

The Billboard

A 'CATALOG' OF MORE THAN 400 NEW AND OUTSTANDING LP'S, featuring 40 ALBUMS IN FULL COLOR

This week in AUDITION The Musical Shopping Guide

(in the center fold of this issue)

PRICE: 50 CENTS

MAY 2, 1960

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'Royola'

Derounian's comment came after testimony that Clark, in 1957 to 1959, had invested \$53,773 in various enterprises, principally music publishing, recording, et al. on which his increase in stockholder's equity over investment came to \$409,000, and his salary totaled \$167,570, in addition to which he received \$286,600 in cash out of the various ventures, that included everything from the music interests.

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Committee counsel Lishman delved into the matter of the copyright to "Butterfly," a tune owned by a Bernard Lowe Music Publishing Company. (Lowe, before Clark divestiture, shared ownership of Chip Distributing and Mallard Pressing firms, with the Philadelphia deejay.) Lowe gave Clark \$7,000 in royalty payments on the tune. Altho Clark had denied any agreement on the tune with Lowe, he finally admitted that there had been an oral agreement that he would be cut in for a 25 per cent share of the tune. Clark said he agreed to do "nothing in return" for this, or any other cut-ins on various enterprises with members of the music industry.

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Clark also denied any knowledge that his pre-divestiture, part-interest firm, Jamie Records, gave out thousands of dollars to deejays. He did admit he was "casually aware" Chipetz, head of the Chips firm, was paying deejays, but he "hadn't dreamed of interfering in Mr. Chipetz' operation." Clark belittled previous testimony that he had seen financial statements of the company's promotion and other costs, and must have known of payola in Jamie. He said he only read the bottom line of a statement divided it by his percentage, to get the profit.

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Victor Mail-Testing Disk Club Expansion Overseas

Use of Reader's Digest Lists Brings Results; Col. May Follow

By REN GREVATT

NEW YORK — At least one prominent American record club has launched a series of test mail order campaigns in overseas territories while another is known to be mulling a move into the foreign field.

RCA Victor club offerings have already been made on a test mailing basis in such widely separated foreign areas as Mexico, the Union of South Africa and Holland. The mailings are being carried out via international subscriber lists of the Readers Digest.

Prelude to the Victor club move was a series of one-shot offer mailings made several months ago to Reader's Digest lists. Those disks were classical and were recorded in Europe. In the offer, a set of 12 of them was offered for \$16 monaural and \$17.50 stereo. The special label contained the names of both RCA Victor and Reader's Digest.

This offer was also mailed out in various foreign countries with results that one industry source described as "fantastic." With this background, the idea of making club offers, out of the Victor catalog, arose "sort of out of the blue and we decided to try it," in the words of a spokesman for the Digest.

Victor, it is noted, is in an ideal position to conduct such a sales operation. The Victor company has affiliates in many countries throughout the world, which affiliates include pressing plants and complete

record operations. In the case of the present series of foreign tests, the mailings are being made from within the countries themselves and records are pressed and dispatched likewise from within the country involved, which eliminates the factor of duties which would be present in the case of disks being shipped from the United States.

Repercussions on the initial Victor club campaigning have already been felt here. From Holland have come anguished cries from several manufacturers, asking their American principals if something can't

be done about the matter. One of them stated bluntly, "This can destroy the Dutch market if it continues."

It is understood that the offers of specific disk product do not necessarily parallel those being made thru the American Victor club. "Rather," a spokesman said, "for each country, the selected Victor repertoire will be of the type that has the best chance of meeting the public taste. However, the concept and the structure of the offers is roughly the same as in the U. S."

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ARMADA Briefs FCC on Sec. 317

Opinion Speaks for Cross Section Of Industry on Free Disk Problem

WASHINGTON — The American Record Manufacturers and Distributors Association today (2) filed with the Federal Communications Commission its reply to a Notice of Inquiry released by the Commission on April 1. The Notice of Inquiry sought commentary from the industry on the FCC interpretation of the Communication Act Section 317 having to do with "sponsorship identification of broadcast material."

The ARMADA reply was prepared by attorney Roy Scott, based partially on the thinking of New York attorney Walter Hofer. Hofer was a member of a study

committee named at an industry meeting sponsored several weeks ago by The Billboard, at which the controversial FCC interpretation came in for detailed discussion. The ARMADA reply speaks for a broad cross-section of the record industry, namely, 264 diskeries and 103 distributors.

The reply, in stating the belief that the FCC interpretation "is not in the best public interest," takes note of the vastly increased number of record companies and radio stations during the past decade and attributes this growth to the

(Continued on page 16)

Savoy-Fury 'Kansas City' Suit Settled

NEW YORK — A suit filed by the Savoy Record Company and president Herman Lubinsky against Fury Records and artist Wilbert Harrison, concerning the recording of "Kansas City," last summer's hit, has been settled out of court.

Lubinsky, who claimed that the Fury recording of the tune by Harrison had cost him in excess of \$150,000, settled for the amount of \$13,500. Lubinsky's suit against Fury and Harrison alleged Harrison was still under contract to Savoy.

DREYFUS EXITS BOARD; ASKED TO RECONSIDER

By PAUL ACKERMAN

NEW YORK — Max Dreyfus, dean of the American music publishing business, resigned from the board of the American Society of Composers, Authors and Publishers Thursday (28). At press time highly-placed ASCAP members were urging him to reconsider his decision. The action by the Chappell Music chief, which stunned the board, highlighted a schism in the upper ASCAP echelon which was first brought to light in The Billboard several months ago. At that time Dreyfus crossed swords with Herman Starr, head of Music Publishers Holding Corporation, with regard to the latter firm's preponderant acquisition of plugs on across-the-board network TV programs—a matter which ultimately was resolved by negotiation between ASCAP and the Justice Department.

At the meeting Thursday, the break occurred when Dreyfus objected to a proposal that the salary of the ASCAP president be substantially raised.

The proposal was put forth by members of the executive committee. President Stanely Adams was asked to exclude himself, and he did. It was suggested that the president's salary be raised from \$25,000 to \$35,000; and that in the future no bonuses be granted to salaried employees.

Ned Washington amended the proposal, in order that the president's salary be hiked to \$40,000.

The motion was carried, but not unanimously. Dreyfus, who had opposed it, shook his head when he was asked to make it unanimous. He immediately left the meeting. Otto Harbach sought to reach Dreyfus by telephone in order to ask him to rescind his decision.

Highly-placed ASCAP members, in conversation late in the week, expressed their admiration for Dreyfus' independent attitude, as opposed to the "puppet-like" actions of others.

One top publisher stated: "I think Dreyfus will reconsider. . . . I think he has been mistaken in his interpretation of some of the comments of board members."

In any event, Dreyfus' dramatic action cast a pall of gloom in ASCAP circles. The creator of the Chappell Music empire, it was pointed out, is perhaps the most-honored man in American publishing circles—full of years and internationally-respected.

THE BILLBOARD'S NEW OVERSEAS EDITION BOWS

• Continued from page 1

noon; advertising deadlines are somewhat earlier. The Overseas Edition is printed during the early morning hours each Saturday, rushed via KLM jets to Amsterdam, and there is postage-metered and immediately mailed by air to all European and Scandinavian countries.

With Monday readership in European areas, the same day as in the United States, it is hoped that almost all other areas of the world can be serviced by Tuesday, with only the remotest spots receiving their copies later than that. Distribution to all parts of the world is by air, of course, with copies to places other than Western Europe mailed individually by U. S. air mail.

The Overseas Edition contains selected material from the Music and Coin Machine sections of The Billboard most of interest to overseas readers. These include news and features, plus record charts such as the Hot 100, Honor Roll of Hits and Top LP's, as well as the most important record reviews. The Coin Machine Price Index also is carried in the Overseas Edition.

'Daughters' U. S. Score Rights to Fox

NEW YORK—Musical score for "Lock Up Your Daughters," the new musical from London, has been placed with the Sam Fox Publishing Company for the United States and Canada. Lon-

(Continued on page 16)

Calif. Distrib Sues Am-Par For \$450,000

Sun State Mad Over Pull-Out Of Command Line

HOLLYWOOD — Al Latauska's Sun State Music Distributors, Inc., last week amended its complaint in Los Angeles County Superior Court charging Am-Par Records and label prexy Sam Clark with fraud and deceit and breach of contract and asked for \$150,000 actual damages and \$300,000 punitive damages.

Also named in the court action are Grand Award Records; American Broadcasting-Paramount Theaters, Inc.; Waldorf Music Hall, Enoch Light, ABC - Paramount prexy Leonard Goldenson and label exec Larry Newton.

Latauska accuses Clark and his company of inducing him to undertake extensive and expensive promotional activities on behalf of the ABC-Paramount labels only to have these lines pulled out of Sun State after the promotional ex-

(Continued on page 30)

KEOGH BILL NOW LAW; TAX BOON FOR SOME PUBS

WASHINGTON — The President has signed into law the Keogh bill that will protect music publishers from falling under the high tax rates levied on personal holding companies.

New law will protect the income of music publishers from the high levy when royalties constitute 50 per cent or more of gross income, and deductions for business expenses amount to at least 50 per cent of the gross. In addition, other personal holding income of the company must not be higher than 10 per cent.

In effect, such publishers will be put into the 52 per cent corporate tax bracket, rather than the 85 per cent personal holding bracket.

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2160 Patterson St., Cincinnati 22, Ohio
Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Publisher entered as second class matter June 4, 1897 at Post Office, Cincinnati, Ohio under act of

March 3, 1879. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management and High Fidelity, the magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis
Vol. 72 No. 18

Cap Prunes Singles To Push Hot Disks

Key Singles Tested in Local Markets Before National Release

By LEE ZHITO

HOLLYWOOD — Capitol has been testing the sales potential of some of its singles by issuing them regionally first and releasing them nationally only after they've proved themselves in the test markets. The Billboard learned last week, "Biology," record by Sue Raney, was first issued in Capitol's test section No. 10 (label has divided the country into 11 test section regions) which includes Des Moines, Kansas City, Denver and Salt Lake City. Last week Miss Raney's single was placed in national release.

Capitol has substantially cur-

tailed its singles releases during recent months. Mike Maitland, Capitol Records Distributing Corporation prexy, told The Billboard that the reason for drastically cutting back the amount of singles product is to give the market carefully selected items with proved sales prowess rather than deluge dealers with an overabundance of disks.

By holding down the number of releases — Capitol recently has issued two singles per week and in some weeks hasn't released any — the label and its distributors concentrate all its sales promotional firepower on a few disks which are known to pack sales punch, thereby enhancing its chances at placing hits in orbit.

Maitland's pre-testing plan is used only in the case of lesser known artists or when doubt exists concerning material. Cap's established name artists invariably go straight into national release. Label feels the known artists have proved their sales ability and need not go thru the test stage.

Plan was first launched in mid-March. Of the 11 selected test areas, eight are according to geographic location and three are special sections for the testing of polkas, country & western and rhythm & blues product. When a disk is tested, it is handled in its selected region in the same manner as if it were released nationally. The usual proportionate amount of product for that territory is placed in inventory at the branches and distributors. Promotion of the disk is carried on with the same vigor accorded a single that's issued nationally.

Capitol has tried to keep its testing program hush-hush. In some quarters at the Cap Tower the feeling persists that any disclosure that a test is under way would render the results invalid. For example, it's feared that some deejays learning that a given disk hasn't been issued nationally will tend to sluff off that record, thus denying it proper exposure. On the other hand, some deejays may

(Continued on page 14)

Col. Schedules 19 Albums on May Agenda

NEW YORK — Columbia Records will release 19 new albums in May. These include a new collection of single hits in one album called "The Hitmakers," featuring sides by the Brothers Four, Johnny Horton, Doris Day, Tony Bennett, Johnny Mathis, Percy Faith, Mitch Miller, Marty Robbins and others. There are also new albums by Andre Previn, British actress Diana Dors, Sylvia Syms, Vincent Lopez, and Les Elgart. There are jazz albums by Dave Brubeck, Charlie Mingus and Teddy Wilson.

Masterworks albums include sets by Alexander Brailowsky making his debut on the label, and a new Rudolf Serkin album. And there are new albums by the Budapest String Quartet and the New York Philharmonic. There is also a new album on the "Adventures in Sound" series featuring the Trio Los Panchos.

On the Harmony label there are new low-price sets featuring a course in "Basic French," "Alan Funt's Candid Microphone," and Cugat, Liberace and guitarist Joe Maphis.

BIG BANDS AND CLASSICS

Zenith-BOM Club Join For Big FM Time Buy

NEW ROCHELLE, N. Y. — Zenith Radio Corporation of New York and the Book of the Month Club (in behalf of its Society of Great Music LP-subscription plan) have purchased a total of 49 hours a week of time on station WVOX.

This is believed to be one of the largest total block-time sales ever negotiated by an FM station. WVOX execs also believe it may represent the first time block programming has been used to sell album music.

The Zenith show "The Sound to Remember" featuring big band disks, debuts this week in the 5-9 p.m. time period, Monday thru Sunday, with Don Hancock as emcee. It will be aired over WVOX, both AM and FM. From 6 to 9, the program will feature uninterrupted blocks of band music. The four-hour stanza is underwritten by the Zenith distributor, in behalf of 30 dealers in Westchester County.

The Book of the Month segment tagged "Summer Festival of Great Music" will be aired from 9 p.m. to midnight, Monday thru Sunday,

over WVOX-FM, starting May 15. It will feature uninterrupted operas, symphonies and other classical works with Deems Taylor and other well known music authorities and classical artists doing "intermission" commentaries.

Between 200 and 300 entire classical works will be broadcast during the series, with entire evenings devoted to complete airings of different types of classics. Operas will be featured on Friday; choral works, Sunday; Beethoven concertos, Monday, etc.

The book club will promote the show with a monthly program guide to be mailed free upon request to listeners. Station officials believe the program may represent the first time block programming has been used to sell album music. Full-scale promotional campaigns are being launched by WVOX manager William Sherry to support both shows.

Interestingly, the book club sponsorship was negotiated by Martin Stone, prexy of the Herald Tribune Radio Network. The club sponsored Stope's "Author Meets the Critics" show years ago.

Cap Issues Stereo 33 Juke Singles

HOLLYWOOD — Capitol Records will co-operate with the Seeburg Corporation and produce seven-inch, 33 1/3 r.p.m. stereo singles for the juke box market (see front-page story. The Billboard, April 25). In line with the Seeburg plan, Capitol will make available record packs containing five seven-inch LP singles culled from its albums. Regular album cover art work will be reduced to the seven-inch size for display on the Seeburg machine. Capitol will also furnish title strips made to fit the juke box equipment.

Capitol looks upon its arrangement with Seeburg as a custom order. To the label, it's a test to see whether juke boxes can influence album sales. Product will not be made available for retail sale.

(Continued on page 16)

Dealer Co-Op Set For Official Start

NEWARK, N. J. — Society of Record Dealers of America prexy, Mike Spector, arrives here tomorrow (3) for consultations with officials of the newly formed Dealers in Sound Corporation (DISC), a dealer record-buying co-operative.

Spector, who operates Spec's Record Shops in Coral Gables and Fort Lauderdale, Fla., told The Billboard by long distance phone: "There are a number of fellows down here who have been seeing stories in The Billboard about this

new co-op buying set-up. I can tell you they're mighty interested. And I can't tell you how many wires, letters and phone calls we've gotten from all over the country inquiring about it. I'm going to meet with Irv Randolph and his committee of managers of the co-op, when I'm in the New York area next week to discuss participation of other dealers in SORD and in our local Florida Record Dealers group."

Spector and at least two other Miami area dealers have already joined the co-op. Joining involves the purchase of a \$1,000 share of stock in the operation.

Meanwhile, Randolph, who operates Bandwagon Record Shop in nearby East Orange, reported that at a meeting held last Tuesday night at the co-op warehouse, another seven dealers were signed up. This brings the total current membership to 47. Randolph reported that inquiries are continuing to come in from dealers thruout the metropolitan New York area as well as Pennsylvania. He also said that a number of distributors have made contact with DISC with a view to working out arrangements for supplying the outfit.

At this week's meeting, a committee of five dealers was established to plan a program of advertising and promotion. The committee will design an emblem and a format for the ads for trade papers, consumer publications and newspapers.

The co-op is expected to begin functioning officially within the next few weeks. Meanwhile dealers wishing to join are still urged to contact Randolph.

Deejay Gets Court Nod

NEW YORK — WDAS disk jockey George Woods has won a settlement against the Coasters for breach of contract.

The action, which was taken before the American Guild of Variety Artists (AGVA) by attorney Warren Troob, revolved around a complaint filed by the Philadelphia deejay over a Coaster walk-out during Thanksgiving Day engagement staged by Woods last year at the Uptown Theater in the City of Brotherly Love. The plaintiff was awarded \$4,500.

