—Published by American (BMI) BEST SELLING RECORD: Tommy Dee, Crest 1057; Ruby Wright, King 5192.	15	4	17. Kookie, Kookie (Lend Me Your Comb) By Irving Taylor—Published by Witmark (ASCAP) BEST SELLING RECORD: Edward Byrnes with Connie Stevens, Warner Bros. 5047.	28	2
13. Since I Don't Have You By J. Rock-Skyliners—Published by Calico (ASCAP) BEST SELLING RECORD: Skyliners, Calico 104.	13	6	18. Tijuana Jail By Denny Thompson—Published by Falstaff (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4167. RECORDS AVAILABLE: Johnny & Jonie, Challenge 59041; Johnny Bond, Ditto 120.	16	4
14. Enchanted By Buck Ram—Published by Choice (ASCAP) BEST SELLING RECORD: Platters, Mer 71427. RECORD AVAILABLE: Lenny Troy, Wanderlust 1107.	17	4	19. Take a Message to Mary By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1364.	24	2
15. Kansas City By Leiber-Stoller—Published by Fire (BMI) BEST SELLING RECORD: Wilbert Harrison, Fury 1023 (Fire, BMI) RECORDS AVAILABLE: 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 464 (Armo Music, BMI); Etta Willie Littlefield, Federal 12351 (Armo, BMI).	25	2	20. It's Just a Matter of Time By Brook Benton-Hendricks-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mercury 71394.	12	11
Third Ten					
21. Poor Jenny By F. Bryant-B. Bryant—Published by Acuff-Rose (BMI) RECORD AVAILABLE: Everly Brothers, Cadence 1364.	26	2	26. Only You By Loin De Vous-Buck Ram-Ande Rand—Published by Wildwood (ASCAP) RECORD AVAILABLE: Frank Fontana, Cap 4165.	-	1
22. A Teenager in Love By Doc Pomus & Mort Shuman—Published by Rumbalero (BMI) RECORD AVAILABLE: Dion & the Belmonts, Laurie 3027.	-	1	27. For a Penny By Charles Singleton—Published by Roosevelt (BMI) RECORD AVAILABLE: Pat Boone, Dot 15914.	22	4
23. Quiet Village By Les Baxter—Published by Baxter-Wright (BMI) RECORDS AVAILABLE: Martin Denny, Liberty 55162; George Wright, Hi Fi 502.	-	1	28. It's Late By D. Burnett—Published by Erie (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5565.	14	8
24. Tragedy By Burch-Nelson—Published by Bluff City (BMI) RECORD AVAILABLE: Thomas Wayne, Fernwood 109.	18	10	29. This Should Go On Forever By J. Meller-Jolivet—Published by Jamie (BMI) RECORDS AVAILABLE: Rod Bernard, Argo 5327; Guitar Gable, Excello 2153; Gene Terry & Downbeats, Savoy 1259.	21	6
25. Sea Cruise By Huey Smith—Published by Ace (BMI) RECORD AVAILABLE: Frankie Ford, Ace 554.	20	7	30. Six Nights a Week By Alicia Avelyn & Billy Dawn Smith—Published by Winslow (BMI) RECORD AVAILABLE: The Crests, Coed 509.	29	2

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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.

A SALES KNOCKOUT!



**"LONESOME
OLD
HOUSE"**

**Don
Gibson**



C/W

**"I COULDN'T
CARE LESS"**

47/7505



RCA VICTOR
RADIO CORPORATION OF AMERICA



from **WITCH DOCTOR**

to **CHIPMUNK SONG**

to **ALVIN'S HARMONICA**

to **JUDY**

B/W MARIA FROM MADRID

#55193

by

DAVID SEVILLE



QUIET VILLAGE

#55162, STEREO S-77162

NOW

HOTTEST SINGLE

IN U.S.

MARTIN

DENNY

NOW

HOTTEST ARTIST

ON LP

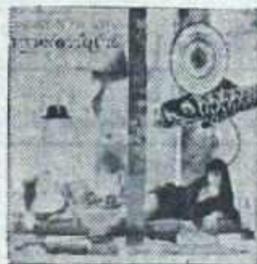
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STEREO LST-7001
Monaural LRP-3081

LIBERTY
RECORDS, INC.
HOLLYWOOD, CALIFORNIA

The Billboard

HOT 100

FOR THE WEEK
ENDING
MAY 10

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	9
13	13	6	2	THE HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	8
25	20	9	3	SORRY, I RAN ALL THE WAY HOME	The Impalas, Cub 9021	8
3	3	4	4	PINK SHOE LACES	Dodie Stevens, Crystaletta 724	12
9	7	5	5	GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	9
8	5	2	6	A FOOL SUCH AS I	Elvis Presley, RCA Victor 7506	7
10	4	7	7	I NEED YOUR LOVE TONIGHT	Elvis Presley, RCA Victor 7506	6
16	11	8	8	TELL HIM NO	Travis and Bob, Sandy 1017	7
2	2	3	9	VENUS	Frankie Avalon, Chancellor 1031	13
17	17	10	10	TURN ME LOOSE	Fabian, Chancellor 1033	6
21	18	14	11	THREE STARS	Tommy Dee, Crest 1057	6
22	19	13	12	ENCHANTED	The Platters, Mercury 71427	7
30	21	17	13	THAT'S WHY	Jackie Wilson, Brunswick 55121	7
12	15	12	14	SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	12
14	12	15	15	TIJUANA JAIL	Kingston Trio, Capitol 4167	7
100	71	24	16	KANSAS CITY	Wilbert Harrison, Fury 1023	4
50	32	22	17	TAKE A MESSAGE TO MARY	Everly Brothers, Cadence 1364	6
6	6	11	18	NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	11
—	72	25	19	KOOKIE, KOOKIE (LEND ME YOUR COMB)	Edward Byrnes with Connie Stevens, Warner Bros. 5047	3
—	69	34	20	★ A TEENAGER IN LOVE	Dion and the Belmonts, Laurie 3027	3
5	9	16	21	TRAGEDY	Thomas Wayne, Fernwood 109	25
67	36	27	22	POOR JENNY	Everly Brothers, Cadence 1364	6
15	14	18	23	SEA CRUISE	Frankie Ford, Ace 554	13
79	43	30	24	ONLY YOU	Frank Pourcel, Capitol 4165	5
20	22	21	25	THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	9
27	23	23	26	FOR A PENNY	Pat Boone, Dot 15914	7
95	79	36	27	QUIET VILLAGE	Martin Denny, Liberty 55162	4
39	38	28	28	SIX NIGHTS A WEEK	The Crests, Coed 509	7
—	90	53	29	★ DREAM LOVER	Bobby Darin, Atco 6140	3
4	8	19	30	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	15

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
49	37	31	31	COME TO ME	Mary Johnson, United Artists 160	8
48	39	39	32	ALMOST GROWN	Chuck Berry, Chess 1722	6
60	55	38	33	SO FINE	Fiestas, Old Town 1062	5
70	47	32	34	GOODBYE, JIMMY, GOODBYE	Kathy Linden, Felsted 8571	4
11	10	20	35	IT'S LATE	Ricky Nelson, Imperial 5565	10
—	—	93	36	★ THE BATTLE OF NEW ORLEANS	Johnny Horton, Columbia 41339	2
35	33	35	37	GUESS WHO	Jesse Belvin, RCA Victor 7469	6
—	66	54	38	★ ENDLESSLY	Brook Benton, Mercury 71443	3
24	26	29	39	IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	11
58	45	44	40	SOMEONE	Johnny Mathis, Columbia 41355	7
44	40	33	41	I MISS YOU SO	Paul Anka, ABC-Paramount 10011	6
33	31	37	42	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	9
7	16	26	43	CHARLIE BROWN	Coasters, Atco 6132	14
23	24	47	44	PLEASE, MR. SUN	Tommy Edwards, M-G-M 12757	12
53	42	42	45	TELL HIM NO	Dean and Marc, Bullseye 1025	6
46	30	40	46	YEP!	Duane Eddy, Jamie 1122	6
31	41	46	47	THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	10
—	—	65	48	★ PERSONALITY	Lloyd Price, ABC-Paramount 10018	2
61	52	51	49	LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	5
19	29	43	50	I'VE HAD IT	Bell Notes, Time 1904	16
81	70	58	51	I STILL GET A THRILL	Joni James, M-G-M 12779	4
54	44	52	52	AS TIME GOES BY	Johnny Nash, ABC-Paramount 9996	8
26	35	49	53	HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	19
32	34	48	54	NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	10
88	83	56	55	I THINK I'M GONNA KILL MYSELF	Buddy Knox, Roulette 4140	4
91	85	61	56	I'VE COME OF AGE	Billy Storm, Columbia 41356	4
29	28	45	57	IF I DIDN'T CARE	Connie Francis, M-G-M 12769	10
28	25	41	58	WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	10
—	88	72	59	★ YOU'RE SO FINE	The Falcons, Unart 2013	3
87	81	57	60	BONAPARTE'S RETREAT	Billy Grammer, Monument 403	4

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.

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.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	* STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
94	87	60	61		LONELY FOR YOU	Gary Stiles, Carlton 508	4
—	78	63	62		I NEED YOUR LOVIN'	Roy Hamilton, Epic 9307	3
—	—	80	63	★	CASTIN' MY SPELL	Johnny Otis Show, Capitol 4168	2
77	60	55	64		THAT'S MY LITTLE SUZIE	Richie Valens, Del-Fi 4114	5
—	62	64	65		WANG DANG TAFFY APPLE TANGO	Pat Boone, Dot 15914	3
—	—	88	66	★	CROSSFIRE	Johnny and the Hurricanes, Warwick 502	3
40	46	59	67		I'M NEVER GONNA TELL	Jimmy Rodgers, Roulette 4129	11
—	—	76	68		THERE'S NO FOOL LIKE A YOUNG FOOL	Tab Hunter, Warner Bros. 5051	2
—	95	94	69	★	I WAITED TOO LONG	LaVern Baker, Atlantic 2021	3
—	—	89	70	★	GIDGET	Jimmy Darren, Colpix 113	2
—	—	77	71		FRANKIE'S MAN JOHNNY	Johnny Cash, Columbia 41317	2
57	67	85	72		THE BEAT	Rockin' R's, Tempo 7541	7
—	—	—	73	★	KANSAS CITY	Hank Ballard and the Midnighters, King 5195	1
45	51	68	74		HEAVENLY LOVER	Teresa Brewer, Coral 62084	8
90	80	73	75		JO-JO THE DOG-FACED BOY	Annette, Vista 336	4
—	97	97	76	★	I TOLD MYSELF A LIE	Clyde McPhatter, M-G-M 12780	3
—	—	—	77	★	LONESOME OLD HOUSE	Don Gibson, RCA Victor 7505	1
76	73	66	78		THE KISSING TREE	Billy Grammer, Monument 403	4
85	74	71	79		WHO'S THAT KNOCKIN'	Genie, Shal 5002	6
—	—	96	80	★	STRING OF TRUMPETS	The Trumpeters, Splash 800	2
—	—	—	81	★	JUST KEEP IT UP	Dee Clark, Abner 1026	1
—	—	95	82		YOUR CHEATIN' HEART	Billy Vaughn, Dot 15936	2
—	—	87	83		ROBBIN' THE CRADLE	Tony Bellus, NRC 023	2
78	77	—	84	★	THE WALLS HAVE EARS	Patti Page, Mercury 71428	3
—	—	—	85	★	PEACE	McGuire Sisters, Coral 62106	1
89	76	69	86		77 SUNSET STRIP	Doa Ralke, Warner Bros. 5025	5
—	—	—	87	★	YOU MADE ME LOVE YOU	Nat King Cole, Capitol 4184	1
—	—	99	88		SUMMER DREAMS	McGuire Sisters, Coral 62106	2
—	—	—	89	★	YOUNG IDEAS	Calico Holiday, RCA Victor 7499	1
—	—	—	90	★	WHITE LIGHTNING	George Jones, Mercury 71406	1

POP

- THE BATTLE OF NEW ORLEANS** Johnny Horton
(Warden, BMI) All for the Love of a Girl (American, BMI) Columbia 41339
- I WAITED TOO LONG** LaVern Baker
(Aldon, BMI) You're Teasin' Me (Progressive, BMI) Atlantic 2021
- I TOLD MYSELF A LIE** Clyde McPhatter
(Wemar, BMI) The Masquerade Is Over (DeSylvia, Brown & Henderson, ASCAP) M-G-M 12780
- LONESOME OLD HOUSE** Don Gibson
(Acuff-Rose, BMI) I Couldn't Care Less (Acuff-Rose, BMI) RCA Victor 7505
- YOU MADE ME LOVE YOU** Nat King Cole
(Broadway, ASCAP) I Must Be Dreaming (Sweco, BMI) Capitol 4184

The above are previous Billboard Spotlight picks

- GIDGET** Jimmy Darren
(Columbia Pictures, ASCAP) You (Camarillo, BMI) Colpix 113
- YOU'RE SO FINE** The Falcons
(Alhika, BMI) Goddess of Angels (Alhika, BMI) Unart 2016

C&W

NO SELECTIONS THIS WEEK.

R&B

NO SELECTIONS THIS WEEK.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	* STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
96	—	83	91		MY HEART IS AN OPEN BOOK	Carl Dobkins Jr., Decca 30803	3
—	—	—	92		FOUNTAIN OF YOUTH	Four Lads, Columbia 41365	1
98	—	81	93		LITTLE QUEENIE	Chuck Berry, Chess 1722	3
18	27	50	94		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	12
—	—	—	95		OLD SPANISH TOWN	Bell Notes, Time 1010	1
—	—	—	96		SEPARATE WAYS	Sarah Vaughan, Mercury 71433	1
69	61	91	97		FRENCH FOREIGN LEGION	Frank Sinatra, Capitol 4155	6
—	—	—	98		KANSAS CITY	Rocky Olson, Chess 1723	1
—	—	—	99		THREE STARS	Ruby Wright, King 5192	1
—	—	—	100		TALK OF THE SCHOOL	Sonny James, Capitol 4178	1

on **Decca** you get
the country sound
that spells **h-i-t!**

CARL BELEW



"AM I
THAT EASY
TO FORGET"

c/w

"SUCH IS LIFE"

9-30842



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
1	1	1	1	WHITE LIGHTNING	George Jones, Mercury 71466	9
8	6	5	2	HOME	Jim Reeves, RCA Victor 7479	6
4	4	3	3	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	12
2	2	2	4	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41308	17
13	16	9	5	SET HIM FREE	Skateer Davis, RCA Victor 7471	6
3	3	4	6	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	16
—	—	23	7	BATTLE OF NEW ORLEANS	Johnny Horton, Columbia 41339	2
6	7	6	8	WHO CARES!	Don Gibson, RCA Victor 7437	6
5	5	7	9	MOMMY FOR A DAY	Kitty Wells, Decca 30884	10
10	8	8	10	LUTHER PLAYS THE BOOGIE	Johnny Cash, Sun 316	6
16	17	10	11	POOR OLD HEARTSICK ME	Margie Bowes, Hickory 1094	7
17	19	15	12	A THOUSAND MILES AGO	Webb Pierce, Decca 30858	5
22	24	18	13	AM I THAT EASY TO FORGET!	Carl Belew, Decca 30842	5
23	25	21	14	THAT'S THE WAY IT'S GOTTA BE	Faron Young, Capitol 4164	4
—	—	13	15	HOW CAN I THINK OF TOMORROW	James O'Gwyn, Mercury 71419	2
7	9	12	16	COME WALK WITH ME	Wilma Lee, Stony Cooper, Hickory 1085	21
27	26	22	17	BLACK LAND FARMER	Frankie Miller, Starday 424	4
12	13	27	18	CHIP OFF THE OLD BLOCK	Eddy Arnold, RCA Victor 7435	7
24	20	14	19	THANKS A LOT	Johnny Cash, Sun 316	4
21	21	19	20	SO SOON	Jimmy Newman, M-G-M 50118	4
14	18	11	21	BEYOND THE SHADOWS	Browns, RCA Victor 7427	11
11	10	17	22	WHICH ONE IS TO BLAME!	Wilburn Brothers, Decca 30787	18
—	29	24	23	FRANKIE'S MAN, JOHNNY	Johnny Sea, NRC 819	3
9	12	25	24	THAT'S WHAT IT'S LIKE TO BE LONESOME	Ray Price, Columbia 41309	17
26	22	20	25	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 30773	18
25	11	16	26	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	23
—	—	—	27	FRANKIE'S MAN, JOHNNY	Johnny Cash, Columbia 41371	1
—	—	—	28	I CRIED A TEAR	Ernest Tubb, Decca 30872	1
—	—	—	29	ME, FRED, JOE AND BILL	Porter Wagoner, RCA Victor 7487	1
18	15	26	30	HANGING TREE	Marty Robbins, Columbia 41328	9

THOMAS WAYNE'S

Newest Release on FERNWOOD RECORDS

Eternally

#111

b/w

"Scandalizing My Name"

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

Wayne can click again with these two sides. "Eternally" is a wistful rockaballad 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!



Thomas made everyone happy with his "Tragedy" so let's go on with him...

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NEW
DALE HAWKINS'

"AIN'T THAT
LOVIN' YOU,
BABY?"

b/w
"MY DREAM"

checker
923

Soek in N.Y., N.J.,
Philly & Boston

"THIS
BROKEN
HEART"

The SONICS

checker
922

"LONELY
HEARTS"

b/w
"Am I the Man?"

BOBBY
LESTER

checker
921

"12 MONTHS
OF THE YEAR"

HARVEY

chess
1725

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CA 5-2770

• 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	4
2. NEVER BE ANYONE ELSE BUT YOU (Eric).....	2	4
3. HAWAIIAN WEDDING SONG (Pickwick).....	3	16
4. PINK SHOE LACES (Pioneer).....	6	5
5. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein)....	11	2
6. PETER GUNN THEME (Northridge).....	4	11
7. 77 SUNSET STRIP (Witmark).....	7	4
8. FOR A PENNY (Roosevelt).....	-	1
9. IT'S JUST A MATTER OF TIME (Eden).....	9	4
10. VENUS (Rambled-Lansdale).....	5	8
11. THE HAPPY ORGAN (Lowell).....	-	1
12. GIGI (Lowal-Chappell).....	-	1
13. I'VE HAD IT (Brent).....	12	4
14. I NEED YOUR LOVE TONIGHT (Gladys).....	8	4
15. HEAVENLY LOVER (Skidmore).....	10	3

• Best Selling Sheet Music in Britain

(For week ending April 25)

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

Side Saddle—Mills (Mills)	The Little Drummer Boy—Bregman, Vocco & Conn (Bregman, Vocco & Conn)
Sing Little Birdie—Good Music (Zodiac)	As I Love You—Macmelodies (Northern)
Petite Fleur—Essex (Hill & Range)	A Pub With No Beer—Good Music (St. Lawrence)
Smoke Gets in Your Eyes—Sterling (Harms)	If I Only Could Live My Life Again—Peter Maurice (Ashland)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Wait for Me—Sterling (-)
Gigi—Chappell (Chappell)	Tomboy—John-Fields (Roncom)
My Happiness—Sterling (Belasco)	Trudie—Henderson (Kassner)
It Doesn't Matter Any More—Monarch (Spanka)	Donna—Aberbach (Kemo)
Chick—Henderson (-)	Charlie Brown—Progressive (Tiger)
Venus—Essex (Rambled-Lansdale)	Come Softly to Me—Morris (Morris)

• Best Selling Pop Records in Britain

(For week ending April 25)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral).....	1	
2. A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT—Elvis Presley (RCA)..	8	
3. SIDE SADDLE—Russ Conway (Columbia).....	2	
4. PETITE FLEUR—Chris Barber (Pye).....	3	
5. DONNA—Marty Wilde (Phillips).....	4	
6. CHARLIE BROWN—The Coasters (London).....	6	
7. SMOKE GETS IN YOUR EYES—Platters (Mercury).....	5	
8. C'MON EVERYBODY—Eddie Cochran (London).....	9	
9. IT'S LATE—Ricky Nelson (London).....	18	
10. COME SOFTLY TO ME—The Fleetwoods (London).....	-	
11. I GO APE—Neil Sedaka (RCA).....	-	
12. COME SOFTLY TO ME—Frankie Vaughan and The Kaye Sisters (Phillips)....	-	
13. STAGGER LEE—Lloyd Price (HMV).....	10	
14. MY HAPPINESS—Connie Francis (M-G-M).....	7	
15. A PUB WITH NO BEER—Slim Dusty (Columbia).....	15	
16. TOM BOY—Perry Como (RCA).....	11	
17. LITTLE DRUMMER BOY—Beverly Sisters (Decca).....	13	
18. VENUS—Frankie Avalon (HMV).....	24	
19. AS I LOVE YOU—Shirley Bassey (Phillips).....	14	
19. GIGI—Billy Eckstine (Mercury).....	12	

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

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

Leon McAuliff and His Cinaron Boys will be a feature of the Rodeo of the Ozarks at Springdale, Ark., July 1-4. Fair dates already set for the group include the Macon County Fair, Decatur, Ill., August 3, with Johnny Cash; Altamont, Ill., August 8, with Smiley Burnette; Milledgeville, Ill., August 9, with Dale Robertson; LaPorte, Ind., August 12, with Dale Robertson; Terre Haute, Ind., August 15, with Johnny Cash; Fayette County Fair, West Union, Ia., August 25, with Jimmy Wakely and Homer and Jethro; Greater Jones County Fair, Monticello, Ia., August 28; with Johnny Cash; Princeton, Ill., August 29; Indiana State Fair, Indianapolis, September 2, with Steve McQueen; Beaver County Fair, Beaver, Okla., September 10-11, with Smiley Burnette; DeRidder, La., September 30, with Tex Ritter; Frontier Days Celebration, Stillwater, Okla., October 30, and Arkalalah Days, Arkansas City, Kan., October 31.

Jack Henderson, formerly of "Cowntown Hoedown," Majestic Theater, Fort Worth, has turned over the running of the show to Uncle Hank Craig and Doyle McCoy. Easy Ed Hamilton has joined the "Cowntown" roster and started a deejay stint on KCUL. "Cowntown Hoedown" in recent weeks has hosted such c.&w. notables as Jim Reeves, Marty Robbins, Hank Locklin and James O'Gwynn. The show's Braga Sisters have a new Felsted waxing in "Thirty Yards of Petticoat" b.w. "Little Girl Blue." Frankie Miller, of the show, is beating the drums for his new Starday release, "Black Land Farmer."

Smiley Monroe, who appears at the Saddle Club, Los Angeles, each Monday night, and the Skylight Ballroom, Compton, Calif., on Tuesday nights, will take a six-piece band into Dave Stockner's Red Barn, Fresno, Calif., every third Saturday night for a ballroom-type shindig with guest stars. He made his first stand there last Saturday (25). Smiley is pushing his new Vita label release, "Sweetheart of All My Dreams" b/w "For Heaven's Sake, What Are You Doing on Earth" . . . Dwain Marrs, who has worked with Western bands in Kansas, Oklahoma and Texas, has joined the roster of Ray Sanders and the Santones. Deejays may obtain a copy of Sanders' new releases, "I Can't Resist You" b/w "I'm So Afraid," which he did with the Jordanaires, by writing to his manager, Hal Smith, at 4705 Gallatin Road, Nashville.

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

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

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

We've been hearing some mighty heartening things on the great promotional job on country music which Dave Stone, of KDAV, Lubbock, Tex., is doing in that sector. We had a note the other day from Harry Stone, executive director of the Country Music Association, lauding Dave for his outstanding work in behalf of c.&w. music. We received similar laudatory comments from Tillman Franks, artist service director of "Louisiana Hayride," Shreveport. "The best promotion in the country music field is being done by Dave Stone," writes Franks. "He has everyone within a 200-mile radius of Lubbock country-music conscious via his Station KDAV. Country music is a way of life to Dave. I have never encountered anyone who loves it as well as he does. We need more people like him in the field." Dave owns an interest in stations in San Angelo, Amarillo and Lubbock, Tex., and Colorado Springs, Colo., and conducts his own country music show every afternoon over KDAV.

Hank Thompson and His Brazos Valley Boys Monday (4) conclude a month's tour thru the East, Middle West and West, including a brief dip into Canada. On July 3, the combo moves into the Showboat Hotel, Las Vegas, for a three-week return stand, and August 17 launches a fortnight's return engagement at Wort Hotel, Jackson Hole, Wyo. . . . Jim Reeves has launched an eight-week tour of the Midwest and East, including his first trip thru the Maritime Provinces of Canada. He will be joined by the Louvin Brothers and Donna Darlene for the last five weeks of the trek.

Yodelin' Jerry Hanlon, of Wichita Falls, Tex., who recently introduced his new song, "Birth of the Yodel," dedicated to the late Jimmie Rodgers, on Roy Glenn's "Red River Jamboree," Paris, Tex., made his fourth appearance on the Glenn show last Saturday (2). . . . Don Wade has a new release on San Records label, pairing "Forever Yours," written by Carl Perkins, and "Oh, Love!" Deejay copies are available by writing to San Records, Bon Aqua, Tenn. . . . Rudy Thacker and His String Dusters, with Larry Dale on

(Continued on page 95)

AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE

MAY 4, 1959 • SUPPLEMENT TO THE BILLBOARD

BEST SELLING LPS

1. PETER GUNN—Henry Mancini RCA Victor LPM 1956
2. FROM THE HUNGRY I—The Kingston Trio Capitol T 1107
3. COME DANCE WITH ME—Frank Sinatra Capitol W 1069
4. STILL MORE SING ALONG WITH MITCH—
Mitch Miller Columbia CL 1283
5. OPEN FIRE, TWO GUITARS—Johnny Mathis Columbia CL 1270
6. FLOWER DRUM SONG—Original Cast Columbia OL 5350
7. GIGI—Sound Track M-G-M E 3641 ST
8. SOUTH PACIFIC—Sound Track RCA Victor LOC 1032
9. HAVE TWANGY GUITAR, WILL TRAVEL—
Duane Eddy Jamie JLP 3000
10. THE MUSIC MAN—Original Cast Capitol WAO 990
11. SING ALONG WITH MITCH—Mitch Miller Columbia CL 1160
12. MY FAIR LADY—Original Cast Columbia OL 5090
13. TCHAIKOVSKY: PIANO CONCERTO NO. 1—
Van Cliburn RCA Victor LM 2252
14. THE KINGSTON TRIO Capitol T 996
15. NEAR YOU—Roger Williams Kapp KL 1112
16. HYMNS—Tennessee Ernie Ford Capitol T 756
17. RICKY SINGS AGAIN—Ricky Nelson Imperial IMP 9061
18. THE KING AND I—Sound Track Capitol W 740
19. JOHNNY'S GREATEST HITS—Johnny Mathis Columbia CL 1133
20. REMEMBER WHEN!—The Platters Mercury MG 20410
21. SOUTH PACIFIC—Original Cast Columbia OL 4180
22. BUT NOT FOR ME—Ahmad Jamal Trio Argo LP 628
23. MORE SING ALONG WITH MITCH—
Mitch Miller Columbia CL 1243
24. FOR LP FANS ONLY—Elvis Presley RCA Victor LPM 1990
25. RITCHIE VALENS Del Fi DEFLP 1201
26. AHMAD JAMAL Argo LP 636
27. TCHAIKOVSKY: 1812 OVERTURE—
Minneapolis Symphony Orch. (Dorati) Mercury MG 50054
28. WHEN YOU COME TO THE END OF THE DAY—
Perry Como RCA Victor LPM 1885
29. CONTINENTAL ENCORES—Mantovani London LL 3095
30. OKLAHOMA!—Sound Track Capitol SAO 595
31. ONLY THE LONELY—Frank Sinatra Capitol W 1053
32. DORIS DAY'S GREATEST HITS Columbia CL 1210
33. STARDUST—Pat Boone Dot DLP 3118
34. AROUND THE WORLD IN 80 DAYS—
Sound Track Decca DL 9046
35. VICTORY AT SEA, VOL. II—
RCA Victor Symphony (Bennett) RCA Victor LM 2226
36. BROADWAY IN RHYTHM—Ray Conniff Columbia CL 1252
37. FILM ENCORES—Mantovani London LL 1700
38. REDHEAD—Original Cast RCA Victor LOC 1048
39. 'S MARVELOUS—Ray Conniff Columbia CL 1074
40. BILLY VAUGHN PLAYS THE MILLION SELLERS Dot DLP 3119
41. THE LATE, LATE SHOW—Dakota Staton Capitol T 876
42. WEST SIDE STORY—Original Cast Columbia OL 5230
43. GEMS FOREVER—Mantovani London LL 3032
44. THE EDDY DUCHIN STORY—Sound Track Decca DL 8289
45. WELCOME TO THE CLUB—Nat King Cole Capitol W 1120
46. TILL—Roger Williams Kapp KL 1081
47. CONCERT IN RHYTHM—Ray Conniff Columbia CL 1163
48. TEA FOR TWO CHA CHA—
Tommy Dorsey-Warran Covington Ork. Decca DL 8842
49. THIS IS SINATRA—Frank Sinatra Capitol W 982
50. GAITE PARISIENNE—
Boston Pops (Fiedler) RCA Victor LM 2267

CLASSICAL

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Cliburn, Orch.
directed by Kiril Kondrashin RCA Victor LM 2252
2. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN—
Minneapolis Symphony (Dorati) Mercury MG 50054
3. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE
BALLET SUITE—Boston Pops (Fiedler) RCA Victor LM 2267
4. THE BELOVED CHORUSES—The Mormon Tabernacle Choir
(Candle); The Philadelphia Orch. (Ormandy) Columbia ML 5364
5. BACHMANHOFF: PIANO CONCERTO NO. 2; LISZT: PIANO
CONCERTO NO. 1—Rubinstein, Chicago Symphony Orch.
(Reiner); RCA Symphony Orch. (Wallenstein) RCA Victor LM 2068
6. STRAUSS: DER ROSENKAVLIER; DIE FRAU OHNE SCHATTEN
(Suite)—The Philadelphia Orch. (Ormandy) Columbia ML 5333
7. CONCERTOS UNDER THE STARS—Pennario, The Hollywood
Bowl Symphony Orch. (Dragon) Capitol P 8326
8. THE SOUND OF WAGNER—The Concerts Arts Symphony
Orch. (Leinsdorf) Capitol PAO 8411
9. RAVEL: BOLERO; RIMSKY-KORSAKOV: CAPRICCIO ESPANOL—
Detroit Symphony (Paray) Mercury MG 50020
10. THE LADY FROM PHILADELPHIA—
Marian Anderson RCA Victor LM 2312
11. GROFE: GRAND CANYON SUITE—The Philadelphia Orch.
(Ormandy) Columbia ML 5286
12. MOZART: REQUIEM—Soloists; Vienna State Opera,
Chorus and Symphony (Bohm) Epic LC 3507
13. TCHAIKOVSKY: SYMPHONY NO. 4—The New York
Philharmonic (Bernstein) Columbia ML 5332
14. BIZET: CARMEN SUITE—The Philadelphia Orch.
(Ormandy) Columbia ML 5356
15. RIMSKY-KORSAKOV: SCHEHERAZADE—Pittsburgh Symphony
Orch. (Steinberg) Capitol P 8305
16. IT'S CLASSIC, BUT IT'S GOOD—RCA Victor Symphony
Orch. (Bennett) RCA Victor LM 2238
17. BEETHOVEN: SYMPHONY NO. 6—The Columbia Symphony
Orch. (Walter) Columbia ML 5284
18. SEGOVIA GOLDEN JUBILEE—Segovia, Guitar;
The Symphony of the Air (Jorda) Decca DLJ 148
19. MENDELSSOHN: SYMPHONIES NOS. 4 & 5—Boston Symphony
Orch. (Munch) RCA Victor LM 2221
20. MOZART: THE MAGIC FLUTE—Soloists; The RIAS Chamber
Choir and The Berlin Motet Choir; The RIAS Symphony
Orch., Berlin (Friscay) Decca DLJ 134

JAZZ

1. PETER GUNN—Henry Mancini RCA Victor LPM 1956
2. BUT NOT FOR ME—Ahmad Jamal Trio Argo LP 628
3. AHMAD JAMAL Argo LP 636
4. I WANT TO LIVE—
Gerry Mulligan Jazz Combo United Artists UAL 4006
5. SUNSET STRIP—TV Sound Track Warner Bros. WB 1289
6. THE SWINGIN' STATES—Kai Winding Columbia CL 1264
7. SWINGIN' ON BROADWAY—Jonah Jones Capitol T 963
8. MILESTONES—Miles Davis Columbia CL 1193
9. GIGI—Andre Previn & His Pals Contemporary C 3548
10. MY FAIR LADY—Shelly Manne & His Friends Contemporary C 3527

The material shown on this page—as well as the lists carried on the inside pages of AUDITION—are valuable monthly supplements to the important buying and inventory helps provided elsewhere in every weekly issue of The Billboard. Dealers are advised to use AUDITION'S monthly Best Seller list as an inventory check . . . and to view AUDITION'S advance LP release data as an order guide based on the musical tastes and buying habits which prevail within their own special retail sales areas.

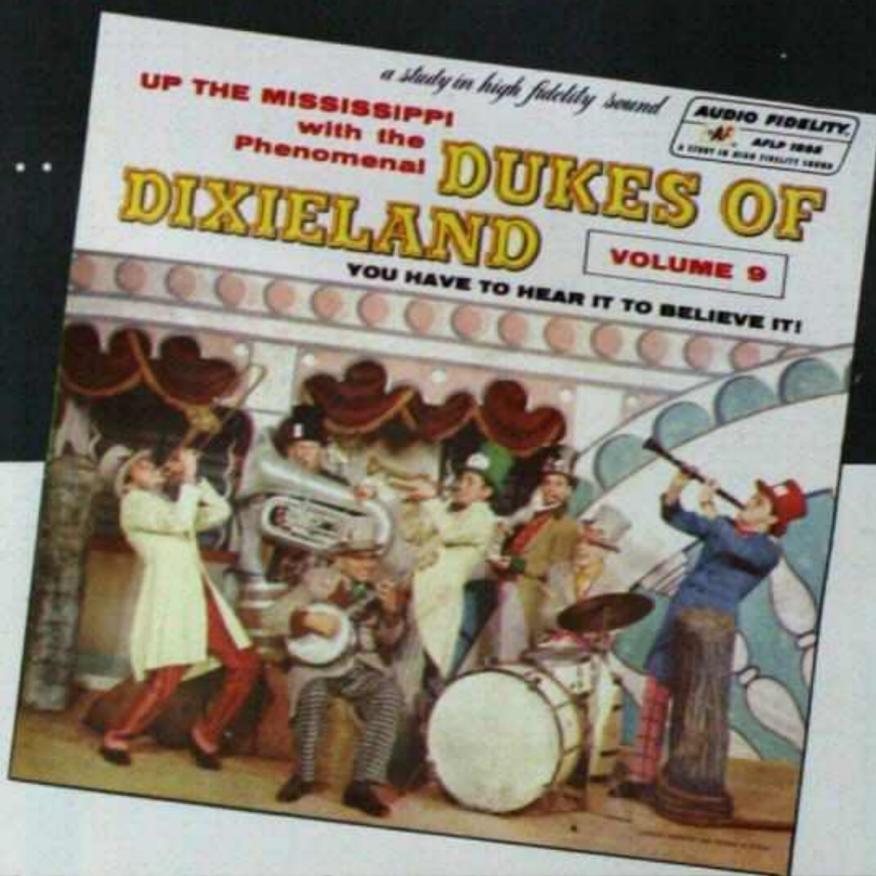
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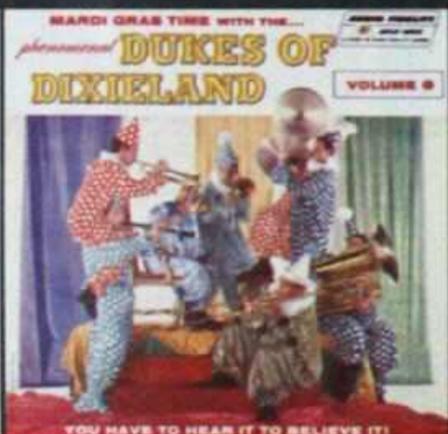
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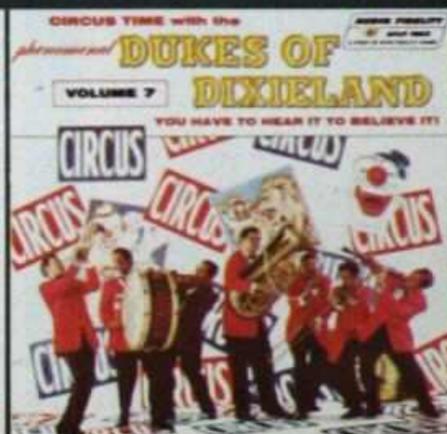
AFLP 1861

AFSD 5861



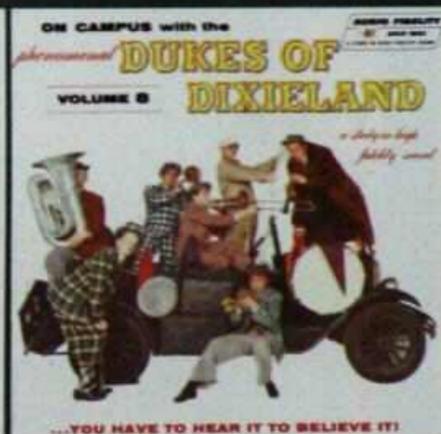
AFLP 1862

AFSD 5862



AFLP 1863

AFSD 5863



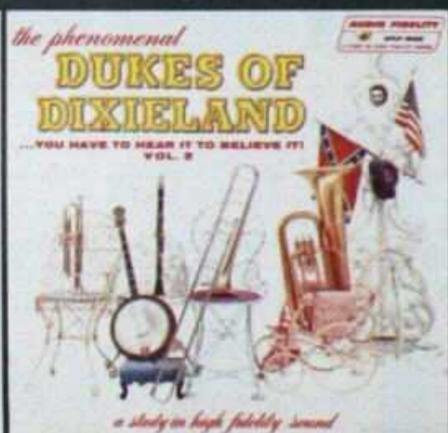
AFLP 1891

AFSD 5891



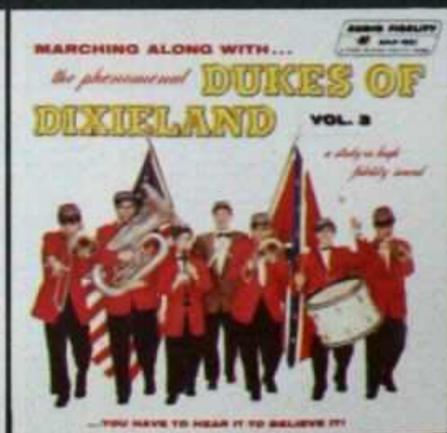
AFLP 1823

AFSD 5823



AFLP 1840

AFSD 5840



AFLP 1851

AFSD 5851



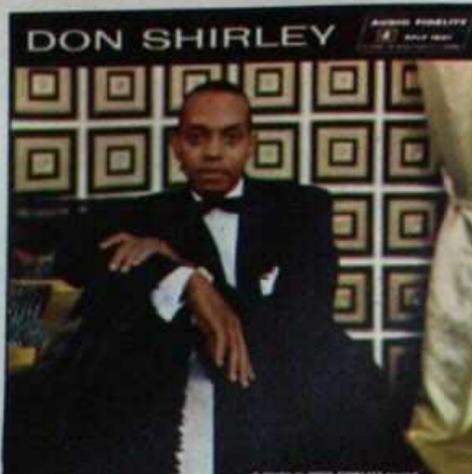
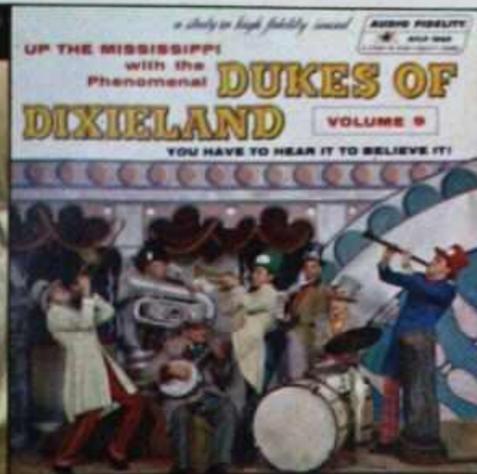
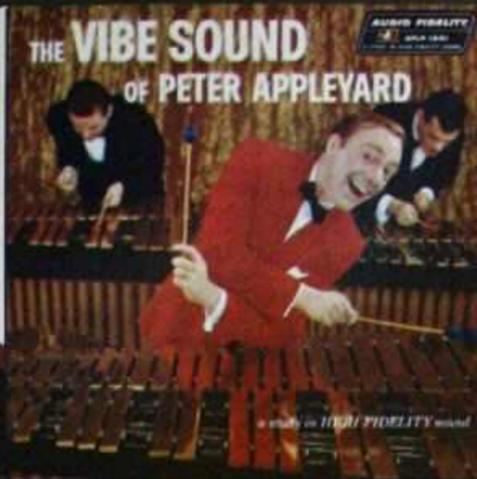
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Mendelssohn "March of the Soldiers" • Chopin "March of the Soldiers"
Mendelssohn "March of the Soldiers" • Liszt "March of the Soldiers"
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NEW RELEASES

LONG PLAY ALBUMS

All releases are 12-inch long play records unless otherwise indicated. Suggested list prices are shown in a special listing on page 5.

POPULAR

ADAMSZYK, STEVE—Carnival Polka
Dana SDLP 1261 (S)

ALLEN, MIMI—There Goes My
Harp Decca DL-8825 (M)

DL-78825 (S)

ANN, MARGARET—It's the Most
Happy Sound
Warner Bros. W 1285 (M)
WS 1285 (S)

ANNIE GET YOUR GUN—Original
Cast Album Decca DL-79018 (S)

APPLEYARD, PETER—Vibes Sound
Audio Fidelity AFLP 1901 (M)
AFSD 5001 (S)

ASMUSSEN, SVEND—The Fiddling
Viking Columbia CL 1175 (M)

BAKER, DON—Sophisticated Pipes
Capitol T-1171 (M)
ST-1171 (S)

BAKER, DON TRIO—Cocktail Ham-
mond Capitol ST-1099 (S)

BALLARD, HANK & THE MID-
NIGHTERS—Singing and Swinging
King 618 (M)

BASHELL, LOUIE & ORK—The
Polka Special
RCA Victor LPM-1917 (M)
LSP-1917 (S)

BAXTER, LES & ORK—Jungle Jazz
Capitol T-1184 (M)
ST-1184 (S)

BENNY GOODMAN STORY, Vol. 2—
Sound Track Album
Decca DL-78252 (S)

BIG 18, THE—Live Echoes of the
Swinging Bands
RCA Victor LPM-1921 (M)
LSP-1921 (S)

BIKEL, THEODORE—More Jewish
Folk Songs Elektra EKL-165 (M)

BINGE, RONALD & ORK—Say It
With Flowers
RCA Victor LPM-1890 (M)
LSP-1890 (S)

BLAKE, EUBIE—The Wizard of the
Ragtime Piano
20th Fox FOX-3003 (M)
SFX-3003 (S)

BODEN, BIG BEN & BAND—Polish
Picnic Coral CRL 57246 (M)
CRL 757246 (S)

BOHEME BAR TRIO—Night and
Day Vanguard VRS-9031 (M)

BOMBA, JOHNNY—Johnny Bomba
Explodes Dana SDLP 1270 (S)

BOSTIC, EARL—Earl Bostic Plays
Sweet Tunes of the Roaring 20's
King LP-620 (M)

BRAND, OSCAR—The Wild Blue
Yonder Elektra EKL-168 (M)

BRITT, ELTON—The Wandering
Cowboy
ABC-Paramount ABC-293 (M)
ABC-293 (S)

BROWN, HYLD—Hylo Brown
Capitol T-1168 (M)

BROWN, LES & BAND—The Les
Brown Story Capitol T-1174 (M)
ST-1174 (S)

BROWN, LES & VIC SCHOEN &
BANDS—Suite for Two Bands
Kapp KDL-7003 (M)
KD-7003-S (S)

BUSHKIN, JOE—Listen to the Quiet
Capitol T-1165 (M)
ST-1165 (S)

CADET CHAPEL CHOIR—Cadet
Chapel Choir, West Point
Vox VX 25.960 (M)

CANDIDO—Latin Fire
ABC-Paramount ABC-286 (M)
ABC-286 (S)

CAROUSEL—Original Cast Album
Decca DL-79020 (S)

CARR, COOKIE—Cool Organ With a
Solid Beat
Grand Award G.A. 33-397 (M)
G.A. 234 S.D. (S)

CARSTE, HANS & ORK—Vienna So
Gay, The Music of Emmerich
Kalman Decca DL-8810 (M)
DL-78810 (S)

CASSIDY, JACK & SHIRLEY JONES
—With Love From Hollywood
Columbia CL 1255 (M)

CASTLE, LEE, & JIMMY DORSEY
ORK—Jimmy Dorsey's Greatest Hits
Epic LN 3560 (M)
BN 529 (S)

CAVALLI, PIERRE—Magic Sounds
of Pierre Cavalli
Jamie 70-3002 (M)
70-3002 ST (S)

CHALLET, PIERRE—Strings in Hi-Fi
Mercury SR 60066 (S)

CHARLO & ORK—Charlo Y Sus
Canciones Panart 2021 (M)

CLAUSON, WILLIAM—Clauson in
Mexico Capitol T-10205 (M)

CLEGG, JOHN & ORK—And Still I
Love You
RCA Victor LPM-1916 (M)
LSP-1916 (S)

CLOONEY, ROSEMARY—Swing
Around Rosie
Coral CRL 57266 (M)
CRL 757266 (S)

COLE, NAT KING—To Whom It
May Concern Capitol W-1190 (M)
SW-1190 (S)

COLE, NAT KING—Welcome to the
Club Capitol SW-1120 (S)

COLLINS, TOMMY—This Is Tommy
Collins Capitol T-1196 (M)

CONNIFF, RAY & ORK—Hollywood
in Rhythm
Columbia CL 1310 (M)
CS 8117 (S)

CONWAY, CONNIE—33 Minutes 20
Seconds With Connie Conway
Jamie 70-3005 (M)
70-3005 ST (S)

CROSBY, BING—In a Little Spanish
Town Decca DL-8846 (M)

CUBA, JOE—I Tried to Dance All
Night Mardi Gras MG 5017 (M)
MG 5017 ST (S)

DAVIS, SAMMY & CARMEN McRAE
—Porgy and Bess
Decca DL-8854 (M)
DL-78854 (S)

DE ALMERIA, PEPE & ENSEMBLE—
Musica Flamenca, Vol. 2
Epic LC 3566 (M)

DEE, LENNY—Lenny Dee Plays the
Hits Decca DL-8857 (M)
DL-78857 (S)

DE LOS RIOS, WALDO & SYM
ORCH BUENOS AIRES—South Amer-
ican Suite Columbia WL 152 (M)

DIARY OF ANNE FRANK—Sound
Track Album
20th Fox FOX-3012 (M)
SFX-3012 (S)

DICKIE, MURRAY—Ave Maria
Vox VX 25.210 (M)
STVX 425.210 (S)

DODSON, MARGE—In the Still of
the Night Columbia CL 1309 (M)
CS 8134 (S)

DORSEY, TOMMY & ORK—Tommy
Dorsey's Greatest Band
20th FOX TCF-100-2 (M)

D'RONE, FRANK—Frank D'Rone
Sings Mercury MG 20418 (M)
SR 60064 (S)

EDDY, DUANE & REBELS—Espe-
cially for You
Jamie 70-3306 (M)

ENRICO—Love Makes a Small
World Warner Bros. W 1288 (M)
WS 1288 (S)

ESQUERITA—Esquerita
Capitol T-1186 (M)
ST-1186 (S)

(M) following record number indicates Monaural
(S) following record number indicates Stereo

ESQUIVEL & ORK—Exploring New
Sounds in Hi-Fi
RCA Victor LPM-1978 (M)
LSP-1978 (S)
Songs from "Thalini"
Panart 3048 (M)

FABIAN—Hold That Tiger
Chancellor-5003 (M)

FAITH, PERCY & ORK—A Night
With Sigmund Romberg
Columbia DL 1302 (M)
CS 8108 (S)

FELERE, PIERRE & ORK—Music
for a French Dinner At Home
RCA Victor LPM-1937 (M)
LSP-1937 (S)

FIELDS, IRVING TRIO—Bagels and
Bongos Decca DL-8856 (M)
DL-78856 (S)

FIRST IMPRESSIONS—Original Cast
Album Columbia OL 5400 (M)
OS 2014 (S)

FLAMINGOS, THE—Flamingo Sere-
nade End ELP 304 (M)
ELP 304 ST (S)

FOUR FRESHMEN—Love Lost
Capitol T-1189 (M)
ST-1189 (S)

FOUR SERGEANTS, THE—More
World War II Songs
ABC-Paramount ABC-250 (M)
ABC-250 (S)

FOUR SERGEANTS & MASSES
CHORUS—Songs of Freedom
ABC-Paramount ABC-283 (M)
ABC-283 (S)

FRANCOIS, JACQUELINE—Jacque-
line Francois at the Plaza
Columbia WL 151 (M)
WS 302 (S)

GARLAND, JUDY—The Letter
Capitol TAO-1188 (M)
STAO-1188 (S)

GART, JOHN—Latin Rhythms in
Stereo Kapp KS-3007 (S)

GART, JOHN—Marches in Stereo
Kapp KS-3011 (S)

GATICA, LUCHO—Inolvidables
Odeon 7013 (M)

GERSHWIN, GEORGE—George
Gershwin at the Piano
20th Fox FOX-3013 (M)
SFX-3013 (S)

GLEASON, JACKIE—Rebound
Capitol W-1075 (M)
SW-1075 (S)

GOLD, MARTY CHORUS & ORK—
College Songs in Stereo
KAPP KS-3006 (S)

GOLD, MARTY—Sing Along in Ster-
eo Kapp KS-3004 (S)

GOODWIN, RON—Music in Orbit
Capitol ST-10188 (S)

GORBY, SARAH—Melodies of Israel
Dana DILP 8013 (M)

GRIFFIN, KEN—Remembering
Columbia CL 1289 (M)

GUTIERREZ, JULIO—Asi es la Ha-
bana Panart 3043 (M)

GUYS & DOLLS—Original Cast Al-
bum Decca DL-79023 (S)

HACKETT, BOBBY—Blues With a
Kick Capitol T-1172 (M)
ST-1172 (S)

HALL, JON—Music From Honolulu
Mercury SR 60063 (S)

HAPPY HARTS SINGING BANJO
BAND—Banjos and Minstrels in
Stereo Kapp KS-3012 (S)

HARDEN, HARRY—Cha Cha Cha
Kapp KL-1133 (M)

HARDEN, HARRY—Cha Cha Cha in
Stereo Kapp KS-3015 (S)

HARMONICATS, THE—Dolls, Dolls,
Dolls Mercury SR 60008 (S)

HENRY, RAY—Blind Date With Ray
Henry Dana DLP 1271 (M)

HERTZMAN, FRANZ & ORK—Music
for a German Dinner at Home
RCA Victor LPM-1935 (M)
LSP-1935 (S)

HIRT, AL—Al Hirt, Vol. 2
Audio Fidelity AFSD 5878 (S)

HOOPER, LARRY—Lawrence Welk
Presents Larry Hooper
Coral CRL 57260 (M)

HUNTER, FRANK & ORK—Holly-
wood Themes in Stereo
Kapp KS-3055 (S)

HUSKY, FERLIN—Sittin' on a
Rainbow Capitol ST-976 (S)

IMITATION OF LIFE—Sound Track
Album Decca DL-8879 (M)
DL-78879 (S)

INK SPOTS—The Ink Spots' Great-
est
Grand Award G.A. 33-396 (M)
G.A. 232 S.D. (S)

IVAN GORAN KOVACIC FOLK
DANCE AND SONG GROUP—This
Is Yugoslavia Epic LN 3571 (M)

JAMES, JONI—100 Strings and
Joni M-G-M E3755 (M)
Stereo E3755 (S)

JAMES, SONNY—Honey
Capitol ST-988 (S)

JARDIN, JAIME—Valentino Tangos
in Stereo Kapp KS-3099 (S)

JOHNSON, DON—Organ With a
Beat! Vol. 2
Kandy MLK 131 (M)
SLK 132 (S)

JOLSON, AL—Al Jolson Overseas
Decca DL-9070 (M)

JONES, HANK—Porgy and Bess
Capitol T-1175 (M)
ST-1175 (S)

JONES, JONAH QUARTET—I Dig
Chicks Capitol T-1193 (M)
ST-1193 (S)

Swingin' at the Cinema
Capitol ST-1083 (S)

Swingin' on Broadway
Capitol ST-963 (S)

JONSSON, BUSK MARGIT—Bit of
Sweden Capitol T-10208 (M)

JORDANAIRE, THE—Glorland
Capitol T-1167 (M)

JUNO—Original Cast Album
Columbia OL 5380 (M)
OS 2013 (S)

KENNEY, BEVERLY—Born to Be
Blue Decca DL-8850 (M)
DL-78850 (S)

KENTON, STAN & ORK—The Stage
Door Swings
Capitol T-1166 (M)
ST-1166 (S)

KING AND I, THE—Original Cast
Album Decca DL-79008 (S)

KOSTELANETZ, ANDRE & ORK—
Great Waltzes
Columbia CL 1321 (M)

LAMPEY, CAL & ORK—The Last of
the Red Hot Cha Chas
Warner Bros. W 1287 (M)
WS 1287 (S)

LA PLAYA SEXTET—A Mardi Gras
of Hits
Mardi Gras MG 5077 (M)
MG 5007 ST (S)

La Playa Sextet
Mardi Gras MG 5003 (M)

Sun, Sea and Cha Cha
Mardi Gras MG 5019 (M)
MG 5019 ST (S)

LA SALLE, JOHN QUARTET—Jump-
in' at the Left Bank
Capitol T-1176 (M)
ST-1176 (S)

LAWRENCE, STEVE—All About Love
Coral CRL 57268 (M)
CRL 757268 (S)

LEAF, ANN—Ann Leaf at the
Mighty Wurlitzer
Westminster WST 15026 (S)

LENDENZIO, ROMANO & ORK—
Music for an Italian Dinner at
Home RCA Victor LPM-1938 (M)
LSP-1938 (S)

LEE, PEGGY—I Like Men!
Capitol ST-1131 (S)

Things Are Swingin'
Capitol T-1049 (M)
ST-1049 (S)

LEFEVRE, RAYMOND & ORK—Paris
in Stereo Kapp KS-3003 (S)

LEGIDO, JUAN—El Gitano Senoron
Orfeon 12-42 (M)

LEMMON, JACK—Sings and Plays
From "Some Like It Hot"
Epic LN 3559 (M)
BN 528 (S)

LEYDON, NORMAN & ORK—Music
for a Back Yard Barbecue
RCA-Victor LPM-1929 (M)
LSP-1929 (S)

LIGHT, ENOCH—Enoch Light's
Strings
Grand Award G.A. 33-398 (M)
G.A. 235 S.D. (S)

LITTLE ESTHER—Melody Lane
King P-622 (M)

LITTLE RICHARD—The Fabulous
Little Richard
Specialty 2104 (M)

LLOYD, CECIL—Piano Patterns
20th Fox FOX-3010 (M)

LOMAX, ALAN—Leon and Extrema-
dura Westminster WF 12023 (M)

LOMBARDO, GUY & ORK—Lombar-
do Goes Latin
Capitol T-1191 (M)
ST-1191 (S)

LOUDEN, DOROTHY—Dorothy Lou-
den at the Blue Angel
Coral CRL 57265 (M)
CRL 757265 (S)

LOVE, GEOFF & ORK—Thanks for
the Memories
Capitol T-10207 (M)

LUDLOW, BUD & ORK—Dancing in
High Society Vanguard VRS-9044 (M)
VSD-2023 (S)

MAREK, JAN & ORK—Viennese
Ballroom Mercury SR 60058 (S)

MARSHALL, JACK—Soundsville!
Capitol T-1194 (M)
ST-1194 (S)

MARTIN, FREDDY & ORK—Salute
to the Smooth Bands
Capitol T-1116 (M)
ST-1116 (S)

MELACHRINO—Dream of Love
Odeon 8023 (M)

MEYNARD, RAUL & ORK—Where
Love Is Everything
Warner Bros. 1286 (M)
WS 1286 (S)

MODUGNO, DOMENICO—Encore!
Decca DL-8853 (M)

MONESE, GIANNI & ORK—How to
Make Love to a Blonde
Vox VX 25.910 (M)
STVX 425.910 (S)

MOON, SONNY & ORK—Let's
Dance All Night!
Warner Bros. W 1284 (M)
WS 1284 (S)

MOORE, BARY—That Wonderful
Year Warner Bros. W 1283 (M)
WS 1283 (S)

MORELL, CARMEN & PEPE BLANCO
—Sing Jotas Odeon 8035 (M)

MUSIKKORPS DES WACHBATAIL-
LONS—Marchmusik
Vox VX 25.870 (M)
STVX 425.870 (S)

MADRID CONCERT ORK—Jotas of
Spain
ABC-Paramount ABC-291 (M)
ABC-291 (S)

MADRID CONCERT ORK—Zarzuela
ABC-Paramount ABC-292 (M)
ABC-292 (S)

MAGNANTE, CHARLES & ORK—Roman
Spectacular, Vol. 2
Grand Award G.A. 233 S.D. (S)

MAKSYMOWICS, TED & ORK—Polish
Dance Melodies
ABC-Paramount ABC-289 (M)
ABC-289 (S)

MAN WITH THE GOLDEN ARM—
Sound Track Album
Decca DL-78257 (S)

MARKKO POLO ADVENTURERS,
THE—Orienta
RCA Victor LPM-1919 (M)
LSP-1919 (S)

MATHEWS, MAT & ORK—Come
Travel With Me
ABC-Paramount ABC-269 (M)
ABC-269 (S)

McGHEE, STICKS—Highway of
Blues Audio Lab AL-1520 (M)

McGUIRE SISTERS—I'll Think of
You Coral CRL 81184 (M)
CRL 781184 (S)

McCRAE, CARMEN & SAMMY DAV-
IS—Porgy and Bess
Decca DL-8854 (M)
DL-78854 (S)

MELGARD, AL—Al Melgard, Vol. 2
Audio Fidelity AFSD 5887 (S)

MELROSE, JACK—Trumpette Bou-
chee Jamie 70-3001 (M)
70-3001 ST (S)

MI BELLA DAMA—(My Fair Lady)
Columbia WL 155 (M)
WS 355 (S)



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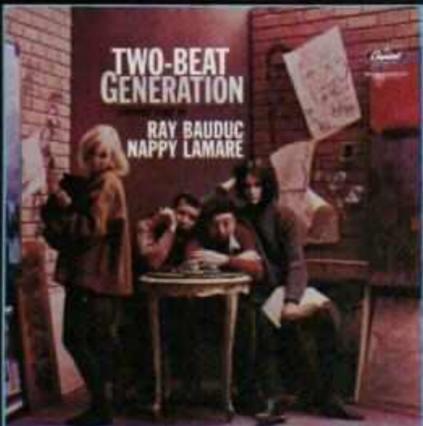
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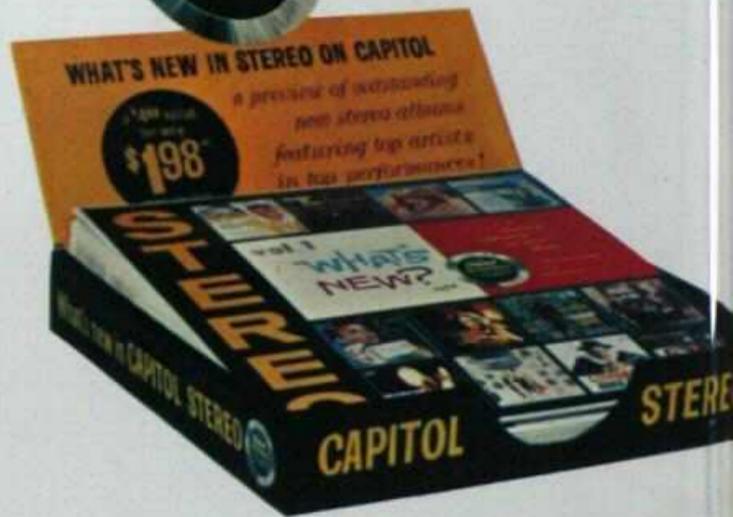
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Giant full-color display (over 6 square feet) invites passers-by into your store!



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

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

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



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



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

use it as a focal point to establish an exciting "new release" department!
 use it as a leader to draw traffic for all new releases—stereo and monophonic!
 use it in a "subscription" plan to bring customers back every month!
 use it as a premium to increase each customer's purchases!
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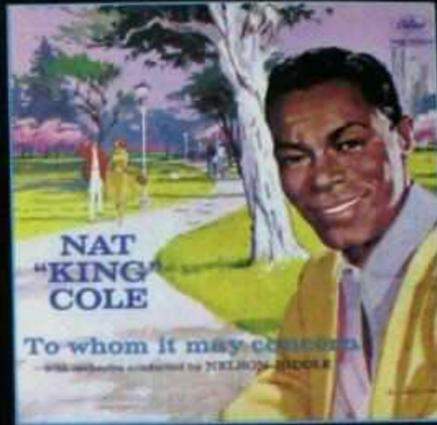
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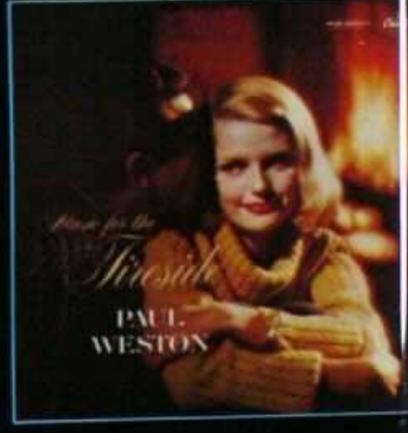


STEREO



vol. 1

WHAT'S
NEW?
ON



MILLER, EDDIE (PIANO)—Honky Tonk Piano in Stereo
Kapp KS-3002 (S)

MIYAGI, MAMORU—Japan Revisited
Capitol T-10195 (M)

MORGAN, AL—Al Morgan at the Dunes
Coral CRL 757252 (S)

MORGAN, JANE — Broadway in Stereo
Kapp KS-3001 (S)

MUROLO, ROBERTO—Songs of Old Napoli
Epic LC 3544 (M)

MURPHY, MARK—This Could Be the Start of Something
Capitol T-1177 (M)
ST-1177 (S)

NICOLAS, ANNE—Romanian Folk-songs
Dana DILP 8008 (M)

NICHOLS, RED & FIVE PENNIES—Red Nichols and the Five Pennies at Marineland
Capitol T-1163 (M)
ST-1163 (S)

OKLAHOMA!—Original Cast Album
Decca DL-79017 (S)

ORANIM ZABAR ISRAELI TROUPE—Around the Campfire
Elektra EKL-166 (M)

OWEN, REG, & ORK—Cuddle Up a Little Closer
RCA Victor LPM-1914 (M)
LSP-1914 (S)

Deep in a Dream
RCA Victor LPM-1907 (M)

Girls Were Made to Take Care of Boys
RCA Victor LPM-1908 (M)
LSP-1908 (S)

I'll Sing You a Thousand Love Songs
RCA Victor LPM-1906 (M)
LSP-1906 (S)

Under Paris Skies
Decca DL-8859 (M)
DL-78859 (S)

You Don't Know Paree
RCA Victor LPM-1915 (M)

PAGE, PATTI—The Waltz Queen
Mercury SR 60049 (S)

PAONE, NICOLA—Down at Paone's Place
ABC Paramount ABC-282 (M)
ABC-282 (S)

PECOR, JOHNNY—Johnny Pecor's Dance Time
Dana SDLP 1269 (S)

PECOR, JOHNNY—Johnny Pecor Plays Polkas, Waltzes & Obereks
Dana SDLP 1260 (S)

PEDICIN, MIKE—Musical Medicine
Apollo 484 (M)

PORGY AND BESS—Original Cast Album
Decca DL-79024 (S)

POWELL, DICK—The Dick Powell Song Book
Decca DL-8837 (M)

PRICE, LLOYD—Lloyd Price
Specialty 2105 (M)

PRINCETON SEMINARY CHOIR
RCA Victor LPM-1903 (M)

RALPH HUNTER CHOIR, THE—The Wild, Wild West
RCA Victor LPM-1968 (M)
LSP-1968 (S)

RAMIN, SID, & ORK—Love Is a Swingin' Word
RCA Victor LPM-1924 (M)
LSP-1924 (S)

RASHOMON—Original Cast Album
Carlton LPX 5000 (M)
STLPX 5000 (S)

REED, SUSAN—Songs for the Wee Folk
Elektra EKL-163 (M)

RENE, HENRI, & ORK—Show Boat
RCA Victor LOP-1505 (M)
LSO-1505 (S)

REY, ALVINO—Swingin' Fling
Capitol ST-1085 (S)

RICARDO, NINO—Musica Flamenca
Epic LC 3556 (M)

RIVERS, MAVIS—Take a Number
Capitol T-1210 (M)
ST-1210 (S)

ROSE, DAVID—Waltzes in Stereo
Kapp KS-3010 (S)

SANDS, TOMMY — This Thing Called Love
Capitol ST-1123 (S)

SAVA, FLORIKA—The Mad Gypsy
Capitol T-10139 (M)

SAVINA, CARLO, & ORK—My Darling
RCA Victor LPM-1912 (M)
LSP-1912 (S)
The Girl Is You and the Boy Is Me
RCA Victor LPM-1913 (M)
LSP-1913 (S)

SEVILLA, CARMEN—Songs of Spain
Odeon 8034 (M)

SHEA, GEORGE BEVERLY — The Love of God
RCA Victor LPM-1949 (M)
LSP-1949 (S)

SHEARING, GEORGE, QUINTET—Blue Chiffon
Capitol T-1124 (M)
ST-1124 (S)

SHEARING, GEORGE, QUINTET—Shearing on Stage
Capitol T-1187 (M)
ST-1187 (S)

SHEPHERD, JEAN—The Night People's Prophet
Elektra EKL-172 (M)

SHIRLEY, DON—Don Shirley
Audio Fidelity AFS 5897 (S)

SHORE, ROBERTA — The Shaggy Dog
Disneyland WDL-3044 (M)

SINATRA, FRANK—The Broadway Kick
Columbia CL 1297 (M)

SISTER ROSETTA THARPE—The Gospel Truth
Mercury MG 20412 (M)
SR 60080 (S)

SMECK, ROY—The Magic Ukulele
ABC Paramount ABC-279 (M)
ABC-279 (S)

SOLEK, WALTER—Have Fun With Walter Solek
Dana DLP 1273 (M)
SDLP 1273 (S)

SONG OF NORWAY—Original Cast Album
Decca DL-79019 (S)

SOUND AND THE FURY, THE—Sound Track Album
Decca DL-8885 (M)
DL-78885 (S)

SOUTHERN, JERI—Jeri Southern Meets Cole Porter
Capitol T-1173 (M)
ST-1173 (S)

STABILE, DICK—Dancing on the Sunset Strip
King LP-623 (M-S)

STATON, DAKOTA—Crazy He Calls Me
Capitol T-1170 (M)

STEIN, LOU—Honky Tonk Piano
Mercury SR 60054 (S)

STEREOPHONIC SPECTACULAR — Sampler, Vol. 2
Grand Award G.A. 402 S. D. (S)

SUMAC, YMA—Fuego Del Ande
Capitol T-1169 (M)
ST-1169 (S)

SUZUKI, PAT—The Many Sides of Pat Suzuki
RCA Victor LPM-2005 (M)

TAJOLI, LUCIANO—Italy's Gran Tajoli
Capitol T-10196 (M)

THE ROBE—Sound Track Album
Decca DL-79012 (S)

TOWNSEND, ED—New in Town
Capitol ST-1140 (S)

TROBADORS, THE—The Troubadors in Venezuela
KAPP KL-1123 (M)
KS-1123 (S)

TUCKER, BOBBY, TRIO—Too Tough
Jamie 80-3004 (M)
70-3004 ST (S)

UKRAINIAN DUMKA CHORUS & BANDURA ENSEMBLE—Ukrainia
Monitor MF 315 (M)

VALENTE, CATERINA — Schlager-parade
Decca DL-8852 (M)

VALLEJO, ORLANDO—Exitos de Vallejo
Panart 2028 (M)

VANGUARD MILITARY BAND — Marches Around the World
Vanguard VRS-9029 (M)

VAUGHAN, SARAH—Sings George Gershwin, Vols. I & II
Mercury SR 60045 (S)
SR 60046 (S)

VERMEILLE, FRANCOIS—Music for Dreamers
Jamie 70-3003 (M)
70-3003 ST (S)

WALTERS, ANDREW—Dancing iWith a Swede-Heart
Dana DILP 8018 (M)

WARING, FRED—Curtain Time
Decca DL-8844 (M)
Praise Him
Capitol ST-1122 (S)

WELK, LAWRENCE — A-One-A-Two . . . I, This Is Lawrence Welk
Coral CX-3 (M)

WEAVERS, THE — Traveling On With the Weavers
Vanguard VRS-9043 (M)
VSD-2022 (S)

WEST POINT GLEE CLUB—Army Blue
Vox VX 25.920 (M)
STVX 425.920 (S)

WESTON, PAUL—Music for the Fireside
Capitol T-1192 (M)
ST-1192 (S)

WILLIAMS, ROGER—More Songs of the Fabulous Fifties
Kapp KL-1130 (M)
KS-3013 (S)

WILLIAMS, ROGER—Waltzes in Stereo
Kapp KS-3000 (S)

WINTERHALTER, HUGO, & ORK—Wish You Were Here
RCA Victor LPM-1904 (M)
LSP-1904 (S)

WISNIEWSKI, GENE — Polskie Dziewczynki
Dana DLP 1272 (M)

WOJNAROWSKI, FRANK — Hula Hoop Polka
Dana SDLP 1268 (S)

WOOD, DEL—Rags to Riches
RCA Victor LPM-1633 (M)
LSP-1633 (S)

WU, BOB LIN, & ORK—Music for a Chinese Dinner at Home
RCA Victor LPM-1936 (M)
LSP-1936 (S)

YOUNG, FARON—My Garden of Prayer
Capitol T-1185 (M)
ST-1185 (S)

The Object of My Affection
Capitol ST-1004 (S)

ZIMA, EDDIE, & BAND—Dancing to Eddie Zima's Band
Dana SDLP 1266 (S)

POPULAR MISCELLANEOUS

AGRUPACION CORAL DE PAMP-LONA DE ESPANA
Columbia ML 5373 (M)
MS 6057 (S)

AN EVENING WITH THE RUSSIAN COSSACKS, VOL. 4
Bruno Hi-Fi BR 50073 (M)

AN EVENING WITH THE RUSSIAN COSSACKS, Vol. 5
Bruno Hi-Fi BR 50078 (M)

ARMENIAN SONGS—Various Artists
Westminster XWN 18824 (M)

BOLSHOI THEATER BALLET PROGRAM
Bruno Hi-Fi BR 14029 (M)

COUNTRY'S BEST, THE—Various Artists
Capitol T-1179 (M)

DAGENHAM GIRL PIPERS—Various Artists
Capitol ST-10125 (S)

DRUMS OF AFRICA, THE—Princess Ono and Princess Muana
20th Fox FOX-3000 (M)
SFX-3000 (S)

EAST OF THE URALS—Various Selections
Monitor MF 316 (M)

EXCERPTS FROM HIT THE DECK & THE CAT AND THE FIDDLE
Epic LN 3569 (M)

GAY NINETIES IN STEREO—Various Artists
Kapp KS-3008 (S)

GERMAN BAND CONCERT—Various Artists
Dana DILP 8014 (M)

GRANDPA JONES
King 625 (M)

HI-FI CUBAN DRUMS—Various Artists
Capitol T-10141 (M)

HILLEL & AVIVA CONCERT
Elektra EKL-171 (M)

I DREAMT I DANCED THE CHA CHA CHA - MERENGUE - MAMBO - RHUMBA-WAPACHA—Various Artists
Tico LP 1069 (M)

IN THE LAND OF CHA CHA - MERENGUE - MAMBO - RHUMBA - WAPACHA—Various Artists
Tico LP-1059 (M)

KIRGHIS & KAZAKS, THE NOMADS OF THE STEPPES OF CENTRAL ASIA
Bruno Hi-Fi BR 50032 (M)

LATIN DANCE PARTY—Various Artists
Audio Lab AT-1535 (M)

LOVE & WAR BETWEEN THE SEXES—Gene & Francesca
Elektra EKL-164 (M)

MARIACHI, THE—Various Selections
Westminster WST 15039 (S)

MOSCOW NIGHTS: POPULAR RUSSIAN HITS—Various Selections
Monitor MP 590 (M)

MUSIC OF THE JEWS FROM EASTERN EUROPE: LITURGIC SONGS AND A COMMUNITY CONCERT—Various Artists
Westminster WF 12029 (M)

MUSIC OF THE JEWS FROM MODOCCO—Various Artists
Westminster WF 12027 (M)

MYSTERIOUS MUSIC OF TAJIKISTAN, THE—
Bruno Hi-Fi BR 50031 (M)

OLD TIME VAUDEVILLE NIGHT—Carroll and Gorman
Audio Lab AL-1532 (M)

SACRED SONGS BY COWBOY COPAS
King 619 (M)

SONGS AND DANCES OF THE JEWS FROM BUKHARA, UZBEKISTAN & COCHIN—Various Artists
Westminster WF 12026 (M)

SONGS OF THE JEWS FROM YEMEN, THE ATLAS MOUNTAINS, TUNISIA & SPAIN—Various Artists
Westminster WF 12028 (M)

STEREO SAMPLER—Various Artists
Westminster WSS 2 (S)

STREETS OF ATHENS, THE—Various Artists
Capitol T-10171 (M)

THIS IS EPIC STEREOGRAMA—Various Artists
Epic BN 1 (S)

TOPS IN POPS, THE—Various Artists
Decca DL-8860 (M)

TOPS IN POPS IN STEREO, THE—Various Artists
Decca DL-78860 (S)

TWO-BEAT GENERATION — Ray Bauduc and Nappy Lamare & Band
Capitol T-1198 (M)
ST-1198 (S)

WHAT'S NEW?, VOL. 1—Various Artists
Capitol SM-1 (S)

YIDDISH SONGS FROM EASTERN EUROPE, Vol. 1
Bruno Hi-Fi BR 50074 (M)

YIDDISH SONGS FROM EASTERN EUROPE, Vol. 2
Bruno Hi-Fi BR 50081 (M)

POPULAR LOW PRICE

ASHLEY, ROBERT, & ORK—Warsaw Concerto
Lion L 70110 (M)

ASTAIRE, FRED, DANCE STUDIO ORK—Everybody Cha Cha
Camden CAL-476 (M)
CAS-476 (S)

BAILEY, ADDISON—Holiday in Manhattan
Stereo-Spectrum SS-47 (S)
Design DLP-104 (M)

BASS, SID, & ORK—With Bells On
Camden CAS-501 (S)

BOSWELL, CONNIE—Connie Boswell Sings
Stereo-Spectrum SS-44 (S)
Design DLP-101 (M)

BOTTI-ENDOR QUARTET—Souvenir De Italy
Stereo-Spectrum SS-46 (S)

BOWEN, HILL & ORK—Redhead
Camden CAL-521 (M)
CAS-521 (S)

BOWEN, HILL & ORK—Standards in Stereo
Camden CAS-461 (S)

BURNETTE, SMILEY—Smiley Burnette & His Rodeo Songaree
Cricket CR-11 (M)

DAY, DENNIS—Narrates and Sings Johnny Appleseed
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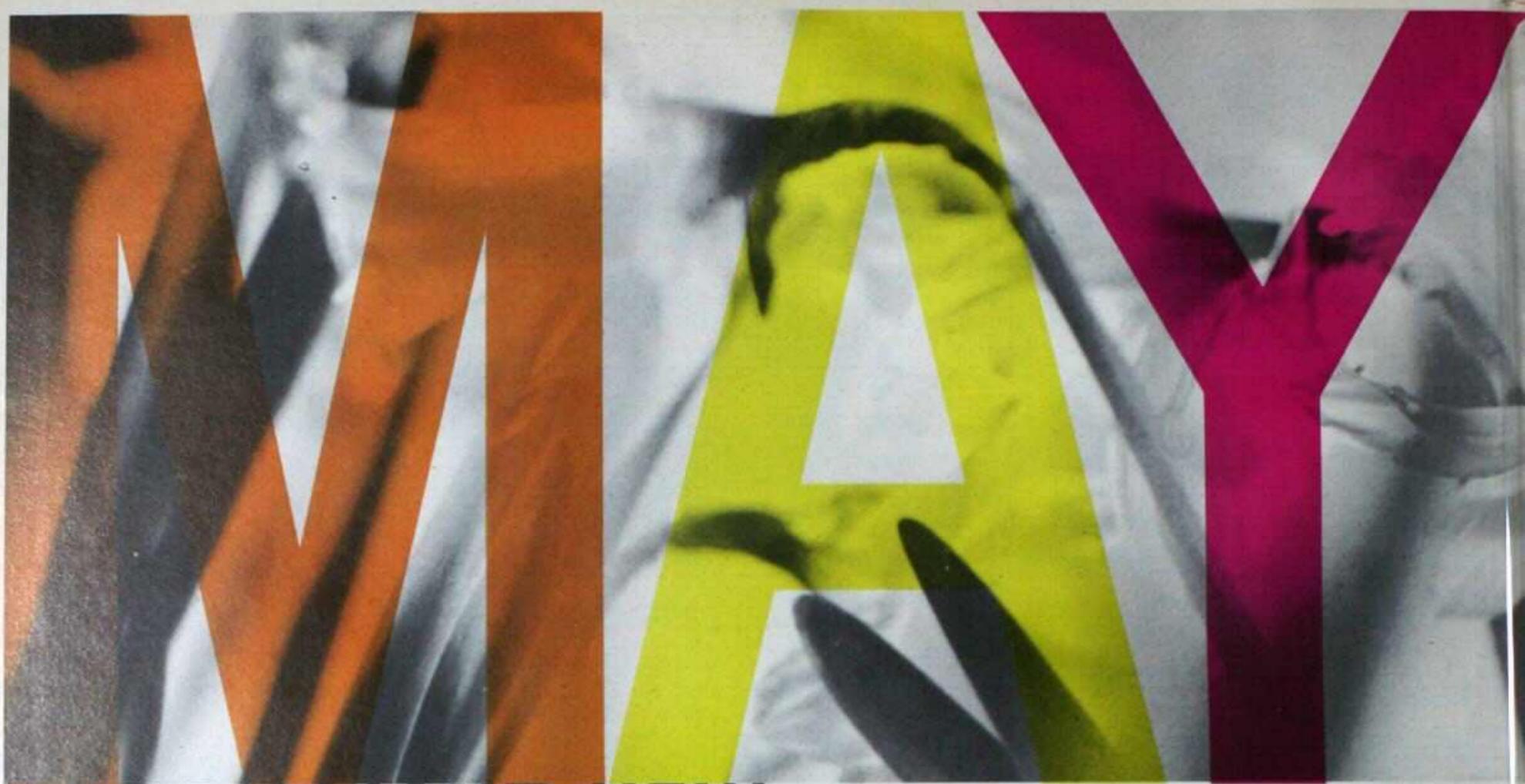
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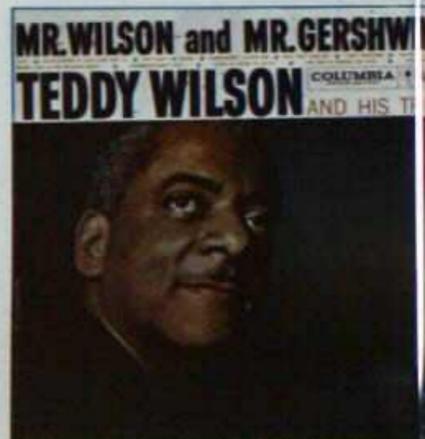


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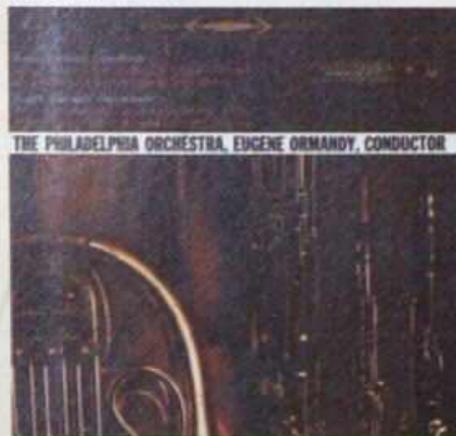
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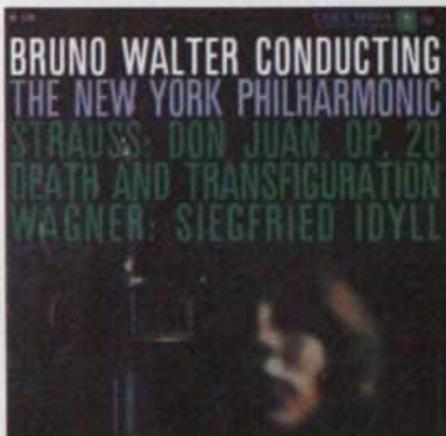


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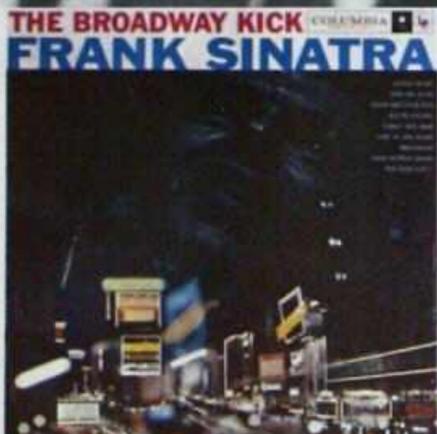


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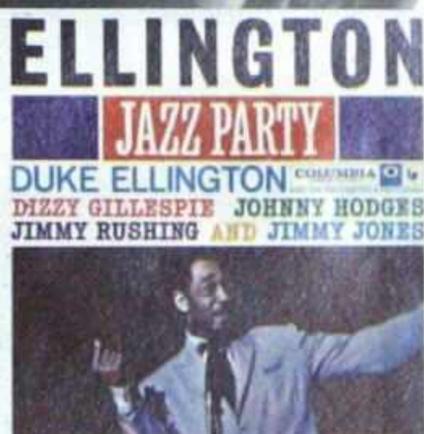
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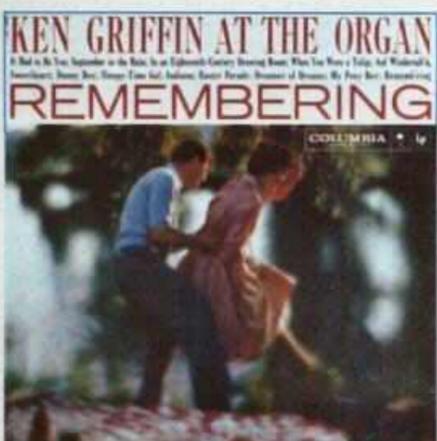
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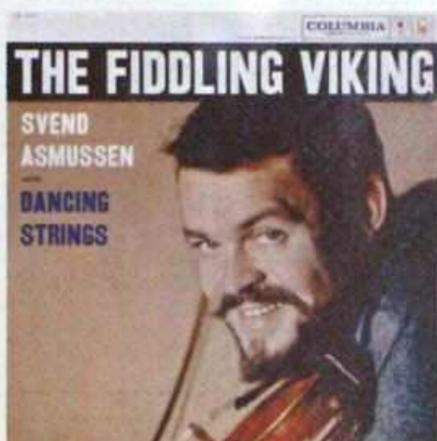
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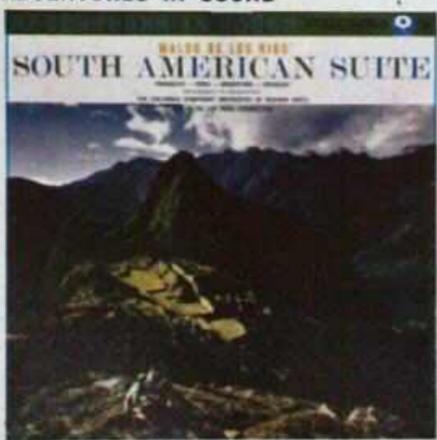


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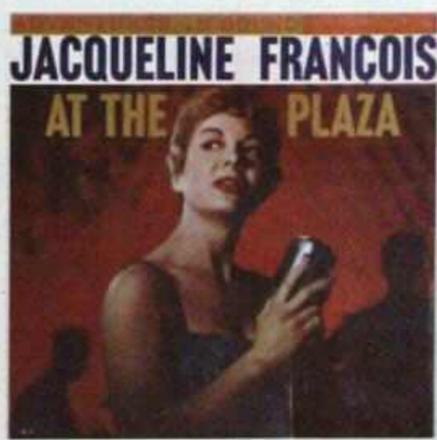
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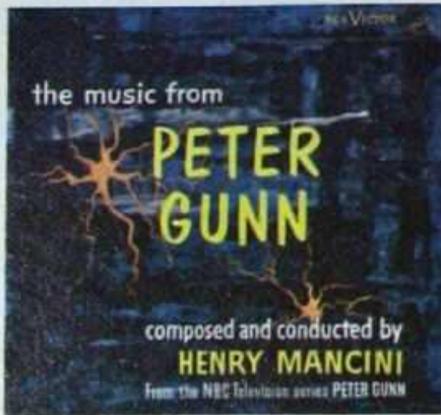
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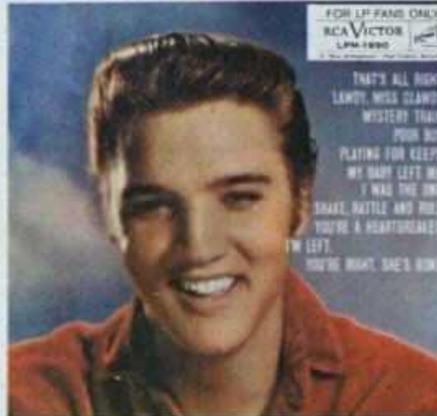
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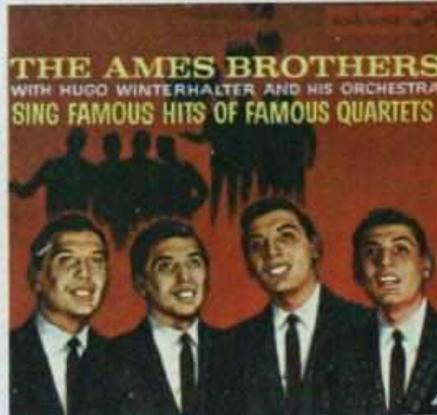
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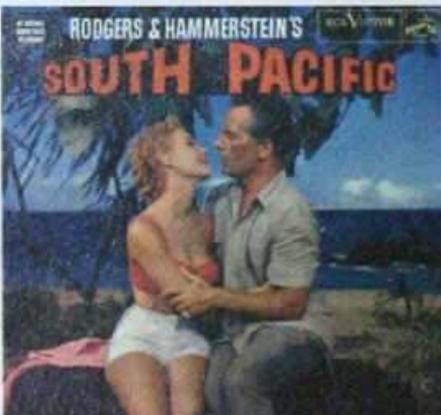
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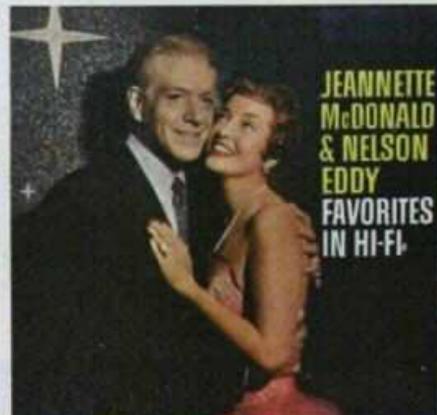
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Capitol 50 7132 (R)

—SCARLATTI

Sonatas for Harpsichord, Vol. 23, Fernando Valenti, Harpsichord, Westminster XWN 18826 (M)
Tatiana in Scire, Angelicum Orch. of Milan (Janes)
Westminster OPW 1305 (M)

—SCHUBERT

Pentasia in C Major, Op. 159, Ferdinand Valenti, Harpsichord, Westminster XWN 18826 (M)
Tatiana in Scire, Angelicum Orch. of Milan (Janes)
Westminster OPW 1305 (M)

—SCHUMANN

Symphony No. 1 in B Flat Major ("Spring"), Manfred Overture, Op. 113, Detroit Symphony Orch. (Paray) Mercury SR 90198 (S)

—SHOSTAKOVICH

Symphony No. 1 Prokofiev, Classical Symphony, Philharmonia Orch. (Kurtz) Capitol SG 7188 (S)

—STRAUSS

Don Juan, Death and Transfiguration, The Wagner, Siegfried Idyll, New York Philharmonic (Walter) Columbia ML 5338 (M)
Serenade, Grainger, Lincolnshire Posy, Milford, Suite Française, Rogers, Three Japanese Dances, Eastman Wind Ensemble, (Fennell) Mercury SR 90173 (S)
Till Eulenspiegel's Merry Pranks, Op. 28, Death and Transfiguration, Vienna Philharmonic Orch. (Reiner) RCA Victor LSC 2077 (S)

—TCHAIKOVSKY

1812 Overture, Capriccio Italien, Rimsky-Korsakov, Capriccio Espagnol, Russian Easter Overture, Vienna State Opera Orch. (Rossi) Vanguard SKV-110 (M)
Francesca da Rimini, Op. 32, Overture "1812," Op. 49; Marche Slave, Op. 31, Royal Philharmonic Orch. (Kletzki) Angel SFS 35621 (S)
Suite From the Swan Lake, Suite From The Sleeping Beauty, Ballet Theatre Orch. (Levine) Capitol P 8471 (M) SP 8471 (S)

—TURINA

Danzas Fantasticas, La Procesion Del Rocio, Op. 9, Debussy, Printemps Symphonic Suite, Danse, Royal Philharmonic Orch. (Irving) Capitol SG 7130 (S)

—VILLA-LOBOS

Bachianas Brasileiras No. 4; Bachianas Brasileiras No. 7, Orchestre National De La Radiodiffusion Francaise (Villa-Lobos) Angel 35674 (M)

—VIVALDI

Concerti Epic LC 3565 (M) BC 1021 (S)

—WAGNER

Bayreuth Festival, Bayreuth Festival Chorus & Orch. (Fitz) Decca DGM 12000 (M) DGS 712000 (S)
Siegfried Idyll, Strauss, Don Juan, Death and Transfiguration, New York Philharmonic (Walter) Columbia ML 5338 (M)
Tristan and Isolde, Philharmonia Orch. (Furtwangler) Angel 3588 (M)

—WEBER

Fantasia, William Macelet, Pianist, Concertino for Flute, Oboe, Clarinet and String Quartet, Serenade for Strings, Galmer String Quartet, Epic LC 3567 (M) BC 1022 (S)

—WEISCALL

The Tenor, Vienna State Opera Orch. (Grossman) Westminster WST 208 (S) OPW 1206 (M)

—WANDONAI

L'uccellino d'Oro, Angelicum Chorus and Orch. of Milan (de Florian) Westminster OPW 11834 (M)

CLASSICAL LOW-PRICE

—BERLIOZ

Benvenuto Cellini, Orch. of Paris Opera (Le Conte), Strauss, Till Eulenspiegel's Merry Pranks, Don Juan, Frankfurt Sym. Radio Orch. (Ackerman) Harmony HL 7176 (M)

—BEETHOVEN

Concerto in B Major for Violin and Orch., State Orch. of USSR (Kogan), Lion CL 40090 (M)

Symphony No. 2, Vienna Phil. Orch. (Kiebler) Richmond B 19051 (M)

Symphony No. 8 Schubert, Symphony No. 8, Phil. Orch. of Hamburg (Winograd) Lion CL 40011 (M)

Symphony No. 7 Concertgebouw Orch. of Amsterdam (Kiebler) Richmond B 19054 (M)

—BRAHMS

Hungarian Dances, Dvorak, Slavonic Dances, Bamberg Symphony Orch. (Pariax) Vox PL 11.240 (M) STPL 511.240 (S)

—DVOŘAK

Concerto in B Minor for Cello & Orch., State Radio Orch. of the USSR (Rostropovich) Lion CL 40001 (M)

—SLAVONIC DANCES

Brahms, Hungarian Dances, Bamberg Symphony Orch. (Pariax) Vox PL 11.240 (M) STPL 511.240 (S)

—GRIG

Concerto for Piano & Orch., Tchaikovsky, Concerto No. 1, Sandra Bianca, Piano Lion CL 4009 (M)

Lyric Suite, Tchaikovsky, Marche Slav, Hungarian Rhapsody No. 4, Sibelius, Finnishland, Danish State Radio Sym. Orch. (Tuxen) Richmond B 19053 (M)

Norwegian Dances, Tchaikovsky, Marche Slav, 1812 Overture, State Orch. of USSR & State Radio Orch. & Army Band (Anosov) & (Golovanov) Lion CL 40005 (M)

Pear Gynt Suites Nos. 1 & 2, Oslo Philharmonic Orch. (Gruner-Hegge) Camden CAS 489 (S)

Pear Gynt Suites Nos. 1 & 2, Tchaikovsky, Nutcracker Suite, Phil. Orch. of Hamburg (Walter) Lion CL 40008 (M)

—HANDEL

Concerto No. 1 in B Flat Major for Oboe and Orchestra, Plath, Oboe, Haydn, Concerto in B Flat Major for Trumpet and Orchestra, Braumig, Trumpet, Mozart, Concerto No. 1 in B Flat Major for Bassoon and Orchestra, Wulfer, Bassoon, Frankfurt Chamber Orch. (Bamberger) & (Heidger) Harmony HL 7173 (M)

—HAYDN

Concerto in E Flat Major for Trumpet and Orchestra, Braumig, Trumpet, Handel, Concerto No. 1 in B Flat Major for Oboe and Orchestra, Plath, Oboe, Mozart, Concerto No. 1 in B Flat Major for Bassoon and Orchestra, Wulfer, Bassoon, Frankfurt Chamber Orch. (Bamberger) & (Heidger) Harmony HL 7173 (M)

Surprise Symphony No. 94 in G, Oslo Philharmonic Orch. (Fjeldstad) Camden CAS 481 (S)

Symphony No. 101 in B Major, Mendelssohn, Symphony No. 4 in A Major, Op. 90, Rochester Philharmonic Orch. (Leinsdorf) Harmony HL 7171 (M)

—LISZT

Hungarian Rhapsody No. 4, Sibelius, Finnishland, Grieg, Lyric Suite, Tchaikovsky, Marche Slav, Danish State Radio Sym. Orch. (Tuxen) Richmond B 19053 (M)

—MENDELSSOHN

Symphony No. 4 in A Major, Op. 90, Haydn, Symphony No. 101 in B Major, Rochester Philharmonic Orch. (Leinsdorf) Harmony HL 7171 (M)

Symphony No. 4, A Major, Op. 90, Tchaikovsky, Capriccio Italien, Op. 45, der Wiener Musikgesellschaft Orch. (van Remoortel) Vox PL 11.210 (M) STPL 511.210 (S)

—MOZART

Concerto No. 1 in B Flat Major for Bassoon and Orchestra, Winter, Bassoon, Haydn, Concerto in B Flat Major for Trumpet and Orch. Braumig, Trumpet, Handel, Concerto No. 1 in B Flat Major for Oboe and Orch. Plath, Oboe, Frankfurt Chamber Orch. (Bamberger) & (Heidger) Harmony HL 7173 (M)

Concerto No. 3 in G Major for Violin and Orchestra, Concerto No. 4 in B Major for Violin and Orchestra, Parikian, Violin, Hamburg Chamber Orch. (Goshr) Harmony HL 7174 (M)

—PUCCINI

La Rondine, Antonio Guarnieri, La Rondine, State Orch. of USSR (Kogan), Lion CL 40090 (M)

—RACHMANINOV

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—SCHUBERT

Symphony No. 8, Beethoven, Symphony No. 5, Phil. Orch. of Hamburg (Winograd) Lion CL 40011 (M)

—SIBELIUS

Finlandia, Grieg Lyric Suite, Tchaikovsky, Marche Slav, Liszt, Hungarian Rhapsody No. 4, Danish State Radio Sym. Orch. (Tuxen) Richmond B 19053 (M)

—STRAUSS

Till Eulenspiegel's Merry Pranks, Don Juan, Frankfurt Sym. Radio Orch. (Ackerman), Berlioz, Benvenuto Cellini, Orch. of Paris Opera (Le Conte) Harmony HL 7176 (M)

—TCHAIKOVSKY

Capriccio Italien, Op. 45, Mendelssohn, Symphony No. 4, A Major, Op. 90, der Wiener Musikgesellschaft Orch. (van Remoortel) Vox PL 11.210 (M) STPL 511.210 (S)

Concerto No. 1, Grieg Concerto for Piano & Orch. Sandra Bianca, Piano Lion CL 40009 (M)

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Marche Slav, Liszt, Hungarian Rhapsody No. 4, Sibelius, Finlandia, Grieg, Lyric Suite, Danish State Radio Sym. Orch. (Tuxen) Richmond B 19053 (M)

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Piano Concerto No. 1 in B Flat Minor, Op. 23, Rachmaninov, Piano Concerto No. 2 in C Minor, Op. 18, der Wiener Musikgesellschaft Orch. (Giesler) Vox PL 11.500 (M)

Symphony No. 5 in E Minor, Op. 44, Oslo Philharmonic Orch. (Gruner-Hegge) Camden CAS 489 (S)

Symphony No. 4 in B Minor, Op. 74 Lion CL 40002 (M)

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TRAUBEL, HELEN—Helen Traubel in Opera and Song, Helen Traubel, RCA Victor Orch. (Black) Camden CAL 485 (M)

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WAGNER FOR ORCHESTRA—Frankfurt Opera Orch. (Bamberger) Harmony HL 7172 (M)

YOU'RE MY HEART ALONE—Frankfurt Symphony Orch. (Bamberger) Harmony HL 7177 (M)

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BOARDWALK PIPES—Robert Rimora, Mercury SR 90109 (S)

BRAILOWSKY, ALEXANDER—Brailowsky Encores RCA Victor LM-2276 (M) LSC-2276 (S)

DESTINATION STEREO—Various Artists RCA Victor LSC 2307 (S)

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FRENCH TOUCH—Various Selections Boston Symphony Orch. (Munchi) RCA Victor LM-2292 (M) LSC-2292 (S)

GIELGUD, SIR JOHN—Ages of Man Columbia DL 5390 (M)

GILBERT AND SULLIVAN—Various Selections, Regimental Band of Mased Pipers of the Scots Guards (Rhodes) Angel SFS 35625 (S)

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ITALIAN VIOLIN SONATAS—Jan Tomaszewski, Violin; Anton Heifetz, Harpsichord Vanguard 88 5813 (S)

LANZA, MARIO—Mario, Various Operatic Selections RCA Victor LM 2331 (M) LSC 2331 (S)

LIFE IN VIENNA—Vienna Philharmonic Orch. (Kempe) Capitol G 7167 (M) SG 7167 (S)

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OPERA FOR ORCHESTRA IN STEREO—Various Selections, Vienna State Opera Orch. (Shaffer) Westminster WST 14056 (S)

OPERA OVERTURES—Philharmonia Orch. (Leinsdorf) Capitol SP 8465 (S)

OPERATIC RECITAL—Orchestra of the Opera House (Marelli) Capitol 60R 7172 (M)

POP CONCERT U. S. A.—Various Selections, Cleveland Pops Orch. (Lane) Epic LC 3529 (M)

POPE STOPPERS—Various Selections, Boston Pops Orch. (Fiedler) RCA Victor LM-2370 (M) LSC-2370 (S)

REGIMENTAL MARCHES OF THE BRITISH ARMY—Royal Military School of Music, Kneller Hall Band Angel S 35609 (S)

BICARDO, NINO—Musica Flamenca Epic LC 3556 (M)

ROMANTIC GUITAR, THE—Ray De La Torre, Guitar, Epic LC 3564 (M)

RUBENSTEIN, ARTUR—Rubenstein and Chopin RCA Victor LM-2277 (M)

SONGS OF THE JEWS FROM YEMEN, THE ATLAS MOUNTAINS, TUNISIA AND SPAIN—Deben Shattacharya Westminster WF 12028 (M)

SOVIET ARMY CHORUS—The Soviet Army Chorus and Band Angel SFS 35411 (S)

STARLIGHT WALTZES—Hollywood Bowl Symphony Orch. (Sletkin) Capitol SP 8456 (S)

STRAUSS FAMILY ALBUM—Minn. Sym. Orch. (Dorati) Mercury SR 90178 (S)

STREICH, RITA—The Art of Coloratura, Decca DGM 12004 (M) DGS 712004 (S)

THIS IS EPIC STEREOGRAMA—Various Artists, Epic BC 1 (S)

TOUREL, JENNIE—A French-Italian Program Decca DL-10,013 (M) DL-710,013 (S)

TREASURY OF GERMAN FOLKSONG—Vienna Radio Choir (Pfeinfalk) Columbia ML 5344 (M)

WALTZES BY THE STRAUSSES FAMILY—Boston Pops Orch. (Fiedler) RCA Victor LSC 2028 (S)

WALTZES OF FRANZ LEHAR—London Prima Symphony Orch. (Sharples) RCA Victor LM 2299 (M) LSC 2299 (S)

ZARESKA, EUGENIA—Presents Ukrainian Songs Urania UX 137 (M) USD 1037 (S)

EXTENDED PLAY

ADAMS, JERRI—Jerri Adams Columbia B 3632 (M)

ARGUESO & ORK—Fiesta FEP 113 (M)

ARGUESO & ORK—Fiesta FEP 117 (M)

ARMSTRONG, LOUIS—Pennies From Heaven RCA Victor EPA-3077 (M)

BEBAKA, WEIL—I Go Ape RCA Victor EPA-4334 (M)

ARNOLD, EDDY—Kentucky Waltz RCA Victor EPA-5087 (M)

BASIE, COUNT—Count Basie RCA Victor EPA-5075 (M)

SHEA, GEORGE BEVERLY & ORK—George Beverly Shea RCA Victor EPA-5063 (M)

CARLOS, RANDY & ORK—Fiesta FEP 109 (M)

CARLOS, RANDY & ORK—Fiesta FEP 114 (M)

SHORE, DINAH—Dinah Shore Columbia B 2627 (M)

CHAMPA, RAY & ORK—Piknik PEP 751 (M)

CHA CHA RHYTHM BOYS—Fiesta FEP 106 (M)

CHA CHA RHYTHM BOYS—Fiesta FEP 112 (M)

CHA CHA RHYTHM BOYS—Fiesta FEP 118 (M)

COLE, NAT KING—To Whom It May Concern Capitol EAP 3-1190 (M)

CONNIFF, RAY & ORK—Hollywood In Rhythm Columbia B 12101 (M)

CURBELO, JOSE & ORK—Fiesta FEP 115 (M)

CURBELO, JOSE & ORK—Fiesta FEP 101 (M)

CURBELO, JOSE & ORK—La Le La Fiesta FEP 107 (M)

DOBNEY, TOMMY & ORK—Everything Happens to Me RCA Victor EPA-5082 (M)

DUCHIN, EDDY—Eddy Duchin Columbia B 2631 (M)

FITZGERALD, ELLA—Benny Goodman and Ella Fitzgerald RCA Victor EPA-5100 (M)

FOLEY, RED—Let's All Sing With Red Foley Decca ED-72644 (M)

FOUR FRESHMEN—Love Lost Capitol EAP 3-1189 (M)

GOODMAN, BENNY—Benny Goodman and Ella Fitzgerald RCA Victor EPA-5100 (M)

GOODMAN, BENNY & ORK—One o'Clock Jump RCA Victor EPA-5078 (M)

JONES, JONAH QUARTET—Dig Chickal Capitol EAP 3-1193 (M)

JONES, SPIKE & CITY SLICKERS—The Man on the Flying Trapeze RCA Victor EPA-5080 (M)

KAYE, SAMMY—Sammy Kaye Columbia B 2630 (M)

KAYE, SAMMY & ORK—Sammy Kaye RCA Victor EPA-5074 (M)

KING, WAYNE & ORK—I Love You Truly RCA Victor EPA-5074 (M)

LANE, FRANKIE—Jo Stafford & Frankie Lane Columbia B 2629 (M)

LANZA, MARIO—Opera and Operetta RCA Victor EPA-5071 (M)

LANZA, MARIO—The Loveliest Night of the Year RCA Victor EPA-5083 (M)

LOCKLIN, HANK—Hank Locklin RCA Victor EPA-5096 (M)

MARIN, ORLANDO & ORK—Fiesta 103 (M)

MARIN, ORLANDO & ORK—Fiesta FEP 110 (M)

MARQUEZ, RAMON & ORK—Lessons in Cha Cha Cha Fiesta FEP 105 (M)

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



RCA VICTOR
RADIO CORPORATION OF AMERICA



The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★ ★ ★ ★

THE WILD-CATS

★★★★ **KING SIZE GUITAR**
UNITED ARTIST 169—The cats have a fine, gutsy rocker that's great for the terp set. A wild tenor sax passage helps make it. Spinnable and salable. (Saxon & Wilcat, BMI)

★★★ Dancing Elephants

A blues that features a low-down guitar and a piano with an interesting figure against the guitar. Tenor horn takes a good passage, as well. Danceable side. (Saxon, BMI)

DICKEY DOO AND THE DON'TS

★★★★ **Dear Heart, Don't Cry**
SWAN 4033—Dickey Doo and the Don'ts sell this country-ish ballad in listenable style over cute backing. A strong side with a chance. Watch it. (Deane & Doo, ASCAP)

★★★ Ballad of a Train

On this side the lads turn their attention to a train and tell the story of the old locomotive that is making its last run. There is a talk bit in the middle a la the Kingston Trio. (Deane & Doo, ASCAP)

HUGO & LUIGI

★★★★ **La Plume De Ma Tante**
RCA VICTOR 7518—Attractive novelty is sung in bright fashion by a children's chorus. It's cute and has possibilities. (Korwin, ASCAP)

★★★ Honolulu Lu

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

DON RALKE

★★★★ **Zooba!**
WARNER BROS. 5058—The Ralke crew follows up its hit "77 Sunset Strip" with a wild cha cha with touches of classical riffs. It could make noise and grab some coins. (Wilmark, ASCAP)

★★★ Stardust

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

STEVE & DONNA

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

★★★ Ever Since the World Began

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

★ ★ ★

THOMAS WAYNE

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

★★★ This Time

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

THE THREE G'S

★★★ **When It's Summer Again**
COLUMBIA 41383 — A rockballad, very tastefully done by the chanters. The triplet figure is quite subdued, and the side has a relaxed quality. (Cedarwood & Camarillo, BMI)

★★★ Oh, Suzette!

A Swings melody, with beat, and a tasteful rocking arrangement. Infectious quality will result in plenty of spins. (Camarillo, BMI)

THE DANLEERS

★★★ **Your Love**
MERCURY 71441—The Danleers, who have come up with hits now and then, have a good new side here as the lead singer tells of the love he bears for his girl. Listenable wax. (Pure, BMI)

★★★ I Can't Sleep

On this side the boys tell that they can't sleep for the worry they have about their gal. The two sides both have a chance. (Pure, BMI)

BOB NORRIS

★★★ **Party Time**
CASCADE 5907—Bob Norris sings about a party that started on one night and lasted until the next morning. Listenable side by the chanter. (Kavella, BMI)

★★★ It's Not Easy to Say

The singer sells a rockballad with warmth and feeling. He tells the gal he loves, he wishes her luck as she goes off with someone new. (Kavella, BMI)

ALFRED NEWMAN ORK

★★★ **Theme From the Diary of Ann Frank**
20TH FOX 138—A pretty and melodic strain is this theme material, taken off the sound track of the current pic hit. Easy listening mood wax, suitable for jock attention. It's done in a light classical style. (Robbins, ASCAP)

★★★ Spring Is Coming

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

LESLIE HARRIS

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

★★★ I Hung My Head and Cried

A modified form of the blues has a tragedy feeling in the message. Harris is again in good shout form here and he gets a solid backing. (Brant, BMI)

THE KEITH TEXTOR SINGERS

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

★★★ Them There Eyes

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

RICKY COYNE & HIS GUITAR ROCKERS

★★★ **I Want You to Know**
EVENT 4294—Coyns belts the rockabilly with spirit. Snappy backing with Bo-Diddley type breaks is effective. It can sell. (Darleen, BMI)

★★★ Angel From Heaven

Rockballad with light piano backing is crooned with appeal by Coyne. Potential appears similar to that of flip. (Darleen, BMI)



Pop Records

THE COASTERS

ALONG CAME JONES (Tiger, BMI)
THAT IS ROCK & ROLL (Tiger, BMI)

Usual hit approach by the Coasters on hilarious tunes affords them with a likely two-sider. "Jones" is a parody of Westerns with Jones coming to the rescue whenever the damsel is in distress. Flip is a ditty about the birth of rock and roll.