Probers Close In On Dick Clark's Far-Flung Empire

Committee Feels Jockey Used Power to Favor Own Products

By MILDRED HALL

WASHINGTON — The Harris payola probers last week closed in on the Dick Clark empire. The idol himself was expected to testify Friday, in the grand finale of a drama of exploitation, set against the background of spinning disks, played and pushed over the air. (See separate story on Friday hearing.)

During the two-day opening of hearings, the Legislative Subcommittee had asked and been given answers to penetrating questions on how far the ABC network deejay had exploited his position as the country's most influential single

factor in air-exposure of popular records, to promote his own interests.

As testimony developed, the committee conviction grew stronger that the deejay had used the air power to favor his own, or his associates' products; that competition suffered from Clark-connected pressure; that the Philadelphia deejay cut himself in on music publishing, record manufacture and pressing, on copyrights and on talent control, before he divested himself of the various interests on orders from his employers, American Broadcasting-Paramount Theaters.

It seemed clear from committee comment that the Congressmen felt he had exacted tribute, in one way or another, from small businessmen, and from talent and composers, in return for air-play.

Primarily, as Chairman Harris said in his opening statement, it was the public interest and the fiber of American broadcasting, which could suffer the most harm in this type of exploiting the airwaves for "personal profit." Harris said it was the committee's job to avoid repetition of such a situation, which went beyond the ordinary garden variety of direct pay-

(Continued on page 16)

Cooke LP Tops Victor Issue

NEW YORK — Leading the May array of RCA Victor pop albums is the LP debut of Sam Cooke entitled "Cooke's Tour," in which the young singer vocalizes on material that sets the flavor and the mood of foreign lands. Also due for distribution in May are "The Blend and the Beat," which features the Ames Brothers, Della Reese's newest set, "Della by Starlight," and a new Don Gibson album, among others. In the instrumental pop field is a set cut on location called "Cha-Cha With Tito Puente at Grossingers."

The new semi-pop "Everything But the Beer," the two-disk album packaged with two beer mugs with

(Continued on page 16)

Red Foley Tax Trial in Fall

SPRINGFIELD, Mo. — Red Foley, singing star of ABC-TV's "Jubilee U. S. A.," and NBC Radio's "Red Foley Show," has been granted a continuance of his trial on charges of evading federal income taxes. The case, originally set to begin Monday (2), will now be scheduled for the fall term of the court, Judge Jasper R. Smith said.

The veteran performer's personal physician, Dr. F. T. H'Doubler Jr., stated that Foley is ill, having been hospitalized since mid-April. "His condition," said the doctor's affidavit, "is such that it would be injurious to his health and endanger his life if he were to appear in court at this time."

Payola Hearings Develop Battle of Statisticians

Committee's Experts Disagree With Computech, Clark Employee

WASHINGTON — A battle of statisticians raged during the opening days of last week's Harris payola hearings, when Computech, a New York data processing firm, hired by Dick Clark, deduced that the deejay did not favor his "interest" records on the air over titles in which he had no interest. From Computech's 300 pounds of data on the playing of records during 28 months of "American Bandstand" shows on the ABC network, Committee-called experts came to the opposite conclusion.

Joseph Tryon, Georgetown University statistics instructor, concluded from the Clark - provided data, that the deejay played his own records earlier, oftener, and for longer time periods than non-interest titles. Also, Tryon deduced that Clark leaned harder on those tunes in which he had multiple interest, than those with minor financial return.

Two other Committee-called experts, Joseph Daly, chief mathematical statistician in the U. S. Census Bureau, and Morton Raff, of the Bureau of Labor Statistics, both agreed that the Computech methods were faulty. Daly said the data could show that "the gross-est sort of differential treatment" was possible on the show, between Clark's interest records, and non-interest records. Daly said this was possible if Clark played heavily

on his interest-tunes before they hit peak popularity, to push sales, and did not play the non-owned tunes until they had passed their popularity peak.

Could Read Either Way

Raff also concluded that the data could be read either way. He felt the Computech "data interpretation method" had one weak link: this was assumption that popularity rank could be correlated closely with frequency of play. Raff said Computech deduced that a top-rated tune on a Billboard list

would get only twice the play of a tune at the 50 point rating. He doubted the validity of that assumption, and found no evidence in the data to back it up.

The Computech firm's conclusions, as reported by Bernard Goldstein, were riddled by Subcommittee member Moss and chief counsel Robert Lishman, well before the opposing statisticians testified the following day. Goldstein frankly admitted errors and omissions in the tables and computations, but

(Continued on page 14)

Finfer Tells About Clark Investments

WASHINGTON—Once upon a time, a Philadelphia distributor with an affiliated record firm invited a nationally known deejay to buy one-fourth of the record company stock for \$125, and two years later, the deejay pulled out with a total gross profit via stock sale and salary, of about \$31,575, a staggering 11,900 per cent profit.

The story was told the Harris payola probers last week by Harry Finfer, part-owner of Universal Record Distributing, and part owner of Jamie Records. Finfer sold deejay Dick Clark 125 shares of Jamie for \$125, in 1957. In 1959, when Clark had to divest his music interests, on orders from his network, American Broadcasting-Paramount Theaters, Clark sold it back for \$15,000.

Clark was also paid a salary of \$200 per week for company's fiscal year may 1958 thru April 1959, and the salary was paid in a lump sum of \$10,400, two months after the end of the fiscal year. Additionally, Finfer testified that Clark got \$6,300 in payments to cover 28 weeks at \$225 per week, making a salary total of \$16,700. Total profit on stock plus salary, \$31,575.

Committee rundown noted that Clark was in a top income bracket in 1959, and so paid 75 per cent federal income tax of \$12,525, on his \$16,700 salary plus \$120 Social Security payments, plus Philadelphia taxes of \$250, for a total of \$12,895, leaving salary after tax, \$3,804.

However, since the whole deal was predicated on only "advice" by Clark to the firm, in the way

of services, Representative Moss found a possible 25 per cent capital-gain tax advantage existed on some of the money received. Moss said other deejays involved in payola have to pay full income tax rates, and he intends to notify Internal Revenue and Social Security

(Continued on page 12)

New Allied Co-Op For Indie Catalogs

HOLLYWOOD — Allied Vice-President Ned Herzstam last week called on small catalog labels to join a co-operative, he is forming called Conart (Consolidated Artists) which, he said, would allow smaller firms to enjoy many of the benefits heretofore available only to the big companies. In a letter to the small catalog indies, Herzstam built the Conart case as follows:

He told the diskeries that during a recently completed cross country tour of key distributors, he found that salesmen are giving attention to large catalogs rather than limited catalog lines. Furthermore, he added, distributors and dealers are reluctant to buy small catalog lines because of four reasons: their general indifference to these lines; exorbitant freight charges in relation to potential sales; their inability to advertise and promote limited catalogs. Also, he found

WBC ELECTION SONG SERIES

NEW YORK — Westinghouse Broadcasting is packaging a new half hour series, tagged "Songs for Presidents," spanning campaign music from George Washington's time to the present.

The eight - week series will be carried by all WBC radio stations during presidential election time this fall. The package will be produced by WBC's national program director Bill Kaland, and written by Civil War historian Roy Meredith, with Roy Ross as musical director.

Solons Charge FCC Laxity On Payola

WASHINGTON — Charge that the Federal Communications Commission has been lax in acting on payola matters was hurled at FCC Commissioner Robert E. Lee when he appeared before the Senate Commerce Committee last week (27) for reappointment to the Commission.

Members of the Committee criticized the Commission for not preventing the growth of payola. Growth was due in part to weak regulation of broadcasting by the FCC, the members said.

(Continued on page 11)

'All-American Boy' Deal in Hearing Limel't

Fraternity Prexy Denies Any Clark Connections

WASHINGTON — The last story to be told the Harris payola probers at Wednesday's hearing last week was that of a small indie label, Fraternity Records, which aimed for a million-sale hit record, via Dick Clark help, but ended with less than half that amount, on its "All-American Boy" disk.

While Fraternity's President Harry Carlson sweated out committee questioning aimed at making him admit Clark connections (which he consistently denied), other witnesses, including Bernard Lowe, of Cameo Records, and Harry Chipetz, of Chips Distributing, were to be granted executive, private hearings by the Sub-

(Continued on page 11)

The Billboard's Research Aids Committee

WASHINGTON — The Billboard's Research Director, Tom Noonan, won the thanks of the Harris payola probers last week, for testimony clearing up confusion which resulted when a Computech statistician employed Billboard chart ratings to determine the popularity weighting given Dick Clark record play, in Computech's presentation. (See separate story.)

During questioning by Committee counsel Robert Lishman, Noonan agreed that Clark is possibly the most "influential single person in the industry," but pointed

(Continued on page 12)

AFM Makes 'Pioneering' Pay-TV Pact

Sets New Wage High, Plus Live Music Guarantee

NEW YORK — The American Federation of Musicians has made "a pioneering labor agreement" in pay-TV, via a contract with Paramount Pictures' International Television Division.

The pact, according to AFM prexy Herman Kenin, establishes a new high in wages for recording musicians and precedent - making guarantee for the exclusive use of live music, plus protection against

(Continued on page 14)

Fair Trade Bill Blocked In House

WASHINGTON — Chance that a Fair Trade Bill would be passed this session grew very dim last week when the House Rules Committee by a six to four vote, tabled the Harris proposal that had earlier been approved by the House Commerce Committee.

Harris bill, which would set up fair trade rulings at the federal level, had the support of many record dealers. Proponents, many fighting discounting tactics, felt the measure would protect independent retailers from "loss leader" sales and predatory pricing of fair-traded items.

Justice Dept. Federal Trade Commission

This week the first issue of

The Billboard

OVERSEAS EDITION

(MAY 2)

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RECORDING ESSENTIAL

Booker Sees Wax Only Key to Band Renaissance

NEW YORK — Only the recording industry can "bring back the bands," according to band booker William T. Black, prexy of Orchestras, Inc., Chicago.

"Until the day arrives that recording companies really begin to push bands again, it's going to be a tough struggle for all of us," opines Black, who takes issue with The Billboard's page one story last week, "'60 Could Be That Band Revival Year."

"Bands are on the road today," says Black, "but the question is where are they playing?" In line with this, the booker noted that one of his clients, Russ Carlyle and his ork, work 50 weeks a year, but he adds: "You will note very few ballroom dates. Most of the dates are private club dates of one kind or another. This band will work about three months of locations per year and the other nine months on the road."

"Carlyle," states Black, "has been fortunate in that he has invested heavily in records, which are still the life blood of the band business but finding record companies that are interested in bands, is generally a difficult thing to do."

As an example, Black points out that Bobby Christian's band has "played more college dates the past three years out of Chicago than any other band in this area with

(Continued on page 14)

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TONIGHT WITH EDDIE FISHER

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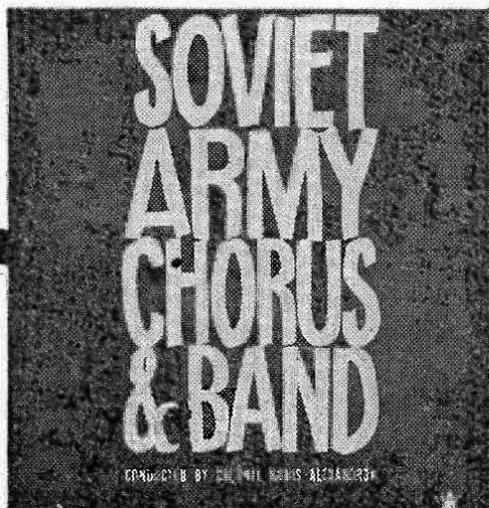
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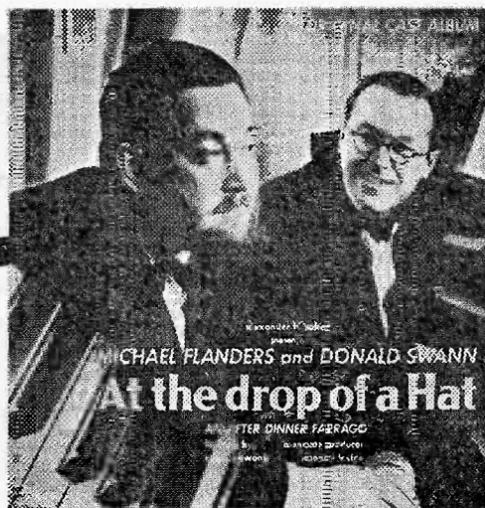
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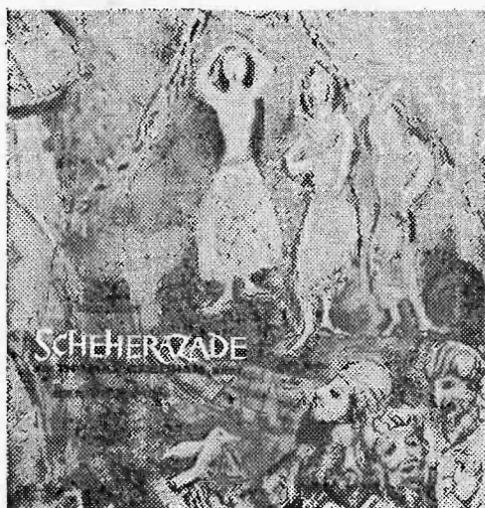
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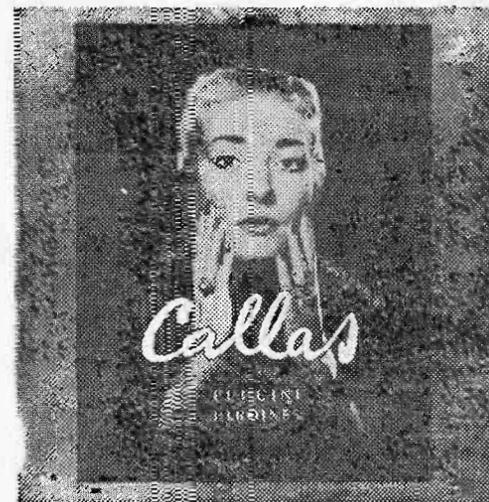
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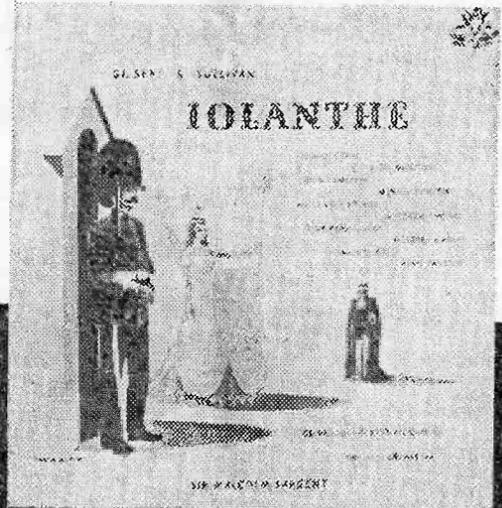


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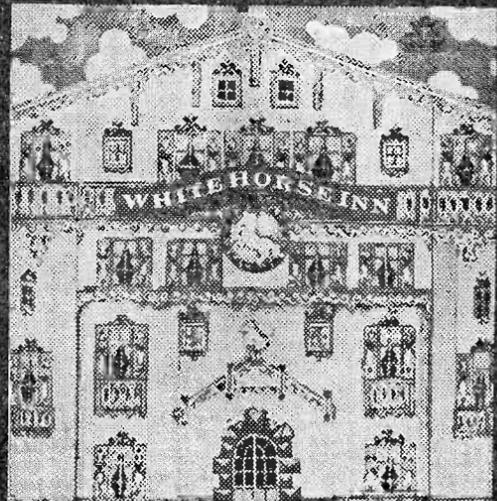
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"THE NATION'S BEST SELLING RECORDS"

European News Briefs

London Newsnotes

By DON WEDGE

News Editor, New Musical Express

Warner Bros. Records has hit the No. 1 spot with its first British release—the Everly Brothers' "Cathy's Clown," issued April 8 to coincide with the Everly's first British tour, it came into the charts two weeks ago at No. 16. . . . Elvis Presley with "Stuck on You," had seemed likely to take the slot but he has now slipped back to No. 8. Despite his immense following and continual chart success, Presley had made the British No. 1 spot comparatively rarely. . . . Placed second is the newest British disk sensation Adam Faith. If he moves up, he will carve a niche for himself as the first artist to have three consecutive No. 1's here.

"Shazam," Duane Eddy's new release on Decca's London label, has great potential entering the charts in its first week at No. 13. . . . Johnny Preston's "Cradle of Love" and Ella Fitzgerald's very individual "Mack the Knife" are the only other newcomers to the top 20. Apart from Eddy, Preston has the biggest jump of the week — 10 places to No. 15. Ella is at No. 20.

ATV's "Sunday Palladium" video show slot is to be filled with a variety format staged from the Prince of Wales Theater during the summer. Jane Morgan is set to headline the second of these shows June 26, with Les Paul and Mary Ford as well as Gordon and Sheila MacRae scheduled for the following month.

During his recent tour, Josh White recorded three half-hour programs for BBC radio which are being transmitted on Fridays currently. . . . Bobby Darin won himself a lot of new friends with his "Saturday Spectacular" for ATV, taped during his recent visit and shown April 23. . . . MGM's "All the Fine Young Cannibals," starring Pearl Bailey and Robert Wagner, had its world premiere at London's Marble Arch Odeon April 28. . . . Frankie Avalon's "Guns of Timberland," however, went out on release without a West End showing.

Perry Como, here to tape his April 26 "Kraft Music Hall," had the biggest press coverage of any visiting American this year, despite arriving during the Easter holiday. He was in demand by pressmen for the whole of his stay and when the studio sequences were filmed in the BBC's Television Theater April 23, a ban was placed on visiting reporters and photographers.

British singer Shelley Moore, who was touring the U. S. with the Vic Lewis Band, is staying behind as featured singer with the Ray McKinley-Glenn Miller Ork. . . . Composer Lionel Bart planning on spending at least three months in New York on songwriting activities after his visit earlier this month during which he had encouraging talks with Julian Aberbach and other publishers. . . . British Decca Chairman E. R. Lewis back after two-week New York-trip for conferences with his U. S. London label.

Frank Loesser's "Most Happy Fella" opened at the London Coliseum April 21 to the "most enthusiastic reception for any American musical since 'Oklahoma.'" Notices next morning were not quite so impressive but the general verdict was approving. Loesser re-staged the show for London, it having several important changes from the Broadway production. "Standing on the Corner" is already a pop hit here by the King Brothers (at No. 7). There are seven other singles, and five EP's of show numbers. Philips has issued the original Broadway cast LP, EMI recorded the London cast last week and there are also two orchestral LP's issued.

Audio Fidelity chief Sidney Frey in London after a year's operation of his label here and also combining a visit to the Audio Fair. After a weekend in Paris he expected to be back in New York today (2). . . . Also making the trip was Joe Delaney, manager of the Dukes of Dixieland.

There was heavy coverage of Connie Stevens' "Sixteen Reasons" among the new releases. According to Roy Berry of Campbell Connelly, who publish here, there will be rivalry from Marion Ryan (her first single under a new deal with EMI's Columbia label), Shani Wallis (her debut single for Philips) and Sheila Buxton (Top Rank). Warners made strong efforts to get their thrush here to launch the disk with TV and radio shots but she was unable to be freed from Hollywood studio commitments.

Releases generally got back to a more normal level this week after the Easter slackening. Among the U. S. chart entries issued there was Mark Dinning's "A Star Is Born" (M-G-M). Tho a No. 1 in America, Dinning's "Teen Angel" scarcely made the British charts largely because of deejay opposition to its theme: Harry Norton, EMI's promotion man in charge of M-G-M is keen to make up for it on the new disk. . . . Also from EMI, there was "Got a Girl" by the Four Preps (Capitol), a group that has still to get away here. . . . The Decca group scheduled for its London label Marv Johnson's "I Love the Way You Love" (from United Artists) and Anita Bryant's "Paper Roses" (Carlton). . . . Top Rank has issued The Singing Belles' "Someone Loves You, Joe" (Madison).

Jack Hylton is negotiating with African jazz thrush Miriam Makeba to star in his fall London production of "King Kong." . . . Denis Preston, head of Britain's indie recording set-up (artists include Acker Bilk, Mike Preston and Chris Barber), flew to New York April 26 for three weeks of talks with U. S. labels. Among masters he took with him was a jazz album by the Laurie Johnson Ork of the MD's music for "Lock Up Your Daughters" which is due for Broadway next month. . . . "Harlem Heatwave," the Benny Davis written floorshow at the Pigalle Restaurant, moves to Bruno Coquatrix's Paris Olympia from May 13 to June 9 during Sammy Davis Jr.'s Pigalle season.

Best Selling Pop Records in BELGIUM

Week ending April 23, 1960
(Courtesy New Musical Express)

Last Week	This Week	Title	Artist	Label
1	1	MUSTAPHA	Bob Azzam	Barclay
2	2	T'AIMER FOLLEMENT	Dalida	Barclay
3	3	MILORD	Edith Piaf	Columbia
4	4	EEN HUTJE OP DE HEIDE	Bobbejaan Schoepen	Decca
5	5	PUPPY LOVE	Paul Anka	ABC-Paramount
7	6	NE JOUE PAS	Colette Dereal	Polydor
11	7	RED RIVER ROCK	Johnny and the Hurricanes	(London)
6	8	OH CAROL	Neil Sedaka	RCA
12	9	PILOU PILOUHE	Ghbert Becaud	Columbia
—	10	LAILA	The Regento Stars	(Moonglow)
10	11	SALADE DE FRUITS	Bourvil	(Pathé)
8	12	IT'S TIME TO CRY	Paul Anka	(ABC-Paramount)
9	13	LA BELLA	Rocco Granata	(Moonglow)
13	14	CAFE SANS EXPORT	Bobbejaan Schoepen	(Decca)
14	15	PUT YOUR HEAD ON MY SHOULDER	Paul Anka	(ABC-Paramount)
—	16	KRIMINAL TANGO	Hazy Osterwald	(Polydor)
—	17	KLEINE LUCIENNE	Conny Froboess	(Electrola)
—	18	IK BEN BOOS OP DE MAAN	Bobbejaan Schoepen	(Decca)
—	19	TOO YOUNG	Bill Forbes	(Columbia)
—	20	WILD ONE	Bobby Rydell	(Cameo)

British Dealers Air Grievances

LONDON — The first convention of the Gramophone Record Retailers' Association held in London last Sunday (24) let off a lot of steam of dealers' grievances against the disk manufacturers, fly-by-nights and the government.

The association was formed in March, 1959, and this was the first national gathering. Of the 8,000 or so dealer outlets in Britain, about 1,000 are members and 250 were represented at the meeting.

The general purpose seemed to be to gain an over-all consensus dealer opinion on attitudes that might be officially taken on the beefs. Ballots were taken on platform resolutions but no results were announced.

Biggest controversy was a platform move to demand a higher proportion of returns than the 5 per cent allowed by the majors. There was a strong feeling against it on the ground that it would encourage more "dabblers" to set up to the detriment of the long-established outlets.

Members also reported on their experiences in closing down cut-price and discount dealers and resolved to combat the threat with

two-way action — by individuals locally and thru the association nationally.

Chairman Reg Reed attacked the system of labels being tied to one chain of wholesalers. This was understood to refer to the recent launching of the Warners line thru British Decca, which is only factored by the Decca distribution affiliate, Selecta.

Secretary Harry Tipple led a plea for standardized prices for categories of LP's — singles are standard — to round figures. Top Rank has brought their issues to round shillings and the price is also indicated in the number.

There was unanimous demand that catalogs and other sales aids should be supplied free — most of them are charged for. Equally undisputed were demands that juke box operators should get their disks from local retailers and that labels should restrict the flood of new releases.

Best Selling Pop Records in BRITAIN

Week ending April 30, 1960
(Courtesy Juke Box Magazine)

Last Week	This Week	Title	Artist	Label
6	1	CATHY'S CLOWN	Everly Brothers	(Warner Bros.)
7	2	SOMEONE ELSE'S BABY	Adam Faith	(Parlophone)
1	3	DO YOU MIND?	Anthony Newley	(Decca)
4	4	FALL IN LOVE WITH YOU	Cliff Richard	(Columbia)
5	5	HANDY MAN	Jimmy Jones	(M-G-M)
3	6	MY OLD MAN'S A DUST-MAN	Lonnie Donegan	(Pye)
11	6	STANDING ON THE CORNER	King Brothers	(Parlophone)
2	8	STUCK ON YOU	Elvis Presley	(RCA)
8	9	SWEET NOTHIN'S	Brenda Lee	(Brunswick)
10	10	THEME FROM A SUMMER PLACE	Percy Faith	(Philips)
9	11	FINGS AIN'T WOT THEY USED TO BE	Max Bygraves	(Decca)
14	12	FOOTSTEPS	Steve Lawrence	(HMV)
—	13	SHAZAM	Duane Eddy	(London)
15	14	RUNNING BEAR	Johnny Preston	(Mercury)
23	15	CRADLE OF LOVE	Johnny Preston	(Mercury)
16	16	WILD ONE	Bobby Rydell	(Columbia)
12	17	BEATNIK FLY	Johnny and the Hurricanes	(London)
17	18	HE'LL HAVE TO GO	Jim Reeves	(RCA)
13	19	CLEMENTINE	Bobby Darin	(London)
19	20	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott	(Top Rank)

Best Selling Pop Records in MEXICO

Week ending April 30, 1960

Last Week	This Week	Title	Artist	Label
—	1	MARINA	Medina Brothers Trio	(Orfeon)
—	2	BLACK ORPHEUS	Trio Diamantes	(RCA)
—	3	MIENTES	Hugo Avendano	(RCA)
—	4	RUNNING BEAR	Johnny Preston	(Mercury)
—	5	PEPE	Navarre Sisters	(RCA)
—	6	MIRA COMO LLERA	David Ortega	(Sonus)
—	7	ROCKING BOOGIE	Liepts Brothers	(Peerless)
—	8	LAS CEREBELAS	Mariachi Pulide	(Peerless)
—	9	SMOKE GETS IN YOUR EYES	Platters	(Mercury)
—	10	TELEGRAMA	Monna Bell	(Gamma)
—	11	LLERARAS	Javier Solis	(Columbia)
—	12	BLUE DANUBE CHA CHA	Edmundo Ros	(London)
—	13	NIKITA NI PENE	Cuartete Guarare	(Rima)
—	14	EL PASO	Marty Robbins	(Columbia)
—	15	THEME FROM A SUMMER PLACE	Percy Faith	(Columbia)
—	16	PETIT FLEUR	Bob Crosby	(Dot)
—	17	MI VENSUELOS	Mariachi Estrella	(Audio Mex)
—	18	DOMINO	Patachou	(Muzart)
—	19	ANDO COMO BALA	Lola Beltran	(Peerless)
—	20	SINK THE BISMARCK	Johnny Horton	(Columbia)

Munich Newsnotes

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

One of the highlights of this week's TV for Bavaria was Radio Salzburg's recorded at King Cole Show. Norman Granz presented his JATP with Oscar Peterson, Herb Ellis, Roy Eldridge, Coleman Hawkins, Stan Getz. The show included the "C Jam Blues," Peterson's "Tenderly" with Nat singing, JATP's "I Want to Be Happy," with Nat at the piano, and another version of "Sweet Lorraine." . . . American conductor Dean Dixon got a contract from the radio station at Frankfurt. Dixon will start his new job in September next year.

Interdisc is the name of a new group in Germany and Switzerland to distribute these American labels: Riverside, Contemporary, Good Time, Gene Norman Presents, HiFi, Jazzland, Judson, Lighthouse, and Pacific. Bernhard Mikulski is the representative for Germany. He handles already the Verve and Blue Note labels for Germany.

German jazz authority Joachim E. Berendt left for the States. He is going to visit New York, New Orleans, St. Louis, Kansas City, Sedalia, Chicago, Detroit and the West Coast to write a book on the Story of Jazz. American photographer William Claxton accompanies Joachim. The publisher of their book is Burda; the book is scheduled for early autumn.

March music is doing well on disks here. In German catalogs there currently are 550 titles of marches. Label with the most is Teldec: 179 marches. Second comes Philips with 157. Polydor follows with 100 march titles, and Electrola is fourth with 90 marches. Marching along together seems to mean good business again for German diskeries.

Remember the "Liechtensteiner Polka?" Liechtenstein is in the headlines again. This time, it's the "Filmcontact Company" in Liechtenstein. They hired opera singer Mario Del Monaco for five movies to be produced in Munich, one movie per year. Mario will start with \$50,000 and escalate to \$100,000.

Belgian Newsnotes

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

Jo Leemans, featured vocalist with the well-known Francis Bay orchestra, recorded two tunes for Philips from Doris Day's picture "Pillow Talk: "Inspiratie" (Inspiration) and Kus 'tje zacht" (Possess Me). . . . During the Easter weekend, Nat King Cole sang at the Kursaal in Ostend. He scored a big success in the beautiful, but half empty concert hall. Really, prices from \$3 to \$6 are way too high for Belgium (and most other European countries), especially for pop music stars, who are mostly appreciated by teen-agers who cannot afford to pay such prices.

A Belgian picture will be made, based on "A Pub With No Beer" (Cafe Zonder Bier), one of the biggest hits of last year. Bobbejaan Schoepen, who cut the original version on Decca, and 50 other local talents will participate. . . . Every year, a great TV-exhibition is held in Belgium. Among the record stars invited this year are Peter Kraus, Germany's teen-ager star and two other German singers, Fred Bertelmann and Chris Howland. This proves once again that German singers are gaining more and more popularity here.

A big "Drink More Milk" campaign has been going on for several weeks here. Among the prizes: free tickets to Sunday morning showings of Pat Boone's "Journey to the Center of the Earth," playing now in the main cities of Belgium. . . . Negotiations have been begun to bring the Tito Puente band to Belgium in September. . . . Well-known artists all over Europe are helping to get signatures on petitions to save Caryl Chessman from execution.

IMPACT!

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With His Exciting New "On-Stage" Album From The
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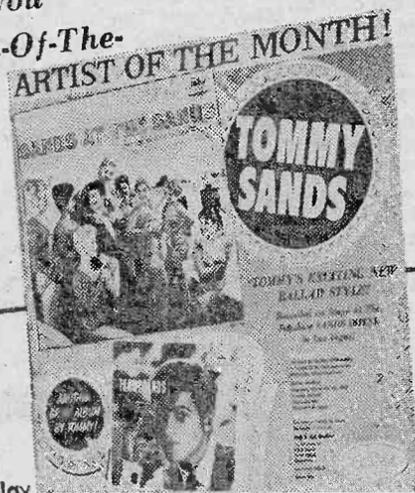
T-1364

IMPULSE!

Impulse sales will soar when you
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Month" displays into action!



Album jackets, eased for quick set-up
on counter or in window.



22 x 22 full-color display
with added reference to Tommy's
previous album "When I'm Thinking Of You."

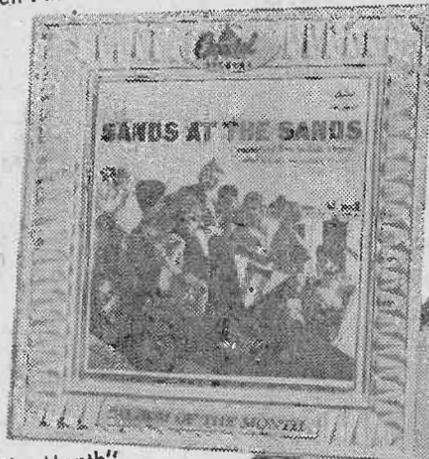


2-color wall or window streamer.

"Artist Of The Month"
stickers for
album jackets.



Attractive "Artist Of The Month"
frames for wall or window.



'American Boy' in Limelight

• Continued from page 4

committee on the ground of possible self or other incrimination.

Songwriter Orville Lunsford opened the "All-American Boy" story by testifying that Fraternity president Carlson said they would do better on the tune if some of the records were pressed by Mallard Pressing Company, then a Clark-owned firm. (Fraternity customarily had Victor press its records.)

Lunsford said Carlson told him a Clark associate had contacted them and promised air play in return for throwing business to Mallard. The Clark pressing firm got an order of 50,000 records, Lunsford said, and immediately the "All-American Boy" began to get play, almost every other day, on Clark's American Bandstand show for the ABC network.

Among the complications, it later turned out that Carlson's brother Paul claimed the tune had reached the million mark and reported the fact to Billboard. Harry Carlson said it was a false claim, based on mistaken anticipation. The disk never sold over 500,000 copies.

Further testimony revealed that a singer, Billy Parsons, was named on the label as the song's performer—alho the real voice was that of Bobby Bare, who also sang "Rubber Dolly" on the flip side of the disk.

Before the disk got air play Lunsford said Fraternity Records was told Dick Clark objected to some of the wording in the lyrics of the satirical song on Elvis Presley. Lunsford said he refused to change a word.

Billy Parsons, the non-singing singer on the label, testified that he was given appearances on Dick Clark shows to promote the record.