Ateo 6141



THE FLEETWOODS

OH, LORD LET IT BE (Cornerstone, BMI)
GRADUATION'S HERE (Cornerstone, BMI)

The threesome follow "Come Softly to Me" with two strong contenders. "Top side is a ballad that is warmly read. Flip is a contagious tune about high school fun. They could repeat with either of these.

Dolton 3



DODIE STEVENS

YES-SIR-EE (Melody Masters, BMI)
THE FIVE PENNIES (Dena, ASCAP)

The young thrush can click again with her latest tries. "Yes-Sir-Ee" is a rock-a-tango that tells about the things that kids like to do. "The Five Pennies" is the title tune from the coming flick, and she reads it as a rockballad. Both are likely clicks.

Crysallette 728



FREDDY CANNON

TALLAHASSEE LASSIE (Conley, BMI)

Cannon makes his debut with a pounding rocker that should place him on the charts in short order. The side really moves, and the lad handles the tune with spirit. Flip is "You Know" (Salem, BMI).

Swan 4031



THE LIFE GUARDS

EVERYBODY OUTTA THE POOL (Tinker, ASCAP)
TEEN-AGE TANGO (Seabreeze, BMI)

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

ABC-Paramount 10021



THE AMES BROTHERS

SOMEONE TO COME HOME TO (Shalimar-Sheldon, BMI)

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

RCA Victor 7528



DEAN & MARC

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

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

Bullseye 1026



BOBBY FREEMAN

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

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

Josie 863



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

THE FOUR COINS

MY FIRST LOVE (Midnight, ASCAP)
ONE LOVE, ONE HEART (Tee Pee, ASCAP)

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



HENRY MANCINI ORK

TIMOTHY (Northridge, ASCAP)
SPOOK! (Northridge, ASCAP)

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



THE INTRUDERS

FRANKFURTERS AND SAUERKRAUT (Aurelio, BMI)

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



RUTH BROWN

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

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



THE GAYLORDS

SWEETER THAN YOU (Pure, BMI)
HOMIN' PIGEON (December, BMI)

The Gaylords have their strongest in some time. "Sweeter Than You" is a pretty tune that they render in listenable harmonies over good backing. Flip, "Homin' Pigeon," is a pretty calypsoish effort. Both are worth watching. **Mercury 71450**



Pop Disk Jockey Programming

ANDRE PREVIN & DAVID ROSE
LIKE YOUNG (Robbins, ASCAP)

Bluesy piano by Previn is embraced by Rose's lush ork to provide a tasteful side that offers excellent programming material. With plugs this can step out. Flip is "Young Man's Lament." (Rose, ASCAP) **M-G-M 12792**



EDDY & BETTY

SWEET SOMEONE (Shapiro-Bernstein, ASCAP)

The duo styles the pretty oldie in simple harmony over light, uke backing. They have an attractive sound, and the side is choice wax for all programming segs. Flip is "Saturday Night Fish Fry." (Preview, BMI). **Warner Bros. 5054**



ENOCH LIGHT & THE LIGHT BRIGADE
WITH MY EYES WIDE OPEN I'M DREAMING (DeSylva, Brown & Henderson, ASCAP)
I CRIED FOR YOU (Miller, ASCAP)

Light and crew have two lush and lovely sides. Both are given smooth rockaballad treatments with the accent on soaring strings and wordless chorus. The quality sides have a chance, if plugged. **Grand Award 1032**



Pop Talent

JIMMY NORMAN
YOU WIN AGAIN (Acuff-Rose, BMI)
THANK HIM (Pioneer, BMI)

Norman could have a dual market entry with his initial wax attempts. He presents, "You Win Again," the Hank Williams oldie in rocking fashion. "Thank Him" is a slower tune, but his chanting is equally winning. **Mun-Rab 102**



(Continued on page 62)

JIMMY BEE

***** Glory**
HAMILTON 50029—Spiritual-derived tune is about a chick named Glory. Bee belts the rocker to good effect with fine fem chorus support. It bears watching. (Moonbeam, BMI)

***** Little Angel**
Rockaballad is warmly sold by Bee with a good ork and chorus assist. It can step out for pop and r.&b. loot. (Moonbeam, BMI)

THE ELIGIBLES

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

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

THE DO-RAY-MI TRIO

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

***** On a Slow Boat to China**
A stylish reading of the pretty ballad. Lead singer has a relaxed style, and the piano backing is very tasteful. Available in stereo. (Frank, ASCAP)

BUDD JOHNSON

***** On the Alamo**
CRAFT 111—The standard, in a rocking instrumental arrangement which uses voices as part of the background. Has a live sound. Also available in stereo. (Kahn, ASCAP)

***** You're Driving Me Crazy**
Another standard, in a rocking instrumental arrangement, similar to the flip. Voices are essentially to support the rhythmic instrumental. (Bregman, Vocco & Conn, ASCAP)

THE FLAMINGOS

***** Goodnight Sweetheart**
END 1046—The lead gives a sensitive reading of the classic standard. It's pleasant, dreamy wax which could hit paydirt. (Robbins, ASCAP)

***** I Only Have Eyes for You**
The boys have an offbeat arrangement of the standard which has a crazy mixed-up start. Parts of the side have a jazz quality, but the r.&r. triplets are still there. (Remick, ASCAP)

LOU JOSIE

***** Lonely Years**
BATON 269—Lou Josie bows on the label with a first-rate reading of a listenable ballad, helped by a gals' group and the combo. (Shapiro-Bernstein, ASCAP)

***** I'm Gonna Get-cha**
Latinish item is sung smartly by Josie, while a male group tells it well behind him. Flip appears more important. (Skidmore, ASCAP)

DON RONDO

***** Cuckoo Girl**
JUBILEE 5372—A swingin' upbeater and it's given a good outing by Rondo. Spinable wax. Could step out. (Siras, ASCAP)

***** You're On My Mind Again**
This starts with a pounded kettle drum and sweeping fiddles, then Rondo comes thru with a nice vocal on the rockaballad. (Ross Jungnickel, ASCAP)

THE FOUR ACES

***** Anyone Would Love You**
DECCA 30897—Warm ballad is sung pleasantly by the boys over sweet backing by the ork. (Florence, ASCAP)

***** The Five Pennies**
The boys sing a song from the movie "The Five Pennies" over listenable backing by a large ork with a clarinet lead. (Dena, ASCAP)

THE ROCK 'N' ROLL SCHOOL TEACHER

***** Lessons I & II**
OKEH 7117—A wild schoolroom scene with the "teacher" giving a lesson in geography and the kids chanting a response. Of novelty value, the material is done with gimmicks and a beat. Second side tells of Wyatt Earp, who burped. (Mosar & Singleton, BMI)

RICHARD MALTBY ORK

***** The Ballad of Al Capone**
COLUMBIA 41392—A first rate performance of the tune from the pic "Al Capone" by the Maltby crew, debuting on the label. Side could grab spins and some coin. (Madrigal, ASCAP)

***** Don't Go Home**
Tune, a hit with the Playmates a while back, receives a good go from the Maltby crew on his first waxing for the label. A good side. (Kahl, BMI)

KING ROCK

***** Scandal**
ZOOM 003—Rocking, pounding instrumental features twangy guitars. Side has a sound and a chance. (Burt Ray, BMI)

***** Send-D!**
Vigorous instrumental is patterned along similar lines to the flip. Potential appears about the same. (Burt Ray, BMI)

BOBBY GRABEAU

***** Ohta**
CREST 1059—Soft chant by Grabeau on a haunting ballad theme. Interesting backing accompanies. Good talent. (Choice, ASCAP)

***** There's Something About Your Kiss**
Cute item is given a quality sing by the lad. Smart backing helps. Side rates spins. (American, BMI)

SYLVIA SYMS

***** Some People**
COLUMBIA 41386—Miss Syms hands her usual good vocal to another show tune. This one's from "Gypsy," and it's a possible jock entry. (Chappell, ASCAP)

***** I Say Hello**
Another show tune, this one from the current "Destry Rides Again." It's a pleasant ballad, and Miss Symms hands it an agreeable outing. (Chappell, ASCAP)

BING CROSBY

***** Say One For Me**
COLUMBIA 41387—The groaner turns out a pleasant version of the title tune from his new flick. Also a spinnable side. Good choral effects are heard in the backing. (Felt, ASCAP)

***** I Couldn't Care Less**
From the movie "Say One For Me," comes this pleasant ballad. It's ably backed by a fem chorus. Jocks will find this worth spins. (Felt, ASCAP)

PETE MANN

***** Call On Me**
POPULAR 116—Mann chants effectively on a slow-paced ballad with fem choral support. It's nice wax and it's worth spins. (Jell, BMI)

***** So Help Me Heart**
Mann gives a good performance on a medium beater in a blues framework. Another pleasant side. (Jell, BMI)

KIM SISTERS

***** Ching Chang**
EPIC 9312—The Korean gals are on an Oriental kick here as they sing of a lonely boy in Chinatown. Song is cute and the gals sing it well. They are now appearing in Las Vegas, Nev. (Southern, ASCAP)

***** Harbor Lights**
The gals sell the updated standard with much feeling over a big beat and triplets here. (Chappell, ASCAP)

THE BLUE CRYSTALS

***** Queen of All the Girls**
MERCURY 71455—She's the prettiest girl of all, sing the Blue Crystals on this listenable side. Boys have a teen sound and side has a chance. (Pure, BMI)

***** Broke Up**
The boys sing of the trouble they've had with their gal, who broke up with them and gave them back their ring. (Pure, BMI)

RONNIE AND ROY

***** Big Fat Sally**
CAPITOL 4192—The boys make their debut here with a Coasters' styled reading of a wild rocker titled "Big Fat Sally." The tune has lots of zip and the boys sing it with fervor. Good side. (House of Fortune, BMI)

(Continued on page 59)

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The Billboard HOT R & B SIDES

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	13
3	3	2	2	THAT'S WHY	Jackie Wilson, Brunswick 85121	5
9	4	4	3	ALMOST GROWN	Chuck Berry, Chess 1722	4
—	29	16	4	KANSAS CITY	Wilbert Harrison, Fury 1023	3
8	5	5	5	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	7
10	9	8	6	SO FINE	Fleetas, Old Town 1062	7
—	25	9	7	PINK SHOE LACES	Dodie Stevens, Crystalite 724	3
26	23	23	8	HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	4
5	13	7	9	WHERE WERE YOU (ON OUR WEDDING DAY)	Lloyd Price, ABC-Paramount 9997	7
7	8	3	10	SINCE I DON'T HAVE YOU	Skyliners, Calico 103	8
2	2	6	11	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	9
30	20	13	12	THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	4
—	—	18	13	ENCHANTED	Platters, Mercury 71427	2
—	—	30	14	I NEED YOUR LOVIN'	Roy Hamilton, Epic 9307	2
—	—	—	15	SO CLOSE	Brook Benton, Mercury 71443	1
13	14	19	16	VENUS	Frankie Avalon, Chancellor 1031	10
4	6	10	17	CHARLIE BROWN	Coasters, Atco 6132	12
—	—	—	18	FIVE LONG YEARS	Little Junior Parker, Duke 306	1
—	—	25	19	THAT'S ENOUGH	Ray Charles, Atlantic 2022	2
17	17	17	20	THE RIGHT TIME	Ray Charles, Atlantic 2010	18
24	11	11	21	SEA CRUISE	Frankie Ford, Ace 554	4
18	7	14	22	GUESS WHO	Jesse Belvin, RCA Victor 7469	4
25	12	12	23	LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	4
—	—	—	24	QUIET VILLAGE	Martin Denny, Liberty 55162	1
—	—	—	25	ENDLESSLY	Brook Benton, Mercury 71443	1
—	—	21	26	TELL HIM NO	Travis and Bob, Sandy 1017	2
—	—	—	27	KANSAS CITY	Hank Ballard and the Midnighters, King 5195	1
—	—	—	28	I'M NOT ASHAMED	Bobby Blue Bland, Duke 303	1
—	—	—	29	I WAITED TOO LONG	LaVern Baker, Atlantic 2021	1
—	—	27	30	GUITAR BOOGIE SHUFFLE	Virtues, Hunt 324	2

TWO HITS BOUND FOR THE TOP!

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VERNON GREEN & THE MEDALLIONS #446

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b/w
THE MADISON
King 5204

James Brown
I'VE GOT TO CHANGE
b/w
IT HURTS TO TELL YOU
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GIVE TO DAMON RUNYON
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Reviews of New Pop Records

Continued from page 57

★ ★ Here I Am
Ronnie and Roy bow on the label with a pleasant reading of a sad rockaballad, over fem vocal group and combo support. (House of Fortune, BMI)

CURTIS JOHNSON
★ ★ ★ Baby, Baby
EVENT 4268—Rocker blues tells all about a real gone chick. Johnson handles the tune in bright fashion with rhythmic chorus and plucked string support. (Peer, BMI)

★ ★ Teen-Age Love Affair
Moderate beat tune is given a fair sing by the artist. Flip appears a bit more potent. (Peer, BMI)

THE FLAMINGOS
★ ★ ★ Ever Since I Met Lucy
DECCA 30880—Catchy rocker is handed a sprightly delivery by group. Dual market side. (Bourne, ASCAP)

★ ★ Kiss-a-Me
Moving silt by lead singer and group on an okay rockaballad. (Michele, ASCAP)

THE CHEVRONS
★ ★ ★ That Comes With Love
BRENT 7000—Catchy rhythm-rocker is chanted personably by lead singer and group. (Danbury, BMI)

★ ★ Don't Be Heartless
Lead singer and group sing out with feeling on okay rockaballad. (Danbury, BMI)

BOBBY HAMMACK ORK
★ ★ ★ Rhythm
CAPITOL 4193—Instrumental, relaxed and with infectious rhythm. Fine tonal texture and creative effects here. Watch it. (Milhee, ASCAP)

★ ★ Little Child
Instrumental reading of the hit of some years back. Like the flip, arrangement achieves creative effects and builds in interest. (Morris, ASCAP)

HAROLD TIDEWELL
★ ★ ★ Senorita Juanita
C. J. 605—Novelty rumba blues. Vocalist shouts the lines in pidgin Spanish. Instrumental backing achieves some good effects. (Tidwell, BMI)

★ ★ Sweet Sonzie
Uptempo blues. Chanter shouts the vocal to good, muddily-sounding instrumentation which uses a typical r.&b. figure. (Tidwell, BMI)

BUDD JOHNSON ORK
★ ★ ★ Castle Rock
CRAFT 113—A swifty instrumental of the bluesy tune, with a walking bass figure and a touch of boogie. Very tasteful and smartly produced, with sax and brass varying the color. (Wehar, ASCAP)

★ ★ It Had to Be You
The standard, done in leisurely tempo, with a soulful horn carrying the melody to a triplet-figured backing. Also available in stereo. (Remick, ASCAP)

LIBERACE
★ ★ ★ Gigli
CORAL 62112—Liberace bows on the label with a touching reading of the line tune from "Gigli." (Chappell, ASCAP)

★ ★ This Earth Is Mine
A concertish piece is played in Liberace's typical piano style with voices and strings in the backing. (Northern, ASCAP)

THE KIRBY STONE FOUR
★ ★ ★ Red Shoes
COLUMBIA 41385—The Four get onto a mild rock and roll kick in a blues effort. They're supported by a chick chorus in the novelty effort. Side has a sound which could catch on. (Planetary, ASCAP)

BUDDY HEART
★ ★ ★ Mary Ann Thomas
DECCA 30892—The sprightly tribute to a chick gets a listenable airing by the new chanter. Can catch part of the action on the tune. (Meridian, BMI)

★ ★ This Is How I Feel
Heart offers a deeply felt and almost whispery rendition of this love ballad. Flip has an edge here. (Ample, BMI)

THE NIGHTBEATS
★ ★ ★ Lonesome Road Back
ZOOM 002—Pete Ronstadt is featured on a sprightly vocal on this adaptation of the old song. Fine guitar paces the pleasant vocal. (Burt Ray, BMI)

★ ★ Nightbeat
Rocker blues instrumental spotlights honking tenor sax and guitars. Fair chances. (Burt Ray, BMI)

H. B. BARNUM ORK
★ ★ ★ Quiet Village Cha Cha
TROPICAL ISLE 103—This is a cha cha version of the Martin Denny hit. It has an interesting quality about it and it has all the wild, junglish sounds. Les Baxter is the clefter of the material. (Baxter-Wright, BMI)

KAREN DOLIN
★ I Wish I Were a Mystic
The new West Coast thrush offers a fair reading of a medium rhythm tune. Instrumental on flip has considerably more commercial merit. (Nu Day, BMI)

SAMMY DAVIS JR.
★ ★ You'll Never Get Away From Me
DECCA 30892—Davis sings the medium paced tune from the score of the forthcoming legit show, "Gypsy." He's supported by a thin, jazz-oriented backing. (Chappell, ASCAP)

★ ★ Fair Warning
A Westernish tune from the legit click "Destry Rides Again," has the sound of the open plains. Can get some spins. (Florence, ASCAP)

THE DRIFTERS
★ ★ There Goes My Baby
ATLANTIC 2025—The Drifters turn in a good reading of a ballad with strings filling out the background, while the boys moan along behind. (Jot-Progressive, BMI)

★ ★ Oh My Love
The Drifters sell a ballad nicely, again helped out by a stringed background. (Jot-Progressive, BMI)

THE HARMON BOYS CHOIR
WITH FRED WEISMANTEL
★ ★ Hip-Hop
PALETTE 5011—A youngsters' choir sings a sprightly effort in a march like tempo. Fair chances. (Zodiac, BMI)

★ ★ That's How Close
A novelty gimmicky effort on a German kick. The lyric, however, is sung in English. (Zodiac, BMI)

AL LUCAS
★ ★ She's My Baby
CHALLENGE 59042—Lucas has the sound of the mid-terms or earlier in his rocking, upbeat tribute to a chick. The cat has a high voice. (Jat, BMI)

★ ★ Got the Ring
A slower-paced effort on this side in which Lucas prognosticates on the happy days to come with his gal. Echo on other gimmicky effects are employed here. (Grace & Tal, ASCAP)

THE HAYHAWKS
★ ★ Start the Fire
EASTMAN 792—Rockin' rhythm effort by the group which receives an assist from some fems in the backing. (Newton, BMI)

★ ★ I Wish the World Owed Me a Living
The ballad side, and its set in a rather familiar triplet backed framework. Limited chances. (Rogers & Van Buren, BMI)

JAY B. LOYD
★ ★ I'll Be All Right
HI 2017—Good chant by Loyd on a slowish rockaballad. Good group backs the artist nicely. Side can sell with plugs. (Jec, BMI)

★ ★ I'm So Lonely
Cat sounds a bit like Presley on this rocker. Rhythmic side should pull some coin. (Jec, BMI)

LYNN MASON
★ ★ Some of These Days
BEST 1003—The standard gets a relaxed, jazz-oriented vocal. Piano and brass behind the chick is interesting. (Vogel, ASCAP)

★ ★ Baby Won't You Please Come Home
A relaxed reading of the charming standard with good horns and piano. (Pickwick, ASCAP)

KIMBALL COBURN
★ ★ Dartin'
HI 2016—This has a rock-a-rumba rhythm setting, and Coburn hands it an okay reading. Material goes nowhere. (Jec, BMI)

★ ★ If I Were a King
A profound statement, but the song runs downhill from the opening line. Little chance for the ballad effort. (Jec, BMI)

JIMMY CASANOVA
★ ★ Robin and the Rose
FELSTED 8572—Pretty, folksy song, tastefully done by the chanter, with a sensitive instrumental backing. (Springton, ASCAP)

★ ★ If It Wasn't for the Kids
Novelty blues—the lyric detailing hubby-spouse domestic squabbling. It's in march
(Continued on page 60)

Groovy Sounds by the Popular Piano Trio
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• Reviews of New Pop Records

• Continued from page 59

tempo, with different voices taking over for kids, the frustrated father, etc. (Springton, ASCAP)

LARRY SCHER
★★ I'll Meet You After Church
Next Sunday
MERCURY 71438—Organ and vocal backing supports the singer on his dulcet reading of a pretty ballad penned by Brook Benton and Clyde Otis. (Eden, BMI)

★★ Paradise Hill
Larry Scher sells this Ellington tune with feeling here, over a big band arrangement and a descent from a fem voice in the backing. (Eastwick, BMI)

THE STEADIES
★★ Two Lovers in Love
TAD 0711—The duo sells a rock and roll styled ballad sweetly over a warm beat by the combo. Side has a sound. (Melba & Dexter, BMI)

★★ The Music Goes Round and Round
The swing favorite is sold in rock and roll fashion here by The Steadies, who consist of a boy and girl and a combo. (Sandy-Joy, ASCAP)

MARK DAMON
★★ I Don't Wanna Go Home
WYNNE 105—Damon has an easy, crooning style on this ballad. The Jordanaires chant a supporting line back of the soloist. (Shervick, ASCAP)

★★ Party Crashers
A rocker and it has to do with events on Saturday night. Familiar subject matter to the teen set, no doubt, and that might catch the side a few spins. (Wynne, BMI)

GENE MORRIS
★★ I Craw Fished
WINSTON 1032—A cute novelty effort. When his girl friends start talking of mar-

riage, that's when he "craw fished," (started backin' up). Obviously, this cat doesn't want to get hooked. (Wilet, BMI)

★★ Wishing Well
A philosophical type of ballad and it's sung with warmth and meaning by Morris. An interesting lyric with a spoken word bit that's quite a snapper. (Wilet, BMI)

BOB TAYLOR
★★ Don't Be Unfair
YUCCA 110—Rockabilly blues is done with spirit by the chanter over driving backing. It can move for pop and s.&w. coin. (Fairway, BMI)

★★ Child of Fortune
Pounding rockabilly is given a fervent reading by Taylor with countryish backing. Cat has a Presley sound. (Fairway, BMI)

THE STATICS
★★ The Day You Left Me
EVENT—4279—Tune is based on "Shenandoah Valley." The crew turns in a creditable performance. (Darleen, BMI)

★★ The Girl in My Dreams
Soft group vocal on a ballad. Not much happens on this side. (Darleen, BMI)

JIMMY SPENCER
★★ I'll Never Smile Again
CROSS COUNTRY 101—Spencer sings the oldie in shuffle-pace tempo with male group assistance. Some coin possible. (Pickwick, ASCAP)

★★ Made in Heaven
Spencer is belting in rockabilly style that his chick's charms must have been made in heaven. Good talent. (Janson, BMI)

ALAN LOMAX
★★ That's All Right Darlin'
KAPP 271—Folk lore expert warbles in okay fashion on bouncy country-styled ditty. (Ludlow, BMI)

★★ Who's Gonna Be Your Man?
Wistful folk theme is sung pleasantly by Lomax. (Ludlow, BMI)

MELVIN SMITH
★★ Oh Promise Me
METRO 20023—A feelingful reading on churchy-type rockabilly. (Fera, BMI)

★★ A Tree and a Love Will Grow
Teen-appeal rockabilly is sung with sincerity and heart by Smith and chorus. Merits exposure. (Fera, BMI)

(Continued on page 62)

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Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ BIZET: L'ARLESIENNE & CARMEN SUITES
The Philharmonia Orch. (Von Karajan). Angel 35618

STEREO & MONAURAL

Fine stereo version of popular orchestral favorites in a warm and sensitive reading. There are many competitive versions but there's always room for another like this. Engineering is almost flawless with satisfying concert hall balance. Demonstrate the nervous excitement of the "Carmen" side.

★★★★ BEETHOVEN: MASS

Various Artists with the Beecham Choral Society & The Royal Philharmonic Orch. (Beecham). Capitol-EMI SG 7168

STEREO & MONAURAL

In this early entry of the great C Major Mass, Beecham has done a superb job. The soloists are of high caliber, and the women's chorus fairly glitters with resonance and clarity. Rapport among soloists, chorus and orchestra is top notch. While the interpretation is just a little Mozartean at times, the conductor, nevertheless, imparts all of his zest and vitality to it. Dealers should demonstrate to buyers interested in composer's "Missa Solemnis."

★★★★ DVORAK: CELLO CONCERTO
Mstislav Rostropovitch, Cello with the Royal Philharmonic Orch. (Boult). Capitol-EMI SG 7109

STEREO & MONAURAL

What is probably the most popular of all cello concertos gets a warm performance from the Russian virtuoso. Lyrically poetic, especially in the second movement, Rostropovitch also flashes technical agility. The

orchestral support, too, is outstanding, and helps make the stereo version especially satisfying. In all, one of the finest editions made of an ever-popular classic.

CLASSICAL ★★★

★★★ MOUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION
The Royal Philharmonic Orch. (Goossens). Capitol-EMI SG 7174

STEREO & MONAURAL

Ravel's vigorous scoring of Moussorgsky's classic gets a brilliant performance here. The recording has flawless surfaces, and the production is full of nuances reflecting both power and great delicacy and sensitivity. A handsome cover, in keeping with the theme, makes a handsome display piece.

★★★ PAGANINI CAPRICES OP. 1

(1-12")
Michael Rabin, Violin. Capitol SPBR 8477

STEREO & MONAURAL

Rabin brings an authority and masterful approach to some of the most difficult writing in violin literature. He strives to make music, and not merely play a set of exercises. His esthetic conceptions are good. The demands upon technique take some toll on the young violinist's intonation and bowing, but it's still a terrific job. Echo chamber on top of stereo yields highly glamorous, but unnatural violin sound.

★★★ RITA STREICH—THE ART OF COLORATURA
With the Berlin Radio Symphony Orch. (Gaebel). Deutsche Grammophon DGM 12004 & DGS 712004

STEREO & MONAURAL

The program combines extremely familiar fare ("Voices of Spring," "Tales From Vienna Woods," etc.) with less familiar coloratura show-pieces. There's something for everyone. The vocal instrument is sensitive and sure. Disk demonstrates the charm a controlled coloratura can impart to works frequently heard in orchestral versions.

★★★ BEETHOVEN: SYMPHONY NO. 7; CORIOLAN OVERTURE
Berlin Philharmonic Orch. (Bohm). Deutsche Grammophon DGS 712005

STEREO & MONAURAL

This is an extremely sensitive rendition of the famed Seventh. It is in the tradition of moderation, stressing the music's fabric rather than its passion. Those accustomed to vivid contrasts and driving tempos, as turned out by Toscanini or Reiner, may find the present version less exhilarating, but Bohm's attention to detail has it merit. Particularly in stereo. The Coriolan overture is given a spirited performance as well.

★★★ WAGER: BAYREUTH FESTIVAL
Bayreuth Festival Chorus & Orch. (Pitz). Deutsche Grammophon Gesellschaft DGS 71200 & DGM 71200

STEREO & MONAURAL

Disk features great choruses from "Flying Dutchman," "Tannhauser," "Lohengren," "Meistersinger," "Gottterdammerung" and "Parsifal." Choir singing is exceptional for its sturdiness, evenness and balanced, single tone. Both the men's and women's sections are strong. Interpretations are virile, and discipline is just about perfect. Jacket has full text and translation. Natural sound.

★★★ MOZART: QUINTET; BERKELEY: TRIO FOR VIOLIN, HORN & PIANO
The Dennis Brain Wind Ensemble; Colin Horsley, Piano & Manoug Parikian, Violin. Capitol-EMI G 7175

The Mozart Quintet in E Flat Major is handled in impressive fashion here by Colin Horsley on piano and the Dennis Brain

Wind Ensemble. The other side of the LP is given over to a first recording of the attractive Lennox Berkeley Trio for violin, horn and piano which again features the English pianist (who commissioned the work in 1952) and Brian on horn. Both works receive careful performances and will interest collectors.

LOW-PRICE CLASSICAL ★★★

★★★ TCHAIKOWSKY: SWAN LAKE BALLET
Hamburg Symphony Orch. (Schmidt). Rondo-Jette 12-SA 94

STEREO ONLY

Good stereo recording of the popular ballet. Combination of the popularity of the program, stereophonic sound and low price should make the album prime rack material.

CLASSICAL ★★

★★ TCHAIKOVSKY: SYMPHONY NO. 3
The Vienna State Opera Orch. (Swarowsky). Urania USD 1026

STEREO & MONAURAL

Not one of the composer's most popular works. Competition on disk is slight. This could argue for adding to inventory. Melodic and emotionally driving, it has many of the qualities that attract listeners to the composer. Stereo here is all that a listener could hope for. It has spread definition and depth. Bernard Lebow's liner notes are comprehensive and add to the enjoyment of the set.

★★ HAYDN: CONCERTO FOR FLUTE & STRINGS; CONCERTO FOR OBOE & ORCH.
Kurt Redel, Flute; Kurt Kalmus, Oboe; with The Munich Chamber Orch. (Stindl). Deutsche Grammophon DGS 712001 & DGM 12001

STEREO & MONAURAL

While the authorship of these two works has long been in dispute, there's no doubt of their charm. Redel's flute is clear and agile, tho a bit dry. Oboist Kalmus is expert, and preserves a warm tone in the most rapid passages. Both concertos get somewhat studied readings that yield a stately effect. Excellent natural sound throughout. Cover photo of porcelain figurines will attract.

★★ SCHUBERT: MASS NO. 5
Various Artists with the North German Philharmonic Chorus & Orch. (Bamberger). Urania USD 1028

STEREO & MONAURAL

The A Flat Mass, one of the glories of the 19th century German religious music, gets noteworthy treatment here. Chorus sounds like a lovely single voice, and soloists are superior. Bamberger integrates all elements beautifully. Disk is all but perfect. Only flaw is the somewhat blurred distant sound.

★★ VILLA-LOBOS: FANTASIA CONCERTANTE; BACH: PRELUDES & FUGES
The Violincello Society (Villa-Lobos). Everest SDBR 3024 & LPBR 6024

STEREO & MONAURAL

The "Fantasia," written in the composer's usual evocative, sentimental style, has great understanding of the cello's virtues and capacities. Like Bartok with the violin, Villa-Lobos has a gift for bringing out the beauties of his instrument. The Bach transcriptions for cello ork yield interesting Villa-Lobos, but rather poor Bach. Thirty-two top-ranking cellists make up ork. Everest's usual fine sound.

★★ BRAHMS LIEDER
Dietrich Fischer-Dieskau, Baritone with Jorg Demus, Piano. Deutsche Grammophon DGS 712007 & DGM 12007

STEREO & MONAURAL

For an intelligent approach, interpretive nuances and high musical values, it's hard

to find a better team than Fischer-Dieskau and Demus. Lovers of German art songs will discover much of beauty in these performances, and will overlook the baritone's purely vocal shortcomings. Jacket has full German text and translations.

★★ BRAHMS: QUINTET FOR PIANO & STRINGS
Janacek Quartet with Eva Bernathova, Piano. Deutsche Grammophon DGS 712002 & DGM 12002

STEREO & MONAURAL

This first stereo recording of the Brahms Quintet in F Minor for Piano and Strings is also one of the first releases on its own label by Deutsche Grammophon (released thru Decca here). The somber work is handled with sureness by the Janacek Quartet with Eva Bernathova on piano. The performance is lovely, and the stereo recording is very good. Will interest collectors.

Reviews and Ratings of New Jazz Albums

Continued from page 40

right helps on the attractive selection of tunes. Personnel includes D. Lamond, drums; D. Elliott, vibes; M. Lowe, guitar; M. Hinton, bass and Hank Jones on piano. "Taking a Chance on Love" is a good demo track. Good sound.

★★ THE MOST MINOR
The John La Porta Quartet. Everest SDBR 1037 & LPBR 5037

STEREO & MONAURAL

John LaPorta, the young arranger and composer who handled some of the arrangements for the Newport International Band last year, introduces his new quartet on this set. LaPorta's work is somewhat "out," carrying overtones of hard bop and progressive jazz at the same time, and altho it won't be everyone's cup of tea, it's always intriguing. Quartet includes J. Reilly, D. Carter and C. Perry. Tunes include "Undecided," "The Most Minor" and Charlie Parker's "Billie's Bounce."

JAZZ ★★

MIFF MOLE AND HIS DIXIELAND BAND ABOARD THE DIXIE HI-FLYER
Stephen MF 4011

Bright Dixie sound on a peppy array of selections. Tunes include several of the great Dixie classics. Sound is good. There's always a demand for the traditional approach to jazz, and the set should enjoy some sales.

★★ JAZZ IN THE CLASSROOM, VOL. II
Berkeley BLP 2

Boston's Berklee School turned out its first workshop type set a year ago and this newest edition is every bit as good. It's a study in the modern big ensemble sound which features the work of 22 students—either as arrangers or musicians—in 13 numbers. Herb Pomeroy, a grad of the school, is the conductor of the date. Polished arranging and playing adds up to a very finished product which makes the "classroom" reference almost a misnomer.

LOW-PRICE JAZZ ★★★★★

★★★★ TV ACTION JAZZ!
Mundell Lowe & His All Stars. RCA Camden CAS 522

STEREO & MONAURAL

If TV has given us nothing else this year, it has certainly come thru with a lot of musical themes that have intrigued the jazz fraternity as well as the public. On this new album, guitarist Mundell Lowe and a group of modern jazzmen perform "77 Sunset Strip," "The Peter Gunn Theme," "The Perry Mason Theme," and others in a manner that will interest many jazz fans.

Red Seal Pacts Canadian Tenor

NEW YORK — Canadian-born tenor Richard Verreau has been signed to the RCA Victor Red Seal artists roster, it was announced by Alan Kayes, Red Seal a.&c.r. manager. Now touring the Continent as featured soloist with various leading orchestras, Verreau is scheduled to return to America in August to sing Don Jose in "Carmen" and Rudolfo in "Boheme" at the Hollywood Bowl.

BILLY BROWN
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May 25, 1959
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Another Special
May 25 Billboard Feature . . .
published in conjunction with the
Pop Music Disk Jockey Convention,
May 29-30-31,
Americana Hotel, Miami Beach
Latest Singles
and LP's of 1959's
Best-Selling Artists

• Reviews of New Pop Records

• Continued from page 60

MIKE PEDICIN QUINTETTE
 ★★ Hey Pop Give Me the Keys
 APOLLO 534—Moderate rocker with teen appeal lyric is given a rhythmic workout by the group on their debut disk for the label. Fair chances. (Rhyne & Rhythm, ASCAP)

★ St. James Infirmary
 Revival of the old Cab Calloway hit. Good instrumental interludes. It can collect some coin. (Gotham, ASCAP)

BOBBY EDGE

★★ Cuore Mia
 FELSTED 8573—Neopolitan-styled ditty is sung brightly by Edge. (Howe-Lee, ASCAP)

★★ Helping Hand
 Emotional delivery on a pleasant ballad. (Royalty, BMI)

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HANK DAVIS

★★ You're My Kind
 WIZZ 716—Pleasant warbling stint by Davis on okay country-flavored ditty. (Music Maestro, BMI)

★★ I Want You to Be My Baby
 Same comment. (Music Maestro, BMI)

PIERCE BROTHERS

★★ Castin' My Spell
 45 5416—Uptempo blues, with a voodoo quality about it. Arrangement includes what seems to be sounds of the jungle—birds, animals, etc., all blending with the lyric. (Moonbeam & Elizabeth, BMI)

★★ Death Row

He's in jail for murder, and he tells the sad story of why he did it. Lyric is set to a reminiscent melody. Chanter does well. (Buttons, BMI)

ANITA RUCKER

★★ Heartaches and Tears
 45 5413—A country-flavored song is belted out by the chanteuse in pop fashion, to a rocking backing, featuring horns. (Buttons, BMI)

★★ I Need Love

A blues, shouted effectively by the chick. Side is in a relaxed, slow rhythm with a lot of beat. (Foresite, BMI)

HARTBRYNE BROTHERS

★★ Raise Up Yo Hald Tom Dooley
 HARTBRYNE 1164—The Hartbryne Brothers (it just can't be their real name) come thru with a funny reading of the hit of a few months ago that may tickle some funny-bones.

★ Pore' Little Ole Texas

On this side the boys explain how Texas is small when measured besides Alaska, our largest State.

BOBBY DEAN

★★ It's a Fad, Ma!
 PROFILE 4006—The lad sings of the fads that kids take to today including wild shirts, etc. (Oury, ASCAP)

★ Just Between Teens

Bobby Dean tries hard on this teener song but it's only a fair go. (Midway, ASCAP)

DOC SEVERINSEN

★★ Oh, Mr. Dillon
 EPIC 9311—The comic imitates Chester of the "Gunsmoke" TV show on this story of a gun slinger who is after Mr. Dillon. (Welzhelm, ASCAP)

★ Do You Know a Story!

Doc Severinsen shows off his various accents on this somewhat vaudevillian record which has little chance in today's market. (Buckingham, ASCAP)

THE TEAM MATES

★★ Sooner or Later
 LE CAM 701—Pretty melody line, reminiscent of "Beautiful Dreamer," gets a nice vocal with some soulful instrumentation. (Le Bill, BMI)

★ I Just Might

Rockaballad gets an adequate go by the chanter. (Cambella, BMI)

THE GALLEONS

★★ Pick Up
 VITA 184—Novelty blues, the title having to do with a chick the cat picks up. Some gimmick sounds plus good beat. (Spark, BMI)

★ I Played the Fool

Rockaballad gets an adequate, tho routine go. (Spark, BMI)

• Spotlight Winners of the Week . . .

• Continued from page 57

----- Pop Talent -----

RONNIE HAWKINS

ONE OF THESE DAYS (Patricia, BMI)
FORTY DAYS (Patricia, BMI)

Hawkins impresses with his fine readings of these rockers. "One of These Days" is a novelty rock and roll item. "Forty Days" is a driving, peppy side. Both have a chance. Roulette 4154



JACK GRAYSON

JUST A BOY (Triumph, ASCAP)
GO AHEAD ON (Triumph, BMI)

Effective outings by Grayson on two good debut sides mark him as a talent to watch. "Just a Boy" is a rockaballad. "Go Ahead On" is spiritual-styled over a solid beat. Liberty 55190



THE DERBYS

JUST LEAVE ME ALONE (Actual, BMI)
NIGHT AFTER NIGHT (Actual, BMI)

The new group bows to good effect on two interesting sides. "Just Leave Me Alone" was clefted by Brook Benton, and it's warbled strongly. "Night After Night" was written by Donnie Elbert, and the Derbys hand the tune a wild, rhythmic reading. Mercury 71437



----- Pop Novelty -----

THE BOW RIBBONS

HEY DIDDLE DIDDLE (Rush, BMI)

The Bow Ribbons, a charming group of youngsters, have a hot novelty contender with their rock version of the nursery rhyme. Gimmicked backing helps on the cute side. They are joined by Elroy Peace on "Quick Like," the flip. (Sherman, BMI) Trans-Continental 3001



----- C&W Records -----

KITTY WELLS

YOU'LL NEVER BE MINE AGAIN (Tree, BMI)
YOUR WILD LIFE'S GONNA GET YOU DOWN (Acuff-Rose, BMI)

The great country canary has two strong sides that should pull in healthy shares of country coin. Top side is a weeper. Flip is a honky tonker, and she's in best form on both. Decca 30890



HANK SNOW

CHASIN' A RAINBOW (Silver Star, BMI)
I HEARD MY HEART BREAK LAST NIGHT (Snow, BMI)

Snow gives his usual fine readings to two listenable efforts. "Chasin'" is a snappy waltz; "I Heard" is in the weeper vein. Both should score. RCA Victor 7524



CHARLIE WALKER

I'LL CATCH YOU WHEN YOU FALL (Pampher, BMI)
I DON'T MIND SAYING (Cajun, BMI)

Feelingful vocals by Walker on two potent weeper tunes make him a good bet to come up with a two-sider. Both songs are nicely backed, and each could catch on. Columbia 41388



THE LOUVIN BROTHERS

BLUE FROM NOW ON (Central Songs, BMI)
WHILE YOU'RE CHEATING ON ME (Central Songs, BMI)

Ira and Charlie Louvin have two hill-styled sides that should go well. Backing on "Blue" is in a blues groove, and the side is bit of a change for them. "Cheatin'" is along traditional lines. Capitol 4200



----- R&B Records -----

NO SELECTIONS THIS WEEK.

The correct affiliates for "Chill Beans" and "Track Down," spotlights for the Coo-Coo Ruchas in last week's issue of The Billboard, are Winston, ASCAP, and Lansdown, ASCAP.

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DOBRITCH NAMES ST. LOUIS ACTS

Arena Repaired for Police Circus; TV 'Rifleman' to Be Featured Name

ST. LOUIS—Make-up of the St. Louis Police Circus was announced by Al Dobritch, the producer, last week. The program will be in the St. Louis Arena, which now has been repaired. The Arena roof was damaged in a recent St. Louis tornado. Show dates are May 7-17.

Dobritch's performance will feature Chuck Conners and Johnny Crow, from the ABC-TV program "Rifleman."

Show will start with a tournament and get underway with the Karrells, Roman ladder; Carmenas, head-to-head; Landon Midgets, and the Eddys, trampoline, all in one display.

Jungleland Wild Animals will be worked by Dick Walker. The Hildalys and Riksos (Nocks) appear together and clowns follow. Baudy's Greyhounds have the arena to themselves.

"Aerial Carousel," a Wallenda number, is flanked by aerialists Jeannine Pivoteau, Elizabeth Nock, Ruth Flannagan and Joanne Day. Bike display has the Four Goetchis and the Prince Quartet. Roberto de Vasconcellos exhibits his dressage horse.

Chimps, Wire, Clowns

Chimp acts are produced by

'Flying Fish' Operating at Crescent Park

PROVIDENCE — The second Flying Fish ride has been erected at Crescent Park by Carl and Ramagosa of Wildwood, N. J. Somewhat similar to the Wild Mouse rides, this one is a duplicate of the unit at Pacific Ocean Park, Santa Monica, Calif.

The Flying Fish uses closer-set tracks than the Wild Mouse, and two-seater cars shaped and painted to represent fish. A third such ride is operated by the manufacturers at the Boardwalk in Wildwood, under the name Up'N'Atom. Crescent Park owner Arthur Simmons had the Flying Fish in operation on Sunday (26).

Watkins and Niccolini. The Damm Brothers, Lola Dobritch and O'Donnell Trio appear in the wire-walking display. Musical clown number features the Bizzarro Brothers.

Rose Gold Trio takes to the air for the Police show. Bobo Barnett has the spot between that and the Great Wallenda high wire act.

After intermission come the Flying Zacchins and the Flying Valentines. Clown rocket precedes a

(Continued on page 68)

Exchange Club Moves Fair to N. Charleston

CHARLESTON, S. C. — The Coastal Empire Fair has leased the old race track property in North Charleston for its 1959 fair, president and manager Robert Scarborough reports. It is between two main arteries and ideally situated for all kinds of traffic, he noted.

The property consists of 38 acres on which there are no structures as yet. This fall's fair, to be held October 26-30, will be entirely under canvas and plans for addition of buildings will hinge on the results. Previous fair was held on the Citadel grounds.

'Gunsmoke' Trio Signed By N. M. Fair, 2 Rodeos

BEVERLY HILLS, Calif.—The Chester, Doc and Kitty trio of television's "Gunsmoke" series has been booked for three-day appearances with rodeos at the New Mexico State Fair, Albuquerque, and two rodeos, Mike North, of the Art Rush office here, announced.

The performers, who support James (Matt Dillon) Arness in the video show, will do three-day stands at the McCook, Neb., rodeo, August 7-9, and the Boot Heel Rodeo, Sikestown, Mo., September

B AVERAGE COMING OUT OF CHUTE TWO

WESTMINSTER, Colo.—

This suburban Denver community's Westminister Round-Up Days celebration will feature a junior rodeo open to high school students whose scholastic standing at their schools make them eligible for participation in the usual school sports.

Betty Garvansites, rodeo secretary, has circulated entry blanks to high schools throughout the State. The rodeo, scheduled for night performances, June 19-21, will include standard events.

The celebration, under the general chairmanship of Floyd Leopold, will get under way June 15 with a free square dance. The paved parking lot of a shopping center will be used for the dance and concessions.

John Robinson, Denver, will have his John Robinson Enterprises' rides at the celebration thruout the seven days.

Barnes Books Nine Canadian Fairs

CHICAGO—Barnes-Carruthers Theatrical Enterprises will provide attractions at nine Canadian fairs this season for one of the office's busiest years north of the border, Sam J. Levy Sr., president, disclosed last week.

Major plum of the booking season was the contract for the night

Rodeos Draw Record 14,113,200 in 1958

Tops Previous 13,696,410 in 1956; California Leads With 66 Events

DENVER—Professional rodeo set a new attendance record last year that already seems destined to be scrapped by the crowds paying to see the cowboy in competition this year.

The Rodeo Information Commission said here that rodeos approved in 1958 by the Rodeo Cowboys' Association drew a total attendance of 14,113,200, an increase of 1.6 million over 1957.

Previous record year for rodeo had been 1956, with attendance of 13,696,410. The association approved 475 rodeos last year, down from the '56 figure of 519 but an increase over the 458 rodeos approved by the association in '57.

The rodeo association, noting good attendance at several early rodeos this year, recently asked the first 25 rodeos in 1959 to re-

port on their crowds. By last week 11 of the 25 had sent in figures.

Of the 11, nine set new attendance records and all 11 enjoyed bigger crowds than in 1958.

Rodeo attendance figures are compiled by the Rodeo Information Commission, a non-profit news service that surveys all association rodeos every season.

A spokesman for the commission predicted today that rodeos will outdraw both major league baseball and college football within five years.

Growing Faster

The cowboy sport drew less than either sport in 1958 but is growing faster, the commission points out. Baseball attendance was 17,460,630 (source: World Almanac) last season, up 2.6 per cent from 1957.

College football attendance for 1958 was 19,280,700 (source: A United Press International survey), an increase of 5.4 per cent over the year before.

Rodeos showed a gain of 8.9 per cent in 1958 and have averaged gains of 6.3 per cent every season since 1953. That year was the first season surveyed by the commission.

For the third year in a row, California was the biggest rodeo State in the U. S. The association approved 66 rodeos in the State last year, which paid off a total purse of more than \$350,000.

(Continued on page 68)

U. S. Fashions To Be Shown At Moscow Ex

WASHINGTON — U. S. fashions will play a prominent role in the American National Exhibition, which opens in Moscow's Sokolniki Park July 25. Clothes will be modeled for Soviet visitors, to range from work and play clothes to formal attire.

Fashion show, with Russian commentary, will be presented four times daily in an outdoor area under an all-plastic pavilion. Majority of the models will be non-professional and will represent the wide range of economic groups and nationalities making up the American population. Models will be schooled in simple Russian phrases and will tell the audience where they live in the U. S. and what they do.

Another phase of the fashion presentation will be displays, housed in the main exhibition hall, showing fabrics and synthetic fibers, as well as U. S. distribution

(Continued on page 68)

TEXAS STATE FAIR MUSICALS CONTRACT CHEVALIER, LAINE

DALLAS—The 18th summer season of State Fair Musicals here will present Maurice Chevalier in his one-man show, four musical comedies and an old-time operetta favorite.

In addition to Chevalier, the 12-week season in the air-conditioned State Fair Music Hall will include "The Pajama Game," "Wish You Were Here," "The Vagabond King," "High Button Shoes" and "Bells Are Ringing."

Each show will have 14 performances during a two-week run. There will be performances nightly Mondays thru Fridays and matinees on Sunday afternoons.

Dates of the shows and casting to date is as follows: June 8-21, Frankie Laine in "The Pajama Game"; June 22-July 3 Shirley Jones and Jack Cassidy in "Wish You Were Here"; July 6-19, Richard Torrigi in "The Vagabond King"; July 20-August 2, Maurice Chevalier; August 3-16, Bob Crosby and Janis Paige in "High Button Shoes," and August 17-30, Peggy Cass in "Bells Are Ringing."

"Bells Are Ringing," the newest of the season's repertory, will be presented here for the first time in the Southwest. This and the other musical shows will be produced in Dallas by the Musicals' own staff headed by Managing Director Charles R. Meeker Jr.

The Musicals again this season will offer to season ticket purchasers a bargain discount rate of six shows for the price of five.

4-6, while the Albuquerque dates are October 2-4. North explained that they are available for personals only on Fridays, Saturdays and Sundays, as they are tied up making the "Gunsmoke" film series Mondays thru Thursdays.

The trio scored big at the National Orange Show in San Bernardino, Calif., where they appeared in the pavilion Friday and Saturday (24-25). Booked in under the Fanchon & Marco banner, they played to standing-room only at three shows the first day and three capacity performances the second day, which was hurt by noon rains.

Supporting talent in the show included Jacqueline Hurley, acrobatic dancing; Wilder Brothers, comedy songs; Tulara Lee, comedy; Jerry Rosen ork, and Don Rice, emcee.

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CLASSIFIED SECTION
this issue

120 Helicopter Sales Reported By Herschell

NORTH TONAWANDA, N. Y.—A total of 120 Allan Herschell Helicopter Rides will have been delivered by June 1, 1959, according to George Moses, Allan Herschell sales manager. Moses stated that 37 units were delivered in 1957; 53 in 1958 and 30 units delivered or scheduled for delivery before June 1, 1959. The distribution of the Helicopter ride was nearly evenly divided between parks, carnivals and kiddielands.

GIANT NEW YORK THEME PARK PROPOSED BY WEBB & KNAPP

NEW YORK—Plans for a proposed huge \$30,000,000 American history theme park entitled Freedomland were unfolded here last week by William Zeckendorf, president of Webb and Knapp, giant real estate firm. Mayor Robert Wagner expressed interest in the plan.

The board of estimate of the city is considering the proposal for a syndicate to lease property from Webb and Knapp. The proposed site is half of a 400-acre area in the Baychester section of the Bronx. It is bounded by the Hutchinson River, the Hutchinson River Parkway and the New England Thruway.

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At Shreveport**

SHREVEPORT, La.—"Holiday on Ice" wound up a five-day seven-performance run in Hirsch Memorial Youth Center at the State Fair Grounds Sunday (26) with a total attendance of about 28,000 people.

Best attendance for a single performance of the stand was on Thursday, second night of the date, with a crowd estimated at 8,000 persons.

**LONDON FAIR
PACTS NEW
RCMP TROUPE**

LONDON, Ont.—The Western Fair this year will feature the new horsemanship troupe of the Royal Canadian Mounted Police along with its Barnes-Carruthers' night grandstand revue, Evan McGugan, general manager, disclosed.

In addition to performing each evening the riding mounties will be featured in the afternoon programs including the junior olympics and during the harness races.

The troupe, which features Roman riding and other stunts, has taken the place of the famous Musical Ride, which was dissolved earlier this year.

Success of the Junior Olympics, a kids' attraction operated in contest form, may prompt the fair to devote two afternoons to it this year instead of one as heretofore, McGugan said.

**6,000,000 Visit
N. Y. Coliseum
In First 3 Years**

NEW YORK—Reported records of 6,000,000 visitors and \$878,000,000 in spending is the claim of the Coliseum Exhibition Corporation, operator of the big exhibit showplace on Columbus Circle here. The figures cover the first three years of operation.

Arthur Smadbeck, president of the operating firm, said the spending is spread over city sales taxes (\$26,000,000), hotels, restaurants, shops and department stores, theaters, night clubs, sight-seeing and miscellaneous.

There were 103 major events housed in the building since its opening, with the biggest yet to come. These will include the vast U. S. World Trade Fair, May 8-19, and the Soviet Union Exposition, which will hold forth for 70 days, June 10-August 18, on two floors.

Some of the coming attractions are World Petroleum Congress Exposition, June 1-5; National Association for the Advancement of Colored People, July 13-18; American Hospital Association, August 24-28; National Graphic Arts Exposition, September 8-12, and American Dental Association Exposition, September 14-18.

**Evansville Stadium
Sets Rental Record
With 'Capades' Run**

EVANSVILLE, Ind.—Evansville Municipal Stadium earned the biggest rental of its history from this month's run of "Ice Capades," according to Paul Padgett, manager.

Padgett reported that the Stadium netted \$7,892—the largest rental it has received since its opening two-and-a-half years ago.

The amount exceeded the previous record, set by "Ice Capades" in 1958, by \$3,600.

**Great Western
Exhibit Center
Draws Throngs**

LOS ANGELES — The first California International Trade Fair & Industrial Exposition drew nearly 100,000 attendance at the Great Western Exhibit Center here during the 12-day run ending Sunday (12), Fred Imhof, event manager, said.

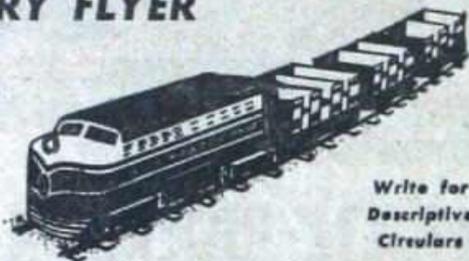
Event opened April 1 with several days for buyers, press, radio and television people. Opening Saturday afternoon (4) for the public, it had the Gelsa Revue from Las Vegas, Nev., featuring Ming & Ling, the Kim Sisters and others, along with an International Fashion Show presented by Scandinavian Air System.

Imhof said that reports were being prepared for the board of directors with recommendations for future shows to be made.

**U. of Ill. Hopes
To Give Contract
For Field House**

URBANA, Ill.—The University of Illinois is negotiating with the low bidder on its proposed Field House and it is taking the necessary steps toward financing the big structure.

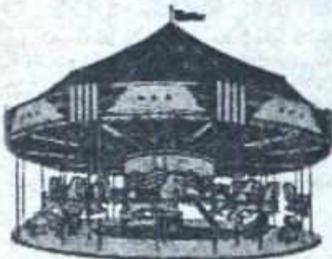
The University physical plant department said they are hopeful of being able to award the contracts at the May 16 meeting of the University board of trustees.

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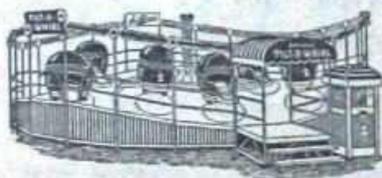
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Minnesota**NEW
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ESTABLISHED 1888**Calgary Bldg.
To House 24
Curling Rinks**

CALGARY, Alta.—The Calgary Exhibition and Stampede's new exhibit building, to be ready this summer, will be used during the winter months as a curling rink—the largest in the world.

It will have 24 sheets of ice on one floor and under one roof. Provisions are also being made for the addition of another 24 sheets on the second floor if necessary.

Some rather impressive figures regarding the building's construction have been reported.

There are 35 miles of pipe coiled around the ice area, more than 6,000 yards of cement have been used, workmen have installed more than 100,000 building blocks, and floor space on both floors exceeds 140,000 square feet. Dimensions of the building are 470 by 250 feet.

Construction, which started in November, is expected to be completed by June 15.

**El Dorado Okays
Bonds to Complete
City Auditorium**

EL DORADO, Ark.—Taxpayers voted to issue bonds to complete the Municipal Auditorium here and the bonds will be marketed in about 30 days, it was reported by Mayor W. N. McKinney. The referendum was April 23.

**Pre-Date Statute
Near Law in S. C.**

COLUMBIA, S. C.—South Carolina's pre-date bill has been passed by the House of Representatives and received one of the necessary three readings in the State Senate. The Legislature adjourns next week and chances are good that the bill will have been approved and sent to Gov. Ernest F. Hollings for his signature.

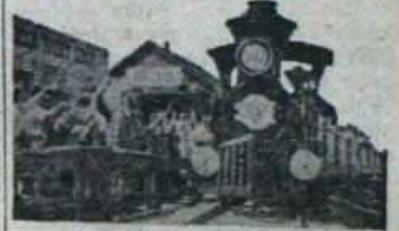
While statewide in nature, the bill has specific application to Charleston County, the only one in which there has been controversy between fair groups. It would require the Commissioner of Agriculture to issue a fair license, which would protect its owner from competition of any carnival, fair or circus for the 30 days prior to the licensed fair.

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Los Angeles Sports Arena To Open July 8

LOS ANGELES—With the Los Angeles Memorial Sports Arena being finished approximately three months ahead of schedule, the first event will be boxing on July 8, followed by the 1959 Los Angeles Home Show for 11 days, starting July 16, H. A. Mahr, assistant general manager under W. H. Nicholas, said last week.

Mahr said that a number of requests had been received for space in the \$8,000,000 structure, but they have not yet been finalized. He estimated that in about two months, when a study of dates and facilities has been made, the prospective exhibitors will be advised as to approximate costs and available dates.

The new arena covers approximately 195,000 square feet on three levels. Seating capacities vary from 18,000 for hockey, 17,500 for basketball to 19,000 for boxing.

ARENAS & AUDITORIUMS

New Canadian Showplaces Take Construction Spotlight

By TOM PARKINSON

CANADA, ALWAYS a fertile field for arenas and attractions, is particularly active currently in regard to new buildings.

Vancouver is preparing to open its elaborate new facilities on July 5. If the queen gives her consent, Vancouver Civic Auditorium will be called the Royal Elizabeth Theater, and the list of attractions that has been booked for the 1959-1960 season reads like royalty of show business.

It includes "My Fair Lady," conductors Herbert Von Karajan and Walter Susskind, soprano Elizabeth Schwatzkopf and the Japanese Takarazuka Dance Theater, all coming shortly after the opening.

Later in the season Vancouver will have Vincent Price in "Three American Voices"; the North American premier of the Israeli Dance Theater, the "Gay '90's Revue" with Patricia Morrison, Obernkirchen Children's Choir; National Ballet of Finland, Russian cellist Rostropovich, the Ballet Russe de Monte Carlo; "Voyage to the Moon," presented by the Boston Opera Company; Vienna Boys Choir, Jose Greco, pianists Eden and Tamir, and Royal Festival Company of Norway.

More to come to Vancouver are Jerry Lewis, Sammy Davis, Danny Kaye, Eddie Fisher, the Moiseyev Dance Company, African Ballet Company, boat shows, auto shows, fashion shows and many local and Canadian events.

Manager John Panrucker's building is air conditioned and includes an elaborate and large stage. Moreover, during the construction, the floors, walls and ceilings were given acoustical treatment that includes adjustments which will permit the "tuning of the building to acoustical perfection without any reconstruction work."

MEANWHILE, AT Moose Jaw, Sask., a new design for arenas is being advanced by architect Joseph Pettick and engineer J. L. Miller. Cost of the structure is said to be 70 per cent of conventional buildings of the same size. This one is 192 by 214 feet and is to seat 4,000.

Key to the plan is a roof that is suspended by cables, eliminating interior supports. Walls are comprised of a series of concrete A-frames. Two-inch steel cables span the 192-foot width at eight-foot intervals. The walls are 30 feet high, but at the center of the building the ceiling is only 12 feet high, because of the natural curve in the suspended cables. Roofing consists of steel decking suspended between the cables, with a layer of concrete ballast poured over it. Bonded roofing and insulation are added. The dished shape of the roof will allow for unimpeded vision and for a 50 per cent savings in heating costs, according to the backers.

ACROSS THE DOMINION at Toronto, the O'Keefe Center is scheduling its opening for September, 1960. It is to have acoustical control, a sound-transparent screen, remote controlled lighting system that allows for pre-setting of cues for 10 scenes and activation of each by a single switch; facilities for driving trucks on stage and a score of other features. Hugh P. Walker, the managing director, has named a New York representative to augment the activities of the Toronto executives.

Spokane Group To Book Shows

SPOKANE—A group of Spokane business men have incorporated under the name of Inland American, Inc., to bring attractions to Spokane.

Attractions will be presented in the Spokane Coliseum, which has a permanent stage and seating up to 8,000 capacity. Spokane also has a 30,000-seat stadium to present outdoor attractions, with a portable stage and all lighting instruments.

Offer Half-Price Ducats

WILDWOOD, N. J. — Ramagosa's Casino Arcade is offering special half-price ride coupons, good until June 30, as a spring special prior to the regular season. A strip of tickets priced at \$1 are offered for 50 cents. A limit has been placed at two strips per person.

Half-price offer covers 11 rides and amusements, including Holiday Golf, Mars Ride, Bubble Bounce, Roto-Jet, Sports Cars, Carousel, Kiddieland, Mirror Maze, Scooters, Skee Ball and Basketball.

Set Sports Show

OAKLAND, Calif.—The Bay Area Sportsmen's Show, produced by Darrel Johnson and Travis Parkinson, will be held in the Exposition Building of the Oakland Municipal Auditorium May 22-31.

Auditorium Closes

VANCOUVER, B. C.—The lights were put out for the last time April 20 at the Georgia Auditorium after a concert by Mantovani.

After a decade of activity, the old building will be torn down to make way for a parking lot.

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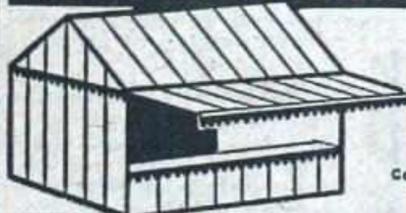
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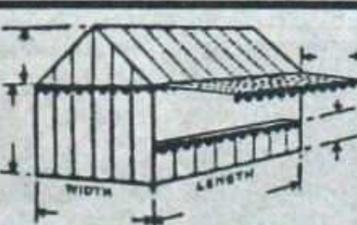
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American Beauty: Flat River, Mo.
American Funland: Las Cruces, N. M.
Amusements of America: (10th & Bigler Sts.) So. Philadelphia, Pa.
Baker United: Speedway City, Ind., 4-10.
Barstow Amusements: Glenwillard, Pa., 4-16.
Beam's Attractions: Johnstown, Pa.; Portage 11-16.
Bee's Old Reliable: Danville, Ky., 4-16.
Belle City: (2700 S. Chase) Milwaukee, Wis., 4-7; (So. 27th & W. Morgan Sts.) Milwaukee 8-17.
Big State: Clarksville, Tex.
Brodbeck & Schrader: Muskogee, Okla.
Buck, O. C.: Menands, N. Y., 12-17.
Burkhart: Helena, Ark.; Blytheville 11-14.
Byers Bros.: Ruston, La.; Pine Bluff, Ark., 11-23.
Capell Bros.: Winslow, Ariz.
Capital City: Dalton, Ga.; Dayton, Tenn., 11-16.
Carl, A. J.: (8 Mile & Gratiot) Detroit, Mich., 4-10; (8 Mile & Grand River) Detroit 11-17.
Carroll's Greater: Minneapolis, Minn., 11-16.
Central States: Hays, Kan.
Chanos, Jimmy: Muncie, Ind.; Richmond 11-16.
Cherokee Am. Co.: Chanute, Kan.; Broken Arrow, Okla., 15-16.
Colbert's Fiesta: Clinton, Mass.
Coleman Bros.: Norwichton, Conn.
Continental: Kingston, N. Y.
Crafts Expo.: (Fair) Barstow, Calif., 6-10; (Hellorado) Las Vegas, Nev., 13-17.
Crafts Fiesta: (Fair) North Hollywood, Calif., 6-10; Woodland Hills 13-17.
Crafts 20 Big: (Fair) Fillmore, Calif., 7-10; (Fair) Van Nuys 13-17.
Daniello, Phil: Fulton, N. Y.; Baldwinville 11-16.
DeLuxe Rides: Allen Park, Mich.; Monroe 11-16.
Dickson United: Cuyahoga Falls, O., 4-16; Akron 18-23.
Dixie Am. Co.: Commerce, Okla.; Burlingame, Kan., 13-16.
Drew, James H.: Wytheville, Ga.
Dudley, D. S.: Wichita Falls, Tex.
Dyer's Greater: Hoxie, Ark.
Eddie's Expo.: McDonald, Pa.; South Connellsville 11-16.
Endy, David B.: Jacksonville, Fla.
Fair Time: Corona, Calif., 5-10; Monrovia 12-16.
Franklin, Don: Victoria, Tex.; Bryan 11-16.
Gala Expo.: Bald Knob, Ark., 4-16.
Gem City: Meridian, Miss.
Georgia Am. Co.: Commerce, Ga.; Dahlonega 11-16.
Grand American: Keokuk, Ia.; Ottumwa 11-16.
Great Western: King City, Calif., 4-10; Watsonville 11-17.

Dobritch Names

• Continued from page 63
display that includes the Jennier Seals, Roberts Leopards and Diano Elephants (3). The Landon Midgets come in with a "Chipmunk Song" bit.
The Seven Ashtons, Risely, are followed by the Nerveless Nocks, swaypoles. Then comes the duo from "Rifleman."—Finale is Henry LaMothe in a high dive.
Staff includes Al Dobritch, producer; Paul V. Kaye, equestrian director; Sandy (Scampy) Dobritch, guest ring master; Mickey Sullivan, band; Vernon Cobert, producing clown.
The clowns are Bizzaro Brothers, Bill Bentledge, Leo Francis, Al Landon, E. E. Gilcrease, Garner Newton, Henry Boers, Bill Gluecker, Paul Rasche, George LaSalle, Nick Landon, Loretta LaPearl, Victor Landon, Don Kerr, Jim Snell, and Kiki Landon.

Hale's Show of Tomorrow: Kansas City, Mo., 4-10.
Hannah Amusement Co.: Revere, Pa., 15-23.
Hannum, Morris: Lansford, Pa., 4-10.
Heart of America: Eldorado, Kan.
Holiday Am. Co.: Fairmount, Mo., 4-18.
Hottle, Buff, No. 2: Ponchatoula, La., 4-10.
Inland Empire: Baker, Ore., 5-9; Hermiston 13-16.
King Bros.: Derby, Colo., 4-10.
King Expo.: Roseville, Mich., 4-10; Avondale 14-24.
Lagasse Am. Co., No. 1: Lawrence, Mass.
Lagasse Am. Co., No. 2: Burlington, Mass.
Lagasse Am. Co., No. 3: Newburyport, Mass.
Leeright Midway: Garland, Utah; (Fair) Richmond 13-16.
Lindle, Jack: Beardstown, Ill., 18-23.
L. & L.: Trenton, Tenn.; Humboldt 11-16.
M. D. Amusements: Essington, Pa., 11-16.
Manning, Ross: Quantico, Va.; Portsmouth 11-16.
Marks, John H.: Annapolis, Md.
Merchants Jubilee: Kilgore, Tex.
Merriam's Midway: Boone, Ia., 11-16.
Meyers, Sonny, Ams.: St. Joseph, Mo.
Midway of Mirth: Jonesboro, Ark.
Mighty Intrestate: Murfreesboro, Tenn.
Monarch Expo.: Belleville, Ill.; Moberly, Mo., 11-16.
Moore's Modern: Andrews, Tex.
Motor State: New Boston, Mich.; Oxford 11-16.
New England Am. Co.: Ludlow, Mass.
Nolan Amusements: Nelsonville, O.
North American: Kirksville, Mo.
Norton's Rides: Duncan, Okla.
Orange Bros. Hugo, Okla.
Page Bros.: Bowling Green, Ky.; Albany 11-16.
Page Combined: Hapeville, Ga.
Palmetto Expo.: N. Wilkesboro, N. C.
Palmetto Rides: North Wilkesboro, N. C.; Thomasville 11-16.
Penn Premier: Winchester, Va.
Peppers All-State: Kosciusko, Miss.
Powelson Am. Co., No. 1: Navarre, O.; Alliance 11-16.
Powelson Am. Co., No. 3: Warren, O.
Reid's Golden Star: Newport, Tenn.
Robinson's Western, No. 1: Bellingham, Wash.; Sequim 11-16.
Robinson's Western, No. 2: Bellingham, Wash.; Othello 11-16.

Rodeos Draw

• Continued from page 63
Crowds at California rodeos topped 900,000, indicating that one Californian in every 15 bought a rodeo ticket.
California also claims more professional rodeo contestants than any other State. Of the 2,900 active members of the Rodeo Cowboys' Association, 650 of them—22 per cent—live in California.

Biggest rodeo in the world in terms of total prize money was again the Madison Square Garden Rodeo in New York, which paid off a total of \$97,590, including entry fees, last October.

But the biggest day money was paid off in California at the Sheriff's Rodeo in the Los Angeles Coliseum, where 90,000 people saw the cowboys compete in a one-day contest for a total payoff of \$25,350.

Second biggest rodeo State last year was Texas, which had always been the biggest State for cowboy contests until California took over three years ago.

The 64 rodeos approved in Texas by the Rodeo Cowboys' Association in 1958 paid off a total of \$336,258 and drew 1,450,000 attendance.

Third ranking rodeo State was Colorado, where 985,000 people paid to see the cowboys compete at 36 rodeos which paid off a total of \$179,000.

Rock City: (Broadway) East St. Louis, Ill., 4-10.
Rose City Rides: Lutesville, Mo.; Sikeston 11-16.
Royal American: Memphis, Tenn., 9-16.
Siebrand Bros.: El Paso, Tex., 4-10.
Smiley's Am. Co.: Bassett, Va.
Strates, James E.: Wilmington, Del.; Plainfield, N. J., 11-16.
Stumbo's Tri-State: Hartshorne, Okla.; Stillwell 11-16.
Sunset Am. Co.: Chillicothe, Mo.; Shenandoah, Ia., 11-16.
Tatham's Fun Fair: Bement, Ill.
Tennessee Valley Am.: Franklin, Tenn.
Thomas Joyland: Princeton, W. Va.
Tinsley, Johnny T.: Greenville, S. C.; Anderson 11-16.
Venditto Bros.: Cranston, R. I.
Virginia Greater: Crisfield, Md.; Selbyville, Del., 11-16.
Volunteer: Erin, Tenn.; Central City, Ky., 11-16.
Wallace Bros.: Memphis, Tenn.
West Coast, No. 1: Richmond, Calif., 5-11.
West Coast, No. 2: Sunnyvale, Calif., 4-10.
Wolfe Am. Co.: Greenville, S. C.
World's Finest: Brantford, Ont.
World of Pleasure: Detroit, Mich., 11-24.

Circus Routes

Adams Bros.: Kewanee, Ill., 5; Galesburg 6; Canton 7; Havana 8; Clinton 9.
B. & M.: Waukegan, Ill., 4-9; Hammond, Ind., 11-16.
Beers-Barnes: Gordonsville, Va., 4; New Market 5; Moorefield 6; Keyser 7; Everett, Pa., 8; Lionier 9; Monroeville 11; Pittsburgh 12; Oakdale 13; Mount Nebo 14; Leetsdale 15; Corapolis 16; Everson 18.
Clyde Beatty-Cole Bros.: Palisades, N. J., 4-10; Easton, Pa., 11-12; Bethlehem 13; Pottstown 14; Norristown 15; Wilmington 16; Atlantic City, N. J., 17.
Clyde Bros.: Sault Ste. Marie, Ont., 7-9; Sudbury 11-13; North Bay 15-16; Barrie 18; London 20-21; Windsor 22-23.
Cristiani Bros.: Washington, D. C., 4-9.
Hagen Bros.: Vienna, Va., 4; Alexandria 5; Herndon 6; Charles Town, W. Va., 7; Martinsburg 8; Berkley Springs 9; Cumberland, Md., 11; Bedford, Pa., 12; Somerset 13; Connellsville 14; Uniontown 15; Brownsville 16.
Hamid-Morton: Montreal, Que., 4-9; Altoona, Pa., 11-16.
Hunt Bros.: Frederick, Md., 5.
Kelly-Miller: Chickasha, Okla., 4; El Reno 5; Norman 6; Shawnee 7; Guthrie 8; Stillwater 9; Pawnee 10; Cushing 11; Sapulpa 12; Tahlequah 13; Fayetteville, Ark., 14; Springdale 15; Rogers 16.
King Bros.: Cumberland, Ky., 6.

Moscow Ex

• Continued from page 63
and selling methods. Exhibits also will tell the story of the needle trades union and the leather industry.
Executive director of the fashion project is Leonard J. Hankin, executive vice-president of Bergdorf Goodman, New York City. Funds are being raised from four sections of the fashion industry—fiber and fabric producers, apparel manufacturers, retailers and labor unions.
Sen. Thomas J. Dodd (D., Conn.) has been assured by George V. Allen, director of the U. S. Information Agency, that the exhibition in Moscow will also include a section on religious life in the U. S. Dodd had pointed out that not a single display of a religious nature could be found. Allen assured him that the exhibition will demonstrate the pervasive influence of religion in American life in a variety of ways.

Mills Bros.: Southgate, Mich., 4; Livonia 5; Farmington 6; Auburn Heights 7; Royal Oak 8; St. Clair Shores 9; Holly 11; Lapeer 12; Saginaw 13; Alma 14; Belding 15; Muskegon Heights 16.
Polack Bros.: Tacoma, Wash., 8-10; San Francisco, Calif., 13-17; Oakland 20-24.
Ringing Bros. and Barnum & Bailey: New York 4-12.

Legitimate Shows

Ballet Africans: (Opera House) Chicago, Ill., indefinite run.
Bells Are Ringing, The: (Philharmonic Aud) Los Angeles, Calif., 4-9.
Bolshoi Ballet: New York (Met Opera House) 4-9, (Garden) 12-13, 15-16.
Dark at the Top of the Stairs: (State) Minneapolis, Minn., 4-9; (Pabst) Milwaukee, Wis., 11-16.
Girls in 509, The: (Nixon) Pittsburgh, Pa., 4-9.
Lil' Abner: (Curran) San Francisco, Calif., 4-9.
Look Back in Anger: (Geary) San Francisco, Calif., 4-9.
Music Man, The: (Shubert) Chicago, Ill., indefinite run.
My Fair Lady: (Kiel Aud) St. Louis, Mo., 4-16; (Music Hall) Kansas City, Mo., 18-30.
Not in the Book: (Ritz) Los Angeles, Calif., 4-16.
Two for the Seesaw: (Biltmore) Los Angeles, Calif., 5-9.
Warm Peninsula: (Proctor's) Schenectady, N. Y., 4; (Stanley) Utica 5-6; (Auditorium) Rochester 7-9.

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Miscellaneous

Doss, Buster, Show: Louisville, Ky., 4; Lexington 5; Portsmouth, O., 6; Ashland, Ky., 7; Iron-town, O., 8; Huntington, W. Va., 9.
 J & W Concessionist Nelsonville, O., 4-9.
 Marlowe, Don, Players: Miles City, Mont., 4-10; Salt Lake City, Utah 14-20.
 Matchstick Cities: Norfolk, Va., 4-9.
 R-Bar-L Ranch Rodeo: Covington, Ind., Rockport 16-17; Tell City 22-23; English 30-31.

Ice Shows

Holiday on Ice of 1959: Mexico City, Mex., 6-31.
 Ice Capades, 19th Edition: Los Angeles, Calif., 4-17.
 Shipstads & Johnson's Ice Follies of 1959: Seattle, Wash., 4-10.

Man, Five Horses Die in 25G Fire at Edmonton Grounds

EDMONTON, Alta.—One man died and five thoroughbred race horses died Sunday (19) when fire of undetermined origin destroyed a barn at the Edmonton Exhibition grounds. The horses were valued at more than \$25,000.
 Ronald Cann, a 24-year-old stable hand, lost his life trying to save one of the horses.

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SPACE SHIP SETS TOUR

FORT WORTH, Tex.—A mock up space ship that provides a simulated flight for four passengers has started a tour of local shopping centers. It will also be seen in other Texas cities. The replica was designed to celebrate introduction of Kraft Foods' Jet-Puffed Marshmallows made at Kraft's Garland, Tex., plant.
 The 4,000-pound, 30-foot ship was fabricated by Aero-Jet-General Corporation, rocket manufacturer. It began a three-month tour of the United States early in April.

Danes Oppose Coca-Cola

COPENHAGEN—Heavy competition soon will begin between Coca-Cola of the U. S. and a new Danish cola corporation formed by 18 of the principal Danish brewery firms.

For a long time Coca-Cola has been doing business in Norway and Sweden, but Danish breweries, which also produce soft drinks, pressured the Danish government into holding a high tariff on importation of Coca-Cola ingredients.

However, last year the tariff was reduced on Coca-Cola. The breweries managed to persuade the government to delay the new tariff in order to give them time to meet the new competition.

The large breweries formed a new stock company, Danish Cola Drink, Inc., which will produce Jolly Cola in the soft drink plants of all 18 breweries.

Coca-Cola has arranged with a big Danish dairy firm to produce and distribute Coca-Cola with the aid of other beverage firms and breweries. Distribution and sale of both Coca-Cola and Jolly Cola is skedded to begin July 1.

Park Salutes Mothers-in-Law

HOLYOKE, Mass. — Sunday (19) was proclaimed Mother-in-Law Day at Mountain Park here.

The park, in a special tribute to victims of sons-in-law, gagwriters and cartoonists, included a gift for every mother-in-law present, plus grand prizes for the oldest mother-in-law, the youngest mother-in-law, the most popular mother-in-law and the mother-in-law accompanied by the largest number of grandchildren.

Copenhagen Spots Begin Operations

COPENHAGEN—The Danish Tivoli, operated by the Stefansen Brothers, opened April 11 for nightly and Sunday afternoon action. Full-scale operation will begin in mid-May with open-air shows, cabaret and dancing. Park also has rides, kiddieland, cafe, coin-machine arcade, games, refreshment stands and concessions.
 Suburban Dyrehavsbakken opened Thursday (30) with the Aerial Hustris as the free attraction.

Copenhagen's Tivoli opened Friday (1) and its season will run until September 13. Tivoli-Karoline-lund, Aalborg, and Zoo-Tivoli, Odense, opened April 24, a holiday. The new Folk Park Arhus opened Friday (1).

The popular concert singer, Elizabeth Schwarzkopf, appeared as the soloist with the Tivoli Concert Hall Orchestra on opening night. Tivoli Theater also opened Friday (1) with big-time vaudeville.

THE FINAL CURTAIN

BRACHARD—Paul Jr., former circus acrobat, April 11 at Sawtelle, Calif. Bob Orth, Pomona, Calif., and other circus people attended the funeral.

In Loving Memory
 Of my beloved Husband,
 One of show business' greats,
 Gone but not forgotten in our hearts.
LEW BERNARD
 Who passed away April 18, 1956.
 VIRGINIA CAMPBELL BERNARD.

BRYDON—Frank A., 73, a director of the Portage Industrial Exhibition Association for 50 years, April 20 at Portage la Prairie, Man. He had been president for two years and at his death was an honorary director. He had judged light horses at many Manitoba fairs and had served as a director of the Manitoba and Great Western harness racing circuit. Survived by his widow, four sons and three sisters.

In Fond Memory of
J. L. (JOE) FRANK
 PEE WEE KING

HOFFMAN—Harry, 71, active in outdoor show circles for 50 years, April 19 in Williamstown, W. Va. He had been with the Bob Work Shows and Powelson Amusements and at City Park, Parkersburg, W. Va., prior to his retirement in 1957. Survived by his widow, Mabel. Burial at Ravenwood, W. Va.

LECARDO—Capt. Fritz, tattooed sword swallower, knife thrower and weight lifter with many major circuses and carnivals, April 13 at San Francisco. He made the trip to Europe with the Ringling show and was with Sells-Floto, Mighty Haag and other shows. He was a charter member of Showfolks of America. Burial at San Francisco.

MILANA—Joseph, 74, known in outdoor show business as Ajax the sword-swallower, April 27 in New York. He had spent a lifetime as an act and pitchman, much of it in the New York area for Dave Rosen, Hubert's Museum and Ringling in Madison Square Garden. Survivors include his widow, two sons, two grandchildren, a brother and a sister. Services May 1 in Brooklyn, with burial in Pinelawn Cemetery, Amityville, N. Y.

ROSSITER—Tom, 86, scale man, April 22 in Cambridge (O.) Hospital. A concessionaire for 50 years, he was a member of the Ohio Concessionaires' Association and the Masonic Order.

SMUKLER—Jack, 67, of a heart attack April 28 in Detroit. He was at one time a clown with the old Harry Polack Circus and later teamed with his wife, Gladys, as the Original Michigan Rubes in playing fairs. They also did a trick car act. As a Detroit film projectionist, he was for 30 years chairman of the sick committee of Local 199, International Alliance of Theatrical Stage Employees. Besides his widow, survivors include a son, Dwight, who also appeared in the rube act; two brothers, Berney Smukler, well-

known outdoor showman and owner of Shoppers' World Playground, Mobile, Ala., and Louis Smuckler, former concessionaire with the old Rutherford Shows, and two sisters, Mrs. Flo Monroe, formerly with the Smukler Sisters, singing-dancing act with outdoor shows, and Mrs. Lillian Hart, former concessionaire. Interment in Glen Eden Memorial Park, Detroit.

STEWART—Charles, 61, longtime repertoire show performer and chairman of the board of the Chicago chapter of Show Folks of America, April 25 in a Chicago Veterans' Administration Hospital. Burial was in the Show Folks plot in Glen Oaks Memorial Park, Maywood, Ill.

WILKES—Charlotte (Tot), widow of Ben Wilkes, operator of the old Ben Wilkes tent show thru Illinois, Indiana and Kentucky for more than 25 years, April 8. Besides doing character parts, she played trombone and piano in the show. Burial April 11 in 'bion, Ill.

YOUNGBLOOD—Amos S., 57, of Youngblood Enterprises and active in the carnival business for 22 years, April 21 in a St. Charles, Mo., hospital. Survived by his widow, son, daughter-in-law and two grandchildren. Burial April 24 in Grand Junction (Ia.) Cemetery.

Ponoka, Alta., Rodeo Names '59 Officers

PONOKA, Alta.—Hector Labrie has been re-elected president of the Ponoka Stampede Association. L. G. Saunders is vice-president and Art Kissing is secretary. Dates of the annual stampede are June 30-July 1.

The stampede grounds are being improved under a five-year plan started in 1956. The grandstand now seats more than 7,000. Leveling and fencing have been done, and chutes and corrals built. This year \$10,000 will be spent on improvements, which will include the building of a field enclosure.

Cloverdale, B. C., Posts \$4,100 Purse For Annual Rodeo

CLOVERDALE, B. C.—A total of \$4,100 in prize money will be distributed at Cloverdale's 14th annual rodeo, May 16-18. Events will be preceded by a queen contest April 25.

Events will include Brahma bull riding, wild horse races, chuck wagon, calf roping, bronk riding, steer wrestling and flat races. A western style parade will open the rodeo May 16.

The event is sponsored by Lower Fraser Valley Exhibition Society.

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RINGLING, BEATTY WIN HIGH WEEKEND GROSSES

R-B to Count \$1,800,000 In New York

NEW YORK — Ringling Bros. and Barnum & Bailey Circus is expecting to equal or edge ahead of its 1958 Madison Square Garden gross, reportedly around \$1,800,000. But to do it will take the 10 more performances scheduled this time than last.

There is every reason for satisfaction in the Ringling camp. It is reported. Expenses are lower and the circus can pull a healthier net than from comparable grosses of recent years.

Capacity business with the \$6.50 top ticket price is around \$43,000, and several of these full houses

Early Stands Give Business For Hunt Bros.

SEAFORD, Del.—Better than satisfactory business has greeted the earliest dates for Hunt Bros. Circus, which opened its 1959 tour Saturday (18) at Dover.

Two turnaway houses were scored in Dover, where the show was set up a couple of days in advance and where weather was good. Monday (20) in Selbyville pulled all-day drizzles, with attendance being light for the matinee and filled the tent next to capacity for the night show. Tuesday (21) was cold and raw here and the matinee played to a half-full tent.

Harry Hunt said the show has contracted the Plainville (Conn.) Stadium thru operator Joe Tinty for a return engagement. A visitor in Seaford was J. C. Rosenheim, agent for the Cristiani show.

Kelly-Miller Opens; New Top, Seats, Acts

Show Newly Painted, Personnel Named, Performance Outlined

HUGO, Okla.—Al G. Kelly & Miller Bros. Circus opened at its home base here Sunday (26), with additional people, new canvas, more new seating, different midway line-up and a fresh coat of paint all around.

This is the show's first appearance under the full ownership of D. R. Miller, who bought out his brother during the winter. The circus is moving on 33 show-owned trucks, plus four-wheel trailers that bring the fleet to 47 units.

Included are two new-design seat wagons, each seating about 300 persons. The new type was designed by Miller and more units of the kind are under construction. The circus also continues to use four wagons from previous year, seating about 140 persons each. All are reserves, and plank blues remain in use.

Big top is a new 100' round top with six poles and 12-foot side-walls. Side Show and menagerie are in separate tents, and the me-

GIRL INJURED IN HANNEFORD PERCH ACCIDENT

OKLAHOMA CITY—Vicki Hanneford, wife of George Hanneford Jr., was injured when their perch pole failed and she fell to the floor of the Municipal Auditorium here. The accident occurred while they were performing with Polack Bros. Circus.

At Mercy Hospital here her injuries were diagnosed as dislocation of both hips and fractured vertebrae.

have been recorded. On April 4, when three shows were put on, an \$80,000 take was realized and that is exclusive of concession revenue.

Generally, night attendance has ranged from thin to fair at mid-week, but afternoon shows have bounced up nicely in some instances. Kid tickets are half price for weekdays.

Midweek Light

Weekend schedule, when kids are charged adults prices, begins on Friday nights, and Friday night business has been very poor. Friday (24) had attendance estimated only about 1,200.

Some weekdays have grossed as little as \$15,000 after taxes, it was learned. But after midweek the show is getting about \$35,000 daily.

It is another story for weekends. The circus got \$54,000 for Saturday (25) and \$59,000 for Sunday (26).

Attendance nose-dived following Easter week, partly due to the resumption of school and partly because of a change in the performance schedule. At one time there was a possibility that the show would shutter for two days to permit a hockey playoff, and first advertising mentioned this hiatus. But the New York hockey team was beaten and the circus got to perform on those two days. Late change in advertising did not create much attendance, however.

nagerie is a 70 with three 30's and two 20's. It contains nine cages, mostly bought from the McGaw Motor Circus a year ago, plus the giraffe, which formerly was in a pit show, and all the show's elephants and lead stock.

Performance Outlined

The performance opens with a spec. Display 2 takes to the air with iron jaw, traps, loop-the-loop and cloud swing acts. Elephants are on the track for plank walking, followed by wire acts in all three rings. After a clown walkaround, Dempsey Conder and W. V. Shearer handle pony drills in end rings, David De Lock has dogs on Stage 1, chimps on Stage 2 and Capt. John Narfski presents bears in the center ring. Swinging ladders comprise Display 7.

The Loyal Troupe (5), riding act, is followed by the first concert announcement. Display 10 has rolling globes, trampoline and roly-boly in the rings. Another clown

(Continued on page 69)

Beatty-Cole To Top 400G At Palisades

PALISADES, N. J. — Indications are that the Clyde Beatty-Cole Bros. Circus will gross more than \$400,000 for the 109-performances ending Sunday (10). The potential has been more than doubled this year, with a longer run and more seats.

The 1958 total ticket gross was exceeded some time ago. Enlargement has given the show a potential gross of more than \$8,000 from a full house.

Business has been good to fine on weekends. Saturday (25) had a turnaway at 1:30 and a full house at 4:30 p.m., plus a night show. On Sunday (26) both afternoon performances were to full houses. The usual three-show-per-day schedule has been in force for all weekends and the shows of the final Saturdays and Sundays are sold out in advance, according to the amusement park management.

Business for the show on weekdays has been satisfactory, though slow. The engagement has built up the pattern of producing good business on weekends only, and that continues this year. Night business has been low all along.

The Beatty-Cole show is building a set of six floats. General manager Frank McClosky has been released from a hospital, where he was under treatment.

Palisades Amusement Park, where the circus is appearing, has worked tie-ins with a chain of supermarkets. General admission ticket is given with each \$5 worth of groceries purchased. Another tie-in is with the Boy Scouts and Girl Scouts for \$1 reserved seat tickets.

Polack Draws At Okla. City

OKLAHOMA CITY — Polack Bros. Circus played to 30,400 patrons in eight performances here at the 6,000-seat Municipal Auditorium April 22-25. A special Sunday showing (26) was given for 4,500 members of Tinker Air Force Base, bringing total attendance to 34,900 people.

Wednesday (22) brought 3,000 in the afternoon and 4,500 admissions that evening. Thursday (23) had 3,200 in the afternoon and 4,000 in the evening. About 3,500 were on hand for the Friday (24) afternoon showing and 4,000 attended that evening. Saturday entertained 3,600 in the afternoon and 4,600 that evening. Sunday (26) was a sellout 4,500 to personnel of the Tinker Air Force Base.

CUCCILO AND ZOPPE PLAYING IN DISNEY PIC

LOS ANGELES—The Alberto Zoppe riders have been working on the new Walt Disney production, "Toby Tyler." Cucciolo doubles as Toby Tyler and Alberto is the riding instructor. The troupe, consisting of three men, three women and two midgets, opens with Clyde Bros. Circus May 9 in Sault Ste. Marie, Ont., after their picture work is finished.

NEW KING OUTFIT BOWS IN GEORGIA

Cristianis, Canistrellis, Dingler, Karolys, Parks, Hinckley With It

WARNER ROBINS, Ga.—The new King Bros. Circus met with a rousing reception at this busy air base city, a few miles from Macon, Saturday (25).

Opening matinee brought a near-capacity crowd and at night there was a three-fourths of capacity crowd.

A lively performance, composed largely of members of the Cristiani and Canistrelli families, ran for one hour and 25 minutes and won much applause.

Performance by displays: 1—spec, "Wonders of the World"; 2—Red Dingler and Company, aerial bars; 3—comedy mule, worked by Buck McLane; 4—Russian Cossack (voltege) riding act by Cristiani family; 5—Aldo and Nina Cristiani with 20 Doberman pinscher dogs; 6—unsupported ladders with Oreste, Piero and Freddie Canistrelli; 7—clown boxing by Etolo and Francisco Fornasari; 8—Freddie and Ortans Canistrelli, rola-bola; 9—clown walkaround; 10—principal riding act with Margaret and Evy Karoly; 11—swinging ladders, featuring Joyce and Piero Canistrelli; 12—Oreste Canistrelli, head slide; 13—Cristiani family in teeterboard act, with Benny, Remo, Tripoli, Chita and Cosetta Cristiani; 14—high school horses worked by Evy Karoly; 15—Red Dingler and Company in trampoline number; 16—elephants; 17—leaps and finale spec.

A brand new big top, trimmed in red and blue, with striped side-wall made an impressive appearance. The costuming is smart, and all of the wardrobe for the specs is new and colorful.

The menagerie is located in the Side Show. The show has two large elephants—Lois, bought from the Ringling-Barnum circus, and Babe, acquired from the Philadelphia zoo.

The show has an 80 with three 40's. Seats and banners came from the Cristiani show. Animals include four lions, a bear, six-pony drill, seven horses and others. Trucks are all new to show business and include one for the poles and big top, two for lumber and chairs, plus light plant, office, bulls and props, horses, stakes and water, menagerie top and cages, and an advance truck. There are several other trucks on the lot, including a sound unit, Tom Kennedy's concession semi and Joe Lewis' whale show, as well as more owned by various acts.

Staff, Personnel

Executive staff: RAMCO, Inc., owner; Benny Cristiani, manager; Remo Cristiani, assistant manager; Charles Underwood, general agent; Tripoli Cristiani, director of personnel; Freddie Canistrelli, equestrian director; Paul M. Conaway, general counsel; Sam B. Warren, legal adjuster; Ora O. Parks, general press agent; A. Lee Hinckley, band leader; Buck McLane, announcer, and Tom Kennedy, concessions superintendent.

Chita Cristiani has charge of front door, assisted by Cosetta Cristiani and Ortans Canistrelli.

Department heads: George Burrows, elephants; Sam Pritchett, head mechanic; Earl Pitts, transportation; Johnnie S. Jones, electrician; Paul Levy, props; Jim Binder, ring stock; Rosina Fornasari, wardrobe; Ted Cole, squadron; Francisco Fornasari, big top canvas; Eva Hinckley, mail agent; Pietro Cristiani, inside tickets, and Etolo Fornasari, reserved seats.

Side Show: Jimmy Power, manager, magic and inside lecturer;

Jim Calver, second openings and tickets; Pearl Power, door; Slim Turner, boss canvasman; Pearl Mays, blade box; Bert Johnson, torture act, and Al Mills, tickets.

Clowns: Danny Styron, Billy Winters; Etolo Fornasari, Red Dingler and Pepi Dingler.

Advance: John M. Burke and Joe Williams, contracting agents; Fred Newhouse, contracting press agent; John Cousins, manager of advertising car; John Hart, J. C. (Ding) Simpson, Fred Wolpin and Sam Wolfe, billposters.

Band: A. Lee Hinckley, leader; Bill Tobias, trombone; Joe Browning and Charles McGaughey, cornets; George Thompson, bass; Al Yoder, drums; Francis Butler, organ.

Concessions: Tom Kennedy, manager; Tom Kennedy Jr., assistant manager; Etta and Chuck Whitehead, midway diner; John Boring, No. 1 stand; Frenchy Bougie, snow; Joe Bowen, ice house porter; Tom Kennedy Jr., floss and apples; Frank Abernathy, novelties, and Harry Vincent and Jim Malone, seat butchers.

Pit Show No. 1: Whale, Joe Lewis, manager; Pit Show No. 2: Snakes, Dick McLaughlin, manager.

CIRCUS PARTY

R-B Performers Do Take-Off Of Each Other

NEW YORK—The second annual party of Ringling Bros. and Barnum & Bailey Circus performers was Sunday evening (26) in the ballroom of Hotel Belvedere.

About 300 performers and staffers ate a buffet lunch and staged a show at midnight, with acts doing take-offs on other acts.

Duenna Zacchini was hostess and Rose Murphy worked the come-in in Otto Griebling's make-up and wardrobe. Jackie Gerlich, Cha Cha, Arroyo, Jimmy Armstrong and Frankie Saluto (latter two from the Clyde Beatty Circus) portrayed Sciplini Chimps, and Eddie Keck acted as the trainer.

Dick Anderson did a take-off on Gina Lipowska and her horse with the assist of two undisclosed assistants portraying the horse. Phil and Betty Escalante had some skits and songs. The Bokaras staged an acrobatic interlude that included a breakaway teeterboard. The event ended about 2 a.m.

NEW SHOW GETS FAST NICKNAME

CHICAGO — Show people across the country have been quick to nickname King Bros. Circus. At least half the mentions of the brand new show refer to it as "Benny Bros." in recognition of Benny Cristiani, the manager.

This is in the same tradition that produced such other nicknames as Two Bills show (Buffalo Bill and Pawnee Bill), the Hog show (Mighty Haag), the Yank show (Yankee Robinson) and John show (John Robinson).

Kelly-Miller Show Debuts

Continued from page 68

walkaround precedes elephants, with three bulls in each end ring and five in the center ring. Foot juggling, hand balancing and contortion next take over the rings. The menage horse number is followed by a clown number and the hippo walkaround.

Display 17 fills three rings with juggling. The web number is followed by Liberty horses, presented by Dempsey Conder in center ring. The second concert announcement precedes Risley and foot juggling in the end rings. Clowns are followed by the perch act in center ring. Display 24 has 12 elephants in a long mount. The concert has the Eldorado Kid, Chief Keys and his tribe of Choctaw Indians, Dempsey Conder with trick and fancy riding and David De Lock with roping and gun manipulation.

Staff Detailed

Staff includes D. R. Miller, owner; Obert O. Miller, general manager; James M. Cole, manager and director of public relations; Frank F. Ellis, legal adjuster; Jack S. Smith, treasurer and auditor; Bernice Jacobs, secretary; Isla Miller, Social Security; Dorothy Cole, tickets; Claude Smith Jr., superintendent; Keller Pressly, boss canvasman and seats; Dave and Deacon McIntosh, transportation; J. K. Pressley, construction and inside tickets; Kenneth Meyers, metal; B. F. Rat-

cliffe, paint; Fred C. Logan, elephant boss; John Carroll, elephant assistant; Robert Cline, herd boss; John Narfski, menagerie superintendent; Otis F. Hill, ring stock boss; Dempsey Conder, draft stock and pony boss.

Donald Ensminger, electrician; Thomas Spence, assistant electrician; Frank McCord, water department; Ione Stevens, concessions; Donald McIntosh, assistant; E. V. Bradley, circus diner; Glen B. Shearer, Canyon Horse Show; E. L. Robb, Gorilla Show; R. Moses, Snake Show; B. Shearer, pony ride; Mrs. John Long, privilege car; R. Menendez, usher superintendent; Maurice Marmelejo, props boss; Mrs. Harry Smalley, wardrobe; J. S. Smith, The Billboard and mail agent; B. Jacobs, front door; Harry Thomas, local advertising sales; B. F. Ratcliffe, banner painter; Harry Smalley, displays, and Joseph Colby, demonstrations.

Performers Named

The Side Show line-up includes Ward Hall and Harry Leonard, managers; Tex Arnold and Pat Frazier, ticket sellers; Lily Strep-tow, ticket taker; Little Lord Leon, fire eater and swords; Allo, alligator boy; Harry Leonard, Punch and Judy and inside lecturer; Ward Hall, magic, and Diane De Elgar, annex attraction.

Big show band is composed of R. H. (Bubba) Voss, bandmaster; Harry Smalley, bass; Louie Grebs, calliope; Herb Cliffgard, W. D. Howard, Ovila (Frenchy) Lebouef and Maurice Castleman.

Big show performers include Maurice Marmelejo, Joyce Jacobs, Jerry Pressly, Diane Pressly, Dempsey Conder, Barbara Miller, Raefel Menendez, W. K. De Lock, David De Lock, W. V. Shearer, Freddie Logan, Ora Logan, John Narfski, Lillia Loyal, Luciana Loyal, Alfonso Loyal, Lou Walton, Roy Thomas, Joy Thomas, Shorty Sylvester, Peggy Sylvester, the Estrada Troupe (11), Juanita Daniels, Victor M. Obscura, Hector Manuel Jimenes and Moises Canada.

Wind, Rain Hit Cristiani Bros. At Kingsport

KINGSFORT, Tenn.—Rain and heavy winds took their toll here as Cristiani Bros. Circus was three hours late in starting the matinee to 900 people Tuesday (28). The night show fared better, with a turnout of 1,700 people. Last year, Cristiani played to two straw houses here, also in the rain.

The street parade was given late. Rumors that the show had cancelled and that a serious wind-storm was headed for Kingsport slashed attendance.

At Oak Ridge, Tenn., Monday (27) the show played to a half-house in the afternoon. Then an overflow night crowd prompted an extra night show to a half-house. The top arrived four days ahead of the show, which was playing an indoor date in Atlanta the previous week. The performers arrived late due to the long run and the parade was canceled.

Straw House Marks Start Of Adams-Seils

FULTON, Mo.—Adams Bros. and Seils Bros. Circus opened its 1959 season Sunday (26) at the Mexico, Mo., fairgrounds to a straw house in the afternoon and a three-quarters house at night. Good promotion by the pro-circus Mexico Ledger helped. Lions Club was auspices.

Monday (27), at Fulton, Mo., the show had a half house in the afternoon; but heavy rains and tornado alerts caused the cancellation of a night show. Jaycees sponsored the stand here.

Mills Seeks Pa. Charter

PHILADELPHIA—Mills Bros. Circus has applied for a charter of incorporation in Pennsylvania. The show applied for a certificate of authority to operate "all forms of entertainment business including circuses." A Philadelphia address is used as its registered office for conducting Pennsylvania business. Last winter, the show, formerly a partnership, was incorporated in Ohio.

K-M Okay at Durant

DURANT, Okla.—The Kelly-Miller Circus drew a one-third house in the afternoon and a heavy overflow in the evening here Monday (27) on their first stop out of Hugo. High winds and a few minor difficulties took place as the show started its 1959 tour.

UNDER THE MARQUEE

Kitten and Gabby Wendt, the Aero-Stylites, played the Omaha Shrine Circus April 13-19 and are following it with three weeks of indoor dates in Newfoundland. This summer they will be booked by Ray Beaudet. They premiered their new Shrine emblem rigging this winter with the Orrin Davenport Circus.

Hobart Hopper, Middletown, O., is chairman for the Middletown (O.) American Legion Post's circus

committee which will bring Cristiani Bros. Circus to town June 19.

Carl Wallenda's rigging took more weight than ever before during the Frank Wirth circus in West Hempstead, N. Y. With the nine Wallendas on the high wire were the Seitz-Mendez Duo, performing both alone and with the others, making a total of 11 aloft at once.

James W. Grist, Rockville, Md., has booked Hunt Bros. Circus into Silver Hill, Md., April 27 for the Fire Department and into Kentland, Md., April 28 for the PTA.

Famous Cole Does Business On Texas Trek

RANGER, Tex.—The Famous Cole Circus continues to find good business in its Texas trek. The seat truck was demolished April 21 in a wreck on the run to Bridgeport, and another truck was purchased.

Sunday (19) the show drew good business at Euless for a matinee-only stop. Grapevine (20) was light and the show didn't get off the lot until 9 a.m. the next day due to a three-inch rain.

Show enjoyed a big day at Bridgeport (21) and the second best day so far at Bowie (22). Henrietta (23) was okay and Jacksboro (24) was another winner. Saturday (25) found Famous Cole in Ranger where they had two half houses in hot weather under Lions Club auspices. Norman Anderson visited the show here.

Bailey Signs Wichita Falls

BEAUMONT, Tex. — Bailey Bros. Circus has booked Wichita Falls, Tex., with the Shrine for October 15-17, according to Bob Stevens, owner-manager.

The ball park show garnered good business at LaMarque, Port Arthur and Beaumont, Tex. (16-18), despite heavy rains each day. Cal Claude, hand balancer, joined.

R-Bar-L Rodeo Opens May 9

GREENCASTLE, Ind. — The R-Bar-L Ranch Rodeo will open its second season May 9 with a two-day stand at Covington, Ind. Dick Lunsford is acting as general agent for the rodeo. Show has added cattle and horses, and has a solid route booked up to the last of July, when fairs will begin. Among the still dates is the Lincoln Day Celebration at Rockport, Ind.

Benneweis Has Fountain Bally

COPENHAGEN—Circus Benneweis is using a portable version of a "Dancing Waters"-type fountain in front of its main entrance as ballyhoo this season. It was raining when the circus opened its 15-day stand here Saturday (11) night, so the surplus "Dancing Waters" drew wry grins from the rain-coated first-nighters.

George Christy Gives Equipment To Circus Museum

SOUTH HOUSTON, Tex. — George W. Christy, former owner of Christy Bros. Circus, has donated an antique circus cage wagon, Christy ring curbs and other circus equipment to the Circus World Museum at Baraboo, Wis. A truck was sent from Wisconsin last week to pick up the equipment and return it to Baraboo.

FOR SALE—FOR SALE— 2 Air Calliopes and Wagons For Sale

1. 4-wheel steel trailer with circus wood carvings. Contains brand-new Singer air calliope, framed to look like steamer. New blower, new generator, new instrument, new motor, new wagon. Only one in the world like this.

2. 4-wheel wagon fitted for teams or tractor. Contains like-new Tangley air calliope with player attachment and keyboard, plus five rolls of music. Also has complete sound system with speakers and large amplifier. Motor, blower and generator like new. Wagon decorated with wood carvings. This is a masterpiece for parades, concerts, bally, etc.

Don't Ask for Pictures—I'm Not in the Photo Business.

SPECIAL: 3 Wurlitzer Band Organs (one each, model 125, 105, 146), each with bass drums and snare drums.

Write or Wire:
J. KAPLAN
300 West Randolph St., Chicago, Ill.

6—PHONEMEN—6

Banners and UPC Tickets.
Paid Collectors for Cristiani Bros. Circus, sponsored by Junior Chamber of Commerce, Elizabeth, N. J. George Bernard, Jack West, Ed Montell, get in touch. Contact
EDDIE ELKINS
126 Wood Ave., N. Linden, N. J.
Phone: Hunter 4-7459-4-9211

PROMOTERS

Will place at once several high-caliber Promoters with crew. Must be able to start at once. Book, banners and 40% daily. We have top sponsors in excellent territory.
SHELLEY BUD SNYDER
General Custer Hotel, Billings, Mont., all this week.
P.S.: Also can use several Telephone Salesmen.

3—PHONEMEN—3

Fireman deal. Phones in, book carded. Programs and tickets. Call
ERNE MALONE
BEI mont 1-7426 Columbus, Ohio

4 PHONE MEN—4

DETROIT'S BIGGEST U. P. C. DEAL

WOODWARD 1-7432
3 deals—top sponsors—high caliber. Experienced, dependable Phonemen. 4 phones open. Steady work. 25% ads and tickets. Conditions good here. Plenty money, 3 offices.
BEN MORRISON, 612 Charlevoix Bldg., Detroit, Mich.

PHONEMEN AT ONCE

Milton * Fort Walton * De Funiak Springs * Pensacola
All Florida Quadrcentennial Book
Contact **BOB MARION**
Charleston, SH 4-8462 — Savannah, AD 6-7975 — Pensacola, HE 2-9411
* Charleston, S. C. Need two Men.
* Savannah, Ga. Need one Reload Man.

E. K. FERNANDEZ WANTS

For Hawaii's 50th State Fair, June 26 through July 4, and Hilo, Hawaii, to follow.
A Glass Blower (Mr. Manley, write), a Flea Circus and other single attractions. Also a Scrambler Ride for a longer engagement. If interested wire or write
E. K. FERNANDEZ
1094 S. King Street, Honolulu, Hawaii

PHONEMEN

Just finished KC's in Regina—territory not overworked and others wrote 150 and 200 daily. Opening Saskatoon, Edmonton, Calgary and Winnipeg about May 7. 4 months' good work and KC sponsors in 3 cities. Will be driving up from Minneapolis about May 10 and can take 3 men with me at no charge. Pay your own way into Minneapolis and ride up free. Should get well in this territory.
KEITH DUBOIS
Phone: Gr 1-9714 Wayzata, Minn.

Carson & Barnes Circus

Wants combination Lithographers and Posters who can get up paper without excuses. Good pay and treatment. Can also place Man and Wife, Man to operate Stagecoach Ride and be capable of handling four pony hitch. Wife to operate Pony Ride. Can place Good Heel and Toe Banner Man, Buck Reager, Joe Sullivan or any Man capable of producing, answer. All phone: Jack Moore, Mgr., Hughes, Ark., May 5; Ripley, Tenn., 4; Somerville, 7; Brownsville, 8; Lexington, 9.

PHONEMEN

BOOK—TICKETS—BANNERS
HILDEBRAND
Office: 1942 Wellton St.
Phone: AMherst 4-9767
Denver, Colo.
Bill Clark, come in, office opens in Colorado Springs in few days. No collects.

2—PHONEMEN—2

3 months here. Banners, UPC's. You can keep busy all year.
A. McQUEEN
AM 43778 — AM 43436
Montgomery, Alabama

WANT

Sideshow Boss Canvasman for Al C. Kelly-Miller Bros. When answering state experience and salary expected. Contact
WARD HALL
As per route

4—PHONEMEN—4

Labor convention book until September. 25% daily, third year. Taps and towns carded, cutoff.
Phone: Fleetwood 6-0818
Champaign, Ill.
Ask for MEL.

PHONEMAN

Top Producer needed. Phone open, year-round deal. Reload protection. Write
ROY BELL
2847 W. 8th St., Los Angeles, California
DUnkirk 8-4085 (no collect calls)

3 PHONEMEN

Established CANVAS CIRCUS. No lay-off; work till December. Good Promoter if available. John Doyle, Vic Hallin, Ed O'Neil, Hank Barrington, Everett Cook, contact. Wire where I can phone you.
TOM RAWLINGS
Care Western Union Madison, Wis.

Cristiani Bros.' Circus

Enlarging Bill Crew. Want two main street Lithographers and two Combination Billers; must be union, able to put up paper and do your drinking at night and not on your route. Contact
ELMER KAUFFMAN
Western Union, Elizabeth, N. J., May 5-6-7.

PHONEMEN

Banners & Tickets. Renewals.
STANLEY PAUL
436 W. Wisconsin Avenue, Room 805, MILWAUKEE, WIS.
Office Telephone: Broadway 1-1900
Or Broadway 2-0069 nights.
Don Owen, Johnny Warren, call me.