Singer Parsons said he had statements from Fraternity Records showing that some \$9,000 had been paid out to deejays for promoting the "All-American Boy," and he was billed for his share. He was also billed for some master tapes which were intended for an album, but the album was never released. To cap the climax, even the money he got at union rates for the Clark show appearances, was charged against his royalties, and "went back to them." He now owes the firm money.

Included on the names of deejays to be paid for playing "All-American Boy" was that of Washington deejay Milt Grant, whose record hop show goes on daily over Station WTTG-TV, and whose name has never been previously linked with payola. Grant has since denied the allegation, made by composer Lunsford.

Prexy Harry Carlson of Fraternity Records virtually called Lunsford a liar; he told the Subcommittee: "I had no contact with Clark or Manmarella, only with the man in charge of Mallard Pressing."

Why did Carlson switch from Victor pressing to Mallard, Representative Moss asked. Carlson said small companies had to make "many contacts," and it was just a coincidence that Clark happened to own Mallard Pressing at the time.

FCC Laxity

• Continued from page 4

Lee, a Republican, is up for re-appointment for a seven-year term. Edward K. Mills, New Jersey Republican, nominated as an FCC commissioner by the President, also appeared at the hearing. Committee did not take final action on the appointments.

Meanwhile, comments are pouring into FCC from small stations across the country, opposing the Commission's March 16 order to identify free records played on the air.

Carlson felt the Congressmen were unduly suspicious of everyone who happened to come in contact with Clark interests.

This sent Representative Moss off like a rocket again on the subject of handy coincidences. "You say we are suspicious, but isn't it these continuous coincidences that arouse suspicion? You never used Mallard at any other time."

Committee counsel Robert Lishman said that also by happy coincidence, after Mallard got pressing orders, Clark played the tune 18 times in less than two months. It was also brought out that while Clark was playing the tune so frequently from December, 1958, to February, 1959, Mallard was billing the Carlson firm on alternate days for record pressings, totaling about 50,000.

Moss pressed Carlson to admit there had been contact with Clark. Worn down, Carlson finally admitted he might have mentioned something about the Clark disapproval of the song lyrics to composer Lunsford. Carlson also could not explain why a batch of 100 Mallard-pressed free records found their way to Dick Clark. It was just part of a "common practice" to give out free records, said Carlson.

The Subcommittee ended up by demanding Carlson supply break-outs on promotion expenditures, from his company records, including payments to deejays, and charges to singer Billy Parsons. Parsons, incidentally, claimed that a total of \$14,000 was spent to promote this one tune.

Kooper Joins Kassner Firm

NEW YORK — Mac Kooper is the new professional manager of the Eddie Kassner publishing firms, Picadilly Music and Peter Schaeffers Music, the BMI firms, and Broadway Music, the ASCAP branch of the Kassner organization. In his new post, Kooper will handle the publishing activities as well as make masters of the firms' new tunes and place them with record companies.

At the present time Kassner and Murray Sporn's Broadway firm has a lot of tunes on wax, including new waxings of "Take Me Out to the Ball Game," "Apple Blossom Time," "Put Your Arms Around Me Honey," and "You Made Me Love You." Kassner's tie-up with the German film producer and publisher, Peter Schaeffers, is reported to give the Kassner firms control of 10,000 copyrights of foreign origin.

Savoy Takes Over Coleman Label Catalog

NEW YORK — Savoy Records has acquired the entire catalog of Coleman Records, according to Savoy chief Herman Lubinsky. Coleman diskery has many masters of importance in the spiritual field.

Product includes about 150 masters. Included are recordings by the Blind Boys of Mississippi, the Blind Boys of Alabama, the Nightengales, the Coleman Brothers, the Happy Land Singers and the preaching records of the Reverend Brodie.

Lubinsky concluded the deal with representatives of the estate of Melvin Coleman, late head of Coleman Records.

On another level, Savoy has signed trombonist Curtis Fuller.

Atco Signs Ben E. King

NEW YORK — Atlantic Records' subsidiary Atco has signed Ben E. King, formerly known in the trade as Benny Nelson, lead singer for the Drifters, who record for Atlantic.

Altho King has now left the Drifters to go out as a single, Atlantic has scheduled one of his last waxings with the group, "Lonely Winds," for release this month. At the same time, Atco is bringing out King's first solo platter, "Show Me the Way," thereby putting him in competition with himself for spins.

Atlantic's sales chief Bob Kornheiser has assigned three road men to concentrate exclusively on the two disks. The Drifters are lining up a new lead and will continue to record for Atlantic. Among former best sellers cut by King (then Nelson) with the Drifters were "There Goes My Baby," "This Magic Moment" and "Dance With Me."

Williams Sets Pontiac Tie

NEW YORK — Cadence recording star Andy Williams is currently huddling with Pontiac and NBC-TV moguls, setting up a series of 10 spectaculars to be presented in September by the auto company.

Williams will appear on sets much sooner, however, when he guests on the Dinah Shore Show this Sunday (8).

ACKERMAN PRESCRIBES FOR PAYOLA SICKNESS

WASHINGTON—An examination of the history and complexities of the music business and payola was made by The Billboard's music editor Paul Ackerman during his testimony before the Harris Committee here last Tuesday (26).

Exploring the background of payola — tracing its history as "an outgrowth of a music business tradition, songplugging" — Ackerman offered some possible solutions to the problem. He stated: "It is our belief that only the group or committee system of responsibility can provide an adequate safeguard."

"It is necessary," he said, "that the record industry indicate its good intent; its willingness to end flagrant abuses; its support of a law making payola and subversion of the airways a criminal offense. The industry should also consider the advisability of establishing a permanent office to function on various levels, such as public relations, contact with federal regulatory agencies, etc."

"It should also establish a self-policing program and a Code of Ethics," Ackerman stated. "A logical head of such an office could be an individual of national stature, drawn from outside the music business. He would be akin to arbitrators or commissioners now functioning in the film business, the garment industry, baseball, and football leagues."

In line with this, Ackerman noted that "The Billboard has already taken the initiative to assure that a meeting of record industry leaders be held to consider these points." In conclusion he said, "It is to be hoped that such legislation as may arise out of this investigation will foster the real cultural and economic values (of the music business) as well as introducing higher standards of business practices. Evils to be eliminated are payola and its corollary abuse, the open-handed distribution of

free records beyond normal promotional requirements, with the intent to subvert."

In endorsing the "committee system of responsibility" as a defense against payola, Ackerman pointed out that its long-time use by The Billboard had provided a safeguard against attempts to influence the magazine's editorial columns, record reviews and popularity charts.

It was owing to The Billboard's committee system he explained, that a recent attempt to influence an employee was negated before any actual harm could be accomplished.

Commenting on this reference by Ackerman, counsel Robert W. Lishman later told the Subcommittee that he wanted to clear up for the record that "information for which this person had been compensated was not of the type which would in any way reflect on the reliability of the ratings issued by your (The Billboard) paper."

Kapp Intros New Subsid

NEW YORK — Kapp Records this week introduced a new, super-sound record label, to be known under the tag, Medallion Records. The emphasis will be on high quality stereo sound, with material orchestrated specifically for the two-channel medium.

The new project is under the supervision of Mickey Kapp. Jay Lasker, Kapp sales chief, held a series of distributor meetings last week in Los Angeles, Chicago and here. The cost of the disks will be upgraded to \$4.98 for monoaural and \$5.98 for stereo. All editions will also be available in four-track tape. A high-powered merchandising campaign is in the works for the de luxe line.

Initial entries include "The Sound of Strings," by Michael Leighton and Ork; "The Sound of Top Brass," by the Peter London Ork; "The Sound of Musical Pictures," by the Medallion Concert Band; and "The Sound of the Chorus," by the Companeros de Mexico.

NEW YORK — Roulette Records has signed Charlie Gracie, formerly on the Cameo label. His first Roulette disk will be released May 15.

Gracie, who had a million seller in 1957 with "Butterfly," was personally pacted for Roulette by the label's artist and repertoire chief Joe Reisman.

Jerry Blaine Home Robbed

NEW YORK — Jerry Blaine, head of the Cosnat Distributing set-up and the Jubilee-Josie labels, was robbed of \$73,500 in jewels, furs and cash last week at his home.

Posing as policemen, two men held up Blaine and his wife at gun point and — after taping their hands and feet — got away with \$500 in cash, jewelry worth \$65,000 and furs valued at \$8,000. The loot, said Blaine, was all insured.

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Finfer Tells About Clark

• Continued from page 4

to look into Clark's earnings at Jamie Records.

Finfer admitted payments to Tony Mammarella, then producer of Clark's American Bandstand show, between 1957 and 1959, of about \$3,500, with an additional \$500 to Mrs. Mammarella when her child was born. Sums totaling close to \$35,000 were also paid out of Universal Distributing's "promotion" funds, to deejays in the Philadelphia area.

Deejay Largesse

Some of the high spots in deejay largesse for the two-year period were \$7,375 to deejay George Woods, of WDAS, Philadelphia; \$3,800 to Larry Brown, of WPEN, and \$2,700 to Joe Niagara, of WIBG, a list of more than two dozen deejays paid was submitted to the Subcommittee.

Payments made by Universal to other deejays and broadcasting personnel from July 1857 to June 1959 were as follows: Floyd (Fat Man) Smith, WHAT, \$280; Grady & Hurst, WVUE-TV, \$300; Hy Lit, ex - WHAT, \$1,675; Jack O'Reilly, WPEN, \$1,550; Bud Brees, WPEN, \$2,260; Tom Donahue, - WIBG, \$1,475; Mitch Thomas, WDAS, \$925; Paul Landesman, WHBG, Harrisburg, Pa., \$1,275; Kac Williams, WHAT and WDAS, \$975; Red Benson, WHAT, \$220; Mike Lawrence, WIBG, \$300; Bill Curtis, WHAT, \$437.50; Bill Camperson, WHOL, Allentown, \$60; Julian Graham, WDAS, \$310; Gert Katzman, WPEN, \$150; Steve Wade, WAED, Allentown, Pa., \$50; Jack Barry, WVCH, Chester, Pa., \$50; Ed Hughes, WICK, Scranton, Pa., \$75; Billy Fupree, WDAS, \$15; Bill Franklin, WHAT, \$25; Doug Henderson, WDAS, \$425; Sid Marks, WHAT, \$200; George Johnson, WDAS, \$276.50; Carson Rennie, WPEN, \$300.

It should be noted that it was not made clear whether all of these gifts were cash or if some of them were in the form of Christmas presents.

All payments, including Clark's "salary" were for expert advice, said Finfer, whose partner in Universal, Harold Lipsius was excused from testifying. Out of Jamie Rec-

ords, the quarter-owned Clark firm, some \$1,500 was paid to deejays in cities from Tennessee to Miami, and even in Buffalo, testimony revealed.

Under needling by Representative Moss as to the true payola nature of the "advice" and "listening" payments, Finfer said: "There was no set deal for any amount of play per person." Moss pounced on that as inadvertent admission that pay was for play, not for advice.

Later, when Moss wondered why Jamie Records paid for outside advice, when they had the top deejay right on the premises as part owner, Finfer said: "Advice I had, but I had to have air play." He indicated there were limits to what just one program could do for the Jamie Records, even a Dick Clark program.

Finfer rocked the Subcommittee by insisting that Clark "knew nothing of the payments" to deejays thruout the country, altho as part owner, Clark got monthly financial statements. Counsel Lishman refused to believe Clark could have remained ignorant of payment to American Bandstand producer Mammarella, during two years when they shared a tiny desk-to-desk office, and a single phone between them.

Coat-Tail Ride

A further link in the far-out saga of a distributor firm riding the coat tails of an influential jockey, was the fact that "Clark was brought in because he brought our record company fine talent—" meaning Duane Eddy.

Eddy, by one of those coincidences which made Representative Moss apoplectic, was managed by the SRO artists, a talent firm also one-quarter owned by Clark at that time. Finfer claimed he didn't know Eddy was a Clark SRO talent.

Now Finfer acknowledged, it's all over. Clark has divested of his Jamie interest, and Mammarella gives no more advice. "We wouldn't be allowed to pay them anything now." It was suggested Clark might still be listening to Jamie Records, even without payment, and the firm should show a

Davis Album Tops Everest June Issue

NEW YORK — At the peak of Everest Records releases for June is an album by Wild Bill Davis with the invitation, "Dance the Madison." Also on the company's pop line-up are "Try a Little Tenderness," by Gloria Lynne; ex-big band leader Larry Clinton's "My Million Sellers," and "Dancing on the Riviera" by Bob Azzam, his Orchestra and Chorus.

The classical releases are led by "Pines of Rome" and "Fountains of Rome," by Respighi as interpreted by the London Symphony, Sir Malcolm Sargent conducting. Pianist Jorge Bolet, the pianist from "Song Without End," is also featured in a number of selections from the music of Franz Liszt.

News from the front office has sales-chief Charles Schicke talking with distributors in California while Jay Kyle meets with Texas outlets.

Argo Pacts Jazz Thrush

CHICAGO — Argo Records has signed Lorez Alexandria, former King artist, and has her first LP scheduled for early June release. The album features the Ramesey Lewis Trio plus a number of the Count Basie sidemen as support, and is called "Early in the Morning." Jack Tracey, who pacted the thrush, has also recorded the Art Farmer-Benny Golson Jazztet for the label.

Meanwhile, Argo affiliate, Chess Records, has signed Elmore James, Buddy Guy and Lloyd Glenn to contracts and has cut dates with Sonny Boy Williamson, Lowell Fulson and Jimmy Swan.

bigger gross, not having to make all those payments.

Finfer sadly shook his head. "No, Business Is Bad." Since payment for the "listening" had stopped, business had fallen off, he admitted.

Billboard's Research an Aid

• Continued from page 4

out that no measurement of influence on sales by Clark exposure can be deduced from Billboard chart ranking of tunes, as Computech tried to do.

Noonan told of a request by the Computech firm for some sort of figure that could "roughly" reflect any special weight given to Clark play as a factor in rating records—which is done on the basis of retail sales, air play, juke box play, etc. Noonan frankly owned that he came up with a hurried figure of 2.3 per cent, but found that Computech had misinterpreted its significance. The 2.3 weighting percentage related only to one point of time, as against Computech's coverage of a 28-month period, and so could not be incorporated into the Computech findings, Noonan explained. Also, variations in record sales could have affected the 2.3 rating either way, up or down, according to season.

Pertinent testimony by The Billboard's Research Director on this point, enabled the committee, ultimately, to drop the confusing item from all consideration in the Computech defense of Clark's record play.

Lishman asked if Clark would be weighted more than any other individual in The Billboard chart ratings, which are based on reports from all over the country.

Noonan said: "No. He would be in a weighted group, and he would be weighted similarly to other people . . . the fact is that this particular percentage that we are discussing here has nothing to do with the influence of Dick Clark on the exposure and sales of a record. . . . This figure was determined at a particular period, and as we know, the record business has many ups and downs thru the year, so that this could vary depending on whether it was a peak sales period or a slow sales period."

On the subject of charts, those in the Cash Box, a music industry trade paper, were termed more "intuitive" than scientific, by the Computech firm. Also, Cash Box listings were held to be "rigged," by Representative Moss, on the basis of earlier payola testimony that faked deejay listings of "Top

Tunes" were sent into Cash Box by distributors to push their own labels. Statistical expert Tryon, of Georgetown University, agreed with Moss, and did not use Cash Box ratings in his computations.

Allied Co-Op

• Continued from page 4

poses to solve the small indie problems:

Conart would combine the catalogs of all the firms that join the co-operative, thereby creating a master catalog comparable in size to that of a major. Armed with the resulting hefty array of product, Herzstam said, a distrib salesman could then sell the full Conart catalog as he now does a major line. Rather than shrug off a small catalog as inconsequential, distributors and dealers will be swayed by the importance of the combined master catalog and start ordering its product, he explained.

The high freight charge problem would disappear as a result of the large catalog. Minimum weight no longer will be an issue or a distributor's excuse for not ordering.

Furthermore, Herzstam pointed out that the small label will now be available to the rack jobber because Conart will be able to offer its line on a 100 per cent exchange basis. Participating labels, Herzstam said, would retain their own identity and would not have to surrender their label name to come aboard the Conart bandwagon. Only a heat-sealed Conart sticker on the package bearing a Conart number would identify it as being part of the Consolidated Artists. Herzstam called for an immediate response to the proposal since, he said, he wants to put the project together in time to initiate a fall program to be offered to distributors.