6—PHONEMEN—6

LIONS CLUB CIRCUS
Banners and UPC's.
Can place two Men capable of handling offices. Call person to person only.
J. F. SHAFER
Locust 2-8660 Rochester, N. Y.
No collects

PHONEMEN

Two thoroughly experienced men to sell sign boards in labor temples. 25% commission. Plenty of renewals. \$200.00 week easily. Work right out of labor temples. Experienced men call
ROSS WHITE
1109 N. Monroe Phone 3-7441
Peoria, Illinois

PHONEMEN

Church, Police, Civic Organizations work thru February, 1960; others pending. Starting now, Church groups. Pay every day. Inquire: 22 Sumner St., Hartford, Conn.
JACKSON 2-0575 after 5 p.m.

2 GOOD PHONEMEN

Banners, strongly sponsored event. Call
ERMEL
Indianapolis, Ind.
Victor 6-2142. Pay yours.

MILLS BROS. CIRCUS ROUTE BOOK

\$1 plus 25¢ for mailing; stamps, money order or check to:
ALADDIN ADVERTISING AGENCY
Post Office Box 5779
Pittsburgh 8, Pa.

Kane Bros. Buy Forest Park, Pa.

125-Acre Spot Sold by Richard Lusse, New Owners Project Night Operation

CHALFONT, Pa. — Historic Forest Park changed hands in late April, being sold by Richard F. Lusse to brothers Lawrence and Louis Kane of Massachusetts. In recent years the spot observed its 100th anniversary.

Larry Kane has been associated with the Freeman and Shore amusement interests for 20 years. The firm has rides, games and arcade operations at Nantasket and Revere Beaches, plus discount stores at the beaches and in Saugus, Mass.

Forest Park is 24 miles from City Hall in Philadelphia on Route 22, and its main public transportation is the regular summer schedule out of Philadelphia by the Reading Railroad. Kane said several plans are in the works, some of which, in the nature of improvements, must of necessity await the close of this season because ownership and management

changed hands relatively late.

One change to be instituted this year is the addition of lighting for night business. The pattern has been to shut down at 8 p.m. An expanded ride operation will result from current solicitation of independent ride people. The park's rides include Octopus, Roll-o-Plane, Merry-Go-Round, kiddie rides, and a Travers Airplane, the only high ride. Other enterprises are the 57 by 100-foot pool, food and game concessions, and picnicking.

Seating for more than 8,000 persons is available in the widely scattered picnic groves, and booking activity is being organized to attract industrial and other groups. Total acreage exceeds 125. Al McKee, known in outdoor amusement circles and a long-time acquaintance of the Kanes, has been consulting on the new operation. Ida Kane, wife of Larry, will reside on the property and supervise the picnic booking.

ASBURY SETS 40-INCH TOP FOR KID RATE

ASBURY PARK, N. J. — Publicity and promotional advantages are expected to accrue from the new admission policy at city operated beaches. The lower price will apply to all persons under 40 inches tall, including jockeys and midgets, who will pay 40 cents, a penny an inch. Other persons pay \$1 on weekends and 75 cents weekdays. Special entrance archways will be situated on the Boardwalk and possibly in town, stressing the 40-inch height requirement.

Second Train By National for Catskill Farm

CATSKILL, N. Y. — A second trackless train is being delivered to Catskill Game Farm by National Device Company, augmenting the one installed by owner Roland Lindeman last July. It is 80 feet long and will manipulate over the park's sharp grades, which range up to 20 per cent. Capacity is 72 persons.

Tampa Animal Area Getting 3 AH Trains

TAMPA — A miniature train system, with three Allan Herschell G-16 locomotives and trains, is being installed at Lourey Park's Fairyland, it was announced last week by Tampa Parks Director D. B. Bradley.

The trains will take passengers into a 10-acre area in which many uncaged wild animals roam. There are Mother Goose theme cages for the animals, also. The entrance and exit to the area are controlled by radio-operated gates.

Trains will be operated by Tampa Fairyland Railroad, a corporation formed for the set-up and connected with similar operations in other cities.

LeSourdville Lake Adds Scrambler

MIDDLETOWN, O. — A new Scrambler and 32-game Fascination concession have been added at LeSourdville Lake here, according to Don Dazey, manager.

The park will hold preview weekend openings on May 2-3 and 9-10 prior to the official opening May 17. Following the official opening, the park will operate on a six-day-a-week schedule, closing on Mondays.

DEER FOREST FINDS:

Direct Mail Brings Crowds; News Ads Attract Spenders

COLOMA, Mich. — How a switch from direct mail to newspaper ads for school picnics brought a drop in attendance but an increase in spending was outlined last week by Ed Frady, Deer Forest Park promotion chief.

Deer Forest opened in 1949. In 1950 the park began soliciting school picnics in slow months, May and June. From 1950 to 1957 they admitted kids, teachers and bus drivers free and charged parents 25 per cent reduced admission. Solicitation used a mailing list of school officials compiled by the State. A letter and brochure were sent to school principals as far north as Grand Rapids, east to Battle Creek, south to New Buffalo and west to Lake Michigan. By 1957, the picnics were attracting 10,000 children. However, management was disappointed with inside park spending and decided to charge the kids 15 cents admis-

sion, Frady related. They also decided to switch to newspaper advertising for wider coverage.

In 1958 kid attendance then dropped by 50 per cent, but per capita spending rose considerably. This year the ads are being augmented, and the funspot is taking space in nine weeklies and 10 dailies at a cost of about \$500.

Donn, June and Gary Adams will present four free acts a day on the outdoor stage. They have a repertoire of 14 acts, including horse, pony, mule, llama, goats, donkey, dogs, raccoon, trick roping, fast draw and bull whips.

A new exhibit, Red Riding Hood and the Wolf; a new Fiberglas setting for the bleeding heart doves, an entrance arch to Storybook Lane and a 50 per cent increase in baby lambs, goats, pigs and fawns are added for the 1959 season, according to Frady.

ROLLER RUMBLINGS

Brown's Reply to URO's MARSII Vote Protest

DETROIT — "Let's make one thing clear, the Roller Skating Rink Operators' Association of America is not, nor does it want to, apply pressure on any group, whether it be manufacturers or another splinter operator group," Victor J. Brown, chairman of the RSROA Advisory Committee, past president, and one of its active living founders, said in reply to recent United Rink Operators' statements on relations with the Manufacturers' Association of the Roller Skating Industry.

Brown's statement indicates that the RSROA feels the public statements to date have not presented a fair view of the controversy, and goes into some detail to document the background of the controversy, showing how the present differences arose. Brown's statement of position was released by the national office here, and Charles E. Cahill, secretary-treasurer, commented that "Since The Billboard ran a full page on the URO's bulletins with regard to the recent MARSII vote, I am sure you will be interested in the facts.

"The tremendous success of the RSROA cannot be traced to petty politics or half-truths," Brown continued. "In this country there is

room for everyone in the roller skating industry. Also in this country there is the right of secret ballot, and the RSROA does not intend to infringe on anyone's constitutional rights.

"The RSROA would like to present the current outcries of the few disgruntled people in the light of calm reason and facts. Let's look at the facts, and please understand that anything I say not only carries the integrity of the RSROA but can be proven beyond the

(Continued on page 78)



Do You Know

that every conceivable type of coin operated machine can be obtained from Munves... the leaders in ARCADES are known throughout the world since 1912.

MIKE MUNVES CORP.
577 10th Ave., New York BR. 9-6677

THE MOST SUCCESSFUL
MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE **HOLMES COOK MINIATURE GOLF CO.**
583 10th Ave., New York 36, N. Y.
(3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

Mouse Ride At Manlius Draws Well

MANLIUS, N. Y. — The new Wild Mouse ride of Fred Cerbini and Pat Razzano had a nice day Sunday (19), its first weekend.

Rocco Piccione, former partner in the Suburban Park operation, confirmed the sale of his half interest to Russ Pace. Joe Mandracchia is president and Pace is superintendent and manager.

WILDWOOD, N. J. — Over 7,000 coupon books will be sent out to attract early visitors to the resort area here, according to John S. Kay, city director of public relations. The spring Scotch vacation coupons, effective May 15 to June 23, will save one-third at hotels and motels, half on Boardwalk amusements and one-fourth at restaurants.

SUMMIT BEACH PARK

on Summit Lake, Akron, Ohio

AVAILABLE STARTING THIS SEASON UNDER LONG TERM LEASE OR BUY

Buildings included. Rides and Equipment available.
Only Park in area 400,000 population.
Attractive terms to right party.
For details call or write:

THE HOWELL-VIGGERS CORP.
403 Second National Bldg., Akron 8, Ohio FR 6-7111

Realtors - Insurers

MINIATURE TRAINS

5 models with capacities from 14 children to 240 adults

Write for FREE details

MINIATURE TRAIN DIV. ALLAN HERSCHELL CO. North Tonawanda, N. Y.

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-o-Plane, Roto-Jet, Caterpillar, Train, Merry-Go-Round, Jungleland, Already Booked—Turtle Cruise, Ponies.

Write—Wire—Phone

WEDGEWOOD VILLAGE
4500 N.W. Highway, Oklahoma City, Okla. Phone: VI 3-4414

PARK EQUIPMENT FOR SALE

Park Merry-Go-Round, Coaster Cars and equipment, Shooting Gallery, Five Ball Alley, one portable "Hot Rod Track" with 10 German Cars. All kinds of Park Equipment.

JEFFERSON BEACH AMUSEMENT PARK
24400 East Jefferson Ave. St. Clair Shores, Michigan
Harry Stahl PR 5-3100

KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have BALLS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 489 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING **HOLLYWOOD SPOTS-LITE** PATENTED

BETTER'N A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOWMANSHIP LIGHTING EFFECTS AND LOUSY SPEAKERS IT'S DIFFERENT IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS SEATING RINGS CLUBS TAVERN BARS AMUSEMENT PARKS HOTELS RESORTS

Write For Complete Free Details

HOLLYWOOD SPOTS-LITE CO.
Dept. B 3512 No. 16th St. Omaha 10, Nebraska

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

SKAT'N HORSES

by Jiffy

For Races & Roller Polo

- Extra Fun on Party Nites
- A Natural for Saturday & Sunday Matinees
- Build all Box Office Receipts Right Now
- Pay for Themselves — 1st Week

New earning Money for over 200 Rinks.

Constructed of a Good Grade of Plywood and Dim. Lumber—Sturdy Construction.

Plans and Instruction Sheets Available For Do-It-Yourself Fans.

Roller Polo Equipment Available.

From the Home of JIFFY TOE STOPS
109 Van Buren St., Tecumseh, Mich.

MAKE REAL MONEY WITH

Porto-Bilt

TENT COVERED RINKS

Write

W. T. SHACKELFORD
Box 425, Smyrna, Ga. Phone: HB 5-3778
Phone: 9-2123, Marietta, Ga.

MERGER CHANGES

Revise Judging Sked at Chi Expos

CHICAGO — Fair executives who annually turn out to see the grand champion steer crowned at the International Livestock Exposition during the convention of the International Association of Fairs and Expositions will have to arrive early this year.

The animal will be crowned on Saturday, November 28, while the IAFE conclave doesn't officially get under way until the following Monday, November 30.

A new schedule of judging has

Mass. Awards Race Dates To Two Fairs

NORTHAMPTON, Mass.—The State Racing Commission has approved six running horse racing dates for the Hampshire, Franklin and Hampden Agricultural Society at the Northampton Tri-County Fair, September 7-12. September 14-19 was assigned the Brockton Fair. The same two groups had the same number of days last year.

Fredricksburg Schedules Major Fair Plant Work

FREDRICKSBURG, Tex.—Major improvements are being made at the Gillespie Fairgrounds in preparation for this year's fair and other events to be staged during the year.

Reroofing of the large exhibition hall is the first major project. The roof on the 3,000-seat grandstand will be covered with asphaltic aluminum paint.

Other projects are rewiring of livestock barns for better lighting and to provide outlets for fans, electric clippers and other appliances. Painting and general renovation is scheduled for other fair facilities.

The 71st Fair is set for August 28-30.

Fengstad Resigns Lethbridge Post

LETHBRIDGE, Alta.—S. M. (Mel) Fengstad, a member of the Lethbridge and District Exhibition board for five years, has resigned. Pressure of business was given as his reason. Fengstad was first vice-president of the board and chairman of the rodeo events and chuckwagon committee.

CZECHS WILL SHOW AT PNE

VANCOUVER, B. C.—Czechoslovakia has signed as one of the major commercial exhibitors at the 1959 Pacific National Exhibition.

The country will display several lines of export products in an arena that comprises 2,850 square feet of the recently renovated Pacific Showmart.

Exhibitor space is being purchased earlier this year than ever before, according to O. C. Cook, chairman of the commercial exhibitor committee. Other countries in Europe and Asia are also negotiating for space.

been set up for the big stock show since its merger with the International Dairy Show for a November 23-December 5 run.

All steer judging will be held the first week of the exposition and all judging of purebred beef and dairy cattle will be held during the second week. It is planned that the steer show will open Thursday, November 26 (Thanksgiving Day), with the judging of the junior livestock feeding contest. It will conclude with the naming of the grand champion on Saturday forenoon, instead of the following Tuesday as heretofore.

All steers will have been judged and sold by the following Monday (November 30), after which they will be replaced by dairy animals. Judging of the dairy breeds will be Wednesday, December 2, thru Saturday (5).

This will shorten the length of stay at the exposition for steer exhibitors in the open, adult owner competitions, as well as in the junior classes for 4-H and FFA members.

Purebred beef and dairy cattle judging is scheduled as follows: Angus and herefords, Monday (30); shorthorns and polled herefords, Tuesday (1); holsteins, polled shorthorns and red polls, Wednesday (2); brown Swiss and ayrshires, Thursday (3), and jerseys and guernseys, Friday and Saturday (4-5).

Dayton, O., Skeds Races

DAYTON, O.—Automobile racing will return to Montgomery County Fairgrounds on May 18 for the first time in 30 years, according to Goldie Scheible, fair secretary.

Producing the card of quarter-midgets, sports cars, hot rods, classic car exhibits and the featured mighty midgets will be George Wood, of nearby Oakwood, president of Auto Racing Enterprises.

Medicine Hat, Alta., Builds New Fair Main Entrance Arch

MEDICINE HAT, Alta.—The old archway over the entrance to the exhibition grounds has been torn down and a new one will be built at a cost of \$575.

Directors of the Medicine Hat Exhibition and Stampede company are considering construction of a new \$12,000 attractions platform in time for this year's grandstand show. If approved, it would be 60 feet by 40 feet, of steel construction, with one-inch floorboard and three-quarter-inch plywood strip covering.

"The present stage is a complete and total wreck and it costs us nearly \$1,000 a year to repair it," said one director.

Efforts are being made to have Prime Minister John Diefenbaker officially open the 13th annual exhibition and stampede, to be held July 16 to 18.

Kittle Released From Hospital

CHIPPEWA FALLS, Wis.—W. H. (Bill) Kittle, manager of the Northwest Wisconsin District Fair here, has been released from a hospital following surgery.

\$16,000 MORE

Calgary Ex Updates Plant Sound System

CALGARY, Alta.—The Calgary Exhibition and Stampede grandstand will soon boast sound equipment valued at \$28,000.

The equipment used for last year's stampede has been retained and workmen have been installing an additional \$16,000 worth.

Installations will be completed in time for the spring race meet in mid-May. Music will be piped thru the system between races.

A broadcast booth being built under the grandstand will be available for radio stations broadcasting from the grounds.

Reproduction from the old public address system equipment was not suitable for radio broadcast. Reproduction from the new equipment will be piped directly into the stations and out over the air with little loss in quality.

The booth will have facilities for 15 microphones, three tape recorders and two turntables, all running at the same time, and will be able to handle up to six radio stations at once.

Sound will be picked up from the infield and stage microphones and funneled thru the booth, then to the speakers.

To facilitate the improvement in the system, the midway will be lo-

Mich. Short Course Pulls Big Turnout

Varied Topics Discussed at Two-Day Conclave; 60 Attend Annual Banquet

LANSING, Mich.—Close to 60 delegates from various fairs throughout Michigan went home from the recent short course on fair management here with the solution to some of their problems and ideas on how to improve operations.

The annual school was held here in the Porter Hotel by the Michigan Association of Fairs and Exhibitions and James H. Snow, Allegan, president, wielded the gavel at all sessions which were of the round-table type.

One of the high points of the course was the dissemination of information on the preparation of forms for State aid. This session was conducted by George McIntyre, Michigan director of agriculture, and his staff, including Edward R. Zemmer, chief of fairs; L. A. O'Berry and Mrs. L. S. Roosa.

Topics that came up for discussion included parades, bands, floats, automobiles, farm machinery, queen contests, judging band contests, 4-H princes and prin-

cesses; horse, tractor and mule pulling; passes, charges for house-trailers and 4-H and FFA exhibits; also when exhibitor premiums are paid, duties of State and local health authorities on fairgrounds, and Christmas tree exhibits.

Paul Barrett, extension specialist on conservation from Michigan State University, illustrated his talk with slides. Milton Grinnell, editor of the Michigan Farmer, was a guest, as were a sizable number of State senators and members of the House of Representatives.

Among the resolutions passed was one congratulating the Department of Agriculture and Director McIntyre on its co-operation. The association further pledged assistance in seeking amendments to present laws that would better define and regulate the State aid methods.

Serving on the resolutions committee were Clarence Harnden, Don Sweeney, Leland Wheeler and Sidney Phillips.

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Broadbent Elected Ky. C. of C. Veep

LOUISVILLE — Smith D. Broadbent Jr., president of the Kentucky State Fair Board, has been named first vice-president of the Kentucky Chamber of Commerce.

Georgia Assn. Sets May Short Course

EATONTON, Ga.—A two-day short course for fairs in this State is projected for Rock Eagle Park, Monday and Tuesday, May 18-19. Sponsored again by the Georgia Association of Agricultural Fairs, the event last year drew surprisingly well and served to perpetuate interest in astute fair management. Price is \$10 per person, Joe F. Pruett, of Macon, secretary, disclosed.

Bill Benton, Savannah, is president of the association and will convene the session at 1 p.m. Monday. In the morning the directors will meet, starting at 10:30, and there will be registration, followed by lunch in the cafeteria. R. M. Penland, Macon, will give the invocation in the afternoon, and Doug Strohbeh, Savannah, will speak on short course purposes. A film on the Indiana State Fair will be shown.

"What's Your Problem?" will be

the subject of an afternoon brainstorming session led by Hunter Leaf, Savannah, with separate attention given to small, medium and large fairs.

Other afternoon subjects and their speakers will be Marvin Lorig, Albany, publicity, advertising and catalogs; Tommy Ashmore, Augusta, utilization of manpower; Georgia Extension Service, attractive homemaker exhibits; Lee Carter, Atlanta, grounds, buildings and utilities, and R. M. Wade, Macon, educational and community exhibits. An outdoor dinner will follow around a big bonfire and with entertainment.

Second day's activities include breakfast and lunch in the cafeteria; a talk by Martha Harrison, State 4-H leader, on 4-H participation; another by Strohbeh, and a discussion on contracts led by I. V. Hulme, Elberton.



Attention
Fairs and Celebrations
Write or wire for our open U. S. dates for August and September.
CANADA'S ONLY THRILL SHOW
All new '59 Ford equipment.
Featuring sensational "Cannon Shot."
Box 264, St. Johns, Que., Canada

CARNIVAL WANTED
Complete Street Carnival with variety rides including Girlie Shows and games of chance.
One week CANNON COUNTY FAIR, September 7-12. Contact
James W. Jennings, Chmn.
Woodbury, Tennessee Phone 1244

LOOK — FAIRS-CELEBRATIONS — LOOK
IT'S NOT TOO LATE TO BOOK THE FABULOUS AND LEGENDARY
LE ROY "SACHEL" PAIGE and the equally colorful **HAVANA CUBAN STARS**
A BASEBALL PACKAGE THAT WILL PACK 'EM IN FOR YOU ANY DAY.
Also available—The hilariously funny Donkey Baseball Game.
ATTENTION: INDEPENDENT RIDE CONTRACTORS—Ferris Wheel, Merry-Go-Round, etc.
We have strong Celebrations lined up. Can use Rides of all types.
ACTS: Open dates available . . . Contact us immediately—full information.
ARENA AND AUDITORIUM MANAGERS: Many outstanding basketball packages now available for booking, including World Famous Texas Cowgirls Basketball Team, plus show . . .
Contact us now for early dates.
Write Wire **20th CENTURY AGENCY** BOX 418 SELOIT, WIS. Ph.: EM 2-7786 EM 2-5076

Clear D. C. Skies Boon for Strates

WILMINGTON, Del. — Rain held up the opening of the James E. Strates Shows for its two-week date here, following a bang-up week in Washington. The show, moving on 50 cars at present, pulled good weather thruout the engagement, which served as usual as a strong kickoff for the Northern tour.

Among the top money-winners was the new Schiff Wild Mouse. Strates crewmen have been working out methods to cut down the set-up time since it was delivered during the Florida winter season.

Last year's Wilmington engagement pulled rain on six of the 12 days and the lot didn't react favorably to the wet treatment. The run this time seemed much better blessed by weather, which stalled the full opening until Wednesday, when skies were clear and the outlook bright.

Work around the show continues as the season progresses, having been devoted mainly to rolling stock over the winter. New scenic

panels are installed on the Merry-Go-Round, and the railroad dining car added recently has been working successfully under the guidance of Pop Garrett, cookhouse operator.

A May 11th opening is expected in South Plainfield on the lot occupied in the past near Camp Kilmear.

2 RA Shows Tape Eagle

NEW YORK—Altho midget show operator Nate Eagle won't tour this season with a carnival, his voice will be in evidence for long stretches of time on the Royal American Shows. He cut three-minute tapes last week for both the Lou Dufour "Woman" show and the Gargantua II and Toto gorilla exhibit. The Eagle midgets have plenty of work, meanwhile, thru his canvassing of advertising agencies and TV producers here.

WEST COAST BOWS FOR 28TH SEASON

Both Units Premiere on Same Day; Northwest Show Opens With 18 Rides

SAN FRANCISCO — West Coast Shows launched its 28th season April 21 when the two units, California and Northwest, opened in Alameda and Merced respectively.

There was the customary fanfare that was inaugurated years ago by Mike Krekos, now president of the corporation. Manager Al Rodin, of the California unit, initiated the season by christening the Ferris Wheels with a bottle of Napa Valley champagne. In Merced, Eddie Hellwig, manager of the Northwest unit, did the honors.

The Northwest unit unveiled a Scrambler, Dipper, Roll-o-Plane and Swan ride on the grounds of Merced County Fair, where the still date was played. Including these rides, the unit, which will go into Oregon, had 10 major and eight kid devices, 47 concessions and four shows.

Equipment of both shows has plenty of flash, with rides, light towers and fronts having undergone complete refurbishing in winter quarters. The Northwest unit carries 22 light towers 40 feet high.

Lists Staffs

Personnel includes, in addition to Krekos, Harry Myers, general manager; Bobby Cohn, general representative; Louis Leos, secretary-treasurer; E. W. (George) Coe, business representative, and Glenn (1,000 Sheet) Loomis, billposter.

Personnel of the Northwest unit, in addition to Hellwig, manager, includes Barbara Hellwig, unit secretary, and Bill Stathos, security officer. Speed Mullins is the ride superintendent; Adam Javes, mechanic; Harry Baker, chief electrician, and Paul Herron, assistant; Bill Mercer and Daniel Donaldson, front gate and tower crew; Virginia Herron, front gate tickets, and Steve Fisher, kiddie rides foreman, with Virgil Lawrence, first man, and Robert E. Chambly, third man. Norman Fisher is the cashier for the kid rides.

Ride personnel: Ferris Wheels (2), Joe Estorja, foreman; Bob Coullard, first; Lawrence Andrade, tickets. Merry-Go-Round, Arnold Coats, foreman; Grady Phillips and Atlas Sward. Tilt-a-Whirl, Leroy Jones, foreman, and Freeman. Rock-o-Plane, Earl Glore, foreman, and Quintin Archer. Roll-o-Plane, Kenneth Benjamin, foreman, and Albert Ratlife. Octopus, Bruce Crowell, foreman, and Bill Hepner. Caterpillar, Ray Gibney, foreman; Paul Drapeau and Cecil McDonald. Scrambler, Ted Kimberly, foreman, and Fred R. Self. Dipper, Leo Deliglio, foreman, and Edward Wilburn.

Ticket Sellers

Ellsworth Morton is lot superintendent and Pop Lawler is night watchman. Ticket sellers include Harriet Bennett, Hazel Estorje, Rosa Lee Abscher, Glenda B.

Fields, Ruth Crouch, Velma Nutter and Phyllis Jones.

Concessions: Cookhouse, Johnny Miller, owner; Gus Anztis, chef; Teddy Kozacki, John Jung, Leonore Claus, Grab, Ronnie Toothman, Jack Fry; toy race track, clothes pins, balloon store, Hunter and Margaret Farmer, operators; Wayne Navolt, John Sims, Walter Pearl, Alabama Stevens. Roll-down, black pitch, spot game, Arthur Andersen, operator; Hank Coleman, Dick Dillard, Frank Ney, Jack Wasserman, Maury Lightstone. Jewelry, Mary Ragan Kanthe, operator; Dick Kanti, Chet Wedge. Balloon and toy stand, Sam Dolman, operator; John Andrews, Charles Duval, Georgie Ames, Billy Pigo. Two short ranges, fish pond, basket store, cork gallery and ring-a-bell, Don Haffner, operator; Faye Haffner.

Ducks, roll-a-ball and fish pond, Ruth Davis, operator; Ernest Hoblitt, manager; Charles Crowell.

(Continued on page 76)

ROYAL LEAVES TAMPA FOR MEMPHIS CARNIVAL

TAMPA—The show train of the Royal American Shows was scheduled to leave here in two sections Monday (4), with the Memphis Cotton Carnival as its destination. First section was to leave at 1:30 p.m. with the second an hour later.

The train had been completely refurbished by a 47-man crew supervised by Trainmaster Wally Cobb, assisted by Ray Milton. Six

ONTARIO SLA GROUP ELECTS MARCO PREZ

TORONTO—The Showmen's League of America, Ontario Chapter, currently in the process of formation, has elected temporary officers, directors and trustees and appointed a secretary-treasurer.

Altho the organization has not officially become a chapter of the 46-year-old Chicago-based League, there apparently is little doubt that full agreement will be reached with the parent body. Final details are being worked out between a committee of the Chicago club and the new group here in Toronto and a charter is expected to be issued in the near future.

First president of the chapter is Pat Marco, of World's Finest Shows. E. Brown is first vice-president; H. Jones, second vice-president; H. Cleaver, third vice-president, and M. M. (Neil) Webb, veteran SLA Canadian secretary, is secretary-treasurer.

Trustees, in addition to Marco, are J. W. (Patty) Conklin, J. P. (Jimmy) Sullivan, J. H. Silverman, Howard Jones and Louis Herman, Q. C., long-time League Canadian counsel. Directors are B. Arent, K. Rifkin, O. Sommerville and Leo Alberts.

The chapter will hold its first election on either October 18 or 25. Its fiscal year will start on September 1, 1959, and will end August 31, 1960.

The first banquet and ball will be held November 25 in the Royal York Hotel here. This will be held during the same week of the annual meeting of the Canadian Association of Exhibitions.

Patty Conklin, who has been one of the prime organizers of the new chapter, reported that the chapter already has signed 80 members and predicts that by the end of 1960 the membership will grow to 200 or more.

Red Daur Joins Fair Time Shows

SANTA ANA, Calif.—Joe (Red) Daur, veteran concessionaire, has been named concession manager of Fair Time Shows, Inc., Olivia Waldron, corporation's president, said here last week. Mrs. Waldron also announced that the show will open its 1959 season on May 5 in Corona, Calif., a contract the organization has held for the past several years.

Show will follow with dates in Monrovia, Azusa and Montebello, with the second of a three-year contract to be played at the Southern California Exposition in Del Mar through June 26.

Other contracts signed include Merced County Fair, Merced, which will mark the first time for the show there.

Daur will work with Chet Barker, Fair Time's general manager. Daur entered the concession field following his discharge from the Marines and after combat service in the South Pacific.

Harris Signs Bunker Hill, B. C. High

CHARLESTOWN, Mass.—The annual Bunker Hill Celebration will again be held on the grounds of the former State Prison this year. Contracts have been signed for this date, June 15-21, and another on the grounds of Boston College High School, June 22-27, by Jeff Harris.

Harris said plans to build on the Charleston grounds have been deferred at a late moment, allowing the 60-year-old celebration to be held there for the third straight season. The high school spot is on Morrissey Boulevard on the South Boston-Dorchester line and was last shown in 1940 by the World of Mirth Shows. Only rides and concessions will operate there. Other dates are pending.

League Party Marks Final Spring Meet

CHICAGO — Close to 100 members of the Showmen's League of America and their ladies brought the 1958-59 winter social season to a close here Thursday evening (30) at a "going-away" party. The festivities followed the final meeting of the season.

In addition to a Dutch lunch served with several kegs of beer, Ralph Pope entertained with accordion music. Noble Case was chairman of the party assisted by Max Brantman and his house com-

mittee and Henry Polk was in charge of liquid refreshments.

One of the high points of the evening was the humorous presentation of two gilt membership cards, one to Whitey Lehrter for his prowess as a quaffer of beer and the other to Lou Leonard for being the "champion beeper" of 1959.

Prior to the party the board of governors and the regular body met. President Bill Carsky was in the chair assisted by Ed Sopenar, treasurer, and Hank Shelby, secretary. Past-presidents included Sam J. Levy Sr., and Al Sweeney, and four other past-presidents arrived later—Frank and Jack Duffield, Ned Torti and Maurice (Lefty) Ohren.

Reported on the sick list were Tom Durant, in Springfield (Mo.) Baptist Hospital for surgery, and Al Carsky, ready to be released from Augustana Hospital, Chicago. Bill Martin and Harry Ferris were up and around after illnesses and Lou Keller was reported as okay at home. John Sloan is out of the hospital and reported much improved.

Back after absences were Bob Beaudry, Joe Marks, Harry Duncan, Bill Kaplan and Frank Duffield.

It was also announced that the graves at Showmen's Rest in Woodlawn Cemetery will be decorated with flags and services will be held there on the afternoon of May 30.

R. I. Latest to Delve Into Bingo

PROVIDENCE, R. I.—Rhode Island is the third Eastern State to start policing bingo operations in recent years. New Jersey and New York previously adopted stringent measures making it difficult for nonauspices people to involve themselves in the games.

In this State's Legislature, and due for approval, is a bill permitting cash bingo prizes and setting up a nine-member commission to supervise all bingo operations. The House of Representatives passed it quickly.

At present all proceeds must go to the sponsoring organization after deductions for broadly defined expenses. A main concern of the commission would be to determine the nature of the expenses. Rep. Eugene Cochran (D., Providence), the bill's sponsor, said the commission would see that "sponsoring organizations get the profits due them from operators" of bingo.

all-steel sleepers, that had been rebuilt to show specifications, and four new flats were included in the lineup.

Other work accomplished by a big crew here in winter quarters was the construction of a new Dark Ride and considerable work on the show's Wild Mouse to make it more portable.

Featured back-end show will be the Ricki Corvette unit with Ricki Corvette, six-foot, eight-inch exotic as the star.

Both trains were due to arrive in Memphis late Tuesday. The show will move to the lot the following day and is scheduled to be up and in operation for the Saturday (9) opening.

Schenectady Premiere Does Okay for Buck

MENANDS, N. Y. — A good start on the season was scored by the O. C. Buck Shows, in its opening date at Schenectady. Rain set in after the weekend but the spot, opening Thursday (23) had already proved pretty good.

Thursday thru Saturday were good, owner Buck commented, and a Saturday matinee turned out okay. Rain started intermittently on Sunday, and completely washed out Monday night. The following two nights were workable but

weather was far from the best.

Buck, who had been out of action for several days with a sciatic condition, saw limited service during the week. There was no sign, he observed, that patron spending would not be as good this year as last.

Most of the regulars were doing business. Cerveanne arrived to take over the Illusion Show built in winter quarters, and Harold (Fat-head) Williams is due in shortly to operate the Minstrel Revue.

ITALIAN-AMERICAN SOCIETY

25th ANNUAL PICNIC, MAY 16-17
 At Butler County Fairgrounds, Evendale Shopping Center, May 19-26
OXFORD, OHIO, CENTENNIAL
 MAY 28-JUNE 7, ON MAIN STREET OF TOWN
 WANT CONCESSIONS: Eats, Drinks and Confections. STRAIGHT SALES AND PITCHMEN. Want legitimate concessions of all kinds, Scales, Glass Pitches, Photos, Penny Arcade, Novelties, Long Range, Ball Games, Cork Gallery, Water Games, Basket Ball and P. C., etc.

TOMMY CAPPELA

1141 Bishop Avenue Hamilton, Ohio
 Phones: TWINbrook 2-1777 and TWINbrook 5-2922

OPENING ESSINGTON, PA.

May 11-16 (near Philadelphia)—then Front St. & Erie Ave., Philadelphia

WANT CONCESSIONS

Can place Ride Men who drive.

MIKE DEMBROSKY

302 E. Diamond Ave. Phone: GL 5-0473 Hazleton, Pa.

BUCKEYE STATE SHOWS

Playing Ohio, Kentucky and West Virginia, all Celebrations and Fairs. Baltimore, Ohio, streets, Firemen's Celebration, May 19-23; Bremen, Ohio, Third Annual Celebration, May 28-30.

Want Hunky Panks of all kinds. No grift. Want Office Agents for percentage. Want Electrician, experienced Ride Help, First and Second Men. Must drive. Come on. Wheel, Parker Merry-Go-Round, Octopus, Chairplane, Live Ponies and Kid Rides. Want experienced Man for Live Pony Ride, 8 ponies on sweep. Have bus for hauling same, also living quarters. Want Man and Wife for Floss and Snow. Must drive, good proposition. Red and Jr. Wilton, call me. Contact

TIM NOLAN

Maxhala, Park, So. Zanesville, Ohio. Phone: CLadstone 2-8252. No collect calls.

JIMMIE CHANOS SHOWS

Want legitimate concessions of all kinds, Jewelry Joint, Basket Ball, Long and Short Range Galleries, Photos, Custard, Balloon Dart or any other.

Want Family-Type Shows, committee money only. Want Girl Show to join at once. What is the matter, Clarence Theams? Now booking for Greensburg, Ind., Centennial, June 15-20, around the Courthouse and Cambridge City, Ind. Firemen's Street Fair, Fairborn, Ohio, Fourth of July. All replies to

JIMMIE CHANOS, Muncie, Ind., this week

HAPPYLAND SHOWS WANT

Foremen for Merry-Go-Round, 12-car Dodgem and Caterpillar. Good job for dependable and reliable Men.

HAPPYLAND SHOWS

3426 Iniquis Detroit 14, Mich. Phone: WALnut 1-7924

EDDIE'S EXPOSITION SHOWS

Want Wheels, Long Range, Photo, Novelties, Hats, Break Dishes, Huckley Buck, Jewelry, Clothes Pin Pitch. Duke Eddy wants People for Shows and 3 or 4-piece Band. Lew Weinstein wants Bingo Caller. Jack Miller wants Agents. Want Girl Show for Connettsville, Pa., May 11.

EDDIE DIETZ

This week McDonald, Pa.; 3. Connettsville next week.

FLOYD O. KILE SHOWS

WANT FOREMEN FOR ELI WHEEL, MERRY-GO-ROUND AND KIDDIE RIDES, SEMI DRIVERS AND SECOND MEN. COME IN AT ONCE, RIDES OPEN NOW. Just do your job, stay clean and sober and you have a home here. Want Floss (2 machines) and Snow Trailer for two spots with guaranteed fee for the day, act quick. Can use Direct Sales and Hunky Panks for shopping center route starting May 18. All replies:

FLOYD O. KYLE, MGR., FAIRGROUNDS, CLINTON, LA.

P.S.: Have 1947 Super Holi-o-Plane, new motor, ready to operate. Take \$2,000.00 cash if you hurry.

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. Address:

117th & Erie, North Kansas City, Mo.

ATTENTION, AGENTS

Have Concessions, Will Travel

Picture Frame, Buckets, Six Cats and Hunky Panks. Playing Victoria, Texas, until May 10; then Bryan, Texas. Contact

MATT ARMSTRONG

c/o DON FRANKLIN SHOWS, PER ROUTE ABOVE.

FAIR TIME SHOWS, INC.

HELP WANTED FOR ALL RIDES

CONCESSIONS That Do Not Conflict

Corona, Calif., May 5-10
 Monrovia, Calif., May 12-16
 Azusa, Calif., May 18-24

Montebello, Calif., June 3-8
 Del Mar, Calif., June 10-July 5
 (Southern California Exposition)

FAIR TIME SHOWS, INC., Olivia Waldron, Pres.
 P. O. Box 1705 Santa Ana, Calif.

Chet Barker
 General Manager

Red Dauer
 Concession Manager
 2542 N. San Gabriel
 South San Gabriel, Calif.

BEAM'S ATTRACTIONS

COMMUNITY CELEBRATION, Portage, Pa., next week

Free Gate—Searchlights—Promotions

Hunky Panks and other Game Concessions can be placed.

SHOWS—If you have a Show that appeals to family crowds, this is the Show to land on. Top and Fronts if needed.

HELP—Merry-Go-Round Foreman and Second Man. Top wages to sober, reliable Men. Second Men for other Rides. Use capable Cookhouse Help. Steve Decker and Pat Mullin want Concession Help. Show Painter and Builder needed at once. Capable Carnival Help can always be placed.

SHOW PLAYING WEST TAYLOR FIREMEN'S LOT, JOHNSTON, PA., THIS WEEK.

Address all communications to our main office.

BEAM'S ATTRACTIONS, 1600 Baumgardner Ave., Windber, Pa. Telephone: Windber 722 from 9 a.m. to 3 p.m. (No collect calls.)

ED'S PARK

10 Miles West of Harrisonburg, 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 barbeque 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., Harrisonburg, Va., Phone Harrisonburg, Va., 49030

I cordially invite you to inspect this wonderful proposition personally.

WANTED

Help on 16 office-owned rides, playing mostly shopping centers, 10-day stands. Want Foremen for two #5 Eli Wheels and for Allan Herschell 2-abreast Merry-Go-Round. Can use wife in Cotton Candy. Good proposition for man to handle all rides.

DE LUXE RIDE CO.

Allen Park, Mich., this week;
 Monroe, Mich., May 11-16.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

LAST CALL—OPENING MAY 18—LAST CALL
 GOLDSBORO, N. C.—NORFOLK, VA., TO FOLLOW.

WANT WANT WANT

CONCESSIONS: Age & Scales, Novelties, Hunky Panks, Long & Short Range Galleries, Merchandise Concessions of all kinds. RIDES: Scrambler, Helicopter, Scooter, Live Pony Ride. SHOWS: Account of disappointment can use Side Show with or without equipment, Pet Shows, high-class Girl Show, Snake Show, Wildlife. HELP: Ride Men for all Rides. Foremen for two Ferris Wheels; semi drivers preferred. Show Painter and Artist. All answer:

SAM PRELL, c/o FAIR GROUNDS, GOLDSBORO, N. C.

Morris Hannum Shows

One of the Great Eastern Shows

LANSFORD, PA., MAY 4-9

CONCESSIONS

Want concessions of all kinds, Ball Games, Photos, Jewelry, String Game, Pitches, 6-Cat, Buckets, 2 Wheels, 2 Grind Stores.

HELP

Want help. Can place experienced Ride Men on all Rides, including Kiddie Rides. Top wages and bonuses. Prefer drivers. Jonesey and Jimmy Grove, come on.

All replies to MORRIS HANNUM, Majestic Hotel, Tamaqua, Pa.

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 Rides. No Kiddie Rides wanted. CAN PLACE all legitimate merchandise Hanky Panks. Long Range Galleries open. WANT worthwhile Grind Shows. WANT Workingmen in all departments. On account of disappointment can place at once Caterpillar and Skooter Foremen. Top salary. Earl Purdie wants Drome Riders. Man capable of putting Drome up and down. Experience necessary. Have two lions for sale.

All address CETLIN & WILSON SHOWS

P. O. Box 787, Petersburg, Va.

Telephone: Regent 2-3781

NOVELTY EXPOSITION SHOWS

Opening Tonganoxie, Kan., May 18; then Army Pay Day, Leavenworth, Kan. (10,000 Soldiers.) Creston's July 4 Celebration, Creston, Iowa. 4 Big Days—4 Big Nights—Fireworks—Bands—Free Acts—Boat Races.

WANTED

CONCESSIONS: Have a good route for BINGO, PHOTOS, LONG AND SHORT RANGE, SIX CATS, BUCKETS OR PICTURE FRAME, Basket Ball, High Striker, Bumper, Bird, Bear and Glass Pitches. We carry only one of a kind. Some Percentage open if you have Hanky Panks. RIDE HELP: Foremen for Octopus, Merry-Go-Round; Second Men on Tilt and Wheel and other Rides. All must drive semi trailers. We carry nine Rides. TOP PAY AND YOU GET IT EVERY WEEK. If you drink, stay where you are. No cars. SHOWS: PLACE ANY GRIND SHOW WITH OWN EQUIPMENT. ADDRESS:

JESS WRIGLEY
General Agent

P. O. Box 8301, Kansas City 5, Mo., or Winter Quarters, Fairgrounds, Tonganoxie, Kans.
OUR CELEBRATIONS AND FAIRS START THE THIRD WEEK IN JUNE, AND BOOKED SOLID.

WANTED

CAPT. E. H. HUGO
Owner-Manager

WANTED

GREATER KASTL SHOWS

RIDE MEN

Ellis Walker, ride superintendent, wants Ride Men who drive. Dock Snow wants to book Cigarette Block Game. Gene Bain, get in touch.

CONCESSIONS

Will book Stock Store not conflicting with what we have. All Eats, Bingo and Nickel Pitches sold.

WANT 2 FAMILY-TYPE SHOWS

Route: Las Vegas, New Mexico, May 5-10; Trinidad, Colorado, May 12-17; Pueblo, Colorado, in Western League Ball Park, May 19-24.

MIDWAY CONFAB

James Warren's J & W Concessions opened the season May 4 at Nelsonville, O., with Noland Amusement Company. The concessionaire's fair route starts in late July.

Berney Smuckler, longtime Mobile ride operator and former general agent, recently received a life membership pin from the Elks Lodge in Mobile. . . . Tommy Farrand, independent concessionaire, and Walt (Wingie) Schafer, of Happyland Shows, visited Spike Morley, of Ontario Amusements, Oswego, N. Y. Later on their tour of New York State they were the guests of Phil and Mabel O'Neil at Ithica, N. Y. Farrand is readying his concessions.

Sherri Lane, annex attraction, posts that she'll join the Jeri Dickie Hilburn Side Show for the second season. . . . Carl Nelson is out of the hospital after being confined since February with injuries suffered in an auto crash. Jean Nelson is working phones and clubs with their dog act.

Whitey Tara, Eddie Serumba and Eddie Walters will be operating at Revere Beach, Mass., this season. . . . On the Marks Shows are Norman La Chance, Al and Rita Palitz and their son; Paul Lane, Murphy from Philadelphia, and Joe Galvin.

ROYAL UNITED SHOWS

Opening May 23, Plankinton, So. Dak., Tulip Festival.

Have under contract fourteen Centennials and 75th Anniversaries, ten Fairs and our regular Celebrations. Have openings for few Hanky Panks. No gympies. Good wages to Ride Men who drive semi. Contact

JOHN DORLAND

Box 326 or Phone 3-8413 after 3 p.m., Sioux Falls, S. D.

WANTED

Ride Help, Hanky Pank Agents for Mid-western show. Want good used Roman Targets reasonable. For Sale—10 Spitfire Planes, excellent condition; several hundred ft. Ground Cable, Junction Boxes, 33 ft. Cattle Trailer equipped for Merry-Go-Round.

MERVIN BARACKMAN

Box 837 Victoria, Texas
Phone: HI 3-4928

Side Show Attractions

Working Acts of all kinds, Freaks, Girls for Bally and Illusions, Strong Acts that pitch, Talkers, Second Openers, Canvasmen who can sell tickets; Sailor Bob, Lady Lucille, Finmahon Curt, contact immediately for long route, including Canadian "B" Circuit and big Middle Western State Fairs.

BILL MORTON, Lincoln 2, Nebr.
2018 S. 24th St.

ROSS WEBSTER

Please get in touch immediately.

PAUL SCHMIDT

#231—10005 Bay Pines Blvd., St. Petersburg, Fla.

RIDES FOR SALE OR TRADE

10-car Jeep Ride, trailer mounted . . . \$2,500.00
5-car Auto Ride . . . 1,500.00
Kid Chairplane . . . 500.00
All Rides good shape, newly painted, good canvas, ready to go. Can be seen in operation now.

FRED NOLAN

Route 2, South Zanesville, Ohio

SONNY MEYERS AMUSEMENTS

APPLE BLOSSOM FESTIVAL, DOWNTOWN ST. JOSEPH, MISSOURI

Five big days, opening May 5. This is North Missouri's largest spring celebration, 50,000 in attendance, over 100 marching bands.

Concessions: Any well-framed, clean legitimate Stock Concessions. Can place Cook House for season that can cater to show people. Some Concessions still open for season. Will place one more family-type Show that can set on streets. Ride Help: Opening for men with no habits, girl friends or cars. Attention, Show People: We have a route of thirty Fairs and Celebrations starting third week in June covering Missouri, Iowa, Kansas, Nebraska and Oklahoma, two spots a week commencing in July. You can make it over our proven route. Contact

BILL DILLARD

708 RANDOLPH ST., ST. JOSEPH, MISSOURI, OR CALL ADAMS 23746, OR AVENUE CITY, MISSOURI, MOHAWK 23364.

P.S.: Can place Agents for office-owned Concessions who can stand prosperity and wear a clean shirt.

MECHANIC

Want top-notch Mechanic with own tools to help maintain a large fleet of trucks. If you aren't sober and reliable, stay where you are. I want someone for the season. This is a good job with a good salary and you get it.

AL KUNZ, HETH SHOWS

Box 5515, North Birmingham, Alabama. Phone: WO 1-5021. No collect calls.

WANTED

Hanky Panks, Cotton Candy, Candy Apples and Snow Balls. Ten-day celebration, North Theobald, Greenville, Miss.

Want Hanky Pank Agents, Ride Help for Wheel, Merry-Go-Round, Chairplane, Octopus and Kiddie Rides.

Call or wire Manager

B. & J. RIDES

— Greenville, Miss.

BURKHART SHOWS

Want for Blythesville, Ark., May 11-16. Want for Aurora, Ill., Decoration week, City Park.

Concessions with prize every time only. Want Photo, will sell X, Long and Short Range. Want to book two major Rides for Aurora and balance of season. Paul Miller wants Agents of all kinds. Nelson Williams wants Geek Show Talker, must be powerful, he has a strong geek.

All replies to

KENNETH RITCHIE

Helena, Ark.

CHEROKEE AMUSEMENT CO.

Wants Ferris Wheel Foreman and Tilt-a-Whirl Second Men. Must drive trucks. Have a few Concessions open. If interested, contact

J. W. MAHAFFEY

Chanute, Kans., May 4-9; Broken Arrow, Okla., May 18-16.

WANTED

Girls for Girl Show with or without wardrobe. Sure pay, good treatment. Girl, lost your address. Sonny and Betty, where are you? Call

CARROLL GREEN

Murfreesboro, Tenn., James Poik Hotel.

WANTED

To book big Carnival from June 29, 1959, to July 4, 1959. Nice location. Near Atomic Energy Plant. Contact

MR. LEWIS BROWN

2112 Shamrock Drive, Augusta, Ga.
Phone: RE 3-4860 after 7:00 p.m.

L. & L. SHOWS

Trenton, Tenn., May 4-9; Humboldt, Tenn., May 11-16.

CONCESSIONS: Hanky Panks of all kinds, Six Cats, Age & Weight. Agents for Percentage and Grind Stores. SHOWS—Girl Show with own equipment or any Grind Show. Contact C. R. LEONARD

Thank You

HARDY BRADY

Legal Adjuster
Atlas Shows
for your BUICK RIVIERA purchase.

"Save Money With Johnny"

JOHNNY CANOLI

Phones: WI 3-0002 or WI 4-9347
Altoona, Pa.

JOHNNY J. JONES

WANTS Kiddie Ride Help with chauffeur's licenses. Also capable Funhouse Operator. (No cars—we move fast.) Good treatment, good pay, good equipment.

All replies now:

JOHNNY J. JONES

900 Monticello Blvd., St. Petersburg, Fla.

WANTED

Sideshow people. Can use Freaks, Acts, etc (no sex); Mentalist, Tattoo Artist (Ritchie, tattoo artist, write). Would like to buy 8x10 Circus Sideshow Banners.

LES NICHOLS

General Delivery, Huron, S. D.; after May 6, c/o Al Brown Shows, Winterquarters, Madison, S. D.

★ CONCESSIONS WANTED ★

JUNE 1-6

MARTINS FERRY, O.
STREET FAIR

NOW BOOKING HANKY PANKS AND DIRECT SALES

JUNE 1-6

FARMLAND, IND.
LIONS CLUB STREET FAIR

NOW BOOKING HANKY PANKS AND SOME DIRECT SALES CONCESSIONS

GOODING AMUSEMENT CO.

BOB CASHNER, Concession Manager

1300 NORTON AVENUE

COLUMBUS 8, OHIO

WANTED

Reliable Tilt-a-Whirl Foreman to work in park. Also, all types of Ride Foremen for Chicago area. Must be sober and reliable.

DELGARIAN AMUSEMENT COMPANY
1759 North Newland, Chicago 28, Ill.

Maynard "Reg" Ostrow

Wants qualified Agents for Buckets, Block Store, Bushel Baskets, Pop 'Em In, Hoop-La, One Ball and other stores. Need one more capable 6 Cat Agent to work cradle joint.

2920 TUXEDO, DETROIT 6, MICH.
Phone: TO 4-3644 or 94-3221

***** of *****
AMUSEMENTS OF AMERICA
 A STAR SPANGLED MIDWAY

District Heights, Maryland, May 11-16, Shopping Plaza Location; followed by Perth Amboy, N. J., Church Celebration—Our 18th Year There.
 Want Hankies of all kinds, Novelties, Pitches. Want Scooter, Roller Coaster, Dark Ride and any new and novel rides. Answer:
JOHN VIVONA
 10th and Pattison Sts. South Philadelphia, Pa.

→ **GOODING WANTS** ←
RIDE FOREMEN

Tilt, Scrambler, Roller Coaster, Wheel, Mouse, Flying Scooter and Helicopter. Must drive semi; must have ability. Top salary, good equipment, pleasant working conditions. Drunks, chasers and floaters, stay away. No collect wires or transportation to join. If you can qualify address:
GOODING AMUSEMENT CO.
 1300 Norton Ave. AXminster 4-3717 Columbus 8, Ohio

GEORGE CLYDE SMITH SHOWS

Opening May 25, Cumberland, Maryland

WANTED—Ball Games, Duck Pond, Fish Pond, Hoop-La, Glass Pitch, High Striker, Penny Pitch, Pitch Till You Win, Age & Scales, Basketball, Slum Spindle, Buckets, Swinger, Cork Gallery, Custard, Darts, Novelties, Penny Arcade.
 WANTED—Girl Show, Snake Show, Monkey Show, Wildlife, Chairplane Foreman, general Ride Help Truck and Tractor Drivers, Agents for office Hanky Panks. Winter quarters open. Art Halstead, Jim Williams, come in. All replies **GEORGE CLYDE SMITH, P. O. Box 521, Cumberland, Maryland.**

DON FRANKLIN SHOWS

HAVE FOR SALE—Allan Herschell Looper Ride, excellent condition throughout, needs no work or paint, ready to operate. Complete with perfect transportation, including one 1952 Chevrolet Tractor with brand-new 261 engine and 33-ft. Racked Semi, one 1954 Chevrolet Tractor with 30-ft. Van Semi. Excellent rubber. All painted and fully licensed and safety inspected for 1959. Price complete, \$9,500.00 cash. Surplus 1953 Chevrolet Tractor and 32-ft. Van Semi, both in good condition, with good tires. Not licensed. Price \$1,750.00 cash. 154-ft. all-steel Banner Line, 16 ft. high; 15 O'Henry Side Show Banners, used 2 seasons. Make offer. CAN PLACE EXPERIENCED RIDE HELP, MUST DRIVE SEMIS.
 Contact **DON FRANKLIN, Victoria, Tex.,** thru May 9; then Bryan, Tex., May 11-16.

CARROLL'S GREATER SHOWS

LAST CALL LAST CALL LAST CALL
 Opening May 11, Lexington Village, Minneapolis, Minn. Route of good bona fide Fairs and Celebrations to follow.
 CONCESSIONS: Novelties, Photos, Pitches, Scales, Ice Cream, Short Range, Bumper, Roman Targets, String or what have you. SHOWS: Will book any shows of merit with own transportation. HELP: Want Foreman for Scrambler, Coaster, Tilt, Round-Up and #5 Wheel. Must have chauffeur's license and drive. Top wages and bonus. Blackie Jurden, come on. Geetus Johnson, did you get our letter? Please call.
 FOR SALE: 78 KVA 2400 V. Like new. Cheap. Have few Concessions. Contact: **CHAS. CARROLL, 10754 Central Ave. N. E., Minneapolis 31, Minn.** Phone: Sunset 4-5018 (No collect calls).

THE GREEN TREE SHOWS, INC.

OPENING MAY 14, 1959, AT WINCHESTER, KY.

WANT WANT WANT WANT
 HELP—Lot Man and Electrician, Foremen for Wheel and Scrambler; William O'Brien, come on. Want Man for Kid Rides or will book yours with ours as a unit. SHOWS—Want Shows of all kinds with own transportation, low percentage. CONCESSIONS—Want Bingo, Jewelry, Buckets, Six Cats, Rat Game, Pitches, Duck Ponds and Merchandise Concessions of all kinds. Bill Stevens, Pat Farrell, Herman Grigson, contact. Bill Hunter wants Agents for Count Stores. No collect calls or wires. All replies: **DAVID J. HULS or JOHN M. HULS, R.F.D. 21, Winchester, Ky.**

GEM CITY SHOWS

OPENING MAY 4-9 INCLUSIVE, MERIDIAN, MISS.

Want good Ride Help who drive, must have licenses. Can place Hanky Panks or those that work for stock, everything open. Also want Hanky Pank Agents for office-owned Concessions. Tarchy Lee wants Girls for Girl Show. All replies: **THOMAS D. HICKEY, GEN. MGR., MERIDIAN, MISS.**

PHIL DANIELLO SHOWS

OPENING MAY 1, RECREATION PARK, FULTON, N. Y.

Second show opening May 11, Baldwinville, N. Y. Followed by Firemen'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.

MOTOR STATE SHOWS

HOME COMING, NEW BOSTON, MICH., MAY 4-10.

Want Hanky Panks, Novelties, Hi Striker, Long and Short Range. No flats or albino. Shows: Monkey, Snake, etc. Rldemen and foremen for Rock-o-Plane, Octopus, Kid Rides, must drive. No lusher or chasers. Diesel Electrician, must drive. Painter who called from Utah, come on. Merle Sloane, waiting for you.
J. J. FREDERICK
 NEW BOSTON, MICH., NOW; OXFORD FOLLOWS.

STOCK TICKETS	Cash With Order Price	Double Coupon Double Price
1 Roll \$ 1.50	SPECIAL PRINTED	
5 Rolls 4.50	2,000 \$ 6.90	
10 Rolls 8.25	4,000 7.80	
25 Rolls 18.75	6,000 8.70	
50 Rolls 24.00	8,000 9.60	
100 Rolls 44.00	10,000 10.50	
Rolls 2,000 EACH	30,000 15.20	
Double Coupons	100,000 33.00	
Double Prices	500,000 133.00	
No C.O.D. Orders	1,000,000 258.00	
Size: Single Tkt., 1x2		

TICKETS

of every description.
 Wheel tickets carried in Stock for immediate shipment.
THE TOLEDO TICKET CO.
 Toledo 12, Ohio
 "Allied Trades Union Label used"

BLUE GRASS SHOWS

OFFICIAL 1959 OPENING

OWENSBORO, KY., THURSDAY, MAY 28

Can place Ride Foremen, First and Second Men and Semi Drivers at once.

WIRE OR COME TO LARGO, FLA., FAIRGROUNDS
 WINTER QUARTERS AT ONCE

All wires C. C. GROSCURTH, General Manager, Blue Grass Shows, Largo, Florida

NEW
WORLD OF PLEASURE SHOWS
 U.S.A.'s BRIGHTEST MIDWAY!

CONCESSIONS

Want Balloons, Fish Pond, Cork Gallery, Milk Bottles, Punk Rack and Hanky Panks of all kinds. Will sell exclusive on High Striker and Scales.

SHOWS

Will book Side Show, Motordrome, big Banner Shows, Family Shows of all kinds. Fun House, Dark Ride, Glass House. Best proposition and treatment in the country.

Opening May 11 at 8-Mile and Southfield, Detroit; followed by Wayne, Mich. Two of the best Concession spots in the U. S. A. Then around Detroit until July 4. Why run the wheels off your trucks? Stay in the Detroit area until FAIR TIME.

ALSO WANT ELECTRICIAN WHO CAN HANDLE DIESEL PLANT. (HARRY CRIMMINS, COME ON.)

CONTACT

ROD LINK or "BUD" DAVIS

IMPERIAL HOTEL, 26 PETERBORO, DETROIT, MICH. (PHONE: TEmple 2-7000)

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.

Crafts has for sale surplus Rides suitable for Amusement Park or Kiddieland—1 A. H. Looper, 1 A. H. Dipper and 2 A. H. Auto Rides.

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

ARMED FORCES FAIR

Sponsored by Portsmouth Chamber of Commerce, Portsmouth, Va.,

week May 11-May 16

PORTSMOUTH STADIUM & BUCK CHILDS FIELD

150 MILLION DOLLAR ARMY EXHIBIT.

(FIRST SHOW IN PORTSMOUTH CITY LIMITS IN 20 YEARS)

8 KID DAYS—TUESDAY, THURSDAY & SATURDAY—FRIDAY, MAY 15, "SERVICEMEN'S DAY"

CONCESSIONS: Hankies, Novelties (Hymes, answer), Scale & Age, Balloon, Custard, Short Range.
 RIDE HELP: Can place Merry Foreman.

BERNIE FELDMAN & TOM CARSON WANT:

Agents for Peek, Count, Buckets, Six Cat (will give head of store for last two concessions). Want Skillo Agents. Can place good Hanky Agents, Man and Wife preferably. Call Feldman at Martin Sherwin Motor Court, Stafford, Va. Phone: Oldfield 9-2314.

SHOWS: Le-Ola wants Working Acts for Side Show, Monkey Show Operator.

RIDES: Can place Kid Rides, Auto, Swings, Sky Fighter.

Write or wire: **ROSS MANNING, Quantico, Va.**

Austin Dentinger wants Girls for two Shows, Talker for Rock & Roll (white) featuring Record Name.

WANTED

MAN TO MANAGE DERBY RACER GAME

Prefer one with experience on Wiser games.

BOB K. PARKER

10915 Griffing Blvd. Miami, Fla.
 (Phone: Plaza 9-0342)

FOR SALE

50 Kw. A.C. Diesel Light Plant mounted in closed trailer van; will consider a trade. What have you? Can place Ride Foremen for Merry-Go-Round and Ferris Wheel.

PRUDENT'S AMUSEMENT SHOWS

19 Brook St. Patchogue, N. Y.
 Tel.: Grover 5-0315

WANT

#8 Ferris Wheel, will book on percentage. Will consider buying or will rent by the week, flat rate.

Want Merry-Go-Round Foreman, top wages.

AL CAMINI

94 Conklin Ave. Brooklyn, N. Y.
 Tel.: Cloverdale 7-3148

How-Reit Opens, Staff Of I.T. Show Retained

NEW YORK — The new How-Reit Shows got rolling last week in Queens, setting up its No. 1 unit on Northern Boulevard and 73d Street. Partners Pat Reithoffer Jr. and Al Howard were both on hand. Their show is the former I. T. Shows, bought from Is Trebish (The Billboard, April 27).

Seven rides were in action and others will be sprung for the opening soon of the No. 2 unit. Staff of the How-Reit Shows is the same as it has been for the I. T. Shows, except for top management, as follows:

Al Howard, president; Pat Reithoffer Jr., secretary - treasurer; Morris Brown, concession manager and lot man; Bill Appleton, ride super-

intendent; John Leonard, electrician; Lou Scherer, office manager. Concessionaires currently include Ray Manning, Lillian Zarra and Gus Maynard, and the Yates popcorn stand, which has been on I. T. for several years. Howard and Reithoffer visited fair secretaries last week to inform them of the new developments and discuss midway arrangements.

How-Reit will play fairs in Middletown, N. Y.; Flemington, N. J.; and Danbury, Conn., which it had played under its former title. In Middletown, Howard is assistant to fair president Ben Strong. Reithoffer's booking activities are expected to provide additional fair dates for the show.

Boston Club Exceeds 400

BOSTON—The New England Showmen's Association disbanded for the season Tuesday (21) with a brief meeting, and the get-togethers will resume in October.

Close to 150 members and friends attended the open house, at which refreshments were served. Attorney Max Glazer was the principal speaker, using the subject of good will toward fellow men.

Membership now totals more than 400 members for the one-year-old organization. Current projects include shopping for new furniture and painting of the clubrooms at 276 Tremont Street.

Frank McTeague was named chairman of the annual year book. Among those at the final meeting were Frank Venditto, Billie Burr, Milton Kaufman, Harry Freedman, Frank Allen, Joe Bailey, Israel Gross, Fred Veno, Joe Carrolo, Al Ross, Sam Pockar, Ralph Penney, Max Glazer, Elwood McClashing, Marvin Schwartz, Manuel Menasian, Walter Kelley, Capt. Jack Valley, Jack Russell, Bill Peirson, Ted Goloskie, Nate Waterman, Past President Jack Ableman, Charles Tampone, Eddie LaVerne and Secretary Joe Freedman.

West Coast

• Continued from page 72

Ruth Crowell, Don MacLeod, Tommy Herron, George James. Dart and spindle, Tommy and Eloise Syester; six cat, over and under, toy store, Johnny Lopez, operator; David Johnson, Earl Richardson, George Caldwell, Lucky Lang, Barry Kahn, Bill Scanlin, George Romero, Janet Johnson, Derby, Lillian Schue, operator; Roy and Marie Heglund, Bob Thomas.

One-ball, pans, bear pitch, ball game, pitch board, shuffleboard and glass pitch, Cecchini and Levaggi, operators; Cliff Barber, manager; Michael Mosca, Lorraine James, Jim Francis, Carl and Mary Longacre, Allan Martin, Thila Barber, Sandy Duval, L. E. Barnes, Ken Roberts, Olin Pankratz. Six cat, Wesley (Bucket) Brown, operator; Orville Perry, Boyd Payne. Hoop-la and cork gallery, Kenneth Williams, operator; Al Teller, Mike Schuyler. Jewelry spindle, knife rack, duck pond, Charles Peck, operator; Mabel Peck, Virgil Robinson. Photo gallery, Speed and Dee Mullins; popcorn and candy floss, Jack Christensen, operator; Hazel Christensen, Klon and Virginia Grubb. Rest rooms, cigarettes and The Billboard, John Franco. Novelties, Alex Freedman and Cowboy LaMont.

Shows: Temple of Benare, Bob Melosky, manager; Dory Hart. Devil's Canyon and Rock n' Roll, Bob Emerico, operator; Lynne Emerico, Sam Small. Weird Show, Dore Hart, operator; Ira Miller.

Gale's ponies and elephant joined the Northwestern unit in Merced.

Visitors at the Merced lot included Krekos, Myers, Peggy Forstall, Lillian Schue, Isabel Myers; Pat and Ray Hitchings, of the R. C. Fisher Company; Herb Dunn, Rudy Bros.' Circus, and Ray Cox and Ewell Harrison, Great Western Shows. Bill and Opal Clark, who were with the Mighty Sheesley Shows and Hildebrand on the West Coast, also visited from their nearby home in the San Joaquin Valley.

EXCELSIOR SPRINGS, Mo.—Ken Garman's Sunset Amusement Company received excellent weather over the weekend at its opening stand here and grossed the best takes registered yet at its winter base. Show hit the front page of the local paper with a photo of the ribbon-cutting ceremonies.

Gem Bows In Florida

ST. LOUIS — The Gem City Shows, which wintered in Theodore, Ala., will open its season soon at Pensacola, Fla. A flurry of activity has recently been noticed around the winter quarters.

MERCHANTS JUBILEE SHOWS

WANT NOW: Concession Agents for Buckets, 6-Cats, Pin Stores, Skittos, Count Stores, Balloon Darts, Lead Gallery Agents for Long and Short Range (new guns), Lloyd Griffin, contact "Red Neck" Eaves. Will book Cookhouse or large Stidown Grab. Good opening for Ball Games and any other Concessions not conflicting. (Johnny Martin, contact) Will book Girl Show with own outfits. Want Man to take charge of Fun House. Will book other Shows with own outfits. Want Merry-Go-Round Foreman who knows job. Two-Abreast in good shape. Want Second Man for Tilt-A-Whirl, Sky Fighter Foreman. All must drive and be sober. No cars. Now playing in Black Gold Oil Towns for next three weeks, then 30 days at Ft. Hood encampment. We work. Two paydays should be big.

JIMMY WRIGHT, Kilgore, Texas, now.

EDDIE YOUNG WANTS

Wants Agent and other Hunky Pank Agents. Opening Fargo, No. Dak., May 16; all Fairs and Celebrations. Contact

EDDIE YOUNG
Box 264, Arcadia, Kan.
Phone: Melrose 8-4465

WANTED

Razzle Player with roadside or clubroom experience. Phone 877, Cairo, Ill., after 9:00 P.M.

GEO. (CHUDDY) SIEGEL

AMERICA'S FINEST SHOW

POSTERS

WRITE FOR 1959 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

STAFFORD SHOWS

Opening May 9 at Greensburg, Ind. Want all kinds Hunky Panks and small Shows. Ride Help: Need good Wheel Man. Bill, wire. No Flais or Mitt Camps. Contact

KENNY STAFFORD
R22, Seymour, Ind.

SEARCHLIGHTS

\$1,350.00

G.E. Searchlight and Power Plant. Perfect operating condition.
BOWLING GREEN LIGHTING & SOUND CO.
429 S. Summit St., Bowling Green, O.
Phone 3-9822

LEPA AMUSEMENT, INC.

Open May 24 at Georgiaville, R. I. Can use following: Short Range and Cork Gallery, Balloon Dart, Basket Ball, Bear Pitch, Coke Bottles, String Game or any non-conflicting Hunky Panks. Send all replies: FRANK PACIA, 44 Power Rd., Pawtucket, R. I. Tel.: PA 2-7110.

"IGNORANT, TOO"

But I want to hire intelligent people. Eli Foreman, Tractor Foreman, Merry-Go-Round Foreman, Second Men who drive. Want Shows with own equipment (family type). Hunky Panks and Pitches open. Contact

WM. DYER, DYER'S GREATER SHOWS
Mexia, Ark., May 4-7.

TOBY YOUNG

Want Agents for Six Cats, Buckets and One Ball, Dan Cowen, Ronnie, Dale, contact. Playing two and three spots a week at Fairs and Celebrations starting May 18. I have two Units this year in North Dakota and Minnesota. Will be at Harshorne, Okla., May 4-7; Fargo, N. D., 15-23.

AGENTS WANTED

For 6 Cat, Buckets, Swinger, Picture Frame and Hunky Panks. Also need one good P.C. Dealer and good Up and Down Help.

Open May 13, Hewarden, Iowa; then May 21, Sioux City.

JOHNNIE GIERE
ART 8, THOMAS SHOWS
UNIT NO. 3

RIDE HELP WANTED

FOREMEN AND SECOND MEN FOR MERRY-GO-ROUND, TILT AND WHEEL. No cars, all must drive. Year-round work. This Unit playing Shopping Centers exclusively.

SAM FIDLER

c/o B & M United Circus
Waukegan, Ill., this week;
Hammond, Ind., to follow.

WANTED—WANTED

Ride Help for 8 office-owned Rides. Playing 2-week stands at Catholic Churches and Shopping Centers. Must be dependable and reliable. Top salary. Want Foremen for Merry-Go-Round, Tilt, Rolloplane and Schiff Roller Coaster. Want Second Men for Ferris Wheel and all Rides. Come on, will place you.

Opening May 9, Chillun, Md., St. John The Baptist De La Salle Church, 7590 Sargent Rd.

Address all mail and wires to
MYRTLE McSPADEN
Laurel, Md.

WANTED

6 KIDDIE RIDES

In good condition, including Merry-Go-Round and Ferris Wheel. For 100% summer location on Cape Cod. 10-week summer season. Please contact:

MR. STONEMAN

260 Tremont Street Boston, Mass.
Phone: Hubbard 2-3170

WANTED

FOR SOUTHERN STATES SHOWS
Ride Men in all departments; those who drive trucks and have valid license given preference. Show will leave Winter Quarters May 12 for Panama City, Fla., where it will operate until September on the beach, then a circuit of Fairs until in November. Have room for a few more Stock Concessions for the season. FOR SALE OR TRADE—SENATIONAL ZOOMER RIDE. A fast 40-passenger one-truck Ride. Can be seen in operation this week at Palm River, Fla., suburb of Tampa. All replies to JOHN B. DAVIS, Mgr., Southern States Shows, Route 3, Box 107 B, Tampa, Fla., or Phone 424333 Tampa. No collect calls.

SIDE SHOW ACTS

Want all kinds, Tattooer especially. For Sale—Set 10 Banners and Double Doorway, 8x10. Used last year on Prell Shows. First \$25.00. No C.O.D.'s.

EARL MEYER

c/o Marks Shows, Annapolis, Md.

WANT TO BUY

Concession Trailer for Floss, Snow and Popcorn, 8x12 or larger; awnings on all sides. For Sale or Trade—8x12 Cookhouse ready to go; two Lerol Light Plants in van trailer, 12 Wood Merry-Go-Round Horses.

RAINES AMUSEMENTS

Men, Arkansas

NOTICE!

KING BROS.' SHOWS

Due to an error in our April 27 advertisement the PUEBLO, COLO., FAIR was included in list of fairs for which we hold contracts. This was incorrect and should have been the BRIGHTON, COLO., FAIR. Playing Derby, Colo., Lions Club Celebration, May 1-10.

STEPHEN'S SHOWS

Want Eli Wheel Foreman and Electrician for five-ride and twelve to fifteen-concession show. Salary \$75.00 per week. Pay every week. Must drive semi. Also want Jenny Foreman. No drunks. Open May 25. Write

STEPHEN'S SHOWS, Queen City, Mo.

POPCORN AND FLOSS TRAILER

14"x7" stainless steel theater-type Star Popper with booster, late large Floss with its booster, Sun Warner, Mansun with Grill, Juice Bowls, Stock, new Lic, all \$795.00. Cookhouses and other joints, \$25 up.

"Buttons" Lewiston

2019 Harding Rd. Des Moines, Iowa
Box 122, H. P. Station

RIDES WANTED

50th Anniversary and Fayette Co. Firemen's Convention, July 13 to 18.

Everson Vol. Fire Co.
Call Turner 7-5970 or write
SMILES WOLINSKY
Everson, Pa.

AGENTS WANTED

Jimmy Cyr wants 2 Pin Store Agents, 2 Count Store Agents, 1 Color Block and 1 Pan Game Agent for Memphis Colored Cotton Carnival opening May 8. All Help with me before, please answer. Wire

JIMMY CYR

c/o Wallace Bros. Shows, Memphis, Tenn.

JOE BOSTON WANTS FOR WORLD OF MIRTH SHOWS

Bally Girls, Specialties, Canvasmen, Helpers, Ticket Sellers. (Bob Camp, contact.) Opening Plainfield, N. J., May 25.

JOE BOSTON

Winterquarters, State Fairgrounds, Richmond, Virginia.



CONCESSIONS: Can place Hunky Panks, Hoop-La, Scales, Pitches, Novelties, etc. HELP: Can place two Foremen and two Second Men, must drive. (George Cloyd, answer.) Ben Glosser can use Concession Agents. Contact

E. L. WINROD
Belleville, Ill., this week; Moberly, Mo., next.

SUNSET AMUSEMENT CO. BOOMING SHENANDOAH, IOWA, MAY 11-16

HELP: Want sober Second Men, semi drivers, for Caterpillar, Merry-Go-Round, Tilt and Rock-o-Plane. Mac wants 2 sober Six Cat Agents.

CONCESSIONS: Can place Photos, Age and Weight, Long or Short Range, Bear or Bird Pitch, Cork Gallery, Watch-La, Bumper, Hoop-La, High Striker, Hunky Panks. SHOWS: Arcade, Side Show, Snake, Monkey, Grind Shows.

ADDRESS: Chillicothe, Mo., this week; Shenandoah, Iowa, next.

DIXIE AMUSEMENTS WANT FOR ALL SEASON

CONCESSIONS: Bumper, Roll-A-Ball, Penny Pitch, Popcorn, Candy Apples, String Games, Hoop-La, Balloon Dart, Crab, Glass Pitch, Short Range.

RIDE HELP: Can place Ride Help on all Rides, good pay, good treatment.

Commerce, Okla., May 4-9; Burlingame, Kan., Annual Celebration, May 13-16; Crane, Mo., May 18-23; Wagoner, Okla., May 25-30; Jay, Okla., June 1-6.

Contact: CLIFFORD DAVIS, Mgr., as per route above.

WM. T. COLLINS SHOWS

Can place Foremen and Second Men for the following Rides. Must be sober, reliable and have chauffeur's license. (Would like to hear from Burnett Carroll and Ray Keane.) Twin Wheels, Rock-o-Plane, Round-Up, Scrambler, Helicopter and Roll-o-Plane. To these Men, top wages, good treatment and bonus.

Want Man to handle Light Towers and Front Arch. Also Ticket Sellers and useful People in all departments.

All replies to:

WM. T. COLLINS

301 E. 75th St.

Minneapolis, Minn.

BADGER STATE SHOWS

Opening May 18, La Crescent, Minn., with good route of Fairs and Celebrations to follow.

Want Foremen for Tilt, Merry-Go-Round and Flying Scooter. Can use Second Men on all Rides. Must be licensed drivers. SHOWS: Can use 10-in-1 or 5-in-1, Penny Arcade, Glass House, Snake Show or any Shows not conflicting. CONCESSIONS: Photos, Pitch-Tilt-You-Win, Basket Ball, Short Range or other Hunky Panks not conflicting. Girls for Girl Show. Burt, contact. All replies to

J. VOMBERG, Red Granite, Wis., or as per route.

RIDE HELP WANTED

FOR NO. 1 AND NO. 2 UNITS

Can use Ride Help who can drive semi. Want Man to handle 4 Kiddie Rides. Want Foreman for Smith & Smith Swings. Can use any Ride Help who can drive. Salary and bonus.

PALMETTO RIDES, MILTON McNEACE

North Wilkesboro, N. C., this week; Thomasville, N. C., May 11-16.

VOLUNTEER SHOWS

WANT NOW AND FOR TWELVE FAIRS STARTING JULY 21

Want Popcorn, Snow Balls, Novelties, Cotton Candy, Balloon Dart; all Concessions open, legitimate Hunky Panks, P.C., etc.

RIDES—Octopus, set of Kid Rides or any Ride not conflicting.

HELP—Wheel Foreman, top salary and bonus; First and Second Men on all Rides. Lefty, contact. Want Contracting Billposter and General Agent.

SHOWS—Girl Shows or any family-type Shows. Bill Geren, Bob Coleman, wire where I can reach you by phone.

Write: Erin, Tenn., this week; Central City, Ky., follows. (No phone calls, please)

BEST MERCHANDISE BUYS

MAY 4, 1959

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

77

WATCH VALUES **BULOVA! ELGIN!**



BENRUS! GRUEN! WALTHAM!

NEW STYLES

Choice Lot 6 for \$49

Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned - Guaranteed like NEW! (Sample, \$9.95)

10 for \$69

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new! (Sample, \$8.95)

25% Cash With Order, Bal. C.O.D.

WEINMAN'S

182 S. MAIN ST. MEMPHIS, TENN.

FLASHING AIR FORCE BEACON



CAN BE SEEN FOR MILES

Most popular attention getter ever designed

- Genuine outdoor Pyrex magnifying lens
- All U.S. Approved Parts
- Complete—Ready to plug in—110V.
- All Aluminum—13 1/2 in. high and 2 1/2 lbs. weight
- Complete with mounting brackets
- We pay postage

Original Cost \$16.95

NOW \$6.95

Lots of 10 \$60

I. H. C. INC. • 180 Station Road Quakertown, Pa. KEystone 6-7210

NEW TYPE JAR TICKET PLAY



DEFINITE PROFIT \$120 Per Deal

A brand new game in a new type container. Sells on sight. Write for description and literature on Match Your Number deals and a complete line of ticket games.

MUNCIE NOVELTY COMPANY, INC.
211 N. Jefferson St. Muncie, Indiana

Midget Bible

Only 1x1 1/4 in. Over 300 pages. Illustrated. Black overleaf cover, gold printed.

ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Send 25¢ for samples of both. Either style, 90¢ dozen, \$6.70 per 100, \$50.00 per 1000. F.O.B. Detroit. Johnson Smith Co., Detroit 7, Mich.

FREE! CATALOG ADULT GAMES JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies - With a Selling List

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

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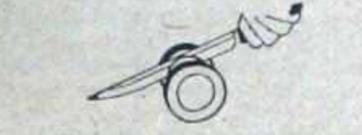
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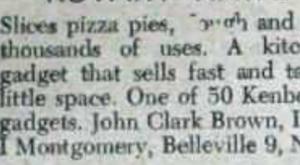
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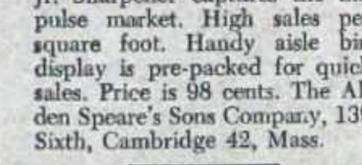
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PITCHMEN FOR DEMONSTRATORS ENGRAVERS

ter. However, my machine broke down, so I guess I'll have to go back on foot aids to get even."

"THE TIME . . . of year has arrived again to say so long to the home guards and hello to 'Mr. Mark,' writes Jack (Bottles) Stover from his diggin' in Harrisonburg, Va. "From where I sit, the new season looks like a red one and the answer to a sheetie's prayer, with plenty of territory and competition rare. Most of the old-timers have gone on to join Barnum or have secured hometown connections, and the past 20 or 25 years have produced few, if any, new ones. Would like to read pipes from George Stacey, Al Harvey, B. V. Mangum, E. C. Pardee, Clyde and Heavy Forkner, Louise

(Continued on page 78)

PIPES

waiting for my relief check recently I picked up a crime magazine and ran across a story written by our old friend Tom Kennedy," writes Hank Frederick from Wheeling, W. Va. "A few days later I bumped into Tom; the first time I had seen him in three years. He was on his way to get a story of an ex-convict who recently kidnapped a woman and her three children at Charleston, W. Va. Tom told me that he is doing okay writing for crime magazines. He said that when he completes his book, "Dime Store Dottie," he will have enough lucre to pay off his creditors. Tom said that altho he still makes an occasional pitch, he cares little for the business because of sickness. In other words, he is sick of it. I made a lot of money the past win-

WHILE . . .

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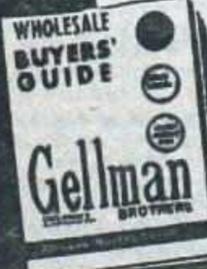
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Brown Reply to Vote Protest

Continued from page 70

shadow of doubt. You are free to draw your own conclusions."

Brown explained that the old adage that "silence is golden" may be justifiably broken by his statement, which is the first public presentation from the RSROA in recent months over this dispute which followed the action over supply exhibitors at the national gatherings reported last winter. Brown noted that his statement "is dedicated to the truth which seems an appropriate justification for breaking the silence when the truth is being abused, diluted and perverted."

May Be Confused

"Some members of the roller skating industry are probably confused by the name calling and unsigned bulletins that are being circulated around the country. Frankly, the RSROA has been hesitant to answer these ridiculous charges which seem calculated to create a rift between the RSROA and other members of the industry."

"It is indeed interesting to note that these bulletins contain many anonymous statements; in some cases attributed to rink operators, but these same bulletins, behind anonymity, request manufacturers to state publicly how they vote on roller skating industry policy within the MARSII organization."

The incident which led to the present impasse stems from the Queen's Dinner staged by the Roller Skating Foundation, an all-industry organization, at Miami Beach last November. At this, Brown says, "a representative of the URO attempted to capitalize on this gathering by announcing that they were sending a team of amateur skaters to New Zealand in conjunction with the President's 'People to People' Committee."

"Keep in mind that this dinner was given by the RSF and was not directly connected with the RSROA or the URO. Now the URO knew full well that the RSROA, at considerable expense, was sending a team of American champions to the World Skating Congress International Amateur Championships in New Zealand during the same period."

"The URO could have selected any other spot on the globe to send its skaters, but rather it picked the same time and country that the RSROA had selected. The URO's announcement at the banquet came as a complete surprise to the RSF and the RSROA. As the president of the RSF said later, 'It was like having an invited guest spit on the table.'"

"The RSROA had been silent on its New Zealand plans at the

Queen's Dinner. This was hardly the time or place to discuss inter-association differences. Nonetheless, the die was cast, and the RSROA was forced to take action."

Cites Queen Dinner

The Queen's Dinner affair is only the latest in a series of incidents, Brown pointed out. "Any action taken was not based solely on this one isolated attack at Miami Beach. This was just the straw that broke the camel's back. A series of incidents at MARSII trade shows in Reading, Pa.; Indianapolis and St. Paul led to this final insult last November. These incidents were strictly uncalled for and could serve no purpose but to cause strife and hard feelings."

"Yet the URO bulletin was quoted recently in a national publication as saying, 'We repeat, we do not want to promote organizational squabbles.' Well, they are certainly doing a very good job of promoting squabbles."

"The Board of Control in session with the presence of the RSROA Advisory Board (Fred A. Martin, Fred Freeman, Ed La Venture, Thomas Boydston, Bob Gould and myself) debated the issue and concluded that as far as future incidents were concerned, we would, as an association, avoid the occasions which inevitably gave rise to the disputes. Accordingly it was decided that the RSROA would not participate in any roller skating affairs (promotions, meetings, etc.) where the URO was represented. Naturally, this included MARSII Trade Shows."

The handling of past incidents is a matter of internal RSROA policy and not significant in this connection, Brown said, and went on to explain the action taken by the RSROA following the incident at the Queen's Banquet, which appears to be the focal incident in the controversy.

"The morning following, Joseph Shevelson, president of MARSII, asked to appear before the RSROA Board of Control, and the Board, consistent with the policy adopted, told Shevelson that they would deem it a favor if he would let them know in time if the URO was going to exhibit at the MARSII trade show because, if they were, the RSROA preferred not to attend. The RSROA had no objection to the URO at the MARSII shows nor did the RSROA want to dictate MARSII policy, but the RSROA would not exhibit if the URO did. We would not become involved in future incidents."

"Shevelson said that he as president of MARSII would put the matter to a vote. The Board of Control said that it preferred not having a vote but would simply like to know in time if the URO intended to exhibit at the MARSII shows. Shevelson insisted that the issue be put on the ballot. It was. The results were a resounding defeat for the URO."

Many Protests

The result was an outburst of cries of "un-Americanism," "restraint of trade" and "equally ridiculous statements," Brown said. "Many came forward, mostly anonymous, to make these unfounded allegations. It should be pointed out that in their desperation charges were not leveled at the RSROA, but at me, personally, with such unsavory adjectives as 'massa,' 'gangsterism,' 'racketeer' and the like."

"I have devoted a great portion of my life to the promotion of roller skating, so quite naturally these lies hurt deeply, but I can proudly stand on my record as a husband, father, grandfather and American citizen, and can go even further when it comes to the promotion of roller skating. My record is an open book. I am proud of it and I stand on that record."

Brown's statement follows, he says, "a long series of unfounded

Pipes for Pitchmen

Continued from page 77

Burke, R. L. Baker, Jimmie Wall, Eddie Brownfield, Walter and Ethel Stoffel, Frank and Ruth Perkins and Newsome." To that request Bill Baker says amen. It would be swell if all of the above-mentioned folks took up their ink sticks and piped in, thus lending a hand in rejuvenating the Pipes column.

DURING

a recent visit with Mills Bros.' Circus in Ohio, Henry H. Varner, the Akron maestro, renewed acquaintances with Coco Jr., Harry Baker, Herman Joseph, Bumpus Anthony, the seven Spanish clowns and the Riva Sisters. "With the weather getting better, I'll be back working at the pitch trade soon," declared Varner.

personal attacks, but more important to me as a founder, attacks on the RSROA. These incidents could not go unanswered. The RSROA stated last November that it wanted nothing to do with the URO in the future. That is certainly the right of the RSROA. The MARSII vote resulted. The RSROA did not ask for the vote, but it did happen, and the RSROA is proud of MARSII's stand and confidence in the association."

A significant clarification of a point that seems to have been belclouded in the controversy—the right of non-MARSII members to exhibit—was clarified by Brown. "Speaking of rights, may I point out that any exhibitor not a member of MARSII (such as RSROA, URO, Douglass-Snyder, Johnny Jones Jr., Jack Adams, Clinton Skate Company and several others) does not show at MARSII trade shows as a matter of right but only as a guest. I don't know what logic the URO is using when it talks about deprivation of rights because of not being invited to future MARSII trade shows."

"This point is important because it is at the heart of the dispute. Non-MARSII members are not invited to exhibit as a matter of right; rather it is a courtesy extended by the MARSII organization to the non-members of MARSII's choosing. For a guest (the URO) to attempt to convert a privilege into a right is unthinkable, unless the MARSII organization itself, whose prerogative it is, chooses to confer the right. Outside of MARSII members, MARSII can invite whomever they please and can exclude whomever they please. Those not invited have no complaint. This isn't a case where the URO's position is on thin ice—there isn't any ice."

Sums It Up

Brown summed up his whole statement as follows: "Rather than take these charges against me and the RSROA seriously, I am more of a mind to say, 'Shame on you, URO; act your age.'"

"The RSROA is too big to stand idly by while the URO attacks MARSII members with no better grounds for their attack than outlined above. Because innocent people may be hurt, the RSROA is perfectly satisfied to waive any rights received from MARSII by the recent vote and thereby MARSII can invite whomever they wish to exhibit at their trade shows and those who wish to attend may do so, as was the case before the controversial MARSII vote which supported the RSROA. This was the original intent of the RSROA anyway. We simply wanted to know if the URO had accepted the MARSII invitation because, if so, in order to avoid future disputes, the RSROA would decline to exhibit."

"I am sure that the facts presented will give further support to the testimony that the RSROA is strictly interested in the promotion of roller skating and not interested in petty controversies which can contribute nothing to our industry."

Five Years Ago In Pitchdom

A host of pitchmen were working at the West Palm Beach (Fla.) Market, including Jack Young, Frank Leger, Jack and Louise Joyce, Peco and his bride, Doc and Lillian Marvin, Doc and Mrs. Ed Ross, Chet Neriare, Tex and Bertha Dabney, Mr. and Mrs. Buttons, Charlie McClare, Bill Boyce and Mr. and Mrs. Ray Garver. . . . Myrtle Hutt was holding down a Newberry spot in Los Angeles with punch payton. . . . Ed Kennedy, Ronnie Needles and Dody Cody were still located on the West Coast.

George Neacus, formerly teamed with Fido Kerr in a kitchen gadget deal, was living in retirement in Palm Springs, Calif. . . . Buster Doss, of Kay & Buster's Variety Show, were in the Corsicana, Tex., area, playing school assemblies. . . . The Zarlinton show, located in Dawson, Tex., was the mecca for a host of show folks, including H. R. Rays, Rex and Barbara Williams, Hope and John Brown, Bob and Dot Baldwin, Tex and Tony Franklin, Merle Webster, Leon Pinter, Mr. and Mrs. Eddie Haun, Buster and Jean Williams, Dr. and Mrs. Tate, Speedy Hager, Bonnie Zarlinton, Bert Leslie, and Robert and Pearl LaThay, owners of the U-Lik-A-Show.

George J. (Heavy) Mitchell was working in Grayslake, Ill. . . . Frank Curry was preparing to open his platform show, with plans set for a trek thru North Carolina with Negro talent. Pink Anderson was producer of the Curry show. . . . Bill Bishop, former gadget worker, was manufacturing the Chem-O-Cel sponge, a rug and upholstery cleaner. . . . Simon Warner, a med picherero of the old school, and his wife, Ruby, were living in Shelbyville, Tenn.

Madaline Ragan was back in Miami after a jaunt to Cuba. Joining her on the trip were a number of other feminine pichereros, including Lil Hallstrom, Lil Tumini, Ruth Anthony, Louise Joyce, Bertha Dabney, Dottie Swartz and Mary Ragan.

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ALWAYS THE FASTEST SERVICE, RATT
lers, Cobras, Alligators, Python, Boa Constrictors, Monitors, Gila Monsters, Iguanas, Chameleons and hundreds of others on hand. Snake Farm, Lipice, La. my11

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
 - O1—Odd Lot Neck & Bracelets, Gr. 15.00
 - W1—Men's 6-Piece Watch Set 5.15
 - W2—Ladies' 5-Piece Watch Set 6.25
 - E3—Gent's Stone Rings, Asst. Ds. 2.50
 - E4—Nelson Type Lighter, Ds. Cd. 4.50
 - R20—Snapshot Camera, Boxed, Ds. 14.40
 - R164—Bell, Medallions, Boxed, Ds. 2.75
 - 2256—3-Piece Pearl Set, Boxed, Ds. 7.20
 - 2257—Hunting Knife & Sheath, Ds. 7.20
 - 8907—2 Hunt. Knives & Sheath, Ds. 12.00
 - 1105—4-Color Flashlight, Boxed, Ds. 4.90
 - 1106—5-Color Flashlight, Boxed, Ds. 5.75
 - 9474—8" Plush Std's Ted. Bear, Ds. 5.40
 - PD1—Stone Pendants, Boxed, Ds. 3.00
 - CI or T4—Cuff or Tie, Carded, Ds. 1.25
- 25% dep., bal. C.O.D.
Try samples of any items at reg. prices

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS
... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. **GENERAL PRODUCTS**
Dept. 28-76, 108 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule 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.

BEAUTIFUL BRAZILIAN RAINBOW BOA
Constrictors, 5 feet, \$10; 6 feet, \$15; Brazilian Cook's Tree Boa Constrictors, 5 feet, \$5; 6 feet, \$7.50; Green Tree Vipers, \$12.50; Fer-de-Lance, 4 feet, \$9; 5 feet, \$15. Sudden service; absolute satisfaction guaranteed. Phone 322, Reptile Jungle, Slidell, Louisiana.

BIG BOAS! BEAUTIFUL BRAZILIAN
"Redtail" Boa Constrictors, 6 feet, \$20; 7 feet, \$25; 8 feet, \$40; 9 feet, \$50; 10 feet, \$75. These are true "Redtails" from Brazil—not Colombian or Central American Boas. Extremely heavy bodies, absolutely clean mouths and 100% perfect condition guaranteed. Colombian Boas, 6 feet, \$12.50; 7 feet, \$20; 8 feet, \$30. Stock on hand for immediate shipment. Reptile Jungle, Phone 322, Slidell, La.

SEA LIONS, LEPARD
California sea lions, Leopard Seal, for sale or rental. Trapper-trainer, Homer F. Snow, 287 Jefferson St., San Francisco, GRexstene 42268. my11

CURRENTLY IMPORTING LARGE VARI
ety Reptiles from India, South America, (Indian Pythons, Cobras, Monitors, Boas, Beaded Lizards, Fer-de-lance, etc.) Many exotic and rare species. Mary-Wald Zoological Trading Post, P. O. Box 294, Rockville, Maryland. my25

GIANT ANACONDAS, 6 FEET, \$12.50; 7
feet, \$15; 8 feet, \$20; 9 feet, \$30; 10 feet, \$45; 11 feet, \$60; 12 feet, \$75; 13 feet, \$100; 14 feet, \$125; 15 feet, \$150. Fresh shipments arrive weekly by plane direct from the Amazon River in one day. Heavy bodies, clean mouths and perfect condition guaranteed. For the fastest service on the best stock at reasonable prices, call or wire Reptile Jungle, Phone 322, Slidell, La.

GIANT GALAPAGOS TORTOISES! ON
hand for immediate shipment. 100 pounds, \$250; 125 pounds, \$312.50; 180 pounds, \$450; 250 pounds, \$625. These are actual weights and not exaggerated claims. Special—Giant Peruvian Red-Footed Tortoises, perfectly tame, ideal for children to ride on, 28-inch shell length, 102 pounds, \$250; 29 inches, 108 pounds, \$275; 30 inches, 114 pounds, \$300. Reptile Jungle, Phone 322, Slidell, La.

HAVE A HARD WINTER? MONEY SHORT?
Order one of our "Special Reptile Exhibits" for only \$90; our choice of over \$150 value of quality reptiles. Perfect stock and absolute satisfaction guaranteed. Reptile Jungle, Phone 322, Slidell, La.

MINIATURE CHIMP STUMPYAILS,
Baboons, Red Patas, Parrots, etc. Hardy Baby African Turtles, 10¢ for \$25. Request illustrated price list. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. my18

NOW READY TO SHIP—CALIFORNIA
Sea Lions, guaranteed animals, feeding. Marine Wonderland, Inc., 1115 Strand, Hermosa Beach, Calif.

PARAKEETS, 85¢ EACH, MINIMUM ORDER
50 birds. Cages, \$3.60 doz. Canaries, Flash Cages, Rats, Mice. Immediate shipment. Terms: Part cash, balance C.O.D. National Pet Supply, 3029 Olive, St. Louis 3, Missouri. je15

PARKS, ANIMAL EXHIBITS, ZOOS! GIANT
Anteaters, \$75; Peruvian Tapirs, \$100 to \$300; King Vultures, in full color, \$80; Adult Woolly Monkeys, \$50. Full line of South American cage animals and pet stock. Reptile Jungle, Slidell, La.

PET SHOPS! WRITE ON YOUR STATION
ery for complete new price list on all South American Monkeys and other pet stock. 100% perfect acclimated stock at reasonable prices. Immediate shipment, satisfaction guaranteed. Squirrel Monkeys, \$10 each in lots of 12 for average sizes; \$12.50 each in lots of 12 for all young select stock. Reptile Jungle, Phone 322, Slidell, Louisiana.

SHIPPING ON 24 HOURS' NOTICE—LARGE
Boas, Diamond-Back Rattlesnakes, harmless Snakes, large Gila Monsters, Giant Iguanas, Tegus, Jaguar Cubs, Lame Ocelot Kittens, African Lion Cub, Bob Cat, Tasar, Monkeys, Prairie Dogs, Horned Toads, Black Bear Cub, Two-Toed Sloths, Giant Anteaters, Honey Bears, Coatli Mundi, Peccaries, Owls, Hawks, Doves, Crows. For prompt service write or wire Logston's, Box 3545, Fort Worth 5, Tex. Phone: Jefferson 42592.

SNAKE SHOW OPERATORS! REPTILE
exhibits! Open your season with one of our "Complete Reptile Exhibits." Priced at \$150. This den includes one 10-foot heavy-bodied Anaconda, value \$45; one 8-foot Brazilian "Redtail" Boa Constrictor, value \$40; one beautiful 6-foot Brazilian Rainbow Boa Constrictor, value \$15; one 6-foot Brazilian Cook's Tree Boa Constrictor, value \$7.50; one Giant Tegu Lizard, value \$12.50; one Giant Brazilian Jacara Lizard (Calman Lizard), value \$50, and at least \$50 additional value in assorted quality tropical reptiles, a total value over \$220 of quality reptiles for only \$150. No local snakes, no water snakes, no Mexican boas or other junk. All stock guaranteed heavy bodied fresh with absolutely clean mouths and 100% perfect condition. Complete feeding and care instructions sent with each shipment. Other "Reptile Exhibits" priced from \$100 to \$250; full line of Snake Dens from \$25 to \$100. Buy direct from the world's largest importer of tropical reptiles; get fresher and better stock, faster service and lower prices. Write for free complete price list. Phone or wire orders to Reptile Jungle, Phone 322, Slidell, La.

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. my4

SNAKES, TURTLE, IGUANAS, LIZARDS,
Baby Alligators. Special prices in quantity lots. Alive delivery guaranteed. Post Office Box 1662, Ocala, Fla.

SNAKE SHOWS, REPTILE EXHIBITS!
Special: Giant South American Anacondas, 10 feet, \$45; 12 feet, \$75; 14 feet, \$125. Brazilian Red-Tailed Boas, 8 feet, \$40; 9 feet, \$50; 10 feet, \$75; Brazilian Rainbow Boas, 6 feet, \$15; Adult Fer-de-Lance, \$15; Snake Dens, \$50 to \$100; Squirrel Monkeys, Woolly Monkeys, Capuchin Monkeys. Stock on hand for immediate shipment. Veterans Animal Import, 7801 Chef Menteur Highway, New Orleans, La.

TRAINED DOGS WANTED—DESCRIBE IN
detail tricks, temperament. Send pictures if possible. Box A 222, Billboard, 1520 N. Gower, Hollywood 28, Calif. np

Business Opportunities

AMUSEMENT PARK AVAILABLE FOR
operation starting this season. Summit Beach Park on Summit Lake, Akron, Ohio. Only park in area, 400,000 population. Land lease on land and buildings. Rides and equipment available. Attractive terms to right party. For details call or write. The Howard-Vigors Corp., 403 Second National Bldg., Akron 8, Ohio. Franklin 6-7111. Realtors & Insurers.

A REAL OPPORTUNITY!
THREE FULL PARADES made up giant balloons, special floats, fifty-foot Santa Clause floats, steel trailers, inflation equipment, trucks for sale. Will sell one parade if desired. Directors selling or dissolving corporation but continuing business until sold. Contracts included. Purchase price easily made up in six months with profit, special events fairs, Christmas parades. Also one year free rent for storage and work. Certain terms can be arranged. **JEAN GROS, INC.**
4614 Forbes St., Pittsburgh 13, Pennsylvania

BE AN IMPORTER—MAKE UP TO 1000%
profits importing by mail. No stock investments. Get the new Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tremendous profits. Order yours now—only \$2 postpaid. Satisfaction guaranteed. Samuel Glenn (Publications), Box 307, Jacksonville, North Carolina. my25

COIN PITCH GAMES—ALL ELECTRIC.
New Fascinating. Playlands, Carnivals, Fairs, Concessions. Buy direct from factory and save. Write, free details. Fairland, P. O. Box 531, North Bellmore, N. Y. my11

JAY-GLO SIGNS FOR ALL BUSINESS.
Comics for private home rathskellers, etc. Sample and catalog, 10¢. Koehler Sign, 135 Goetz Lemay 25 Mo. my4

FOR SALE—SKATING RINK, OSSIAN,
Iowa. 44'x134' skating area; modern building insulated; gas heat. A good building for year-round business like dance pavilion, nite club or bowling alley. Write: Ari Hemesath, Ossian, Iowa.

IT'S FOR THE KIDDIES

Developed for Miniature Golf, Driving Range, Zoos, Museums, Supermarkets, Drive-In Eating or Theatres or anyone with 50 ft. of space with crowds. They are coin-operated and sold in sets of four. Write for pictures and price to:

M. J. DONAHUE
727 Hill St. Dubuque, Iowa

PORTABLE ROLLER SKATING RINK—
New 40'x75' maple sectional floor, 75 pairs shoe skates, sound system, wiring, etc., \$3,000. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone: LR 4-4019.

60" SEARCHLIGHTS AND PARTS, UNUSED
Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 10444 Hesperian Blvd., San Lorenzo, Calif.

ZOO FOR SALE—GOOD INCOME WITH
five acres on Carlsbad Caverns highway. Owner Little Sudeberg, Cherokee Zoo, Carlsbad, N. M.

Collectors Items

NUDE EBONY MAIDEN WOOD CARVING,
sample, \$3.50; light wood Squating Man, \$2. Catalog with order, or 25¢. Dreco, Narberth, Penn. my4

Costumes, Uniforms, Wardrobes

CLOWNS—FLASHY (NEW) SUITS, \$10;
Clown Cap Suits, \$5; Bundle Comedy Costumes, \$7; new Red Wigs, \$5; beautiful Curtain (8 1/2 x 38), futuristic Dash designs, \$75; ten standard Curtains, each \$15; Orchestra Coats, \$5; Bally Capes, \$8; Indian Head-dress, \$15. Free lists. Wallace, 2453 N. Halsted, Chicago.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS CARA
mel Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

For Sale Secondhand Goods

MILLS TWIN-HEAD FROZEN CUSTARD
Machine, A-1 condition, \$600. W. M. Crowding, Betterton, Md. Call Chestertown 803JL.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

- Acts, Songs, Gags
- Advertising Specialties
- Agencies, Distributors Items
- Animals, Birds, Snakes
- Business Opportunities
- Calliopes and Band Organs
- Collectors Items
- Costumes, Uniforms, Wardrobes
- Food & Drink Concession Supplies
- Formulas and Plans
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions and Schools
- Locations Wanted
- Magical Supplies
- Miscellaneous
- Mobile Homes, Accessories
- M. P. Films—Accessories
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies & Developing
- Ponies
- Printing
- Rigging and Props
- Salesmen Wanted
- Scenery, Banners
- Talent Wanted
- Tattooing Supplies
- Trucks, Trailers, Accessories
- Wanted to Book
- Wanted to Buy

- Music, Records, Accessories
- Business for Sale
- Record Pressing
- Situations Wanted
- Sound Equipment-Components
- Used Dealer-Distributor Equipment
- Used Records
- Used Record Pressing Equipment

- Coin Machine Headings
- Help Wanted
- Opportunities
- Parts, Supplies
- Positions Wanted
- Routes for Sale
- Wanted to Buy
- Used Equipment

- Talent Availabilities Headings
- Agents and Managers
- Bands and Orchestras
- Dramatic Artists
- Hypnotists
- Miscellaneous
- M. P. Operators
- Musicians
- Outdoor Acts and Attractions
- Vaudeville Artists
- Vocalists

- 3. Indicate below the type of ad you wish
- REGULAR CLASSIFIED AD—20c a word Minimum \$4
- DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
- TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ issue

NAME _____

ADDRESS _____ I enclose remittance of \$ _____

CITY _____ STATE _____

THE MARKET PLACE FOR BUYERS and SELLERS

NEW PLASTIC KIDDIE KARS FOR RE-placements on all Auto Rides. Send for folder. Also Steel Fence, \$10 section. Burk-hart Enterprises, Rt. 1, Oswego, Ill.

RIDES FOR SALE OR TRADE—10-CAR Jeep Ride, trailer mounted, \$2,500; Bear Auto Ride, \$1,500; Kid Chairplane, \$500. All rides good shape, newly painted, good canvas, ready to go. Can be seen in operation now. Fred Nolan, Route 2, South Zanesville, Ohio.

WILL CHEAP OR TRADE FOR JOINT—D.P. complete, P.A. Speakers, Mike, Bob Corbin, 7100 Nottingham, Baton Rouge, La.

SKYFIGHTER, G 12 TRAIN, PRETZEL Circus Ride, Want Octopus, Buley, Hell-capt. Bubble Bounce, Rockplane, F. Shaffer, Mesker Park, Evansville, Ind.

TRAIN WITH 4 CYCLED GASOLINE powered engine, 300 feet of 12 gauge track, 3 coaches. In excellent condition. \$1,000 cash. Write Box C-479, c/o Billboard, Cincinnati 22, Ohio. my11

TUP'S FUN, G12 TRAIN, SMITH AIR-planes, Pony Ride, Circus Ride, Fire Truck, all like new, \$7,250 cash. F. Shaffer, Mesker Park, Evansville, Ind.

8-D MOVIES, MIDGET MOVIES, \$95 EACH. A-1 condition; Counter Model Machine; Arcade Equipment. Write: Meyer Wolf, 539 Boardwalk, Atlantic City, N. J.

3 RIDES FOR SALE—ALLAN HERSHELL Roller Coaster, Gruner Chair-o-Plane Ride Circus on Parade Ride. All rides in A-1 shape. Stanley Cegelski, Rt. 82, R. D. 3, Grafton, Ohio.

12' METAL POPCORN, COTTON CANDY, Sauce Kiosk Trailer, \$795 or best offer. Includes Snow Machine. Box C-482, c/o Billboard, Cincinnati 22, Ohio.

151/2 GAUGE STEAM LOCOMOTIVE AND tender, 3 cars, 24 person capacity, 1,500 ft. of track and ties, 150 lbs. operating pressure, 38-ft. Ferris Wheel, good condition. \$5,000 takes all. Globe Amusement Co., 27 Victoria, N., Hamilton, Ontario, Canada. JA 7-9975. my4

MORE BUYERS

Will Stop and Read

YOUR AD

IF YOU USE A

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch

4000 FOLDING CHAIRS, STADIUM CHAIRS. Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment, Lous Star Seating, Box 1734, Dallas 1, Tex.

4 PHILADELPHIA TOBoggAN SKEE BALL. All-ages, used three seasons. 75 Arcade Machines. All equipment in excellent condition. Contact: Don Wick, 2130 Garyard Rd., Akron, Ohio.

Help Wanted

DRUMMER FOR WELL ESTABLISHED traveling society combo, steady work. Vibes desired, not essential. Requisites: Mixing soup, good Latin reading concert. Experience, sobriety preferred over youth. Box C-484, c/o The Billboard, Cincinnati 22, Ohio.

OPEN MAY 14, 18 WEEKS—HOPE SPIN-ning. Shooting, Trick Riding, Whips, Semi Drivers. Buck Lucas, Palatka, Ohio.

WESTERN SWING & HILLBILLY MUSI-cians. Need Steel, Lead, Fiddle, Bass im-mediate. Prefer Men who can double & sing. Must be union, sober and neat. Minimum 12-wk. guaranteed salary. To join established radio-TV stage unit. Write or wire all & phone number. c/o Billboard, Box C-483, Cincinnati 22, Ohio.

4 WOMEN—36-40, TO TRAVEL SOUTH. Ability to memorize readily. Salary and expenses. Write immediately: Goldman Players, P. O. Box 62, Atlanta, Ga.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mind-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-miniature Radiophones for mentalists. Catalog \$1 with refundable certificate. Nelson's, 318-B South High, Columbus, Ohio. my4

Miscellaneous

NEW KIDDIE RIDES — FACTORY MADE, save 50%. Rockets, Chairplanes, Ferris Wheels. Thomas Palasco, 419 East Lutten St., New Castle, Pa. Phone 415 Liver 47242.

Phonograph Records—Why Pay More? New 45 R.P.M. Records 7¢ in 1000 Lots Assorted 9¢ in 100 Lots Assorted Many Major Labels Send check or M.O. with orders.

HAM-MIL DISTRIBUTORS

N.W. Cor. 58th & Willows Ave. Philadelphia 43, Pa. SA. 4-8253

1,000 CUSHIONS — 17 WOOD BOXES, 15¢ per cushion, \$15 per box. Barnes, 1706 Dorchester Place, Oklahoma City, Okla.

You Can't Miss Finding Many Bargains in the Classified Section, this issue. Image of a person with a magnifying glass.

Motion Picture Films and Accessories

SALE—35MM. SOUND MOVIES, LIFE OF Christ, some advertising, good condition. Armour Adkins, 1138 25 St., Huntington, W. Va.

Personal

EDDIE RAY, CONTACT ME AT APART-ment after midnight. Important. Cy.

SMART NEW APARTMENTS 416 EAST 80 ST., NEW YORK CITY Fully Air-Conditioned 2 & 3 Room Suites from \$125 (Also Available Furnished) New Elevator Bldg. Owner-Mgt.

SUBSTANTIAL REWARD WILL BE PAID for information enabling us to contact Hubert Claude Clark or 1956 Ford 3/4-ton pickup truck, license #34H 988, 1959, Ala. Phone collect. L. S. Peel, 2-2888, Dothan, Alabama.