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THE END
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LOVE

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NRC 51

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MOUNTAIN
OF LOVE

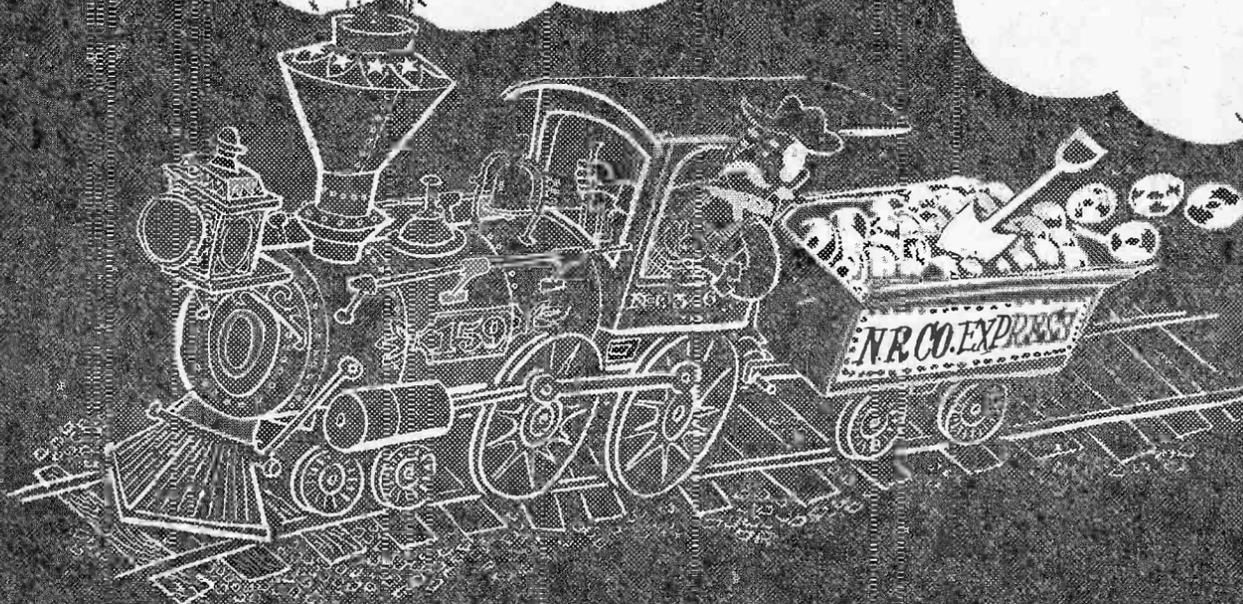
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"SINK THE BISMARCK"

JOHNNY HORTON

Columbia 4-1568

CAJUN PUBLISHING CO.
Shreveport, La.

HIT REMINDERS

CARAVAN

Santo & Johnny
Canadian-American 111

**I'M GETTIN'
SENTIMENTAL OVER YOU**

Mil Gadson—Bigtop 45-3034

MILLS MUSIC, INC.

Payola Probe Develops Battle

• Continued from page 4

said his final conclusions were based on valid comparisons between the number of plays given Clark-interest tunes on the Bandstand show, for the 28-month period, and the number of plays to non-interest tunes.

However, Goldstein's case was hit heaviest by the admission that altho Clark-interest tunes averaged twice the play of the non-interest tunes (14 plays per title as against seven for non-interest records), the popularity factor in the part-owned Clark titled "entitled" them to heavier play and the popularity factor evened matters to a "fair" and "consistent" treatment for both kinds of records, Computech said. He failed to convince anyone of the fact, at the hearing.

Incidental to the hearings, but highly important to the music industry, was a suggestion by Census Bureau statistician Daly that the industry take the guesswork out of the relation of popularity to frequency of play, by having a scientific study of the effects of exposure of the tunes.

The Computech study came up with these findings, among others: Of all records played by Clark on his American Bandstand show from August, 1957, to November, 1959, there were 27 per cent with "possible interest" by Clark, and the rest were non-interest tunes. Computech later revised the figure upward to about 29 per cent.

From a study of Billboard chart ratings, Computech said "popularity" scores were 24.5 per cent for Clark-interest tunes, and the rest for non-owned titles. Computech also used Cashbox ratings, which were close to Billboard's said Goldstein, but on an "intuitive" basis, as against Billboard's scientific basis. Goldstein also said Cashbox was non-co-operative, "except that they allowed us to buy back issues."

Congressman Moss wondered why Cashbox ratings had been used at all, since earlier hearings had discredited lists sent them by distributors in the guise of decay station popularity lists.

Average life of a Clark-interest tune on the Bandstand show was 7.8 weeks, during the 28-month period; average life of non-interest tunes 4.7 weeks. The study showed that Clark-interest titles were played 14.1 times per title, as against an average of 7.2 times for non-interest — or 96 per cent more often, it was later brought out by statistician Joseph Tryon.

Heavy scoring of the findings and tabulations by Representative Moss and Committee counsel Lishman included: Failure of the study to break out how often AM-Par records and those of other associates of Clark were played, altho they were technically not Clark-interest records; failure to include the names of three subsidiary music publishing firms, BAE, Request and Concord, in the general tabulation of Clark manufacturing, publishing, pressing, distributor, royalty and artist management fields.

More criticism developed over a tabulation by Computech showing the number of Clark-interest records played, as against the number he "could have played." In Clark's publisher-owned interests, for example, Computech found Arch Music had 46 titles, of which Clark played only seven, or about 13.6 per cent. Counsel Lishman showed that only nine of the titles were actually on record, during the period under study, making the Clark play seven out of a possible nine. Similarly, claim of 34 titles in Sea Lark Enterprises, with 14 played, was far out, with committee findings at 77 per cent, as against Computech's 41 per cent.

Goldstein admitted the error in assuming records released: "It's

our learning process in the music industry." He learned more, when Representative Moss asked how he had determined a figure of 9,740 titles allegedly distributed by Clark's Chips Distributing Company. No record of individual titles were kept by Chips, and Goldstein could only use catalogs and promotional material to arrive at the figure.

'Irresponsible' Estimate

Moss called this type of estimate "irresponsible," and said: "We should disregard every figure you've brought out." And of the omission of the publishing firms, subsidiaries of Clark's record firms, Hunt and Swan Records, counsel Lishman asked: "Were you afraid to show too many records available from a Dick Clark company?" He noted the royalties taken by these firms would not be shown in the Computech tabulations.

More fat went on the Computech fire when Georgetown University statistician Joseph Tryon testified on the Clark-employed Computech findings. Tryon said that in general, the firm's free use of "averages" could cover up favored treatment to Clark-interest records, since some of the latter with only slight value to Clark, may have had very low push, while the "multiple interest" high-paying records got a big play.

Tryon produced charts to show that on the basis of Billboard's popularity ratings, tunes at lowest popularity rate, of non-interest to Clark, got less than three plays per title, over the 28-month period on Bandstand; Clark-interest tunes in publishing, pressing or manufacturing connections jumped to over seven plays per title, regardless of low popularity ratings; multiple-interest tunes got 9.5 plays per title; ABC titles in non-interest category, 3.31 plays; Chips titles in non-interest list, 2.6 plays. Titles with Clark associate's interest, but no direct connection with Clark, such as titles connected with Cameo Records, Mallard Pressing plant, Hunt, BAE, Swan, January or Jamie Records got 4.6 plays per title.

Tunes of Clark-interest with higher ratings on Billboard charts, were shown to get as high as 36 plays per title, on a song rated between 400 and 500 points. Highest play given non-interest tunes, even in the highest 700 and over popularity category, was 33.6 plays per title, on the non-interest tunes. ABC titles in the upper popularity brackets, got 30.6 plays per title, over the 28-month period, Tryon showed.

Tryon also concluded that, on the basis of a graph of 28 samples of each type record, interest and

non-interest, plays of Clark-interest records was heavy up to, and well ahead of peak popularity, then lost frequency rapidly. Also, ironically, the non-interest records achieved higher popularity ratings, and their peak was sustained longer on the Bandstand show, than Clark's own interest-records.

Counsel Lishman noted that rating of the tune "Sixteen Candles" went from lowest to near-highest rating on charts, after Clark acquired the copyright.

Tryon's final conclusions were that Clark put heaviest play on those in which he had multiple interests; lighter for smaller-interest records—but still heavier than on non-interest records. Also, he was

Pay-TV Pact

• Continued from page 4

"run-away" film making. The company has agreed it will utilize only live music in all of its pay-as-you-see TV productions.

Under terms of the pact covering the initial pilot — a two-hour production of Gian Carlo Menotti's opera, "The Consul" — the Paramount Division agrees to negotiate a two-year collective bargaining agreement for the employment of AFM members in all of its productions.

The Menotti opera is currently being recorded in New York City by 28 musicians, who will be paid not less than \$60 per session, plus a 5 per cent pension-welfare contribution. A "session" is three hours of recording, providing not more than 30 minutes of completed music score.

In line with the AFM's continuing campaign to protect its members from overseas recording competition, a clause in the contract provides that all of the Paramount Division's music will be performed by U. S. and Canadian musicians unless the program locale is set and the taping or filming is done outside of the U. S. or Canada.

Wax Only Key

• Continued from page 4

tremendous results, but we have yet to find a record company willing to make an investment in this man."

Another of Black's acts, Don Glasser, a "sweet" ork, "is booked location-wise as well as any other band in the business. But," asks Black, "have you ever tried to interest an a.&r. man in a new band with a Lombardo sound?"

Black reports a sharp increase in bookings of late for a new Dixieland band, Smokey Stover and the Original Fireman, which he attributes to the release of a Chess album by the group earlier this year.

Capitol Prunes Its Singles

• Continued from page 3

feel a sense of pride in the fact that their market has been selected to rule on the life and death of a disk. In their eagerness to prove that their area can launch a hit, they may overexpose a disk beyond its worth. Results would be a magnification of what the record would normally do in that market and thereby give the testers a distorted picture of what to expect once it's issued nationally.

In addition to the above-named Raney record, Capitol has issued four other platters since the test plan was started last month. It was kicked-off with two singles: Bobby Summers' "12th St. Rag" b-w "Little Brown Jug," issued in test section six (Chicago, Milwaukee and Minneapolis), and Bobby Hammack's "Farewell Song" b-w "My Favorite," released in section one (Boston, Hartford, Newark and New York City).

On March 28 the Baystaters' recording of "Address Unknown" b-w "Sing A Little" was distributed in test section four (Buffalo, Cleveland and Pittsburgh). Last week Capitol issued its latest test single. It features Eric Jupp and his orchestra recording "I'm in a Dancing Mood" and "Autumn Leaves." Coupling was culled from the Capitol-of-the-World album, "Rockin' Violins." It is being tested in section eight (Billings, Mont.; Seattle, San Francisco and Los Angeles).

Regional tests are common in most industries whereby a product is first tried out in a given market to study consumer reaction. In the disk field, however, it has been used sporadically and then only sparingly. Capitol's program appears to be the first effort to determine sales potential of singles on a regular basis.

preferential to records of his employer, and associates and friends, than on outsider records, all of which, one observer remarked, must have taken a high degree of mathematical know-how.



Thanks from the bottom of my heart to my precious friends in Radio, Television, the Press, Tin Pan Alley, the Music World of Popular Songs and all my friends from New York to Hawaii for their beautiful tributes and musical programs in memory of Peter De Rose, my favorite composer. A special "Thank You" to the Borough of Manhattan for naming Duffy Square at 46th Street and Broadway "PETER DE ROSE MEMORIAL SQUARE" for the 7th commemorative anniversary of "Peter De Rose Memorial Week," April 23d to the 30th.

GRATEFULLY,

MAY SINGHI BREEN DE ROSE

SWAMP LEGEND Four Coachmen—Adonis
Bernardine Read—Epic

COME ON HOME Sonny Til
Jubilee

**WHAT KIND OF FOOL DO YOU
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COLUMBIA RECORD

CHRISTINE

by VIC DAMONE #4-41649

I NEVER MEANT TO FALL IN LOVE

JOHNNY DESMOND #4-41631

I'M JUST A LITTLE SPARROW

LESLIE UGAMS #4-41654

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JO STAFFORD #4-41640

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HEAR IS
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Still time to dive into a pool of profit!

MERCURY OPERATION SPRING-BOARD

**SPLASHES
OVER
INTO
MAY!**



There's no holding it back! Operation Spring-Board will continue for just two more weeks until May 15, 1960. Take advantage of extra discount on Mercury's entire MG and SR catalog while still in effect, and get yourself an even bigger flood of spring profits! HURRY... HURRY... HURRY... See your Mercury Distributor for full details now!

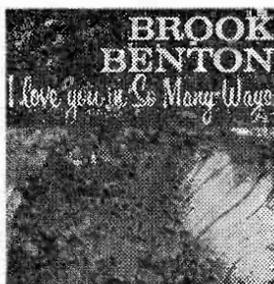
Extra Splash! These Hot Hits now available at this special saving!



MG 20472/SR 60243
Repeat performance of a dozen golden hits. "The Great Pretender," "Twilight Time," "My Prayer," "Smoke Gets In Your Eyes" to name a few.



MG 20479/SR 60158
Miss "D" presents a combination of evergreens and originals to a lush back-drop for great listening.



MG 20565/SR 60225
Brook Benton in a refreshing style with "Someone To Watch Over Me," "So Close," many more.



MG 20495
Fabulous collection of Patti Page hits. "Tennessee Waltz," "Mocking Bird Hill," "Doggie In The Window," plus other hits.



MG 20481/SR 60160
Internationally famous vocal group stylizes 12 beautiful songs about the sea. Includes "Harbor Lights," "Sleepy Lagoon," "Ebb Tide," 9 others.



MG 20470/SR 60152
Dynamic sound of David Carroll and his Orchestra delivering a dozen danceable ditties. A pace-setter in stereo technique!

OPERATION SPRING-BOARD *Positively* ENDS MAY 15, 1960

CONTACT YOUR



DISTRIBUTOR NOW!

Victor Mailing-Testing Club

• Continued from page 2

The industry sources indicated a tremendous initial success with the tests, the Digest spokesman cautiously termed results as "encouraging enough to continue testing." Plans call for testing of mailings into the fall of this year, in many countries, with mass campaigns due to follow.

Meanwhile, a spokesman for the Columbia Club, in discussing the Victor developments, hinted that "we may be doing this too," but declined further comment. The trade, however, has heard rumors from time to time regarding the expansion of the Columbia Club into overseas operations.

Columbia, it was noted, would face several potential obstacles in launching foreign club operations. For one thing, the company does not have its own foreign affiliates, but works thru the Philips firms in many countries. More serious perhaps, is the fact that Great Britain's huge Electrical and Musical Industries, Ltd. (EMI), controls the name Columbia. The

firm would therefore be obliged to use another name on any overseas mail order offerings.

What Capitol's moves might be in the foreign club picture were uncertain, in view of the fact that until recently, EMI, owner of Capitol, has been known to be not overly enthusiastic about club operations. It seemed certain, however, that these companies would be eventually obliged to make some competitive move if the Victor project turns out as favorably as its proponents hope and believe it will.

Observers close to the foreign scene have further noted that in any club operation involving disks shipped from the U. S., the question of duties would arise. This varies from country to country, but for example, in France the duty is 50 per cent of the invoice price, and in Italy it's 28 per cent. Taking this into account, traders feel, would necessitate substantial changes in the basic pricing of club offers.

Rights to Fox

• Continued from page 2

don Records will release the original cast album and has already released singles of the title song, as well as "When Does the Ravishing Begin," "There's a Plot Afoot" and "Mr. Jones." Other songs to be worked on include "Lovely Lover," "I'll Be There," "If I'd Known You" and "Is This the Happy Ending?"

The musical is scheduled for its first out of town opening in New Haven and thence goes to Boston. It opens in New York May 18.

The show had a continuous run of 358 performances at the Mermaid Theater in London. Douglas Crawford is producing here, and the cast includes five members of the original production.

Probers Close In On Clark

• Continued from page 3

ola, but the chairman insisted they had not "prejudged" the complaints against Dick Clark.

The hearings opened on a note of sanity, Tuesday (26), when the first witness, Billboard's music editor, Paul Ackerman, explained the music business and its record-dominated susceptibility to payola, to the committee. (See separate story.) Editor Ackerman recommended strong anti-payola legislation, but also saw the fair beginnings of a new, self-imposed standard of morality in the music industry. Ackerman was himself complimented on his testimony by the committee chairman and members.

Among the more fantastic high-

Cooke LP Tops

• Continued from page 3

Budweiser insignia, by Arthur Fiedler and the Boston Pops, is having the "Biggest initial order in Red Seal history," according to the company.

In the longhair classical division the Red Seal organization has young violinist Jaime Laredo playing the Brahms' "Violin Sonata No. 3 in D Minor"; "A Roberta Peters Recital," Ravel and Debussy Quarters performed by the Juliard String Quartet, and Andre Tchaikowsky in the Mozart "Piano Concerto No. 25" among others.

Meanwhile the company's Camden subsid is releasing six new LP's for the month. Leading the pack is "Mainstream Jazz," which limelights composer - arranger Andy Gibson in front of big band and a small group containing top-flight small group men. Also due for release on the label are sets by Perez Prado, the Three Suns, Jim Reeves and the Statesmen Quartet.