Photo Supplies and Developing

D. P. PORTABLE PHOTO TAKES 11/16 X 1/2 and 2 1/2 X 3 1/4 complete foreground, solutions, film, trays and lens. A-1 condition. Bar-gain. Write: Stanley Lutz, Box 1812, Erie, Pa.

This is a DISPLAY CLASSIFIED AD Your advertisement displayed in a space this size will cost only \$14 per insertion.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1548 W. Cortez, Chicago 22, Ill. cb-176

Ponies

12 LITTLE BROOD MARES FOR \$1,200. ALL sorrels. Most all of them heavy in fold, will stand shipping anywhere. Truck available for delivering, 30¢ per mile one way. No time for letter writing. Phone day or night, 5317. P. L. Cobb, Anlie, La.

Printing

ALWAYS FASTEST SERVICE — QUALITY nonbonding posters! 14x22 size 3-color win-dow cards up to 50 words copy. \$9 hundred; 17x25 size \$13.50 hundred. Dagleto auto bumper stickers, size 4x15, yellow, red or green, copy printed in black. \$13 hundred. Tribune Press, Dept. 259, Earl Park, Ind. je23

200-81/2 X 11 LETTERHEADS, 100 \$19 En-velopes both for \$4.25. Black or blue ink. Mallo Press, 6458-B, Clivia Ave., Flushing, Michigan. my4

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSI-ness without investment! Sell for world's largest direct selling manufacturer of ad-vertising matchbooks. Big spot cash com-mission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-251, Chicago 32, Ill. my23

EARN BIG COMMISSION FULL OR PART time. Building business of your own selling America's largest line low price business printing. 360-page catalog, samples, hundreds of items used daily by business people. Advertising specialties line. Free printed ball pens low as \$9.95 for 100. Calendar low at \$5.95 for 100. Free sales kit. National Press, Dept. 11, North Chicago, Ill. cb-9p

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Dept. 228, 307 North Michigan, Chicago 1, Ill. my4

4 A.B.T. MODEL B-130A, BAYSIDE, WITH fibrous barrels. Good supply of shot and chums, plus extra parts and canvas top. All lot only \$200. King-Pin Amusement, 1589 Lake Lansing Rd., Basett, Mich. my4

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 AT LIBERTY—CONTRACTING AGENT FOR organized shopping center or circus unit. Good transportation and mobile home. Ray C. Herbers, Gen. Del., Canton, Ohio.

Miscellaneous

CARETAKER WANTS A JOB WITH HAR-ness business. Phone 3924, Conneautville, Pennsylvania. my4

PROFESSOR WRIGHT'S 5-PERSON VA-riety Stage Show. Professional, clean, beautiful costumes, new props, sound sys-tem, reasonably priced. Casey, Ill. my18

TATTOO ARTIST WANTS LOCATION OR position. Have all equipment and trans-portation. Beautiful new joint and flash. Suitable for Arcade, Side Show, etc. Sittich Carper, 7929 N.W. 27 Ave., Miami, Fla. my11

RELIABLE COMMERCIAL MUSICIAN, doubling Trumpet, Tenor Sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-0085. my23

TENOR CLARINET, FLUTE, NAME EX-perienced, all styles; need steady work, all offers considered. Don Stewart, 701 No. Duon, Bloomington, Ill. my18

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy absolutely free. Tell us what you're selling now. Opportunity, 448 N. Dearborn, Dept. 21, Chicago 10, Ill. my11

SALESMEN - JOBBERS - AGENTS — HOT fast-moving \$1 items 50% profit. Sample 50¢. Send today! Tootsie Muffs, 1900 N. Fairfax, Hollywood 46, Calif.

SALESMEN! PART TIME OR SEMI RE-quired but want to keep active! Earn up to \$10,000 yearly selling shelving, parts bins, shop equipment. Write: BFC Corp., 2940E Hedley, Philadelphia 37, Pa. my11

SALESMEN WANTED — RESTAURANT Drive-In, Lunch Room. Illustrated signs help suggest what you are famous for! Salesmen, jobbers, free particulars. Superior Sign Co., 7419 Telegraph Rd., Temperance, Michigan.

\$240 A WEEK Man to call on churches and other civic organizations with guaranteed money-making plan. Must have car and be free to travel. We will train you at our expense and demonstrate in the field that you can earn commissions of \$240 and more weekly. Write SALES MANAGER WOMEN'S CLUBS PUBLISHING 201 N. Wells Chicago 4, Ill.

BUXOM BLONDE

Attractive Vocalist to play "Diamond Lil" in the East's largest fun and recreation center near Boston. Must be able to belt out strong, good tune. Will appear with Champ Butler. FULL THREE MONTHS' BOOKING GUARANTEED. Write only to:

LLOYD SETTLE 89 STATE ST. BOSTON, MASS.

Tattooing Supplies

NEW MODERN SHEET OF 8 COBRA Tat-toos designs, \$2. Free sheet of Air Force and Marine designs which are popular everywhere. Zeta, 728-A Rockford, Ill. my

Wanted to Book

SMALL CARNIVAL FOR ANNUAL STREET Fair and Merchants Sidewalk Sale, August 7 & 8. Contact: H. A. Berkey, Miami, Okla.

WANT TO BOOK, LEASE OR BUY FERRIS Wheel for season. John Schl, Gaylord, Michigan.

WANTED—6 KIDDIE RIDES, IN GOOD condition, including Merry-Go-Round and Ferris Wheel for 100¢ per cent summer season on Cape Cod. 16-week summer season. Please contact: Mr. Stoneham, 200 Tremont St., Boston, Mass. Phone: Hubbard 2-3179.

WILL BOOK TLT OR SWING IN PERMA-nent location. West San Francisco Valley, Los Angeles. DI 3-8184, 18957 Van Owen, Reseda, Calif.

COIN MACHINES

Help Wanted

WANTED—MAN TO SERVICE COIN-Operated Machines, consisting of all type games, bingo and music. If you are not interested in a permanent position, do not apply. Top salary. Box C-480, c/o Billboard, Cincinnati, Ohio. my11

Opportunities

START ROUTE OF ROLL TYPE POSTAGE Stamp Machines, no fuss. \$78 makes 25¢. National Service, 100 Grand, Waterbury 2, Connecticut. my4

Used Equipment

POSTAGE STAMP MACHINES, POST CARD Vending Machines and Folders at lowest prices direct from manufacturer. Jel Manufacturing, 217-04 75 Ave., Bayside 6, N. Y.

4 A.B.T. MODEL B-130A, BAYSIDE, WITH fibrous barrels. Good supply of shot and chums, plus extra parts and canvas top. All lot only \$200. King-Pin Amusement, 1589 Lake Lansing Rd., Basett, Mich. my4

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.

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RELIABLE COMMERCIAL MUSICIAN, doubling Trumpet, Tenor Sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-0085. my23

TENOR CLARINET, FLUTE, NAME EX-perienced, all styles; need steady work, all offers considered. Don Stewart, 701 No. Duon, Bloomington, Ill. my18

LETTER LIST

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MAY 4, 1959

Everett Graff NVA President

CHICAGO—Everett Graff was elected president of the National Vendors' Association to succeed Leonard Quinn at the convention election meeting here April 18.

In a brief acceptance speech, Graff, head of E. J. Graff & Company, Dallas, thanked the group for the honor they bestowed on him by naming him president and pledged to do all he could to promote the best interests of NVA and the bulk vending industry in the

year ahead. The group gave Graff a standing ovation.

Quinn, NVA president the past two years, was presented with a plaque as a token of the work he has done on behalf of the group. (The Billboard, April 27.) Ted Raynor, NVA counsel, lauded both Graff and Quinn for their demonstrated leadership integrity and ability.

Raynor singled out the contribution Graff has made by beginning the regional meeting concept which worked successfully. Don Mitchell, Raynor's new law partner, told The Billboard after the convention that plans were underway to set up regional meetings such as Graff started, in various sections of the country during the year.

Other officers elected are: Roger Folz, of Folz Vending, Oceanside, N. Y., vice-president; Bert Fraga, Standard Specialties, Oakland, Calif., treasurer; and Elliott Levy, young St. Louis operator, secretary.

Named NVA directors are: Harry Bell, Arthur Bianco, Sid Bloom, Paul Crisman, Sam Eppy, William Falk, Bob Guggenheim, Les Hardman, Max Hurvich, Charles Kanak, Rolfe Lobell, Kenneth McPhail, Albert R. Martin, Paul Price, Richard Rollins, Phil Sparacino, Jack Schoenbach, H. B. Hutchinson Jr., Jack Nelson, C. H. Applegate.

Convict Five In Blue Sky Mail Fraud

MINNEAPOLIS—Edward A. Zaun Sr., and his son, Gil, both of Minneapolis, were convicted on nine counts of mail fraud and one count of conspiracy in the trial involving the sale of cigarette vending machines which was heard by Judge Gunnar H. Nordbye in Federal District Court here.

Another son, Edward Jr., of Minneapolis, was acquitted, along with seven salesmen for a chain of vending machine companies operated by the Zauns. These included Atlas Enterprises, DAV Distributing Company, G & E Placement Service and Superior Placement Company.

Two other salesmen, Gordon Bjurback and James Knudson, both

U. S. Announces Vending Ops Hiked Candy Buys in '57 to \$36,991,000

Operators Bought 8.5% More, a Greater Margin of Increase Than Other Outlets

WASHINGTON—The nation's vending machine operators bought 8.5 per cent more candy from confectionery manufacturers in 1957 than they did in 1956, according to a report issued by Commerce Department last week (21).

Vending operators increased the amount of candy they bought by a greater margin than did wholesalers, chain stores, department stores and independent retailers in the same period.

In 1957, sales of confections by manufacturers-wholesalers to vending machine operators totaled \$36,991,000, compared with \$34,083,000 a year earlier. Figures are based on reports submitted to Commerce Department by some 225 manufacturers.

Confectionery sales by the manufacturers in 1957 amounted to 2,768,856,000 pounds, worth

\$1,061,634,000 at manufacturers' sales level, a rise of 5.5 per cent in poundage and 5.6 per cent in value over 1956 sales.

Imports of confectionery in 1957 amounted to 37,314,000 pounds valued at \$13,494,000. Exports amounted to 10,244,000 pounds valued at \$3,636,000.

Bar Goods Sales

Sales of bar goods by manufacturing confectioners in 1957 amounted to 883,070,000 pounds

valued at \$340,306,000, and comprised 31.9 per cent of total confectionery industry poundage and 32 per cent of industry sales value. This represents a 6.2 per cent increase in poundage and a 3.5 per cent increase in value from 1956. Five-cent bars accounted for 63.7 per cent of the value of all bar goods sold in 1957. Dollar sales

(Continued on page 84)

SBA's Macfee Maps Basics Of Success

CHICAGO—Ideas on how to succeed in a small business and avoid pitfalls leading to failure were discussed by Robert Macfee, staff specialist of the Small Business Administration, at the National Vendors' Association convention in Chicago April 18. He also outlined the purpose and scope of SBA.

Macfee pinpointed three essentials for insuring business success: Establishing policies and procedures, distinguishing between policy and procedure and allocating time to administer both, and reaching outside one's own business for new ideas and for keeping abreast of trends.

More than nine out of 10 business failures are caused by lack of proper management, he said. He cautioned businessmen to spend sufficient time on adequate planning and urged them to plan at least a year ahead, noting that planning improves efficiency.

He said that business success is measured in terms of how well the business is meeting the needs of a consuming public at any given time, and that since needs are constantly changing, this requires continual awareness and constant planning. He declared that the small business owner or manager "must be a decision-maker or he must live with those decisions he does not make." Too many decisions are made on the spur of the moment

(Continued on page 84)

NAMA to Hold PR Conference In D. C. May 21

CHICAGO—A conference to plan a new public relations program for the vending industry will be held May 21 in Washington.

William S. Fishman, president of the National Automatic Merchandising Association, said that all companies which manufacture and distribute machines or products related to vending are being invited to attend the conference. It is designed to lay the groundwork for an "immediate and long-range program in order to counteract not only the recent damaging headlines but also to present a new image of automatic merchandising to the general public," Fishman said.

"It is time that we in automatic

(Continued on page 83)

P&G's Tide, New Vender Ready May 15

CHICAGO—R. J. (Dick) Tennes, president of Vend-Rite Manufacturing Company, has announced that his company has been awarded a contract by Procter & Gamble Company to manufacture the new Tide 120 Vender for the coin-operated laundry field.

The vender especially developed to handle the new vended size box of Tide will have a capacity of 120 individual 10-cent boxes. The vender is finished in a blue pastel shade and the front panel illustrates the "Tide" trade-mark in four colors.

It is equipped with an A.B.T. slug rejector, a locked cash box, permitting the machine to be filled without collecting coins. It is available in two models: Model 120-S Standard for wall mounting with supporting legs; and Model 120-D Deluxe, which includes a stand with locked storage compartment to hold an additional case of 120 boxes.

Procter & Gamble have announced that both vender and product will be available on or before May 15.

Increased claim's frequency
(Continued on page 83)

Advantages of NVA Insurance Pinpointed

Following is the speech given at the National Vendors' Association April 18 by W. A. Yarmer of the World Wide Insurance Company.

I have been extended the privilege of appearing here before you to briefly discuss and explain insurance as it relates to your association. I will begin by explaining your liability insurance as carried under a group plan thru the Joseph Lipshutz Company.

Liability insurance is just about the most important insurance required today. Whether you own an automobile for either business or pleasure or have a vending machine, you cannot afford in either case to be without adequate liability insurance.

What is liability insurance? Some refer to it as "bodily injury" and others may call it "third person liability insurance." Briefly, li-

ability insurance is where the insurance company on your behalf agrees to defend you against a member of the public who has sustained physical injury or damage to property. Whether you are responsible or not makes no difference; the company will defend in either case. The company, depending upon the exact circumstances of the alleged injury, pays medical bills, make an out-of-court settlement, may take the case to court or may deny liability. The amount of insurance you carry is the maximum amount the insurance company can be called upon to pay to an injured party. For example, if your policy has limits of \$20,000 over \$40,000, this means \$20,000 limit per person and/or \$40,000 limit for two or more persons involved in any one accident.

Paul Price Says Swami Sales Strong

NEW YORK—Paul A. Price, local charm manufacturer, reports that sales on his firm's new Swami Fortune Ball charm are much higher than anticipated and the item seems to be catching on rapidly.

Price exhibited the item at the recent convention of the National Vendors' Association in Chicago.

According to Price, the item has been field-tested in machines filled half with ball gum and half with the Swami charm, placed alongside conventional ball-gum and charm mixes. He said that the collections on the Swami-gum machine were high.

The Swami charm itself is a five-eighth-inch hollow ball. Inside the ball is a slip of paper which either carries a fortune prediction or a wise saying.

Price said that he is going into production on 10 new charm items which will be announced next week.

NAMA Counsels Review State Bills, Action

CHICAGO — A report summarizing State legislation affecting vending up to the end of April calls attention to the need of the industry keeping its guard up. It also tells of the success enjoyed so far by the National Automatic Merchandising Association in fighting unfavorable legislation.

The report, by Herb Beitel and Sid Kallick, legislative counsel and associate legislative counsel, respectively, for NAMA, appears in the April 20 issue of NAMA's News Briefs.

The current State picture for vending, as of that date, as shown by Messrs. Beitel and Kallick:

- Forty-five States have convened, 17 adjourned, 28 in session; two still to meet, Alabama May 5, Louisiana May 7.

- Per-machine taxes proposed in nine States, "more than at any

(Continued on page 82)

Bitterman Outlines Distributor's Role

CHICAGO—The role distributors play in bulk vending and the services they perform were outlined by Bernie Bitterman, honorary president of the National Vendors' Association and member of the National Vending Machine Distributors' Association, at the NVA convention Saturday (18).

Bitterman first sketched the anticipated burgeoning future economy of the U. S., which will shape the future of bulk vending. Then he turned his sights toward his theme, "The Distributor at Your Service," and first spelled out NVMDA's definition of a distributor.

In the opinion of the members of the vending distributors' association, "most if not all the following qualifications should be met," he said.

- Have an established place of business in the commercial section of the city.

- Keeps his business open during regular business hours.

- Is proud of his profession, is listed as a vending machine distributor in the telephone directory and pays proper license to operate his business.

- Represents one or more recognized manufacturers of vending machines as well as numerous merchandise sources of supply.

- Maintains a display of conventional machines, accessories and merchandise, as well as samples of

the newest items, for his customers' consideration.

Maintains a service department, capable not only of reconditioning equipment but also to render an advisory service to operators on their mechanical problems.

Acts as a clearing house on new ideas and information valuable to operators.

(Continued on page 82)

Allied Denies FTC Charges

WASHINGTON — Allied Merchandising, Inc., University City, Mo., cigarette vending machine distributor, has denied Federal Trade Commission charges that it uses false advertising to sell its machines.

In February FTC charged that the company misrepresented the profits earned by purchasers of the machines, that the purpose of Allied's advertising was to get customers and not to offer employment, as implied, and that Allied does not offer established routes, relocate unprofitable machines or resell them for dissatisfied customers, as implied. (The Billboard, February 23.)

Allied's officers, Peter A. Krane and William Dardick, deny the charges and ask that the complaint be dismissed.

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"TRADING POST"



T. T. VENDING SALES CO.
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Chicago 47, Illinois

WE HAVE
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"GOLD MINE"



H. B. HUTCHINSON CO.
1784 North Decatur Rd., N. E.
Atlanta 7, Georgia
DRake 7-4300

WE HAVE
oak's
"ACORN"



DALE DISTRIBUTING (B. C.), LTD.
1168 Seymour Street
Vancouver 2, B. C.
MURal 3-8015

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.

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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.

Bitterman Outlines Distrib Role

• Continued from page 81

Keeps abreast of changes affecting his industry and is capable of advising in matters of license, methods of operation, etc.

Maintains a sufficient stock of merchandise to adequately conduct a vending machine distributing business. Altho it is impossible to stock all requirements in this fast moving business, it is agreed that a minimum of approximately \$25,000 is required.

Assumes responsibility to his customers, backed by his reputation within the industry.

"At Your Service" in the association's opinion, Bitterman said, means these things:

In addition to the service available to the operator mentioned above, we believe the following are definite advantages a distributor can offer an operator:

Service. Filling orders in the shortest possible time. A bona fide distributor is accustomed to fill orders calling for items manufactured by numerous sources of supply, all in the same shipment to the operator.

Convenience. Saving of time by operator, but also freight charges as compared to individual charges from numerous manufacturers.

Accommodation. Credit extended by the distributor to the operator, whenever possible, for sound business reasons.

Price. This is a consideration of the distributor the same as it is for an operator. "Every distributor

is mindful that if his price is out of line his business suffers." Said Bitterman: "Price alone should not be the only consideration in dealing with your distributor, any more than it is in your other business considerations. Factors such as freight, proper service in filling the order, personal interest in the customer should also be considerations."

"The bona fide distributor is usually associated with all phases of our industry. You will find his name among the charter members of our organizations that are working for the continual improvement of our industry," Bitterman said.

He declared that "every operator needs, and should need, his distributor monthly. He should never stay away from the distributor more than 90 days. The distributor is not set up just for part-time operators. He can be used by the full-time operator to his advantage. The distributor is the place where the operator can trade in old machines for new and receive good values for them."

Bitterman pointed out that in business studies conducted by Harvard's graduate school of business administration, these reasons are cited for business failures:

Inadequate records, inaccurate records, insufficient financing, improper budgeting of expenditures, excessive operating costs, internal controls, tax planning, faulty purchasing, faulty sales and inventory controls.

He said that "many of the operators who formerly attended our conventions are no longer with us; many operators with whom we have been in correspondence in years gone by (and we have been in this field since 1935) have fallen by the wayside because of one or more of the above reasons. I am fully confident that if the operator who failed to make the grade had visited a distributor personally and had talked over his problems with him, he would still be with us as an asset to both our business growth and to our association."

NAMA Counsels

• Continued from page 81

previous time in the history of automatic merchandising."

- Regulatory bills directly affecting vending introduced in eight States.

- New cigarette taxes or proposals introduced in 22 States.

- New or increased sales taxes proposed in 21 States.

- New or increased soft drink taxes proposed in 11 States.

- Miscellaneous legislation affecting vending in several States.

NAMA's counsels then spell out what has been done by NAMA and its members about this legislation and what to look for:

Operators with the help of manufacturers and suppliers and the guidance and direction of NAMA have been successful in preventing any new per-machine taxes from going on the books. A tremendous amount of work on the part of the many members has gone into the successful campaigns to block such legislation ... (but that) with the State legislative sessions a little less than one-half over, it is obvious from the pressure already witnessed that there are very serious tax threats ahead."

They reported that they "anticipate that the worst pressures will come at the county and municipal levels for per-machine taxes and other taxes harmful to the automatic merchandising industry. The city and county governments are in more desperate need of finances than their State governments and, once they have determined what financing aid they are or are not going to get from their State governments, they will be searching with renewed vigor for methods of increasing present tax revenues."

They report results of their work on legislation affecting other than per-machine taxes and conclude by urging every NAMA member to "watch the activities of his State Legislative and city council very closely ... (and to) report any rumor or information concerning legislative proposals affecting the industry immediately to NAMA."

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors, Centers and Coatings.
Direct LOW Factory Prices

Bubble Ball Gum, 140-170 G
210 ct. & Giant Size 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 28¢ lb.
Tab (short stick) 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots

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38 years of manufacturing experience.
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1c BALL GUM VENDOR

\$13.95 EACH

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

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a real sweetheart of a ring."

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SURE-LOCK, the perfect capsule, Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

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Yes—Please sign me up for Vend for
 1 year \$5 3 years at \$11 (Foreign rate, one year, \$10)

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Address _____
City _____ Zone _____ State _____
Occupation _____

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Advantages of NVA Insurance

Continued from page 81

along with increased claim's consciousness on the part of the general public along with higher jury awards all contribute to the importance of your liability insurance.

The next part of your liability insurance is property damage. For example, if you should hit a parked car, your auto insurance company would have to pay on your behalf for the damage to the other person's car. In the case of a vending machine that is accidentally knocked over and breaks a store window, you have a specific example of where the property damage coverage may be called upon to effect payment for the window.

Products liability is the next item of coverage under your group liability insurance policy. This protects you against the possibility of someone being injured by the product you are vending. Here again, whether a claim is groundless, fraudulent or legitimate, the company always will defend. The defense provision alone under your liability insurance is very valuable.

The last part of your liability insurance is optional in the sense you only consider "contractual" or "hold harmless agreements" where you are required by your client. Contractual or Hold Harmless agreements are not covered automatically. In all cases, they must first be submitted to the Joseph Lipshutz Company, who, in turn, submit the copy of the Contractual or Hold Harmless agreement to the insurance company where it is evaluated and a specific charge made. Only then are you covered for this exposure.

For your general information I will describe just a few of the different types of claims which have actually been submitted under your group liability insurance policy.

- An unidentified woman who was sitting on a bench hit her head against a vending machine as she got up.
- A child found a tack in a

gumball. This reminds me of the case where a mouse was found inside a loaf of bread.

- A woman, while turning the handle on a vending machine, got a sliver of metal imbedded in her hand.
- A customer when swallowing some cashew nuts also swallowed some glass chips.
- A small boy sustained severe personal injury when a vending machine fell on him.

I would also like to comment on the advantages you are enjoying and perhaps unaware of under this group liability policy. Briefly, the advantages are as follows:

Lower premium, which today is very important.

Better coverage. You certainly do not want to learn in the event of a claim, you are uninsured. Under a group plan you have more comprehensive handling of your insurance program.

You have the protection and stability of group purchasing. For example, if one of you should have a series of three or four losses running into several thousands of dollars and you do not carry your insurance thru this group plan but instead carry your liability insurance individually outside of the association, the insurance company would undoubtedly do one of two things after paying the losses; either cancel their insurance with you or raise your rates to a fantastic degree. This is unlikely under your group plan.

I would like to strongly emphasize, the better the participation on your part in joining the group liability policy handled by Joseph Lipshutz Company, the more advantages can be given you. Something like this should have your full support.

The advantages underlying group purchase power can also be extended into other phases of insurance. You, as a group, can advantageously purchase life insurance, hospitalization and accident insurance and other forms of coverage required in your vending operation. I understand in the past opportunities of this nature were offered you with little or no response on your part. I recommend you seriously consider the advantages and opportunities available to you as a group.

Following this meeting, I would sincerely appreciate your visiting me and allowing me the pleasure of answering any questions you may have, either on what I have discussed here today, or if you have a question on any type of insurance matter.

Re-Elects Pierson To Commerce Board

WASHINGTON — Elmer F. Pierson, board chairman of the Vendo Company, Kansas City, Mo., has been re-elected to a two-year term on the board of directors, U. S. Chamber of Commerce.

Pierson was re-elected, along with others, by a mail ballot of the membership, according to a Chamber announcement.

NAMA to Hold

Continued from page 81

merchandising get together on an industry-wide and national program in order to better inform the public about merchandise vending, its service and its problems," he said. "I hope that every company will see fit to send representatives from its staff or outside counsel."

The meeting will coincide with the Washington sectional conference to held May 21 and 22. Vending operating companies which have public relations or advertising personnel are also invited to participate.

The conference will be under the sponsorship of the public relations committee of NAMA. J. Richard Howard, Indianapolis, is chairman of the committee and will chair the meeting.

Walter W. Reed, NAMA public relations director, said that invitations have been issued to companies known to have an interest in vending. He said further information or additional invitations can be obtained thru him at NAMA's Chicago headquarters at 7 South Dearborn Street.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Converted for 100 ct. B.G.	6.50
Silver King 1c B.G. of Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns, 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tulip	.49
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Splits	.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, 650 ct.	.40
M & M, 550 ct.	.59
Hershey's	.47

Rain-Bo Gum, 40 ct.	.30
Maltette, 100 ct. per 100	.32
Rain-Bo Ball Gum, 140 ct. 170 ct. 210 ct.	.30
Rain-Bo Ball Gum, 100 ct. 200 lb. minimum, prepaid on all Rain-Bo Ball Gum	.32
Adams Gum, all flavors, 100 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 Paris, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

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NORTHWESTERN SALES AND SERVICE CO.

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GIVE TO DAMON RUNYON CANCER FUND

Northwestern HI-LO

Stands for 2, 4, 6 and 8 Machines



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2591 Armstrong Morris, Illinois

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" has separate cash box. Advance coin detector with automatic coin return when machine is empty. Protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For details and Prices Write, Wire, Phone Today.

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Factory Distributor of Advance Vending Machines
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President 2-2900



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.

WEIGHT 1c WEIGHT AND HOROSCOPE 5c

No cards, capsules or tickets to buy.

FULLY AUTOMATIC
All you do is collect the money
Guaranteed for 5 years
\$20 deposit puts it to work for you

Order or write for details.

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Send more details Send scale
\$20 deposit enclosed

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IT'S QUITE A BIT BETTER EVERYWHERE

Northwestern GOLDEN '59

Write, Wire or Phone Your Northwestern Distributor for Complete Details!

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STANDARD SPECIALTY

Now offering Northwestern TAB VENDING EQUIPMENT

You'll hit the jackpot with this selective tab vander. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.

1028 44th Ave. Oakland, Calif.

Let Swami Guide Your Fortune with his SWAMI FORTUNE BALL



\$8.50 per M
(labels available)

A thousand laughs from these 3/4" hollow balls with questions & answers. Excellent item for a New Location. Sure fire hit—fill complete machine with Swami Fortune Balls and Ball Gum.

PRICE co. inc.

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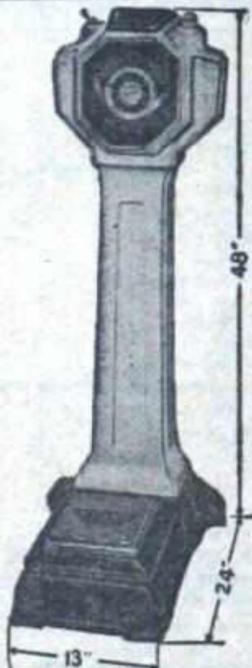
CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE CRUSADER CIGARETTE, 10-Col., all 30c comb. \$ 90.00
- STONER PENNY GUM MACHINES, reconditioned 22.50
- STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 115.00
- STONER 8-COLUMN CANDY, postwar, 5-10-20 175.00
- NATIONAL CANDY, 9-column 90.00
- NATIONAL 9-M CIGARETTE, all 30c 100.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c. 100.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857



\$25 DOWN

Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Ops Hike Candy Purchases

• Continued from page 81

were up 2.8 per cent. Ten-cent bars accounted for 22.7 per cent of the bar-goods market, and dollar sales were up 5.6 per cent.

Some 108 manufacturers were classified as bar goods houses by Commerce Department in 1957, and their sales for the year totaled \$381,373,000, up 6.5 per cent from 1956. Sales by these houses to vending machine operators increased 6.5 per cent in 1957 from the earlier period.

Sales to vending machine operators by package-goods houses whose output is principally package goods retailing for less than \$1 per pound amounted to \$4,644,000 in 1957 compared with \$4,229,000 in 1956. Sales by general-line houses increased from \$4,450,000 in 1956 to \$4,615,000 in 1957. Sales by 5-cent and 10-cent specialty houses to vending machine operators increased from a 1956 total of \$896,000 to a 1957 total of \$1,417,000.

Statistics covering sales by bulk

and penny goods houses to vending operators were deleted by Commerce to avoid disclosure. This means that because the houses and operators handling their goods are a small segment of the industry, disclosing the figures would divulge their yearly sales to the industry generally.

Sales of bulk goods to all outlets in 1957 amounted to 467,096,000 pounds valued at \$132,025,000, and comprised 16.9 per cent of the industry's poundage and 12.4 per cent of its value.

Sales of penny-goods houses to all outlets in 1957 totaled \$24,011,000 compared with \$22,093,000 in 1956. This category showed the greatest increase percentage-wise, 8.7 per cent in poundage and 9.6 per cent in value.

Hard to Estimate

Report points out that there are difficulties in estimating the share of the retail candy market accounted for by sales thru vending machines as a whole because some of the vending business is handled by wholesalers, either for their own vending machine operations or as suppliers for the small independent operators.

Commerce's report adds that the general magnitude of the vending machine business, which in the 1954 Census of Business was credited with retail sales of \$636 million in all products, would seem to indicate that retail candy sales thru vending machines represent a somewhat larger proportion of the retail candy market than implied by manufacturers' direct sales to firms classified as vending machine operators. Such direct sales are estimated to amount to \$37 million, indicating a minimum of 3.5 per cent of the candy market in the vending machine field.

The picture for 1958 appears rosy, too. Preliminary statistics show the confectionery manufacturing industry ran counter to the general economic downturn last year, Commerce says. Sales are estimated at 2,790 million pounds, with a value at manufacturers' sales level of \$1,112 million. Sales of bar goods are up 4 per cent from 1957. Sales of bulk goods are down 1 per cent in poundage, but up 2 per cent in value.

Survey, the 31st of its kind, was undertaken by Commerce's Food Industries Division at the request of and with financial support of the National Confectionery Association.

Convict Five

• Continued from page 81

of Minneapolis, were convicted on one count of mail fraud. A third, Robert Walker, Elk River, Minn., was convicted of conspiracy.

Acquitted were Peter V. Christian, Rogers, Minn., and Gene Letts, Henry A. Meyer, Henry Stelzer, Roger Thompson, Milton Brown and Edward E. Henderson, all of Minneapolis.

The five persons convicted were referred for pre-sentence investigation by Judge Nordbye.

The month-long trial of the elder Zaun, his two sons and the 10 salesmen brought out that scores of cigarette vending machine purchasers in 20 States were defrauded thru promises of profits to be made in the vending business. A number of the government's 55 witnesses testified during the trial that they bought vending machines which never were delivered or which were on non-existent vending machine routes.



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Production on Eppy Vending Unit Under Way

NEW YORK—George Eppy, vice-president of Samuel Eppy & Company, reports that production has begun on the first run of the company's bulk vending machine which made its debut at the recent National Vendors' Association show in Chicago.

Eppy said that 200 units will come off the production lines and be location-tested before full production gets under way by May 15. He said that the plant will be capable of producing some 500 units a week.

According to Eppy, the 1959 NVA convention was the most successful in the history of the association, and Eppy added that his firm's dollar volume at the show was the highest ever.

Lewis Gruber To Be Feted By Natl. Conf.

NEW YORK — Lewis Gruber, board chairman and chief executive officer of P. Lorillard and Company, will be guest of honor at a \$100-a-plate dinner Monday (4) at the Waldorf-Astoria Hotel.

The occasion is the Tobacco, Candy and Allied Industries Division's banquet in honor of the National Conference of Christians and Jews.

Presenting Gruber with the award will be Stanley Stacy, president of the Cavalla Tobacco Company, Milwaukee. Stacy, who is also a prominent vending machine operator, was the recipient of the award last year.

Principal guest speaker at the affair will be Edward R. Murrow, CBS news commentator and analyst.

Grant Charters To 3 New Firms

MACON, Ga.—In Biob Superior Court here, with Judge A. M. Anderson presiding, charters have been granted to Macon Vending Service, Inc., and the Dixie Tobacco & Candy Company, authorizing them to lease and service vending, amusement and coin-operated machines of all types. Petitioners for the charters: J. B. Burns, Julian Martin and A. J. Hawkins.

ROCKY MOUNT, N. C. — B & R Vending Corporation, this city, has been granted a charter by Secretary of State Thad Eure. Authorized capital stock is \$100,000. The incorporators: Graham D. Burden, Rocky Mount; William L. Hunt, Chapel Hill, and Thomas C. Hunt, Greensboro.

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Any Quantity
State Serial Numbers
CASH WAITING
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Box 218



TIME ON YOUR HANDS
You can TELL at a GLANCE this is the RIGHT TIME to VEND CLOCK RINGS.

CLOCK RINGS

5,000 & up... \$13.50 per 1,000
1,000 to 4,000. 16.50 per 1,000
SAMUEL EPPY & COMPANY, INC.
91-13 144th Place, Jamaica 35, N. Y.

AMAZING-MYSTIFYING JUMPING BEANS



COLORED PLASTIC
1M to 9M
\$5.00 per thousand
10M and up—
\$4.20 per thousand

GLEAMING VACUUM PLATED
1M to 9M
\$8.00 per thousand
10M and up
\$7.00 per thousand

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join the
Waves
be a woman of the world!

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of April 27, 1959)

Main table with columns for High, Low, Mean Avg and rows for various machine categories including Music Machines, Shuffle Games, Arcade Equipment, Pinball Games, and Chicago Coin.

'THE SOUND OF VIOLENCE'

CBS Presents Study of Operator As Honest Citizen, Caught in Web

NEW YORK — A milestone in public relations for the music machine industry was reached Wednesday night (29) when a major network presented an hour-long television show dealing sympathetically with the problems of the juke box operator.

The network was CBS. The show was "Armstrong Circle Theater's" drama entitled "The Sound of Violence." The result was an

absorbing study of a group of decent businessmen and their attempt to stand up to criminal elements.

Douglas Edwards, CBS news commentator, opened the show with a statement that the vast majority of the nation's juke box operators are "decent, honest citizens" who make their livelihoods by working hard to provide an entertainment service.

The drama concerned the attempt of a criminal group to take over the music machine industry in a mythical Midwestern city of 250,000. Some 192 operators with 2,000 pieces are in the city. Average take is \$25 per machine per week, with the operator and the location splitting 50-50. The city could be Akron, Dayton, Des Moines or Omaha. But it is none of these places. It is no place and any place.

Opening scene shows the board of directors of a criminal combination mapping plans to take over the city. Their strategy calls for forming an association, pressuring operators to join, then forming

(Continued on page 88)

Goldwater Predicts Stronger Labor Bill

See editorial elsewhere on this page for suggestion that operators urge their congressmen to support a stronger measure.

WASHINGTON — Suggestion was made by Sen. Barry Goldwater (R., Ariz.) last week that the Senate Rackets Committee disband because "we haven't produced what we should have produced after two years of disclosures." Remark was made following Senate passage Saturday (25) of the Kennedy-Ervin labor reform bill.

Goldwater, who cast the lone dissenting vote on the bill, predicted that "by the time the bill reaches the House floor the people will be riled" and a stronger ver-

sion of the bill will be passed. Goldwater is author of the administration-backed labor bill, which is considered stronger than the one which passed the Senate.

Sen. John McClellan (D., Ark.), chairman of the Rackets Committee, hoped to tighten the Kennedy-Ervin bill by tacking a "bill of rights" to it. He was successful at first, but indications of a strong fight from the AFL-CIO, on the grounds that the rights amendment would hurt legitimate unions, caused many senators to reverse their backing of McClellan and vote for a much milder rights provision.

Measure, as finally passed by the Senate, relies primarily on public disclosure of financial reports to discourage racketeering, and on democratic safeguards to keep

(Continued on page 88)

300 to Honor Lou Boorstein At UJA Dinner

NEW YORK — Some 300 persons from all facets of the coin machine and record industries will gather at the grand ballroom of the Hotel Astor here Monday night (4) to honor Lou Boorstein, Leslie Distributors president, for his work on behalf of the United Jewish Appeal's Coin Machine Division.

The dinner-dance is to be a victory celebration for the coinmen. While the 1959 drive is still on, it is expected that the total donation made by the industry here will be in the neighborhood of \$25,000.

Last Monday night (27), mem-

(Continued on page 88)

Minter to Open New Evansville Wurlitzer Outlet

EVANSVILLE, Ind. — Fred Minter will open the Gateway Co-operative, a new Wurlitzer distributorship here within the next few weeks. Location will be an 8,000-square-foot building at 1923 Main Street.

Gateway will handle the Wurlitzer line of phonographs, all types of amusement games and other coin equipment.

Minter leaves Empire Coin Machine Exchange, Chicago, where he's been for a year and one-half, to take charge of the new distributorship. Before joining Empire, Minter was a partner in Gateway Distributing Company, Chicago, a former jobbing firm.

Mitnick Resigns United Phono Sales Position

CHICAGO — Long-time music machine merchant Jack Mitnick has resigned his post as executive vice-president and sales director of United Music Corporation.

Expressing his complete faith in the United juke box as one of the finest on the market and with affirmation of his regard for former associates, Mitnick indicated that he was in disagreement with company policy and therefore resigned.

Strong-willed, sometimes contentious, but with a tempered philosophical approach, Mitnick added to his statement: "I've wanted for some time to try to market my own product, not directly in the coin machine field. Now, I'm going to take a rest and then I'll be back to work like heck again on this new item."

Mitnick was based for many years in the East as a regional manager for AMI. In April, 1958, he came to Chicago to take on his now-resigned post for the United phonograph. In a post-war field where many had tried to market a juke box and failed, the United machine did gain a foothold with strong export sales as well.

ST'D FINANCIAL HONORED BY STOCK GROUP

NEW YORK — The Standard Financial Corporation, a publicly held firm which specializes in discounting paper and lending money to juke box and vending machine operators, has been cited by the United Shareholders of America, an organization of stockholders in various corporations.

The award was presented by the United Shareholders' president to President Theodore H. Silbert, of Standard, at the annual stockholders' meeting at the Hotel Biltmore here Tuesday (28).

Standard was selected from some 7,000 publicly held firms for "meritorious achievement" in the field of stockholder relations and for keeping its stockholders abreast of corporate developments.

EDITORIAL

P-R Lesson for Trade

Armstrong's Circle Theater and Senator McClellan delivered one of the strongest good public relations punches possible for the honest and legitimate juke box operator last Wednesday (29) on the CBS-Network show "Sound of Violence."

We don't know what the Trendex rating was on this show, nor how many millions of people were watching it...but the show displayed with rare understanding the vulnerability of the juke box operator to racketeering elements...and left the definite impression that the juke box operator is the victim of a conspiracy that must and should be the concern of every citizen.

There was a public relations "lesson" for the juke box business displayed with this presentation: Tell the honest facts, display the situation for what it is...and the industry will get more appreciation than if it gandy-dances down a path of talking only about its gifts of juke boxes and participation in youth centers, et al.

Senator McClellan deserves the thanks and support of every honest juke box operator for his closing remarks. He made clear that his evaluation of all testimony before the Senate Select Committee has shown him that the vast majority of juke operators are honest citizens in a legitimate business which has been victimized by racketeers. It was also clear, incidentally, that honest unionism has likewise been victimized.

The good Senator's amendments have been watered down in the Labor Bill which has been passed by the Senate and is now before the House. If you're one of the honest operators who wants relief from the unbearable pressure of racketeering hoodlums and paper unions, now's the time to write to your Senators and Representatives and ask them to put "teeth" in the law and pass it with unanimity. We won't try to put words in your mouth...be sincere and complete...and we'll bet that with good publicity such as this Armstrong television show, it'll be a rare lawmaker who will not heed your comments.

House Hearings Still May 20-21, Plus June Date

By MILDRED HALL

WASHINGTON — A number of witnesses scheduled for House Copyrights Subcommittee hearings on the Celler juke anti-exemption bill have asked for postponement, but as of last week (30), no changes were contemplated in the May 20, 21 schedule.

However, subcommittee counsel Cyril Brickfield said that an additional date sometime in June would be provided for those who could not testify at May hearings.

Those who cannot come even to the proposed one-day June hearing, will have to submit statements. There will be no additional hearing date for oral testimony, says Brickfield.

A rumor is afloat that on the Senate side, the O'Mahoney Copyrights Subcommittee is considering holding its hearings on the O'Mahoney bill to end juke box per-

formance royalty exemption (and to double mechanical royalty for records used in juke play) immediately following the May House hearings. No confirmation has come from the subcommittee staff, or Chairman O'Mahoney (D., Wyo.).

Meanwhile, both sides of the juke box performance exemption battle are speculating on the results of the amended decree for ASCAP (American Society of Composers, Authors and Publishers), which is rumored to be due out in the very near future. Negotiations have gone for a year between ASCAP representatives and the antitrust division, and presumably ASCAP and juke box operators would both like to know the final outcome before the opening of the juke box hearings.

Operators have in the past argued that ASCAP distribution is

(Continued on page 88)

Dietmeier to Leave; Name Sternfield Editor

CHICAGO — The Billboard announces with regret the resignation of Bob Dietmeier as editor of its coin machine division. His new affiliation cannot yet be announced.

Aaron Sternfield, long-time New York editor in the coin machine division, will succeed Dietmeier and will operate from the Chicago office.

Sternfield will move to Chicago on May 20 to assume the new position; Dietmeier has arranged his plans to remain with the staff until June 1 so as to help the new editor on the "mechanics" of the job.

Bob Dietmeier has been associated with The Billboard since November 1953 when he began as an associate editor in the coin machine division. In the years when he was writing for The Billboard, he also took part in writing special items for Vend, such as the well-known "People" feature in our sister publication.

In March, 1955, Dietmeier became editor of the coin machine department and also did reviewing of talent for the music and radio portions of The Billboard. During the four years in which he has edited coin machine pages, he has steadily devoted himself to improvement of news presentation for the benefit of the operator-reader.

Aaron Sternfield assumes the

(Continued on page 88)

N. Y. Police to Survey Juke Box Locations

NEW YORK — A thorough survey of local juke boxes and operating conditions will begin next week, according to New York Police Commissioner Stephen P. Kennedy.

Commissioner Kennedy said the survey will attempt to discover what, if any, underworld influences exist in the city's juke box industry.

Aim of the survey is to weed out violations of the law, conspiracies, racketeering or unfair labor practices. Investigators will also attempt to determine if any location owners have been intimidated.

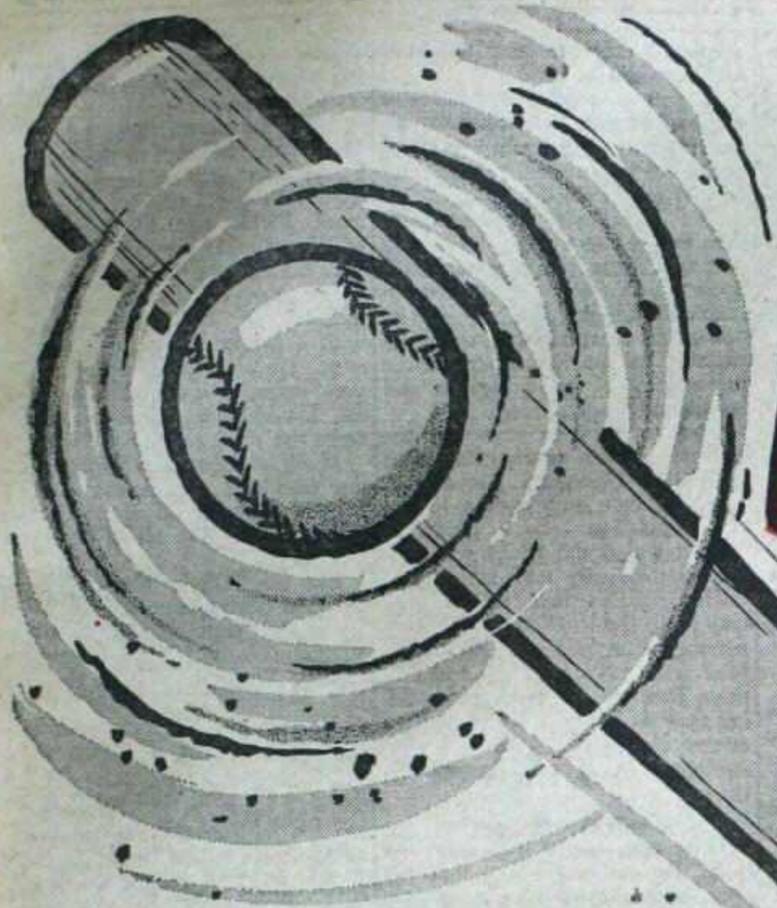
Questionnaires

Patrolmen will distribute questionnaires to location owners throughout the city to gather the following information:

1. The make and model of juke box.
2. The operator.
3. Whether the juke boxes have union labels, and what unions.
4. Whether the juke boxes were installed voluntarily, or whether intimidation was used.

Deputy Commissioner Walter Arm said that 10,000 questionnaires are being printed and that the results will be made available to local, State and federal authorities on request.

The survey had originally been requested by the district attorneys of Queens and Brooklyn, but Commissioner Kennedy then decided to make it citywide.



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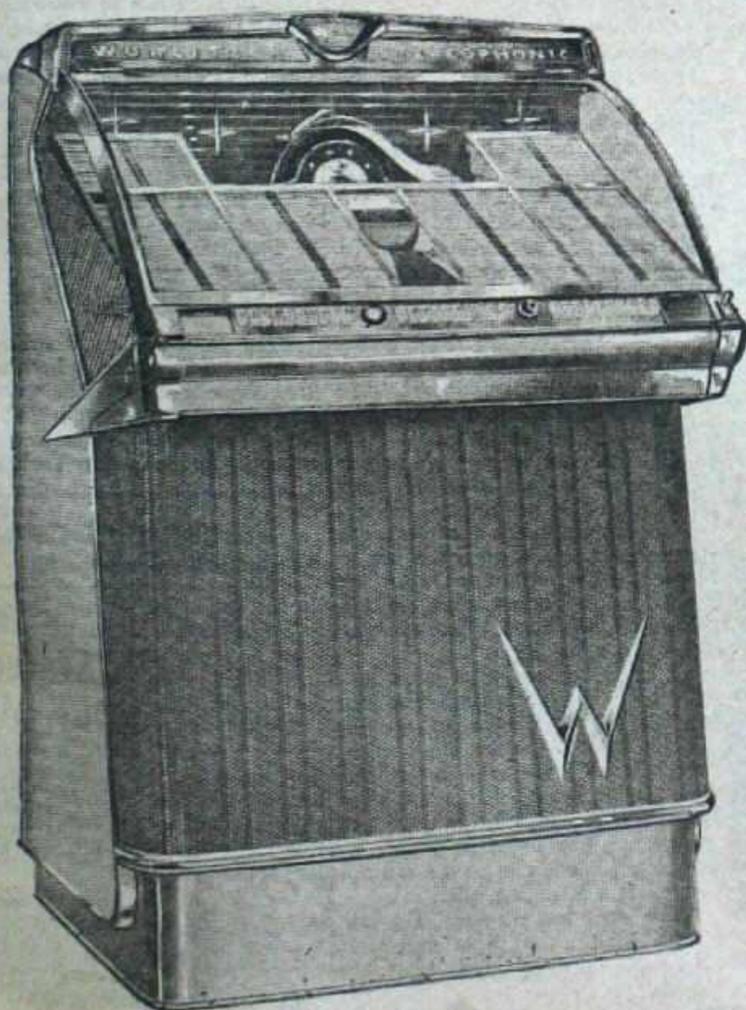
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BILL ADAIR ADVISES

Don't Limit Stereo To Top Locations

PHILADELPHIA — Stereophonic music is gaining a firm foothold in the metropolitan Philadelphia area, with an estimated 1,500 units on location in Eastern Pennsylvania and South Jersey, according to Bill Adair of Eastern Music Systems, the local Seeburg distributor.

According to Adair, many operators are making a mistake by confining their stereo effort to top locations. Adair reasons that there is a limit on what a good stop can do, and this limit is approached on many locations with monaural units.

Hence, he continued, the operator will replace a monaural machine with a stereo unit and dis-

cover that collections will either remain the same or go up only slightly.

Undeveloped Potentials

The big difference, said Adair, is seen in medium-value locations, grossing anywhere from \$28 to \$32 a week. On these stops, he explained, the potential has not been developed, and the installation of stereophonic music will make a big difference. According to Adair, revenue increases of 25 per cent generally follow a stereo installation in these type locations.

Adair emphasized that he still favors the use of stereo in top locations to insure heavy play and to keep the location owner happy. But, he feels that if the operator confines such installations to top locations, he is missing the best bet for increased revenues.

While the shortage of 45 stereo records is still a problem in the Philadelphia area, the influx of new releases has helped somewhat. Adair feels that the record companies have been doing a good job in releasing 45 stereo albums, the greatest shortage exists in stereo singles.

Goldwater

Continued from page 86

union control in the hands of the members.

Meanwhile, Robert Kennedy, counsel for the Rackets Committee, has suggested the formation of a national crime commission to help stop the spread of gangsterism in the U. S. In an article appearing in Nation's Business, a Chamber of Commerce publication, Kennedy said the commission would be independent, but should co-operate with Justice Department and the Federal Bureau of Investigation, and should carry on the work done by the Rackets Committee.

Kennedy suggested Senator McClellan as the head of the commission. The senator has discussed creation of such a commission, Kennedy said, and it may be recommended in a committee report due soon.

Kennedy also warned businessmen against getting involved with underworld characters who make a deal to increase the business, and end up taking it over.

Court Medics Test Sanity of Juke Unionist

NEW YORK—Joe Gallo, local hoodlum who allegedly was one of the musclemen attempting to take over the juke box and amusement game industries here, is currently under observation at Kings County Hospital where psychiatrists are determining whether he is sane enough to stand trial on a vagrancy charge.

The Brooklyn racketeer and his brother, Larry Gallo, recently appeared before the McClellan Committee where they both took the Fifth Amendment when asked if they had committed criminal acts.

Joe Gallo, 28, has been arrested 17 times on charges ranging from bookmaking to kidnaping. He and his brother had set up Local 19, Federated Service Workers Union, which was later enjoined by New York courts.

Background

Here is the background to the current assignment of Joe Gallo for observation, according to Ben Schmier, assistant Brooklyn district attorney who is handling the case. Schmier will also represent the State in the case against Ernest (Ernie Flippy) Filocomo, who is accused of beating Sidney Saul, Brooklyn juke box operator.

In 1950, Gallo appeared in Kings County Court before Judge Nathan Sobel on a burglary charge. He pleaded guilty to illegal entry and was sent to Kings County Hospital for observation.

The psychiatrists ruled that Gallo was insane, did not know the nature of his acts, and was suffering from dementia praecox. They recommended that he be committed to a State mental institution.

However, Judge Sobel set aside the recommendation of the psychiatrists on condition that Gallo take private psychiatric treatments. He suspended the three-year jail sentence.

The latest incident took place Friday (24) when Gallo was slated to stand trial for vagrancy. Assistant District Attorney Schmier, recalling that the defendant had once been ruled insane by a psychiatric board, asked Magistrate Benjamin Sohor to send him to Kings County Hospital for observation. The request was granted.

If the psychiatric board rules that Gallo is insane, the case goes before the Supreme Court, which rules whether or not he is to be committed.

If the board rules that he is sane, Schmier said that he will prosecute him on the vagrancy charge. The defendant is expected to be under observation from 10 to 20 days.

'Sound of Violence' on CBS

Continued from page 86

a "paper" union to keep operators and locations in line.

At this point, the commentator emphasizes that most operator associations are legitimate groups of businessmen, banded together for mutual self-interest.

The syndicate representative then moves into the city by buying part of a route from an established operator. One scene shows the operator introducing the new man to one of the location owners and explaining to the new operator the importance of good service and intelligent programming.

The action then shifts to the offices of the newly-established Juke Box Operators Association. The syndicate man chosen to run the association tells a group of operators that the JBOA will provide the industry with stability.

He explains that no member may jump the location of any other member, that location lists will be filed with the association and that these lists will be respected, adding that no longer will the location owner be able to demand new equipment and other considerations.

Wants Competition

One operator won't buy the deal. He points out that the only way he can expand is by getting locations now serviced by competitors and that he prefers open competition to a closed city.

Initially, about a third of the operators in the city join the association willingly. The remainder are then subject to a campaign of harassment. Locations are jumped by bonus offers, larger commission arrangements, and intimidation. When the location refuses to go along, the machines are damaged—sometimes with gum in the coin slot, sometimes with acid, and sometimes with the axe.

After each act of violence, the operator is approached and asked either to join the association or to sell his route—at distress prices—to one of the association's pet operators. The approach is largely successful.

Violence Halts

When one non-member defies the association, his wife receives threatening phone calls, and the operator himself is brutally beaten. The operator is able to identify his assailants, and a halt is called to the violence. A more subtle approach is tried.

Here Local 13 of the Independent Union of Juke Box Servicemen enters the picture. The local number and the name of the union have been selected arbitrarily by the powers behind the association. Fake minutes are drawn up. Labels are sold for \$2 per machine per month, and dues of \$15 per employee per month are assessed.

Association members are promised that if any outlaw jumps their locations, pickets will be dispatched. Association dues, which until then had been \$1 per machine per month, are increased to \$5 per machine per month.

Must Join Assn.

One operator who wants to join the union is told that he must first join the association. When the operator replies that such an arrangement is illegal, the union representative counters that he may join the union upon posting of a \$25,000 bond. The operator joins the association.