NEW THINKING PUTS DRIVE ON TEEN ALBUMS

• Continued from page 1

is no longer thought of as merely meaning collating all of one artist's hit singles and putting them out as an album—but instead creating a whole new album for the artist.

And out of these newly created albums, featuring the former singles artist, come many new single records. Sometimes these singles are looked upon as expendable, merely as items for jocks to play. But usually they are looked upon as possible hit singles, which will not only sell as singles but will also help sell the artist's album to the young group. In other words the single from the album is used to swing the young adults to album purchases. That this works is indicated by the strong sales of albums by Bobby Darin, Duane Eddy, Fabian, and of course, Elvis Presley.

It is interesting to note that the "swinging indies" who started the youth trend on singles via rock and roll are getting their hottest album sales by appealing to this same youthful buyer. Jamie, Chess, At-

lantic, Imperial, Dot, among others, have cracked thru in the album market mainly via their hot singles artists, most of whom appeal to the young set.

ARMADA Briefs

• Continued from page 2

practice of record companies of submitting free samples (of disks) to broadcasters who "exercised their right of selection for audition and/or actual air use."

The reply notes that in the event that stations are forced to buy all records played, A. It will seriously affect radio station selectivity in programming for audiences, and B. Stations would purchase only those records embodying performances by well-known artists, "seriously hampering the development of new and unknown artists." In addition to this, the reply remarks, publishers, composers, arrangers, musicians, pressing plants and retailers all would ultimately suffer "irreparable damage."

It is also noted that the close relationship between the record industry and broadcasters, necessary to the determination of public tastes in music and records, has been disrupted by the directive.

In another point, the reply adds that "the receipt of a free record by a broadcaster does not constitute a valuable consideration inasmuch as there is no obligation on his part, to play the record. Sponsorship identification as applied to free records is not required within the meaning of Section 317. We respectfully request that the Commission reinterpret Section 317 to achieve this result." The statement was signed by ARMADA prexy, Ewart G. Abner Jr.

Capitol Issues

• Continued from page 3

in the seven-inch LP record pack form. Seeburg will be charged \$3 per pack which when projected to the retail price structure level would amount to an album listing for \$4.90.

Cap's first release will be during the week of May 9 with a disk pack comprised of selections from Kay Starr's "Losers Weepers" album. Two weeks later, Capitol will make available a pack version of Peggy Lee's "Latin a la Lee" LP followed in two weeks by selections from Paul Weston's "Sweet & Swingin'" album. After the Weston issue, Capitol will provide Seeburg on a disk pack per week on a regular basis.

is not helping business. To this, Representative Springer said, "Then you recognize that buying the 'advice' is illegal—and getting it free, or getting the listening free, is not the same."

This may be the final answer: things will "not be the same." Some anti-payola legislation can be expected, in this Congress or the next, but to cover all the complexities of the situation, present Antitrust and Federal Trade Statutes would seem to be the final recourse—with enforcing agencies, plus the Federal Communications Commission, alert from here on out.

The music business, finding things "not the same," may have to find new avenues for promotion, straighter and more legitimate, many in the industry hope.

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WE CAN OFFER YOU COMPLETELY COMPREHENSIVE SERVICE AT REALLY COMPETITIVE PRICES.

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(MAY 2)

will bring to readers in all parts of Western Europe all of the most significant chart data and news of the music and coin machine industries at the very same time that this information is being received by Billboard readers in the United States. Months of detailed planning, plus the speed of jet plane delivery, has made this unusual publishing service possible. For free sample copy . . . or subscription rates . . . or full advertising information . . . write Dept. OE3, The Billboard Overseas Edition, 1564 Broadway, New York 36, N. Y.

lights of the hearings, was testimony that deejay Clark had bought stock in Jamie Records, a Philadelphia manufacturing firm, for \$125 and had realized over \$31,575 in salary and profit, before his divestiture, two years later, in 1959.

A Real Parlay

Statistics were introduced by a New York data processing firm, Computech, to prove that Clark's airing of his wholly owned or "interest" records, was consistent in fairness with play for non-owned titles. Computech was hired by the Clark interests to make the interpretation, based on data provided by Clark on every title played during 28 months of his American Bandstand network show.

Using the same data, a Georgetown University professor called in by the committee, proved to the Congressmen's satisfaction that the data could also show that Clark had given earlier, heavier and longer play to his interest-records, and that he had favored non-interest disks owned by his employer and associates.

In less subtle facets of Clark's finances, a Philadelphia distributor who was part-owner with Clark of Jamie Records, paid well over \$30,000 to area deejays, out of Universal Distributing Company promotion funds. Payments totaling \$3,500 were made during the two-year, pre-divestiture period, to Tony Mammarella, who produced Clark's "American Bandstand" show until the producer left the

network to keep his music interests.

Clark knew nothing about the payments, which were only made for "expert advice" from the various deejays, said Harry Finfer, a principal in both Universal Distributing and Jamie Records. The committee rejected the claim that Clark was ignorant of the payola, particularly in this case. Committee counsel Lishman ironically noted that ignorance would be impossible, when Clark shared a tiny desk-to-desk office with Mammarella, at the time — and also received monthly financial statements from his part-owned Jamie Record Company, which allegedly showed promotional spending of some \$1,500 to deejays from Miami to Buffalo.

The composer of a briefly popular tune, "All American Boy," on the Fraternity label, said a switch to Clark's Mallard Pressing Corporation in Philadelphia, brought heavy air play for a two-month period on the Bandstand show. A singer credit on the label with performance, who actually did not do the singing, testified that thousands were spent by Fraternity Records to push the tune, and that Clark was aware of the payola to deejays to hype this particular "interest" record.

An unsuccessful attempt to deny any Clark contact was made by Fraternity Records owner Harry Carlson, who insisted he just "happened to know" the head man at Mallard Pressing, and went there "by coincidence." However, he admitted under probing that it somehow got to them that Clark, as the composer had said, had not objected to certain aspects of the "American Boy" lyrics, which satirized Elvis Presley. Also, by one of those coincidences which outraged Representative Moss, bills from pressing of some 50,000 disks, by Mallard, for Fraternity, coincided partly with repeated air plays of the "All American Boy" on Clark's show. (See separate stories on individual witness stories.)

Effects Still Hazy

Just what over-all effect the explosion of the Clark demolition bomb by the Harris probers will have on the music industry, and the airing of its records, is an unknown quantity. One firm, Universal Distributing, and its subsidiary, Jamie Records, frankly admits "business is bad" for them, since Clark pulled out by divestiture, and since the "advice" payment pipeline to the airways has been ended by the Harris hearings.

Harry Finer, part-owner of the affiliated companies, admits that "free" advice, like "free" listening,

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

Another Billboard Record/Phono Dealer

BRANHAM HI FI
1422 TACOMA AVE S
TACOMA 5 WASH
6320 0420

Branham Hi Fi

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a hi-fi store
 - . . . offering both records and albums
 - . . . handles phonographs selling from \$39 to \$3,000
 - . . . has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

ARMBRUSTER JEWELERS
404 N WASHINGTON
CEDARBURG WISC
6320 1232

**ARMBRUSTER
JEWELERS**

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a jewelry store
 - . . . offering both records and albums
 - . . . handles phonographs selling from \$20 to \$400
 - . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

SEARS ROEBUCK & CO 6320
OEHLMANN DIV ST 1240
8501 CARNEGIE AVE
CLEVELAND OHIO

Sears, Roebuck & Co.

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a department store
 - . . . offering both records and albums
 - . . . handles phonographs selling from \$19.95 to \$499.95
 - . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

HALON JEWELRY CO
191 MAIN ST
MARLBORO MASS
0820 80709 C32KR 43690810

Halon Jewelry Co.

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a jewelry store
 - . . . offers both records and albums
 - . . . handles phonographs selling from \$21.95 to \$500
 - . . . has been reading Billboard for more than 4 years

**WHY DO
SO MANY—**

**APPLIANCE
STORES,
JEWELERS,
MUSIC STORES,
DEPARTMENT
STORES,
HI-FI SHOPS,
FURNITURE
STORES . . .
READ
BILLBOARD**

They sell records and phonographs—and turn to Billboard to keep posted on the latest developments in records and the equipment that plays them.

They order singles from Billboard . . . select the LP's to stock . . . decide on the stereo phonos and components they will carry . . . the tape recorders they will buy . . . the merchandise they will feature in their window displays and other promotions.

Most Billboard dealers have been readers for years (the average for this typical group is 6.6 years) because Billboard helps them buy better and sell more records and albums and equipment—and make more profit.

Billboard, in short, is an important part of their continuing fund of practical business know-how . . . a vital source of the current information that is as valuable as their stock in trade. If you make or sell anything that belongs in their stock in trade, you'll do well to advertise it in Billboard.

**The
Billboard**

THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

NEW YORK
WASHINGTON
CINCINNATI
CHICAGO
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HOLLYWOOD

Another Billboard Record/Phono Dealer

SOUTHWEST APPL CO
2155 W CERMAK RD
CHICAGO 8 ILL
6320 0240

Southwest Appliance Co.

- The retail establishment of this record/phono dealer . . .
- . . . is essentially an appliance/record/phono store
 - . . . offering both records and albums
 - . . . handles phonographs selling from \$20 to \$500
 - . . . has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

GENE HI FI CENTER 0331
GENE BRANSCOME 90212
122 E TEXAS AVE 32KR
BAYTOWN TEX 060007

GENE HI-FI CENTER

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a hi-fi store
 - . . . offers both records and albums
 - . . . handles phonographs selling from \$29.95 to \$1,000
 - . . . has been reading Billboard for more than 18 months

Another Billboard Record/Phono Dealer

HADDADS TV & FURN CO 064C
E J HADDAD 8062E
112 MAIN ST 32
BECKLEY W VA 05640E

Haddads TV & Furniture Co.

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a hi-fi and furniture store
 - . . . offers both records and albums
 - . . . handles phonographs selling from \$19.95 to \$500
 - . . . has been reading Billboard for more than 3 years

Lansing Sets New Marketing Firm

JBL International to Handle Own Components and Fleetwood Line

HOLLYWOOD — James B. Lansing Sound, Inc., has formed a new marketing firm, JBL International, Inc., to handle its own hi-fi component products and to market the Fleetwood line of custom component television receivers manufactured by Conrac, Inc., Glendora (Calif.). JBL International's function will include sales, advertising, preparation of literature, and general product promotion.

Distribution will continue to follow the hi-fi industry's traditional one-step pattern of operating via manufacturers reps who in turn sell to dealers. Conrac has sent termination notices to the Fleetwood line's reps. JBL's regular reps will add Fleetwood. Conrac JBL International deal affects only the Fleetwood component TV equipment. Its closed circuit TV and monitor receivers will continue to be marketed by the Conrac organization.

The JBL-Conrac arrangement is unique in the hi-fi industry. With rare exception, component manufacturers market their own wares rather than turn over their lines to other firms to handle. (Exception: British Industries Corporation group which markets components manufactured by a number of firms based in England.)

Conrac's component TV has been off the market since last fall when a blaze destroyed its factory. Plant has been rebuilt and production currently is under way. Deliveries are scheduled to start in mid-June.

JBL International has started preparation of sales promotional

New Exec at Cap Phonos

HOLLYWOOD — Capitol last week named Richard Zuchowski as phonograph product co-ordinator, a newly created post. He reports to manufacturing and engineering veepee Jim Bayless. He will be in charge of co-ordinating the Cap phono line's engineering and design, quality control, planning, parts and service and manufacturing.

Zuchowski also will serve as co-ordinator of Capitol Records, Inc., manufacturing and engineering division phono activities with Capitol Records Distributing Corporation's sales and service. Prior to his appointment, Zuchowski served the firm for two and a half years as a procedures analyst in its manufacturing and engineering division's administrative department.

MIT WARNS ON EXHIBIT SPACE

CHICAGO — The National Association of Music Merchants has leased additional space for its exhibitors at the 1960 Music Industry Trade Show to be held here at the Palmer House, July 10-14. A show spokesman said that he felt even with the additional room, many who want to stage displays at the function might be disappointed unless they put their reservations in immediately.

material and is laying out its ad campaign. Separate ads will be run for the JBL and Fleetwood lines. No attempt will be made to combine the two component lines in ads or sales material. Fleetwood and Conrac will retain their identity thruout altho ads will carry a small marketing credit line for JBL International.

Ray Pepe, James B. Lansing Sound's veepee, holds a similar office in the newly created marketing firm and is responsible for its operation. Altho it's apparent that JBL International will seek to add other lines, Pepe refused to confirm or deny this prospect. Instead, he hailed the development as a major step toward strengthening the promotion of the component hi-fi concept by consolidating efforts of several manufacturers via a single marketing effort.

It has been felt in some quarters that members of the hi-fi industry have fallen short in their aim to educate the public to the advantages of the component system as opposed to package equipment. This has been blamed on the fact that a number of different manufacturers move in various directions in getting their message

(Continued on page 23)

STORE GIVES DISK THIEVES NO BREAK

DENVER — Pilferage in a small record shop where employees could be reasonably expected to keep a close watch over would-be petty thieves is bad enough — but when the location is a major department store with extremely heavy traffic of all types, the problem is compounded.

When May-D & F, new Denver department store, built its \$12,000,000 store in downtown Denver recently, a lot of consideration went into the display and demonstration of 45 r.p.m. singles. Pilferage on 45 r.p.m.'s is enough to eliminate profit; it was even considered to eliminate them from the inventory altogether.

After some study, however, the Denver department store management came up with a practical fixture arrangement, which has proved effective enough to take pilferage entirely out of the picture.

Instead of the usual isolated listening booths, and big, exposed display racks for 45 r.p.m. records, the fourth floor May-D & F record and sound department uses a system of three-sided "booths" which face directly into the cashier's position at the front of the department. Perforated pegboard walls, rising to shoulder height, enclose a space five by three by two-and-one-half feet. The compartments, facing directly at the cashier, are divided into two sections for 45 r.p.m. record display, and one which contains a record turntable, with three-speed switch.

When patrons approach the department and announce that they want to listen to 45 r.p.m. records, it is a simple matter to point out the two large open displays across the main aisle and the player. Here, customers are constantly under direct supervision by the cashier while playing the records, and she has been instructed to see that the youngsters take only one or two

TAPE-RECORDED NUPTIALS OFFER NEW SALES IDEA

NASHUA, Ia.—The famed Little Brown Church of the Wildwood here, immortalized in song by William Pitts in 1857, offers a new merchandising idea to aggressive tape recorder dealers. Rev. Glenn L. Utterback, pastor of the famed 125-seat church, where 1,000 couples are wed and 100,000 tourists visit annually, has been tape recording the approximately 35,000 weddings he's performed in his 13 years as pastor. Each wedding couple make the tape of their wedding a part of their nuptial mementoes.

V-M Corporation, Benton Harbor, Mich., recently presented Rev. Utterback with a new "Tape - O - Matic" four-track and matching auxiliary stereo speaker, which offers the "add - a - track" feature, making it possible to pre-record the immortal "The Church in the Wildwood" on one track, while the actual marriage rite is recorded on the "add-a-track."

He plans also to use the V-M tape playback unit for playing continuous sacred music and at the same time, have a short commentary or prayer during the recording. The recorder will also be used to provide shut - in parishioners with the service which the pastor performs on Sundays.

GETTING INSIDE TRACK

Home Tape Demos Up Recorder Sales

By BENN OLLMAN

MILWAUKEE — Free, in-the-home demonstrations of tape recorders are boosting sales volume for Wack Sales Company, Inc., here.

According to owner Wally Wack: "There are a lot of handicapped people who can't leave their homes to shop and compare; also many housewives unable or unwilling to hire baby sitters to care for the kids while they go shopping. These people are taking advantage of our offer to demonstrate a tape recorder in their homes."

Wack inaugurated the home demonstration plan several months ago with a series of newspaper ads offering the free service. A part-time salesman was recently hired. He is being kept busy late afternoons and evenings handling the many leads turned up by the offer.

An attempt is made via telephone to qualify all the responses to the ads. "Before we send our salesman out," says Wack, "we try to qualify these demonstration prospects. We try to find out how much they know about tape recorders; to what use they expect to put the machine; whether the prospect is interested in a stereo unit; if they have any specific brands or models in mind, and finally, what price range they prefer. This type of information helps us screen out those who are merely curiosity seekers. It also gives our salesman considerable background knowledge before he enters the home to make his sales pitch."

Need Good Closer

Is it necessary to hire a salesman with a wide, technical knowledge of tape recorders to handle these home demonstrations? Not so, says Wack. "What you really need is a salesman who is a good closer. The bulk of the people who call or write in for these free demonstrations are not advanced hobbyists, or sound bugs. They want tape recorders either for home or business use. Frequently, it is wanted to provide recreation for the children in the family. What they want to find out in their homes is (1) is the sound reasonably good? (2) Is it easy to operate and (3) how much does it cost?"

"Our salesman," he adds, "stays

away from discussions of technicalities."

Definite appointments are set up for the demonstrations in order to conserve the salesman's time. The average demonstration takes about a half hour. "Any good salesman," says Wack, "should know within that time whether or not he is going to make a sale."

Not Free Trial

The offer of a free demonstration does not include leaving a tape recorder in the home for a free trial. "This is a one-call, make or break deal," explains Wack. "Our man doesn't use high pressure; but if the sale isn't closed within a half hour or so, he moves on to the next call."

A high percentage of the demonstrations result in sales. According to the experience thus far, the bulk of the units sold range between \$100 and \$159.

"Our primary interest still lies in getting more people into our store," admits Wack. "Here they can see a big variety of tape recorders as well as hi-fi sets, records and pre-recorded tapes. In the home demonstrations, we can only show one or two models. But, if we can't get some prospects to enter our store for one reason or another, then going to their homes is a logical alternative."

Turning to in-the-home selling of tape recorders, says Wack, illustrates their widespread popularity. "Today, almost everybody wants a tape recorder. They are no longer considered a novelty. A few years ago people walked into our store and confessed complete ignorance about tape recorders. Today, there is a great awareness of the many uses to which they can be applied."

Best prospects for home demonstrations of tape recorders? Wack says: "If there are a couple of youngsters in the family—the sales are easier to close."

Webcor Adds Transistors

CHICAGO—Webcor Corp. here started delivery on a line of Japanese-produced miniature portables, marking the start of a transistor-powered series for the firm. The Webcor Citation debut included two models 305, an AM-only shirt-pocket unit, available in ebony or red plastic, at \$34.95 suggested list, and an AM-short wave portable in ebony only, model 306, at \$44.95 list.

1st Quarter Sales Up 23% For Magnavox

FORT WAYNE, Ind. — The Magnavox Company set new sales and earning highs according to its quarterly statement for March.

Sales for the first quarter were up 23 per cent at \$28,676,000, well above the \$23,365,000 figure for last year. The gains earned were largely made in the consumer products division where stereo high fidelity buying was up 35 per cent.

Adams, who assumes the newly-created board chairmanship, and Richard E. Krave who is now president of the firm.

AUDIO NEWS BRIEFS

Magné-Tronics, Inc., of New York, has named A. J. Kendricks as director of sales for its music franchise operation in the U. S. Kendricks, with a long background in the background music systems business, was one of the co-founders and a vice-president of the World Broadcasting System. . . . New sales representatives for the Curtis Mathes Company in Dallas is the Joshua Kupp Company of New York. . . . Electro-Voice representatives in the Mid-Atlantic states are the Dave Brothers and George Coneen Associates. . . . Motorola sales reps the Knickerbocker Distributors, Inc., have named George E. Hart as their new sales manager. . . . Amco, Inc., of Milwaukee has been appointed by the Olympic Radio and TV as the firm carrying their standard for the eastern half of Wisconsin. The outlet is headed up by S. V. Abramson, president and treasurer.

The October issue of Esquire will carry a special section entitled "Stereo Fair," and is tying manufacturer ads in with store displays. . . . The John M. Otter Company of Philadelphia which has taken over all distribution for the Philco Company in the Philadelphia - Trenton area, will expand its sphere of influence to include all of the New York area. The region was originally handled by the parent company's own organization, Philco Distributors, Inc., whose home base is in Long Island City. . . . George K. Bryant is no longer special projects manager for RCA Victor. He has resigned after 19 years with the company. . . . New Baltimore sales force for Andrea, Inc., makers of radio, TV and hi-fi equipment, is Lincoln Sales. . . . Garrett Electronics is the Macon, Ga., outlet for Granco FM products. . . . New posts at Raytheon are filled by Charles F.



Never before tone so big from a radio so small

Here's why the all-new Zenette is the world's finest performing pocket radio of its size.

BIGGEST SPEAKER ever in a radio so small. Special speaker design produces a richer, fuller tone at all volume levels. Zenith's own Wavemagnet® antenna receives signals strong and clear.

UP TO 50% MORE AUDIO OUTPUT (100 milliwatts undistorted) than many other

small pocket radios. Uses ordinary flashlight batteries, not the hard-to-get special battery packs; you save up to 200% on battery costs. Leakproof battery compartment.

SMALLEST ZENITH RADIO EVER BUILT—precision-engineered and quality-built in every detail. For example, to give you more accurate tuning and greater tuning stability, the Zenette has an air die-

lectric tuning condenser—not the plastic dielectric type. Plug-in transistors permit easier servicing. High-impact case; and the color is molded in. There's no paint to chip or peel. Private listening attachment optional at extra cost. Tilt stand recesses when not in use. Choice of five colors: Charcoal, Tan, White, Yellow or Green. The Zenette, all-transistor radio, Model Royal 100, only \$39.95.*

Quality-built in America by highly skilled, well-paid American workmen



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONT.

The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radionics exclusively.

*Manufacturer's suggested retail price, without batteries. Prices and specifications subject to change without notice.

ZENITH

*The quality goes in
before the name goes on.*

Get on the Party

with this
riotous new
Party Release

WOODY WOODBURY'S ALBUM No. 2 "LAUGHING ROOM"



OUT NOW!

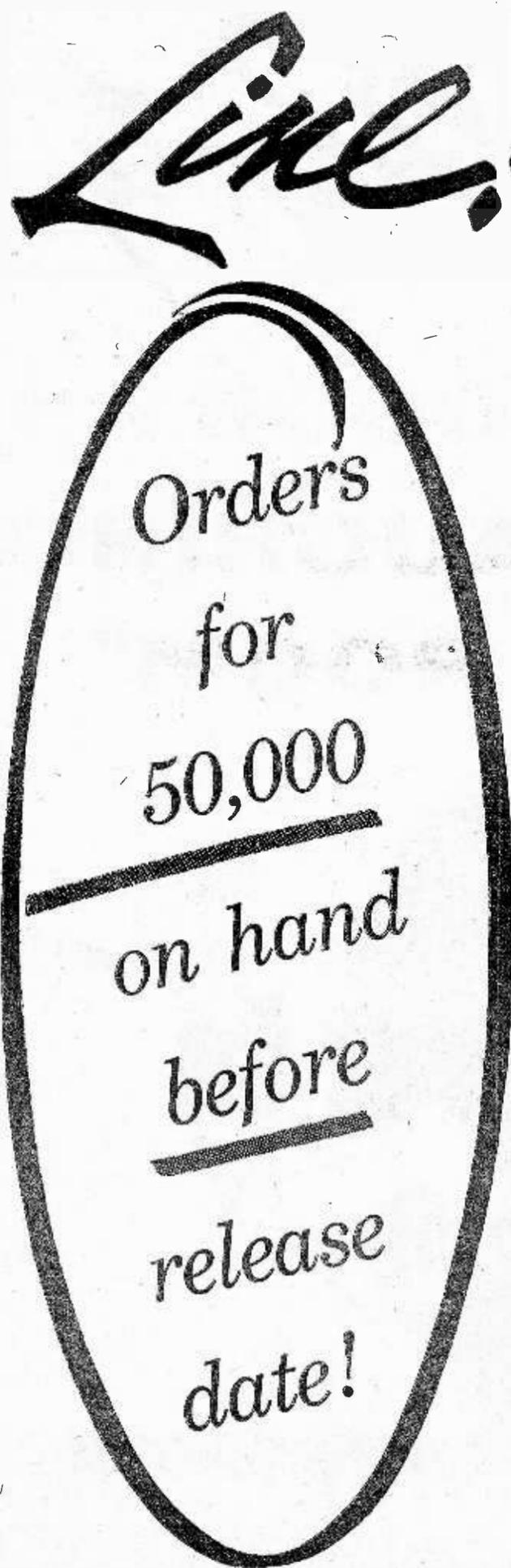
"Woody Woodbury Looks at Love and Life" currently breaking sales records! Hitting top ten in key outlets all over the U.S. Now followed by a second smash even funnier than volume one: "Laughing Room"!

DEALERS... Contact nearest distributor listed on opposite page. Get StereODDITIES' over-the-counter line of party records. All in good taste. No sick humor, no vulgarity. Sell the idea of "a night club in your living room." A type of entertainment not available on radio or TV . . . now being pioneered by StereODDITIES, Inc.

StereODDITIES Policy: We plan to produce only a few releases each year. Each one will be carefully planned to be socko entertainment. We don't intend to swamp you with a mass of mediocre records that you have to sell off at cut prices. We want our dealers and distributors to make a fair profit. We intend to insure this by keeping the demand for our records soaring through promotion on a national scale. We'll send customers into your stores asking for our records. "Laughing Room" will soon be heavily advertised nationally!

StereODDITIES, INC.
"The Starmakers Label"

1000 South Federal Highway ■ Fort Lauderdale, Florida



DISTRIBUTORS

Please Note:

We have a few areas where our product is not adequately represented. If you have good coverage in one of these areas, contact us. Study the list at right for open territories, then, if you qualify, let us know.

STEREODDITIES, INC.
"The Starmakers Label"

1000 South Federal Highway
Fort Lauderdale, Florida
Telephone: JACKSON 2-6774

Operating in the heart of Florida's fabulous Gold Coast in the midst of the finest night club entertainment in the world!

CONTACT YOUR NEAREST DISTRIBUTOR

FOR *Stere*ODDITIES RECORDS

EAST

Associated Record Distributors
76 Tolland St.
East Hartford, Connecticut

Chips Distributing Co.
1415 N. Broad St.
Philadelphia, Pennsylvania

B. T. Crump Co., Inc.
1310-1334 E. Franklin
Richmond, Virginia

Delta Record Distributors
1122 Broadway
Albany, New York

Ideal Record Distributors
357 Lyons Ave.
Newark, New Jersey

Ideal Record Distributors
549 West 52nd St.
New York, New York

Bill Lawrence, Inc.
1409 Fifth St.
Pittsburgh, Pennsylvania

Metro Distributing Co.
861 Washington St.
Buffalo, New York

Records, Inc.
790 Commonwealth Ave.
Boston, Massachusetts

Schwarz Brothers, Inc.
901 Gerard St., N. E.
Washington, D. C.

WEST

B. G. Record Service
2113 N. W. Northrup Ave.
Portland, Oregon

B. G. Record Service
1408 Sixth Ave.
Seattle, Washington

California Record Distributors
3009 West Pico Blvd.
Los Angeles, California

Great Western Record Distributors
1364 S. Second St.
Salt Lake City, Utah

Music Service Co.
204 Fourth St., South
Great Falls, Montana

New Sound
50 Julian Ave.
San Francisco, California

MIDWEST

A-1 Record Distributors
803 N. Hudson
Oklahoma City, Okla.

Big State Distributing Co.
1337 Chemical St.
Dallas, Texas

Choice Records
1113½ Broadway
Kansas City, Missouri

Circle Distributing Co.
14 E. Second St.
Denver, Colorado

Cosnat Distributing Corp.
3727 Woodward Ave.
Detroit, Michigan

H. W. Daily, Inc.
314 East 11th St.
Houston 8, Texas

Esskay Distributors, Inc.
2814 North 16th Street
Phoenix, Arizona

Garmisa Distributing Corp.
2011 S. Michigan Ave.
Chicago, Illinois

Garmisa, Inc. of Wisconsin
1907 W. Vliet St.
Milwaukee 5, Wisconsin

Heilicher Bros., Inc.
119 N. Ninth St.
Minneapolis, Minnesota

Heilicher Bros., Inc.
1610 Davenport St.
Omaha, Nebraska

Mid-America Distributing Co.
213 Third St.
Des Moines, Iowa

Ohio State Record Distributors
734 Superior Ave., N. W.
Cleveland, Ohio

Roberts Record Dist. Co.
1906 Washington Ave.
St. Louis, Missouri

Whirling Disc Distributing Co., Inc.
140 West 5th St.
Cincinnati, Ohio

Whirling Disc Distributing Co., Inc.
1311 N. Capitol St.
Indianapolis, Indiana

SOUTH

Comstock Distributing Co.
1323 Spring St.
Atlanta, Georgia

Ed Buchser
P. O. Box 8653
Fort Lauderdale, Florida

F & F Enterprises
2704 Freedom Drive
Charlotte, North Carolina

Music City Record Distributors
127 Lafayette St.
Nashville, Tennessee

Music Sales Corp.
1117 Union St.
Memphis, Tennessee

Pelican Record Distributors
616 Girod St.
New Orleans 12, Louisiana

CANADA

Arc Sound, Ltd.
143 Raleigh Ave.
Toronto 13, Ontario, Canada

Now... from
CLEVITE WALCO
AT NO COST
TO YOU!

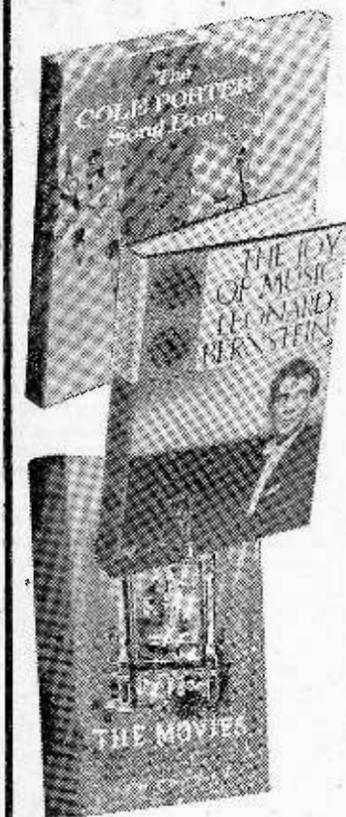
GREAT BOOKS

for your Needle Customers
at **LESS** than

HALF PRICE!

with any CLEVITE 'WALCO'

DIAMOND-NEEDLE



HERE'S HOW IT WORKS:

There's a Special Book Dividend Coupon and colorful descriptive folder packed with every Clevite "Walco" Diamond Needle. This coupon is worth many dollars and entitles your customer to a choice of any of the three great books shown above... at less than half price!

As a participating dealer, you stock no books — make no investment! Your customer simply fills out the coupon and mails it with his cash, check or money order directly to the mailing house. Dividend books are shipped straight to your customer's home — and you cash in on the greatest diamond needle volume builder in years!

Find out how you can cash in on this sensational new promotion — call your distributor or write:

CLEVITE 'WALCO'

60 Franklin Street, East Orange, New Jersey

TOP-PROFIT APPROACH

Custom-Built Stereo Systems Get Results

By **ROBERT LATIMER**

DENVER—Two things are relatively sure in cracking the top-profit stereo market, states Mrs. Lou Morgan, record retailer of Denver. First, the dealer must be his own "middleman," dealing direct with the factory which manufactures high fidelity components. Second, for at least the next several years, the dealer must concentrate on the homeowner who wants a custom-built sound system. Mrs. Morgan has observed both of these factors, plus many more, in the development of the outstanding "Lou Morgan Galleries" in an exclusive Denver residential suburb. Here, centering an area made up primarily of fine homes and populated with better-income residents, her stereo merchandising target is the elaborate home installation, "tailored to the individual situation."

The title of this unusual store, which carries a \$5,000 record inventory, the five top expensive "custom lines" of television and a \$10,000 inventory of stereo equipment, split between General Electric, Garrard, and Webster components, plus package sets, is in keeping with the sort of selling

job which it follows. Along the left side of the store, on the way back to the record department is the "gadget gallery," a unique collection of unusual gift items and "gimmicks" which Mrs. Morgan does not believe is duplicated anywhere. These are chiefly rare items exclusive with the Morgan store, and embracing such things as an "electric map" for automobile installation, dry cell batteries for portable use of electric shavers, unusual games, puzzles, novelties, etc. These, in combination with the Denver store's exclusive lines of television and stereo phonographs all in the top price ranges, back up the "gallery" title.

"We definitely want to stay out above the competitive market," Mrs. Morgan points out. "For that reason, we stocked TV sets only in the \$500 and above classification, including RCA Victor, GE, etc. We're trying to do the same thing with high fidelity phonographs and tape recorders, concentrating on the sort of prospect who can afford to indulge in his whims."

The store is L-shaped, and features the usual sort of decor to be expected in a new shop. Combed

plywood walls, tan wall-to-wall carpeting, modern display fixtures, are incorporated with three sound-proof listening booths in two tones of tan, at the right wall of the rear room, opposite the sales counter. There is one huge rack of high fidelity records, and blonde wood self-serve display units for more standard records, opposite the listening booths. The "gadget bar" runs almost the entire length of the left wall of the store, with some 600 "rarities" involved.