A tavern owner, who stood loyally by his operator and who had resisted all pressures to switch, finally knuckles under when pickets halt all deliveries to his bar and he is forced either to compromise his principles or go out of business. The scene in which he explains his decision to the old operator is a touching one.

The story has no end. The law tries to help, but it is powerless because potential witnesses are afraid to speak up lest they be put out of business. When the

drama concludes, the syndicate has taken over the juke box industry in the city.

After the drama, Sen. John L. McClellan, chairman of the Senate Select Committee on Improper Activities in the Labor or Management Field, asks for legislation which would prevent gangsters from taking over the juke box field.

He points out that the juke box industry is legitimate business, with a proper place in our economy. He also points out that the great majority of operators are honest, law-abiding citizens who deserve the right to stay in business.

Much of what was depicted on the television screen has already happened; some of it never has taken place. But all of it could take place.

But the "Circle Theater" presentation differs from the so-called newspaper exposes and magazine shotgun blasts in one important regard. Throughout the play, the juke box operator is depicted as the victim—not the beneficiary—of corrupt forces. He is shown as a family man who struggles for his living, as a man who wants to do the right thing, but who is sometimes weak. In short, he is shown as an ordinary human being, no better or no worse than his fellow man. The industry can ask no more.

Dietmeier Leaving

Continued from page 86

editorship just past his seventh anniversary with The Billboard, having started April 29, 1952. Principally employed to represent coin machine in New York, Aaron has also represented Vend in the Greater New York area, also touching on many other Eastern Seaboard cities for both publications.

During the years of being based in New York, he has become well known in Eastern coin circles and has played an active part upon many occasions to "assist for the good of the business." Very few occasions when the New York coin machine clan gathered was he absent.

McClellan Talks

In working out of Chicago, he plans to make frequent trips to maintain his contacts in the New York area; and, will extend his association affair attendance nationally within the limits of time.

Publisher Dick Schreiber of Vend has announced the move of Ron Bytner, Chicago editorial staffer, to New York to give the publication a full-time editor in that area. Aaron Sternfield, moving to Chicago, has long devoted a portion of his time to Vend. Growth of Vend, Schreiber indicated, now dictates the need of full-time services of Bytner for Vend in New York.

Fred Amann, Vend's managing editor, and Bytner will both be in New York during the first weeks of June with the expectation that Bytner will shortly thereafter permanently locate in New York.

House Hearings

Continued from page 86

unfair, that ASCAP is a "monopoly," and that only a pittance of juke box performance royalty would go to songwriters responsible for current hits.

Should an amended consent decree revamp ASCAP's distribution formulas to make payment heavier on the basis of "current performance" rather than seniority, this argument could be weakened for operators.

On the other hand, juke box operators hope that the decree wording will give them additional ammunition to fire at the performance society's alleged monopolistic tactics.

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Coinmen You Know

Denver

By BOB LATIMER

Doyle Harrington, formerly a partner in Draco Sales Company, Wurlitzer distributorship, revisited his former partners during late March. Harrington, who now operates his routes in the high mountain community of Salida, Colo., 250 miles from Denver, was chortling over the fact that weather in Salida has been balmy most of the winter, while Denver, at a considerably lower altitude, has had bad weather.

Fred L. Bixler, suburban bulk operator, is casting an eye on a sideline career as a professional singer. Bixler began singing solos in his church five years ago, and has since become a popular "guest singer" at many churches in the

area. Recently he appeared on a TV broadcast.

Recent Colorado visitors included Wyoming phonograph operators Jack Wells, Rawlins; Bud Albert, Richardson; Don Shipp, Rock Springs, and Paul Scott, Lander. Wells has announced purchase of the phonograph route formerly operated by Albert Richardson. The Richardson truck and shop facilities were included in the purchase.

Beards are getting to be a trade-mark of the Colorado coin machine industry, with at least one representative of every operating and distributing firm blossoming forth with the hirsute adornment. Gov. Steve McNicholls has called for a pioneer impression wherever possible, and coin machine op-

erators who hitherto foreswore even a trace of a mustache are coming forth with full-size luxuriant beards.

Doyle Wycaver, head of Midwest Music Company, has announced his appointment as distributor for United phonographs, games and associated equipment. . . . Stereo installations are blossoming in Central Colorado communities, according to reports from Colorado Springs and Pueblo. Latest to install the double-direction music are Pete Vandenberg, Modern Music Company, Colorado Springs, and Charles Kinnard, Kinnard Music Company, Pueblo. Maestro Music Company, also of Pueblo, is experimenting with its first stereo installation.

Lee Wycaver, formerly a partner with brother Doyle in

Stereo Helps Renewal Pitch of N. Y. Operators

NEW YORK — Joe Connors, local juke box operator, reports that the offer of stereophonic music is effective in getting contract renewals from locations and paring down location demands on the operator.

Connors, who operates 60 pieces in Queens, is replacing equipment with stereo every time he buys a new box. To date, he has five stereo juke boxes on location, all in top stops.

Midwest Music Company, has launched a new firm, Lee Music Company, with headquarters in Arvada, suburb of Denver. . . . Braving the blizzards which have plagued the Rocky Mountain States all winter was Leo Negri, Draco Sales Company, who carried on his sales calls in Wyoming in late April notwithstanding.

Johnny Knight, Skyline Music Company, is nursing a pair of cracked ribs, another casualty of the winter's heavy ice and snow.

Milwaukee

By BENN OLLMAN

Golf outing for the Milwaukee Recorded Music Industry group has been set for July 28 at Merrill Hills Country Club. John Plimpton, Bay Music, is head of the committee in charge. Committee members include Les Loehrke, Morley-Murphy Company; Bob Larson, WRIT; Bob Blie, Decca Records; Ken Kulow, Kendou, Inc.; Harry Jacobs Jr., United, Inc., and Benn Ollman, The Billboard.

"Spring pickup in receipts is evident," according to (Continued on page 93)

According to Connors, stereo hasn't upped collections on these locations appreciably, but he explained that they were high-revenue stops to begin with and that their performance would have been difficult to improve. He feels that the use of stereo on average or slightly-better-than-average locations would have shown a big difference.

At any rate, he plans to put this theory to the test, for all his new equipment purchases will be stereo.

Counter Offer

When a contract comes up for renewal, the location owner will often ask for advance commissions or a bonus. Connors will counter with the offer of stereophonic music, pointing out that the cost of the equipment rules out any large bonus payment or advance commission.

He will further explain that the stereo box will probably result in larger commission checks for the location so that in the long run, the location owner will be better off.

Finally, he will ask them to make a choice, the cash or the stereo. To date, they have been taking the stereo.

According to Connors, customer comment on stereophonic music has been highly vocal and favorable, particularly on test records.

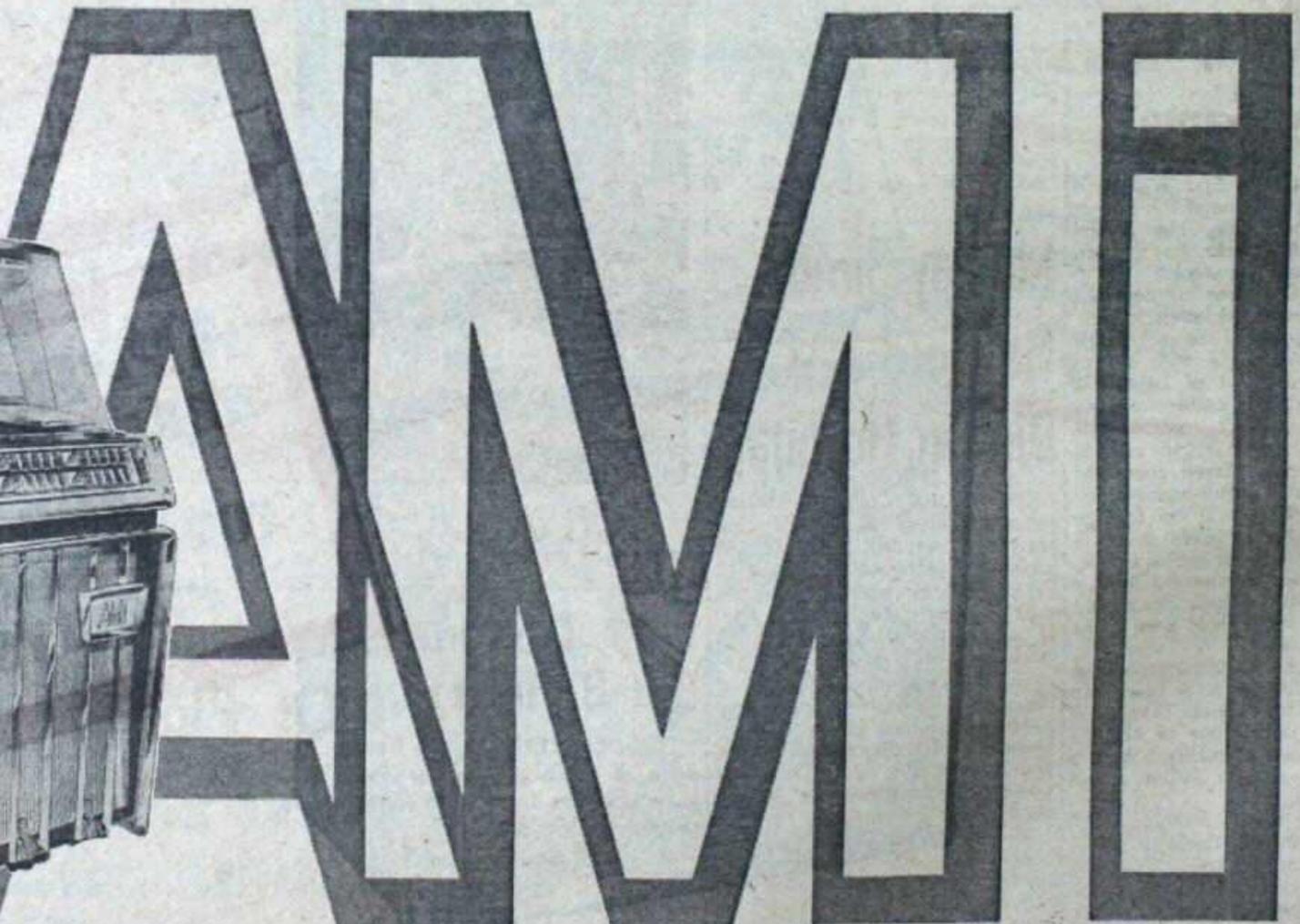


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BALL BOWLERS ON THE OCEANFRONT

Turn Quiet Beachside Dance Hall Into Profitable Amusement Center

By DICK STALDER

Editor's Note: This is another in a series of Billboard articles on recreation centers and playlands featuring coin-operated bowling games. The Billboard launched this series last November when it appeared that these new installations would set a fresh trend in coin machine operations.

FERNANDINA BEACH, Fla.

Ball bowling machines, in a set-up designed to appeal to teen-agers and family groups, are being used by two local coinmen to try to turn what was something of a liability into a big asset.

D. C. Land and H. E. Williams, partners in businesses involving three bars and all types of amusement machines, have installed eight of Chicago Coin's King ball bowling machines in their new Bowling Center operation here.

They have one of the choicest locations in the city. The Bowling Center is situated on the oceanfront beside the main vehicle and pedestrian ramps leading onto the beach and across the street from a busy roller-skating rink and restaurant.

"We've had nothing but compliments on our new operation," asserted Land, who frankly admits that what was a "white elephant" of a business spot has been turned into a profitable place with a rosy future.

"For the past few years we have been trying to run this place as a

dance hall in the summers, but it was no go. We even hired good lively bands and tried to come out, serving beverages in a typical lounge operation. It just didn't go.

Scouting Results

"We got the idea for our new Bowling Center from The Billboard. We read about Jack Rosenfeld's Bowlette business out in University City, Mo., and sent our manager, Paul Bibb, there to investigate. His report sounded interesting, so we decided to try it, too."

Land and Williams installed their eight brand-new ball-bowling machines right over the hardwood dance floor, threw up a partition at the rear of the floor and completely repainted the building inside and out.

They also had to have the place rewired and a mass of fluorescent lighting hung from the ceiling. "This work cost us about \$1,200," said Land, "but considering we have a whole new business operation here now, the cost was small—except for the machines."

In addition to the bowling machines, which are evenly spaced in one long row and afford plenty of room between alleys, the partners have put in about 25 other types of coin-operated machines. Most of these they already had on hand. They include photos, shooting galleries, lucky charms and similar amusement machines.

"They get a pretty good play, but the main interest of our customers is bowling," Land stated.

Roomy, Bright

The Bowling Center is roomy, well ventilated and lighted brightly inside and out. A large neon sign, with a pole of flashing lights, draws attention to the spot.

"In the kind of operation we want to maintain," Land explained, "you have to keep the place clean and provide a wholesome environment if you want youngsters and families to patronize it. That means no drinking on the premises and strict control over drinkers to see that they don't get out of line."

Murray Simon, Hartford Dist., Dies in Hospital

HARTFORD, Conn.—Murray Simon, president of Reliable Coin Machine Company here, died at Mount Sinai Hospital Monday (27). Funeral services were at the Weinstein Mortuary the following day, as members of the trade turned out to pay their respects.

Simon was a member of one of the nation's most prominent coin machine families. His brother, Dave, is United distributor for New York, while his brother, Al, is Chicago Coin distributor in the same area.

He also leaves a widow, Madeline; another brother, Benjamin; two sisters, Mrs. Ida Nankoff and Mrs. Sonia Sandow, and a daughter, Mrs. Joan Cohn.

Simon, who had been in poor health for several years, was in his early 50's. He had been active in business until shortly before his death.

He had been in the business for 20 years and had been in Hartford for 15 years.

The Bowling Center has about a half dozen signs strategically placed notifying the public of the beverage ban.

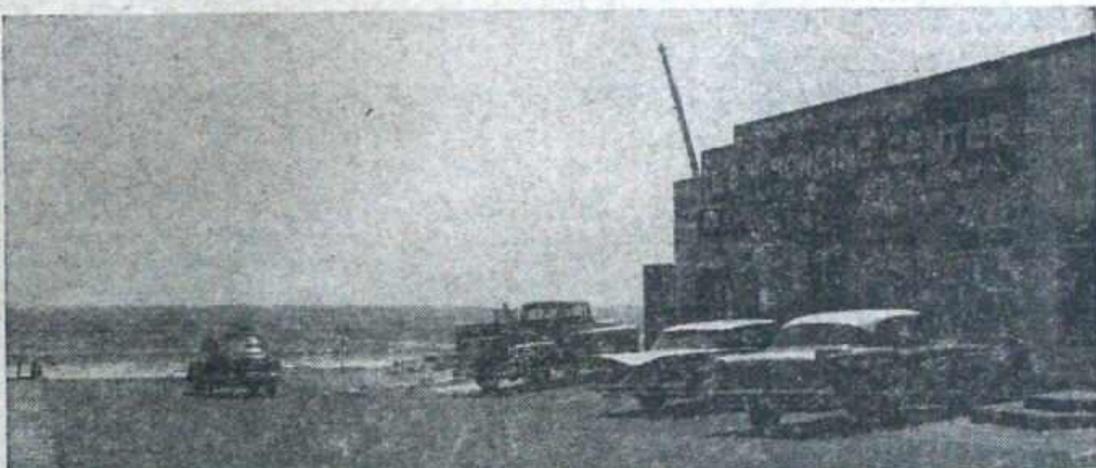
The center is the answer to a lot of teen-agers' problems here. Besides a snack bar, the amusement machines and bowlers, Land and Williams have fixed up the large area in the rear of the place as a teen center, with tables and chairs and a 10-cent play juke box.

"This is open to anyone; adults,"

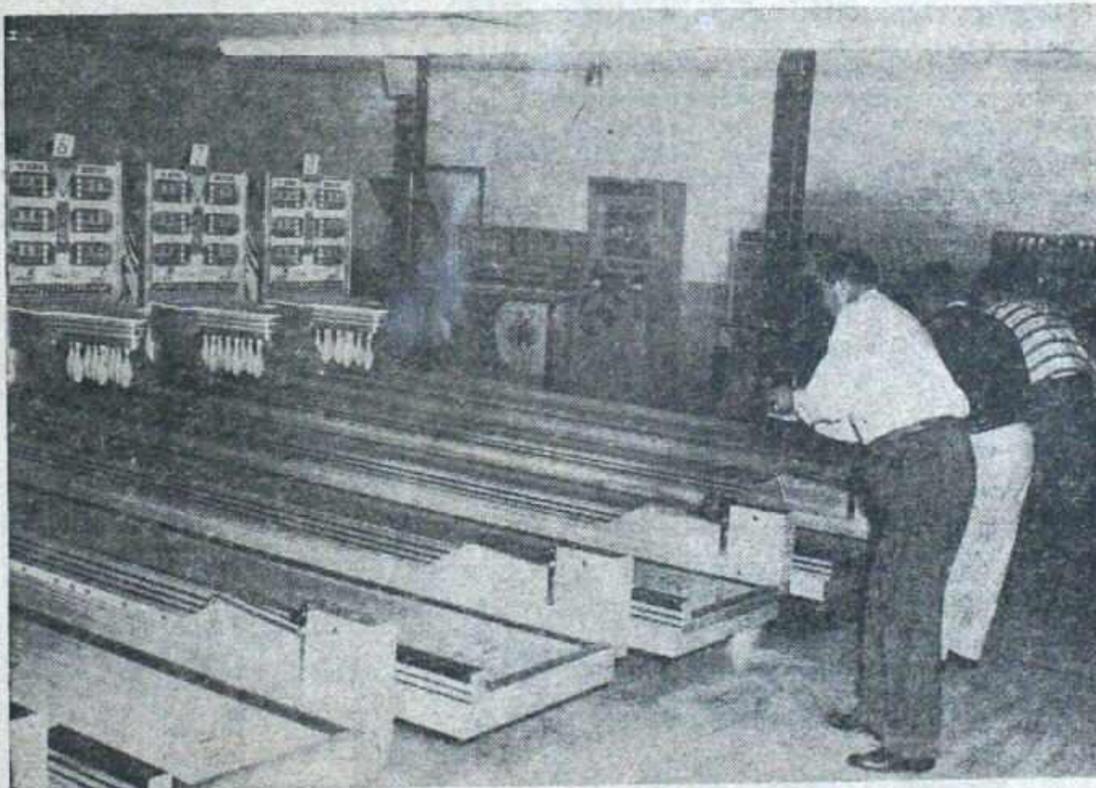
(Continued on page 94)



OPENING DAY at the new Bowling Center on the ocean brought together (left to right) D. C. Land, partner in the enterprise; George Hitchcock, Fernandina Beach city manager; Miss Raleigh 1959, chosen by the Washington Senators' baseball farm club of Raleigh, N. C., who hold their spring training in the Florida city, and Paul Bibb, manager of the Bowling Center.



BEACHSIDE BOWLING CENTER is located right on the ocean at Fernandina Beach, Fla. Building was converted from a dance hall to a miniature bowling establishment. Its two operators now realize a profit, where before business was at a low ebb.



D. C. LAND (left), partner in the new Bowling Center at Fernandina Beach, Fla., tries his hand at miniature bowling. Bowling games, lined up in a long row, are new Chicago Coin King Bowlers. Other amusement games flank the wall in the background.

Chi Coin Ships New Compact Rocket Game

CHICAGO—Star Rocket, a new compact version of the Rocket Shuffle type game, but played without shuffle pucks, was shipped to distributors last week.

Chicago Coin sees big demands for this new model, since it combines the appeal of the rocket-type bounding ball game with a floor space measurement of 24 by 32 inches, making it usable in many spots that couldn't accommodate the earlier shuffle-length models.

The game is played solely by pressing buttons after making skill selections. Object is to arrange and score rubber balls in score hole area three, four or five in-line, four corners, or diagonal. Scoring a "Y" formation of balls, designated in color on score hole area, earns a "super bonus."

Five large buttons corresponding to vertical lines of score holes, can be pressed to launch balls from one, two, three, four or all five rows at once. A smaller button is pressed to register in-line scores when made.

High scoring is featured, with player getting hundreds of points for each button pressed, and top scores for racking up in-line, corner, or diagonal ball arrangements. The game has six-digit score reels.

Since an unusual number of scoring possibilities are offered, the game keeps the player highly interested thruout the progress of play.

Star Rocket can be set to offer three or five frames of play per game.

N. J. Coinmen Set Banquet

HADDONFIELD, N. J.—Hundreds of vending, juke box and game operators from South Jersey are expected to attend the third annual banquet, jointly sponsored by the Cigarette Merchandisers of South Jersey and the Amusement Guild of South Jersey, Saturday (9), at the Cherry Hill Inn here.

Distributors and manufacturers' representatives, as well as operators, will attend the affair. Tickets at \$12.50 each may be obtained by writing either organization at 1616 Walnut St., Philadelphia.

Williams Boosts Area Of Plant by One-Third

CHICAGO—With a show of strong faith in the future of the amusement game business, Williams Manufacturing Company here increased its manufacturing plant area about one-third.

The space increase adds a large, well-lighted, spacious section to the regular Williams plant. The new area, an extension of the building's West Side, was formerly leased to another concern.

A good share of the new section will be used for engineering and development work on new coin games. Other sections of the area

are set up with machinery for increased production and more efficient manufacturing operations.

Sam Lewis, Williams director of sales, said the expansion was made possible by the top success of the Williams games produced over the past months. Lewis said recent game models have proven "consistently good."

The expansion, a giant task which involved movement and relocation of tons of machinery and other equipment, was actually done over a weekend, with no loss of production time, Lewis said.

In Memory

The employees of Dave Simon sorrowfully mourn the passing of

MURRAY SIMON

We extend our deepest sympathy to the entire family.

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TRIGGER HAPPY

**Detroit Arcade Mgrs.
Depend on Gun Games**

By HAL REVES

The spring Arcade season is under way. This is the first in a series of articles on Arcade operations throught the country.

DETROIT — Gun games are leading the way to a pick-up in Arcade business here, where prospects until now have been dismal.

Bernard Palugi, whose family since 1942 has operated the Woodward Amusement Company, the one remaining downtown Arcade, anticipates an upward swing in six months. Better employment conditions and new Arcade equipment, mainly guns, are expected to make the difference.

"In Detroit patrons are on a shooting spree," said Palugi. He plans to add about 10 target units, one of each type available. He and his partner, Frank Bertani, now operate some 60 machines.

Best grossers, in order, are photo machines, guns, voice recorders and bowling games, Palugi finds. The 18 to 22 age group accounts for 75 per cent of his patronage, which includes draftees and servicemen coming into Detroit. The remainder of patronage is mostly adult.

About 10 per cent of the machines operate at a penny "to keep the people going from one machine to another," while nickel and dime

units are about evenly divided. Most of the new guns will be dime-operated. Photo and voice machines go at a quarter.

Switch Advantage

Alvin R. Young, operating the 30-year-old Edgewater Park Arcade, looks for good business when the weather picks up. This spot has been open only a month so far this season, with 90 machines. Young is a dealer in Arcade equipment, selling largely to traveling Arcades, and is able to switch units around accordingly. He plans to add mainly guns and bowlers, figuring that only the latest equipment will get dime play.

"Since the recession, people are money-conscious, but will buy a bargain in amusement. They will play a nickel machine three or four times, but will shy away from a dime machine. Parents with children generally won't go near the dime machine, which they might play if they were alone."

Penny machines have all but vanished from this Arcade. Just four machines are set on penny play, with nickels and dimes split even. Young has the photo unit at 25 cents, the voice recorder at 35. He is switching some fast-play machines, such as hockeys, from dime to nickel because "it stimulates business."

Rifles, machine guns and pistols are the constant money-makers, he says, with some baseball units following. He likes a machine like the new Bally Gunsmoke at dime play here.

Neighborhood Spot

A small, 10-machine Arcade, the House of Fun, is the only other Arcade in the city. Operated by Mrs. Frank Eddy in a near-downtown location, expansion plans call for adding about six new units, mostly rifles. Present equipment includes rifles, pistols, baseball, hockey, Skeeball, novelties and a juke box.

Rifles are most popular here, with "amusing games," like the All-Star (gun-type) Bowler, next, says Mrs. Eddy. Anything seasonal goes well here at the right time—baseball, football and bowling, for instance. This is a neighborhood-type spot catering to local clientele, all youth. About 60 per cent are teen-agers, the remainder smaller children. The establishment also sells novelties, ice cream and pop. Because most of the neighborhood families are "on welfare," business has been slow.

Three other Detroit neighborhood Arcades have recently closed—the long-established Belle Isle Amusement Center and smaller spots on opposite sides of the city on Mack Avenue and Twelfth Street.

Rec Center Due

The modern-type Arcade found elsewhere has not yet arrived in Detroit. However, veteran Henry C. Lemke plans to open one of the bowling-center type with other Arcade equipment on the West Side in the near future.

Operation of the Jefferson Beach Park Arcade is currently dubious. This is located in the suburb of St. Clair Shores, where the city council has just refused the park a permit to operate. The issue will now go to the courts, and anything could happen.

At Walled Lake Park, some 25 miles up-State, an Arcade has been operated for some 30 years by Fred W. Pearce, who may lease it to an operating company this year for the first time. This would make it possible to bring in a substantial number of new machines and allow expansion and modernization to make this stable operation even more solid.

Walled Lake currently has about 90 machines and is one of the few in the area to have a substantial

**Bally Preems
Jumbo Upright**

CHICAGO—Jumbo is the name of a new type upright game now on display at all Bally Manufacturing Company distributors.

The game has many of the profit-proved play-appeal features which have appeared in a number of exceptionally successful Bally games over a period of years. "For example" said Bill O'Donnell, Bally general sales manager, "the play-tested Advancing Scores popularized in famous Bally games from Citation to Sea Island have been combined with the new Circus-style scoring of Jumbo to provide even greater play-appeal."



"In addition," continued O'Donnell, "the time-tested Arrow Flash extra coin attraction of all Bally in-line games is also included in Jumbo." The Arrow Flash permits player to score with only one Lion, one Tiger, or one Hippo. These animal figures are colorfully illustrated on a brightly illuminated glass panel which has been carefully positioned at proper angle for easy view and resulting faster play.

Club-styled cabinet is only 28 inches wide, 17 1/2 inches deep, 57 inches high, and treated with durable two-tone finish to harmonize with the decor of any location.

**Wms. Names Atlas
For Western Pa.**

CHICAGO — The appointment of Atlas Novelty as a Williams Manufacturing Company distributor in the Western Pennsylvania area was announced by Sam Lewis, Williams director of sales.

B. D. Lazar, another Williams distributor, also serves the Western Pennsylvania area.

quantity of penny units, in addition to nickel and dime machines. "We have a lot of school picnics, and the kids like to spend their pennies," Pearce explains.

Current Arcade statistics, both on volume and number of operations, are not good in the Detroit area, but the known plans of experienced operators for expansion indicate a healthy underlying optimism.

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COINMEN YOU KNOW

Continued from page 90

Clarence Smith, Milwaukee Amusement Company. "We're not pushing stereo," says Smith. "The only places we'll consider for stereo are those that demand it."

Newcomer to the Milwaukee Amusement Company staff is Laverne Duerstein, being broken in on shop chores. Plans call for adding 35 to 40 feet to the building this summer, says Smith.

Herb Wagner, G. & W. Novelty Company, South Milwaukee, is being congratulated on his daughter's marriage last week. Coin business, notes Wagner, is "just fair." Takes from cigarette machines maintaining a profitable level on the G. & W. routes.

Ray Van Toor, in charge of the Badger Novelty Company parts department, reports bulk venter traffic at a low ebb.

Seventy-eight-year-old Pops Waters retired from the coin biz several years ago, but he still keeps one location with a bowling game and a pool table for "old times sake," he says.

According to Vince Waters, the just-ended labor strike at the Allis-Chalmers Company had harmful effects on coin locations all over the county. Now that it is over, says Vince, receipts should improve in numerous spots where patronage includes A-C workers.

Lou Albafonte, Menasha, making his weekly rounds of suppliers and distributors, noted that he is having good results with his stereo locations.

Ray Jordan, United, Inc., is spending the next 10 days promoting Wurlitzer juke box sales in the Northern Wisconsin-Upper Michigan territory. Stop-ins at United, Inc., last week included Buck Manley, Portage; Don Stowe and Val Andreas, Oshkosh; C. G. Stoll, Waupaca, and Nate Robinson, Madison Coin, Madison.

Fred Schmidt, Westfield, spent some time in the Beer City hunting for good used equipment in preparation for the spring tourist influx.

Flying coinman, Frank Bartnik, Banaco Music, is grounded for the next few months due to his heavy load of route work, according to Mrs. Bartnik. In June he plans to fly to his hunting lodge in Canada for some recreation.

Sam Cooper, Paster Distributing Company, informs that music sales have spurted. Operators are trekking to the Paster headquarters from up-State to check a closeout equipment on sale.

Boston

By CAMERON DEWAR

Ben Ross, of Grayben Vending Company, Jamaica Plain, has been seen working on his power boat. An extension in his cigarette vending business has proved good. He went along with the new trend of placing music in laundromats, but withdrew them after breakage and vandalism mounted.

Tony Grazio, Atlas Distributors, Boston, has taken on a new line (for the firm), Tusko kiddie rides, and is already finding a good market for them in beach and supermarket spots. Atlas Sales Manager, Dave Shuman, can't get music machines in fast enough. Atlas' parts department is now in full swing and parts for all machines are in stock and being called for.

Atlas is doing well in the used games business. The firm has put some card venders in the Gorin chain department stores in Boston suburbs. . . . Ed Dicey, Caribou, Me., came into town wearing an impressive beard. It's for a centennial the town will celebrate shortly.

Ed Ravreby, Associated Amusements, staying close to town these days and reporting business in a slight slump. Sales Manager Dick Mandell still planning around the territory and bringing in orders. . . . Bob Jones, Redd Distributors, enthusiastic about the reception for Bally's Heavy Hitter and Chicago Coin's Red Pin. The staff is keeping busy with the opening of parks and beaches on Arcade equipment.

An interested visitor around town was Sam Malik, Montreal. Also doing the rounds were Anthony Di Luca, Cranston, R. I.; Louis Zideman, Manchester, N. H.; Joe Viana and Tut Jordan, Fitchburg, and Wes Wolkawski, Med-

Hartford

By ALLEN WIDEM

James F. Tolisano, ex-president of Music Operators of Connecticut and a national Music Operators of America director, has filed a certificate of incorporation with the Connecticut secretary of state's office at the Capitol here for his Superior Music Company, Hartford, listing authorized capital, \$125,000; 12,500 shares, par \$10; commencing business, \$104,000; incorporators, James F. Tolisano, Hartford, and Philip A. and Ambrose F. Tolisano, Ellington. Incorporation move was taken to relieve James of the bulk of his Hartford duties in view of his early shifting to St. Petersburg, Fla., where he's to supervise newly acquired Tolisano interests.

Murray Simon, Reliable Coin Machine Company, has been a patient at Mount Sinai Hospital. . . . A new Connecticut corporation, the Industrial Coffee Break Vending Company, Inc., Danbury, has filed a certificate of incorporation with the secretary of state's office, listing authorized capital, \$50,000; 500 shares, par \$100; beginning business, 2,000; incorporators, John Zarcone and William M. Rader, Danbury, and Michael Zarcone, Bethel.

Ralph Colucci, Seaboard Distributors, owner of the Record Shops, local retail record-appliance outlets, has moved the downtown branch from 155 Asylum Street to 273 Asylum Street, increasing space for retail sales considerably.

Detroit

By HAL REVES

Henry C. Lemke scheduled a trip to Chicago to look over new equipment. He has concentrated recently in vending, but is planning a major expansion in amusement machine operation.

Dave Cline, formerly in the Mercury Records office, has joined the Angott Sales Company staff as salesman in the record department, reports Phil Jones, record manager. The addition to the staff was necessitated by increased volume, Jones said.

Carl Angott, head of Angott Distributing Company, was away on a trip to Buffalo headquarters of Wurlitzer, for which he is distributor. . . . Alex Kramer, operating Automatic Caterers, Inc., and the Interstate Detroit Coffee Company, is planning an early expansion of his firms with the purchase of a 15,000-square-foot building on the West Side.

WALDEN, N. Y.—Mike Mulqueen, local operator who is probably one of the best golfers in the coin machine industry, is attempting to organize a golf tournament during the annual outing of the New York State Operators Guild, to be held June 19-21 at the Homowak Lodge in the Catskill Mountains.

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CROSSWORD

New Williams Pin Gets Raves On Test Spots

CHICAGO—Crossword, a new Williams Manufacturing Company five-ball pin with spell-the-words scoring, hit a new high in test results for the firm. Regular shipment began last week.

Distributors who have had this new number on test locations for the past months (some have had it



since January) have returned reports indicating outstanding results—and few if any gripes. Distributors, known to be quite frank in their appraisal of location tests on any new game model, were in almost equal accord in their enthusiasm. "The best game we've ever got" was the quote some added to

On Oceanfront

• Continued from page 91

too, if they want to go back there and look around. But mostly just the young folks go back and play the juke and dance," Land said.

"Police, school authorities and city officials have complimented us on this new set-up," Land continued, "and we are proud to be able to provide an improvement such as this in the community."

All of the Bowling Center's ball bowlers are dime-operated. A blackboard at the rear and in the center of the line of bowling machines lists the top 20 bowlers for the week. About 25 chairs are provided for visitors overlooking the alleys.

Leagues Postponed

Since Fernandina Beach primarily is a summer resort, Land and Williams aren't planning to promote any league play until fall. They feel that the tourists and the vacationing school kids will give them all the business they can handle this summer.

The Bowling Center opened April 10, with city officials on hand to give it a good send-off, and thus far has been doing "very well," Land reported. "This summer will tell the story of whether this family type amusement center idea will mean more business for coinmen," he added.

"My partner and I are very optimistic about it and believe that we have found the answer to our personal problem of getting a good money-maker for our otherwise unprofitable dance hall building."

Ball bowling machines in a family recreation center such as the Bowling Center here may be the answer to a lot of other coin operators' dilemmas, Land agreed.

They also may offer the sport of bowling to many communities which are too small to support regulation bowling alleys, he concluded.

their test report comments. To say the least, there were no "cross words" about Crossword.

Key to play action on the game is a backglass arranged in crossword puzzle fashion, offering the player the opportunity to spell out a dozen four-to-six letter words for replays. Words are spelled out horizontally or vertically.

Landing a ball in any of nine lettered center ball pockets on the playfield lights a correspondingly lettered crossword square on the backglass. Putting out bumpers marked 1 thru 5 in rotation, also lights any of nine letters arranged in grid fashion below ball hole section, and when roll-overs are tripped, these lighted letters register on backglass.

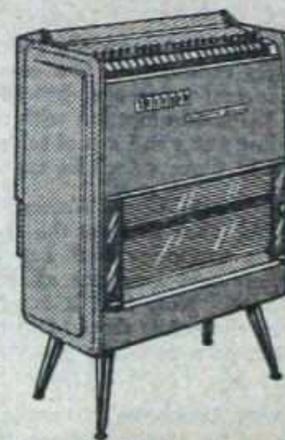
Players get replays according to number of words spelled out in lights, and earn an "extra special" for getting all words on backglass. Roll-overs also light up for "specials" when hit, on a mystery basis.

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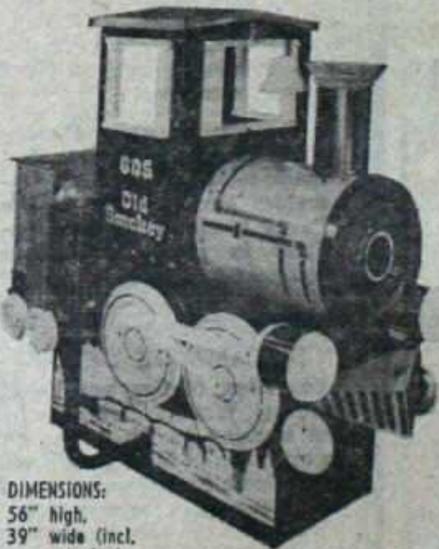
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WRITE FOR DETAILS MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444

FOLK TALENT AND TUNES

Continued from page 52

vocals, have just had their initial release on the Blue Hen label. Tunes are "The Mountain Guitar" and "I Was a

Fool." Rudy and his boys are regulars on "WWVA Jamboree," Wheeling, W. Va.

The new Don Reno and Red Smiley release on King Records spots the Jim Eanes composition, "I Wouldn't Change You If I Could," with Eanes' own recording of the tune slated for early release on a Starday extended-play platter. Interested jockeys may obtain a copy of the Reno-Smiley disk by writing to Eanes at Station WHEE, Martinsville, Va., or Don Pierce, Box 115, Madison, Tenn. Pierce reports that requests for gospel records are on the increase. Interested deejays may obtain new Carl Story and Lewis Family releases and be added to Starday's gospel mailing list by dropping him a card to the above address.

Mr. and Mrs. Alvin W. Perry, who recently took over the operation of Cain's Pioneer Ballroom, Tulsa, Okla., from O. W. Mayo, who for many years served as manager-booker for the Bob Wills and Johnnie Lee Wills bands, have set Lefty Frizzell for May 9; George Morgan and the Candy Kids, May 16; Jim Reeves, June 3; and Billy Walker, June 25. Bobby Helms was the feature there last Saturday (2). A package comprising George Jones, Carl Perkins, the Tabletoppers, Little Enis and the Blue-Suede Four are tentatively set to play Cain's dansant late in June.

Wally Lane, c.&w. writer-singer of Charlottesville, Va., is guesting with Buddy Starcher and His All-Star Band in daily half hours on WSVA-TV, Harrisonburg, Va., for a two-week period. He'll also do a guest spot on "Valley Barn Dance" on WSVA-TV on two Saturdays. Wally currently has two of his tunes, "Please Come Back" and "Falsely Accused," on the Monticello label. . . . Jack Roberts, whose Evergreen Drifters, Western

swing band, are the Saturday feature at Heiser's Shadow Lake, Seattle, has booked Faron Young to appear with the combo on four dates in the area, beginning May 6 and winding up May 9 at the Shadow Lake spot. The Evergreen Drifters worked with Bobby Helms, April 15-18, in Everett, Spokane, Olympia and Seattle, all in Washington. On the final day, at Heiser's Shadow Lake, Helms came close to tying the attendance record set by Ferlin Husky last January, Roberts says.

Don Everly, of the Everly Brothers, and wife, Sue, are lullabying a new daughter born April 16. . . . James Jeter is visiting deejays in Texas, Louisiana, Arkansas and Tennessee, accompanied by his manager, J. E. Haddox, to plug his new Allstar release, "You're Free." He jumped into Shreveport Saturday (2) for an appearance on "Louisiana Hayride."

With the Jockeys

Darrell E. Franks, who runs a small radio station for military personnel at Argentia, Newfoundland, sends in a request for c.&w. records. His address is AE1, VW-11 Elect. Shop, care FPO, New York, N. Y. . . . A similar request has been received from Lee Edmond, who conducts a c.&w. platter show on WJLK, Asbury Park, N. J. Lee, (Continued on page 96)

"WORLD FAMOUS EXPORTER"

- Inquiries Invited-*
Wurlitzer 1550 or 1500
(As is, all parts intact) \$ 75.00
Seeburg 100W 450.00
Rock-Ola 1454 550.00
2 AMI 6200 500.00
3 AMI E80 (repainted) 325.00
2 AMI D80 250.00
2 AMI D40-45 (repainted) 165.00
2 AMI B45 95.00
AMI E40-45 225.00
Walling Scales & others, A-1 condition (slight charge for crating) .. 55.00

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United Carnival Gun 150
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Witsen to Bank Heavily Upon Resort Stops

PHILADELPHIA—Abe Witsen of the International Scott Crosse Company will bank heavily on resort locations — particularly along the Jersey Shore—this spring and summer.

Witsen plans to pull a lot of Arcade equipment from farmers' markets as soon as the hot weather sets in and place it on the resort stops. In addition, a good deal of the equipment he had at the 1958 Brussels World's Fair will be used for the seasonal locations.

In the fall, the games go back to the shopping supermarkets, with two new farmers' markets due to open up as locations soon. Witsen said the two new locations will account for about 150 pieces.

Exports Slow

According to Witsen, the European export situation is slow. He feels that some areas have been fairly well saturated with American games, and others, notably Germany, suffer stiff competition from games which would not be legal in most of the United States.

Witsen said that games in the Philadelphia area are doing only fair, with most operators awaiting the result of the appeal in the recent ruling barring multiple-coin games. These games, however, may be operated until the appeal ruling comes thru.

WANTED!!! EXPERIENCED MANAGER FOR MUSIC ROUTE

Reference requested and complete information in first letter. Information will be held confidential.

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TO HIT HOME FOR HIGH PROFITS with Circus Play Ball

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TERRIFIC NEW

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Exclusive Distributors for Auto-Bell in Eastern Pa., New Jersey, Delaware and Maryland, and for Keeney in Eastern Pa.



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16' Reg. and Hi-Score
21' Regulation only

Two of the finest location-tested money-makers to come along in a long time.

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ROCKET BALL
14' TWIN BOWLER
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- Genco STATE FAIR 240
- Genco DAVY CROCKETT 225
- Genco SKY ROCKET 195
- Keeney RANGER 195
- Un. CARNIVAL GUN 160
- Keeney SPORTLAND 135
- Keeney SPORTSMAN 135
- Genco RIFLE GALLERY 135

NEW GAMES

- Autobell CIRCUS PLAYBALL
- Autobell WAGON WHEEL
- Bally SEA ISLAND
- Bally HEAVY HITTER
- Bally CLUB BOWLER
- Bally LUCKY ALLEY
- Bally GUNSMOKE
- Gottlieb HI-DIVER
- Keeney SHAWNEE
- Keeney DLX. BIG TENT
- Keeney TWIN BIG TENT
- United DLX. BASEBALL
- United SIMPLEX BOWLING ALLEY
- United DUAL SN. ALLEY
- United DUPLEX BOWLER
- Williams PINCH HITTER

ARCADE

- Genco FOOTBALL \$140
- Wms. CRANE 115
- Wms. ALL STAR
- BASEBALL 125
- C. C. STEAM SHOVEL .. 115
- Bally ALL STAR BOWLER 175
- Genco MOTORAMA 295
- C. C. TWIN HOCKEY ... 215
- Williams TEN PIN 195
- TELEQUIZ w/Film 95

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Special biographic material on the year's most successful record stars Includes . . .

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In Billboard's May 25
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2150-2204	PLAYER'S CHOICE	BALLY STAR SHUFFLE
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1700		

ARCADE—ROCKET SHUFFLE EXPLORER BEAR GUN
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 REBOUND SHUFFLE

Will take BINGO MACHINES in trade!

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Rocket Shuffle Explorer	\$350.00	Un. Vogue	\$175.00
Rocket Shuffle, 2 Player	325.00	CC Criss Cross Targette	75.00
Rocket Shuffle	295.00	CC Deluxe Ski Ball	175.00
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Un. 11th Frame s/a	145.00	CC Bowling League	345.00
Bally Congress s/a	325.00	Un. Bowling Alley	345.00
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Un. Comet	95.00	Ex. Ringer Ball	30.00
Un. Venus	150.00		

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MONROE

COIN MACHINE EXCHANGE INC.
 2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

FOLK TALENT AND TUNES

Continued from page 95

with his wife, Terry, appears each Friday and Saturday night at John Penta's Melody Inn, Long Branch, N. J. . . . Ernie Courtney, heard each weekday morning, 8:45-8:45 (Saturday until 10) over Station CKTB, St. Catharines, Ont., has inaugurated a second c.&w. seg. "Country Caravan," heard weekdays beginning at 11:05 a.m. He says he's interested in receiving instrumental disks for both shows.

Curtis Saltzman sends out an SOS for c.&w. records for a new radio station, WMTL, at Leitchfield, Ky. . . . Cowboy Howard Vokes is being heard each Saturday, 4 a.m. to 6:30 a.m., over WAVL, Apollo, Pa. . . . Ernie Kerns, who recently joined WOCH, North Vernon, Ind., to spin four hours of c.&w. music each afternoon, puts in a plea for new releases. He says he's missing a lot from the majors. "Herb Shucher, manager for Jim Reeves; Don Pierce, of Starday, and Pappy Daily and Gabe Tucker, of D Records, have given a lot of help, but I need more," typewrites Ernie.

Ben Worthy, spotted with his daily platter show, "Cowboy Jamboree," on WKHM, Jackson, Mich., will be featured in word and picture in the July issue of TV-Radio Mirror, out the first week in June. . . . Gus Thomas, manning the c.&w. turntables six days a week at WCOY, Columbia, Pa., will again play parks and fairs in the Pennsylvania, New York and Ohio territory this summer with his All-stars combo, with Harry Cooke again handling the agenting. Thomas also puts in a bid for more

deejay sample releases. . . . Another country deejay requesting service from the record companies on c.&w. promotional records, is Wes Gatlin, who conducts "Cowtown Jamboree" over Station KATL, Miles City, Mont. . . . With the return of Lonnie Bell from Japan, daily programming of country music has been resumed at Station KAGT, Anacortes, Wash. Country music was shelved at the station for seven months. Bell, who conducts "Kagit Korral" from 6:05 p.m.-7:30 p.m. daily, says he's desperately in need of spinning material.

more than

60

... amazing operations. Come aboard now... soon while you learn a trade of the future.

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 Write or Call for Quantity Prices.
 1400 45 RPM Wurlitzer . . . \$125
 1650 AF Wurlitzer . . . 235
 KD 200 Seeburg . . . 595
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 M100 A . . . 95
 AMI C . . . 55
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 WALLBOXES . . . 42.50

BINGOS

Nite Club . . . \$165
 Beach Beauty . . . 120
 Gayety . . . 55
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 Starlite . . . 75
 Bally Beauty . . . 45
 Bally Parade . . . 195
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 Big Show . . . 205
 Broadway . . . 145
 Pixie . . . 75
 Bally U.S.A. . . . 225
 Big Time . . . 95
 Hi-Fi . . . 45
 Nevada . . . 45

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C.C. Rocket Shuffle, 1 Pl. . . \$265
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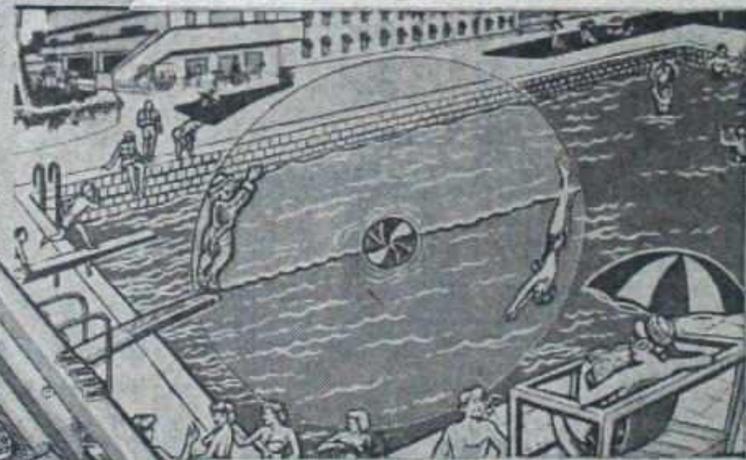
The Switch in '59 is to a Dime

In '33 nickel play was OK. Don't operate in the past . . . the switch in '59 is to a dime!

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DIVERS ACTUALLY SPRING FROM DIVING BOARD INTO THE SWIMMING POOL!

Here's the feature every Operator has been waiting for . . . ANIMATION! New lite box design shows divers spring into the swimming pool. You watch the diver swim around the pool in a circular motion and return to the diving board. Each diver cycle scores points.

- Terrific, eye-catching pool decoration packs 'em in at "poolside" for maximum play attraction.
- Kickout holes, targets and rollover buttons advance divers.
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- Four super-powered flippers—2 at bottom of field and 2 at mid-field create thrilling "relay" type action skill shots.

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KD200	\$675.00
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HF100R	575.00
HF100G	475.00
M100C	395.00
M100B	325.00

WURLITZER

2100	\$499.50
2150	479.50
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1900	449.50
1800	395.00

AMI

G-120	\$450.00
E-120	295.00
E-80	275.00
D-80	189.50

WALLBOXES

Wurlitzer 5210	
(200-Selection)	\$ 89.50
AMI W-200	89.50
Seeburg 3WI "100"	
Chrome, A-1	49.50

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Eastern Mark II	\$199.50
Eastern, 10 Col.	99.50
Eastern, 8 Col.	49.50
Rowe Commander (11)	109.50
Rowe Ambassador (14)	165.00
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COINMEN YOU KNOW

Twin Cities

By DON LYONS

Harold Lieberman, of Lieberman Music Company and associated firms, and his wife are vacationing in Las Vegas and Palm Springs, Calif. . . . Ike Pearson, operator at Mitchell, S. D., is back from a vacation in Phoenix, Ariz. . . . Gordon Stout, operator at Pierre, S. D., and his wife are vacationing at Sanford, Fla.

Rose Guillaume, Jefferson, S. D., is vacationing in Phoenix. . . . Stan Hannes, manager of the Playland Ar-

cade on Minneapolis' Hennepin Avenue, says that spring business is holding its own. . . . Frank Davidson, operator at Spooner, Wis., is expected back soon from Bradenton, Fla., where he has been vacationing.

Kenny Glenn, manager of Mayflower Sales Company, St. Paul, reports the following operators in town recently: Al Eggermont, Marshall, Minn.; Johnny Czerniak, Duluth, Minn.; Jim Stansfield, Winoona, Minn.; Ben Jahnke, Hutchinson, Minn., and Elgin McDaniel, Wadena, Minn.

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Large assortment of late model Seeburg Phonographs available for immediate delivery:

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Write for complete lists.



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Remember IN NEW ENGLAND IT'S TRIMOUNT!

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launches **chicago coin's** exciting new

Star * ROCKET

High Scoring Action . . .

- ★ 3 - 4 - 5 in row . . .
- ★ 4 corners - 5 diagonals -
- ★ 5 verticals - 5 horizontals
- ★ Plus the BIG "Y"

Available In 3 Models!

Star Rocket can be set for 3, 4 or 5 frames per game.

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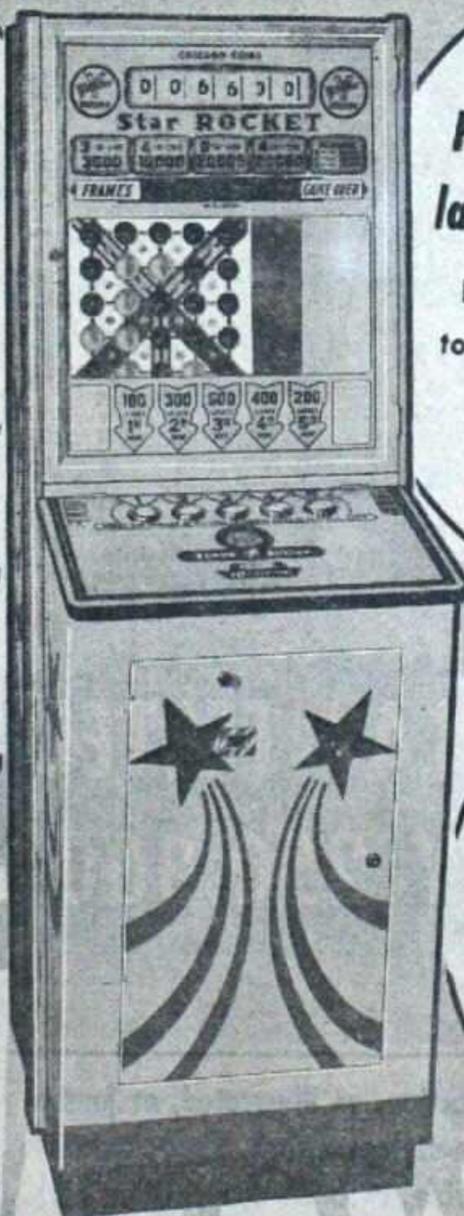
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Bowler

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Bowler



5 BIG BUTTONS!

Player controlled buttons launch balls in each row . . .

Player has the option whether to launch one row - 2 rows or any number of rows to score best during each frame.

Fits Everywhere!

This upright attraction requires only 24" x 32" of floor space yet 3 dimension mirror effect gives it appearance of a game 4 times as long.

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Famous *Bally* profit-proved features now built into **NEW TYPE UPRIGHT**

JUMBO

PLAY-TESTED*
Advancing Scores

Operators know that Bally-style advancing scores, popularized in famous Ballygames, attract maximum play, earn maximum profit. Now time-tested Bally-style advancing scores are combined in JUMBO with colorful circus-style scoring.

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Advancing Arrows

Equal to Bally-style advancing scores in extra earning-power are the famous arrow-flash features of the greatest games of the past 10 years. Arrow-flash features in JUMBO permit player to SCORE WITH ONE LION... OR ONE TIGER... OR ONE HIPPO. Side-by-side location tests prove that exclusive Bally "solo-spot" scoring is the strongest play-booster ever built into an Upright... resulting in a new high level of Upright earning-power.

PLAY-TESTED*
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Bally JUMBO is the only Upright built with mechanisms developed and proved in the manufacture of thousands of Ballygames... mechanisms that insure player-satisfaction plus top earning-power.

***PLAY-TESTED FOR PROFIT-POWER
BY 250,000 GREAT *Bally* GAMES**

CHOICE of Lever-Arm with ratchet-action, as illustrated, or jumbo-size Push-Button. Choice of 3 coin-styles: nickel, dime, quarter. Club-styled cabinet is only 28 in. wide, 17½ in. deep, 57 in. high.

Only Bally can build balance into an Upright...insuring month-after-month attraction to players, long life on location, top earning-power...because only Bally can build the time-tested features and mechanisms of the greatest games in history, from CITATION to SEA ISLAND. Get your share of JUMBO cash-box collections. Get Bally JUMBO now.

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SIMPLEX BOWLING ALLEY



SPECIALLY DESIGNED FOR

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**PRICED RIGHT FOR GROUP INSTALLATION
IN BIG, BUSY SPOTS**

SIMPLE MECHANISM INSURES TROUBLE-FREE OPERATION

**3-DIMENSION ANIMATION
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REGULATION
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4 SIZES

13 FT. LONG
16 FT. LONG

Expandable with 4-ft. Sections to

17 FT. LONG
20 FT. LONG



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