Opulent Setting

High fidelity merchandising on both the component and "package" basis, is concentrated in the basement, where there are two imposing showrooms. In one, six television sets up into the \$1,200 price bracket are shown toward the rear, while stereo and high fidelity phonographs and tape players occupy the left wall, and a display of components on the right wall. The room is deliberately built to impress the visitor with its opulence, includes comfortable modern chairs in which the prospect can lounge for "sit-down selling." The components inventory is slightly above the \$5,000 mark, including GE matched cartridges, tuners, amplifiers, etc., plus the products of top manufacturers, coaxial speakers, baffles, etc. Approximately the same amount is invested in "package" stereo, including RCA Victor, Philco's Phonorama, Mitchell, and Columbia. Both variations on stereo are there simply because Mrs. Morgan expects to sell a lot of cabinet volume

ORGAN SALES JUMP IN '59

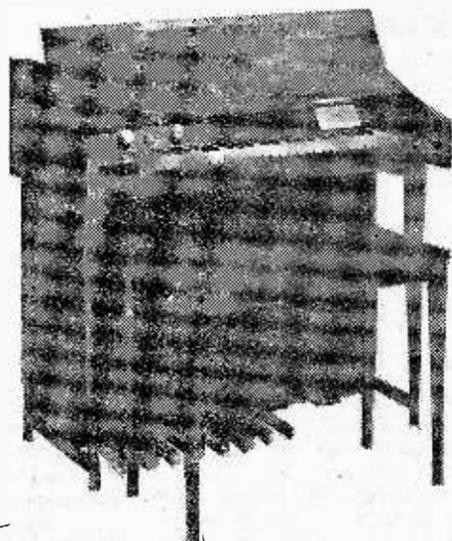
CHICAGO — According to an American Music Conference statement released this week, organ sales for the year 1959 total 850,000. Electric and portables accounted for 750,000 of the sold instruments, far above the 135,000 sold in 1958.

Missionary Air Org Set

ELKHART, Ind. — FRED, the Foundation for Radio and Educational Development, has been formed by Clarence C. Moore, president of the International Radio and Electronics Corporation here. The new foundation is non-profit, and has been originated by Moore to promote, build and install Christian and Missionary radio stations thruout the world. Moore was responsible for the setting up of the world's first such Missionary station, HCJB.

along with "engineered installations" in prospects' homes.

Mrs. Morgan's store was planned by her husband, Lou Morgan, who died of a heart attack not long after the opening. He had had years of experience with Knight Campbell Music Company of Denver. (Continued on page 23)



Electro-Voice® fills the gap... gives you new opportunity for sales

At last! It's here! A New Product Line for High Fidelity Dealers — a product line for the mass market designed not only to bring in more customers but to help you interest them in the components you already handle. First new products in the line are the Baron and Baroness — new ultra-compact all-electronic organs by Electro-Voice.

With your long background in the sale of high-fidelity equipment, an electronic organ line is logical for you. The E-V BARON and BARONESS are the first electronic organs manufactured by an electro-acoustic specialist. They are the first electronic organs which have kept the high-fidelity owner in mind.

This is the first organ line where distribution and

The BARON was designed to the playing potential of today's customer. By carrying miniaturization to every logical electronic component in the unit, Electro-Voice has created big organ performance in compact size. This new concept enables you to feature an electronic instrument which adapts to the individual's musical ability. Seventeen Automatic Chords each played on a standard key, make playing the BARON or BARONESS simple beyond comparison for the beginner. Yet the more advanced musician may switch-off the automatic chords and play either instrument as a conventional 2-manual organ. The limitless flexibility of these new E-V organs makes them a delight for the entire family.

The new Electro-Voice organ franchise can be the turning point in your business career. We welcome the opportunity to give you all details.

sales will be almost exclusively handled through the men who are most thoroughly acquainted with all phases of electronics, with first priority to high-fidelity specialists. And, this is just the beginning. By 1961, Electro-Voice will offer a full line of electronic and electro-mechanical instruments with significant proprietary features...

Think what this franchise can mean to you:

- A product which has such broad consumer appeal that it can increase your store traffic immensely.
- A product with a total market saturation of less than 2%.
- A product which could create a desire among audiophiles to expand their existing systems while giving them great benefits from their present investment.
- A product which could establish the high-fidelity dealer as the logical source for good music regardless of how it is created.
- A product designed, engineered and completely manufactured by a leader in electro-acoustics, Electro-Voice.
- A product with an established, thorough sales and advertising program, in the tradition of Electro-Voice's profit-building tactics.
- A product which has the effervescence of high-fidelity during its original introduction to the public.

Electro-Voice®

ELECTRO-VOICE, INC. BUCHANAN, MICHIGAN

Custom-Built Stereo Systems

Continued from page 22

ver. Morgan planned his approach to the hi-fi stereo market carefully. He "surveyed" the field in the most practical possible manner, by simply getting out, asking questions of the sort of customer whom he expected to sell. "There was nothing but enthusiasm at every turn," Mrs. Morgan said. "And altho stereo is still a relatively new thing to most people, all of the better-income homeowners we contacted told us that it would be included in their next home, or in the first modernization project carried out."

Deals Direct

Next, well aware of tremendous competition from radio parts stores, electrical wholesalers, and supply houses, Morgan began corresponding with component manufacturers until he was able to obtain a "direct deal," eliminating the middleman. "There simply isn't any room for the standard manufacturer, jobber, retailer set-up in this picture," Mrs. Morgan said. "Therefore, we didn't commit ourselves until that problem was disposed of."

Once under way, the store began concentrating on the "home market." The ideal customer, Mrs. Morgan believes, is the man who is planning to build a new home shortly and for whom Lou Morgan Galleries can install a "built-in system."

"We are concentrating on the major-size installations, which can be built into the way, into concealed cabinets, and become as much a part of the home as the plumbing or electric wiring," Mrs. Morgan pointed out. "To make such installations practical, we have two engineers available, one an electronics man who is thoroly qualified to match up the components to produce any specific effect the customer desires. The other is an expert designer and installation man, and can take care of the actual cabinet work, wiring, etc., as required. This is the sort of customer who will unhesitatingly spend up to \$1,500 for a home installation and it is in this market that we are looking for best returns."

Lower Brackets, Too

Morgan Galleries hasn't overlooked the lower-income customers, however. In the \$5,000 components inventory are tuners, ampli-

fiers, coaxial speakers, cartridges, and custom parts, which the customer can buy in several price ranges, "matching them up" as he desires. Actually, a complete two-track, three-track installation for phonograph reproduction can be sold at \$150, with radio added for \$215 or so. "The idea is that we are just as well equipped for the stereo bug who knows the innate details of components, as well as the homeowner who knows nothing whatsoever about the subject, but wants improved music in his home. If the customer only wants to hear 12,000 cycles, we can oblige him, as well as the man who wants to know higher responses are there."

Promotions, in addition to the attraction of the handsome new store, incorporates television, newspaper and, most important of all, direct mail. Mrs. Morgan has painstakingly made up a list of 1,500 homeowners in the \$25,000 or more classification, and to each, upon opening, went a "pin-point" personalized letter. Letters brought a lot of response, major interest in stereo offered, and "planted the seed," which Morgan developed into high fidelity volume later on. A month following his opening three years ago, a second "pin-point" letter went to the same 1,500, as the first of a series which is keeping such homeowners posted on color television, improvements in sound, stereo, records, music, etc. Used since are planned personal direct mail letters to each prospect, individually written, describing what stereo is, what it will do for the prospect's home, etc. Other promotion has included cooperative sponsoring of the "Famous Playhouse" on Channel Two in Denver, with six other merchants in the Crestmoor shopping district. Newspaper is used sparingly, for as Mrs. Morgan points out, "a newspaper with 300,000 circulation is a bit costly, in view of the fact that I want to hit some 1,500 homeowners right in my own area. For that reason, we think that direct mail does the best stereo merchandising job for us."

The "box score" for the first year of business showed 55 hi-fi cabinets sold, installation of many \$700 to \$1,200 custom-built installations in customers' homes.

NEW AUDIO PRODUCTS

Three Stereo Consoles

Ranging in price from \$439 to \$570, The Bell Sound Division of The Thompson Ramo Wooldridge Company of Columbus, O., has introduced three new stereo consoles. These new products fill out the company's current console line.

Each of the units includes Bell components and speaker systems which are geared to space-separated conversion. Changers for the new machines are Garrards.

Model 512, The Fiesta, presents Contemporary styling with Provincial overtones in pecan wood. It is priced at \$570. The Rondo, Model 510, is also in Contemporary mode and comes in natural mahogany selling for \$550. Without stereo tuner it goes for \$439.95.

Bell Tempo Model 511 is of modern design in natural oiled walnut and lists at \$560.

Needle Firm Adds Bonus

The Fidelitone phono needle company has hit upon a bonus promotion to sell its new diamond phonograph needle, The Pyramid Point. The "Bonanza" deal, which also applies to the rest of the company's line of sapphire and diamond styli; offers a booklet of prizes to dealers buying any of the four assortments of needles in the company's stock. On the reverse side of the gift booklets is a prize order form. The dealer fills this out, selecting his prize from those listed, tears it off and mails it to Fidelitone. Salesmen for distributors share in the same promotion and are offered the same prizes.

Transistor Service Book

"Servicing Transistor Radios, Volume 5," is the latest in the series of informative manuals issued by the Howard W. Sams Company of Indianapolis. Covered in the pages of the book are 52 domestic and foreign transistor radios produced thru the years 1958 and '59. Included, too, are sections on voltage measurements, component location and trouble shooting hints. The book is available from electronic parts distributors, and bookstores thruout the country, and from the publishing firm itself.

Mid-Priced FM Tuner

A new, moderately priced FM tuner has been debuted by the H. H. Scott Company of Maynard, Mass. The tuner, cataloged as Model 314, features the company's exclusive wide-band design and claims exceptional clarity and sensitivity. Complete shielding above and below its silver-plated front end does away with interference from nearby TV sets and helps eliminate cross modulation, the Scott Company says. A copper bonded-to-aluminum chassis which aids in the maintenance of proper signal-to-noise ratio is another claim for the 314. The unit measures 15 1/2 by 5 1/4 by 13 1/4 inches in its accessory case and is priced at \$114.95.

De Luxe Low Priced Tape

Service Photo Suppliers of New York, with outlets in Cincinnati and Miami, is distributing a de luxe version of the Avigo tape recorder. The new machine which is made in Japan, lists at \$89.95 has a six-by-four-inch speaker and operates at 7 1/2 and 3 3/4 inches per second. The recorder-playback measures 14 inches by 10 inches by 6 inches and weighs 14 1/2 pounds. It uses seven-inch reels and a telephone pickup is also obtainable as an accessory.

Grant, Keynor New Sylvania Top Execs

NEW YORK — Sylvania Home Electronics Corporation has named two new officers to its top echelon. Peter J. Grant is now president of the firm, which is the marketing wing of Sylvania Electrical Products, filling the gap left by the resignation of Robert L. Shaw.

New vice-president and general manager of the same company is now Robert E. Keynor, who previously was corporate controller and will assume his newly-created position on May 1.

SEC Grants Pentron Issue

NEW YORK — The American Stock Exchange Board of Governors has approved a listing of 815,000 shares of common stock by the Pentron Electronics Corporation of Chicago. The company, which ran up a net sales figure of \$466,521, says magnetic tape recorders account for 94 per cent of its business.

New Telectro Bond Issue

NEW YORK — Long Island City's Telectro Industries, parent company of Telectrosonic Corporation, makers of tape machines and decks, has filed with the Securities Exchange Commission a registration statement covering a proposed one million dollars of 6 1/2 per cent convertible subordinated debenture. Milton D. Blauer and Company are the managing underwriters.

Lansing Firm

Continued from page 18

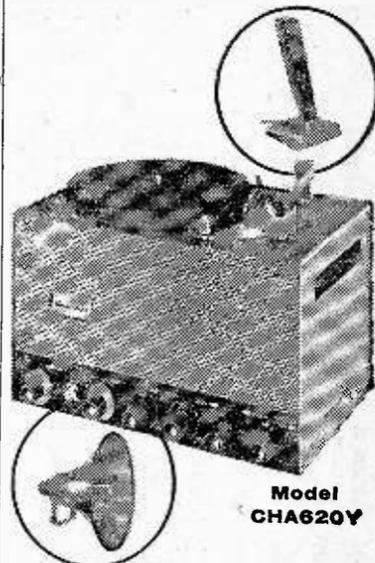
across as opposed to operating in concert with one another.

Pepe said JBL International will develop programs to assist its reps and dealers in merchandising components in general, and specifically the Fleetwood and JBL lines. He estimated that there are more than 500,000 component hi-fi systems in the U. S. today which cost more than \$1,000 to assemble. "In part," Pepe said, "the marketing program of JBL International will be to point out to these owners the tremendous advantages available to them of hi-fi component viewing thru their existing high quality component music systems."

CHICAGO — A net consolidated sales figure issued by the Zenith Radio Corporation for the three-month quarter ending March 31, showed a tangible gain over 1959.

Total sales amounted to \$68,144,976 for the 1960 period, which compares favorably with \$59,220,776 reported for the same quarter of 1959.

**rugged
reliable
versatile***



BOGEN
CHALLENGER SERIES

**P.A.
SOUND
SYSTEM**

*for fixed or mobile use...
operates on
6 or 12-volt car battery
or 117-volt AC line

A powerful, 20-watt amplifier system, built for day-in, day-out, trouble-free performance under rugged conditions.

As a mobile unit in a car or truck, the CHA620Y operates from the 6 or 12-volt storage battery. Or, it may be used as a fixed sound system, operating on 117-volts AC, or from a storage battery if a power line is not available. Battery inverter is built-in.

CHA620Y is equipped with 3-speed phono player for all speed records (33 1/3, 45 and 78 rpm). Has separate controls for bass and treble tone, for volume, and for mixing microphone sound with record sound. Frequency response: 30 to 15,000 cycles gives superb music reproduction and speech intelligibility.

Any high impedance microphone may be used, and any single or multiple loudspeaker system. CHA620Y is also available as a complete package, including microphone and speaker.

	LIST PRICES
MODEL CHA620Y (with 3-speed phono player, less microphone and speaker)	\$200.00
MODEL CHA620YT (complete system including 3-speed phono player, microphone and University PH trumpet speaker with MA25 driver unit)	286.68
SHOCK BASE Model SV-3—special shock-absorber base for using CHA620Y in car or truck	13.75

Prices slightly higher in west
See your local Bogen Sound Distributor, or write today for Challenger Series P. A. Sound System Catalog.

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high fidelity

THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

... new, unique, exclusive
... trade tips, news and
... previews, promotion and
... display ideas... sales
... helps... for component
... and record dealers. Seen
... it? Write on your dealer
... letterhead to (Mrs.) Claire
... N. Eddings, High Fidelity,
... Great Barrington, Mass.

TRADE

NEWS

**MAY NEW
MASTERWORKS
RELEASES**

RENATA TARRAGÓ
GUITARIST
The Music of Francisco Tárrega



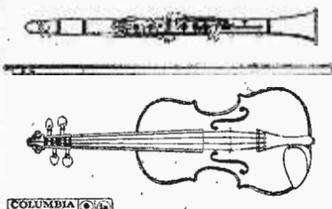
*The Music of
Francisco Tárrega*
ML 5454

ML 5444 / MS 6119

BRAILOWSKY
CHOPIN: THE 24 PRELUDES



MOZART
Clarinet Quintet, K. 581
DAVID OPPENHEIM, CLARINETIST
Fine Klein, Nachtmusik, K. 525
BUDAPEST QUARTET



COLUMBIA
MASTERWORKS

Mozart:
Quintet/Nachtmusik-Oppenheim;
BUDAPEST STRING QUARTET
ML 5455 / MS 6127

ML 5456 / MS 6128

SERKIN
MENDELSSOHN
Concerto No. 1 in G Minor
THE PHILADELPHIA ORCHESTRA
Concerto No. 2 in D Minor
COLUMBIA SYMPHONY ORCHESTRA
EUGENE ORMANDY
conducting



*Mendelssohn:
Piano Con. 1 & 2*

WATCH FOR THESE ORIGINAL BROADWAY CAST RECORDINGS

**A
THURBER
CARNIVAL**

**BYE BYE
BIRDIE**



**MAUREEN OHARA
CHRISTINE**

VIVALDI
Concerto in C Major for Diverse Instruments (with Mandolins)
Concerto in D Minor for Oboe, Strings and Cembalo
Das Opern-Orchester
Concerto in C Minor for Flute, Strings and Cembalo
Das Flöten-Orchester
Concerto in C Major for Piccolo, Strings and Cembalo
Das Flöten- & Violon-Orchester

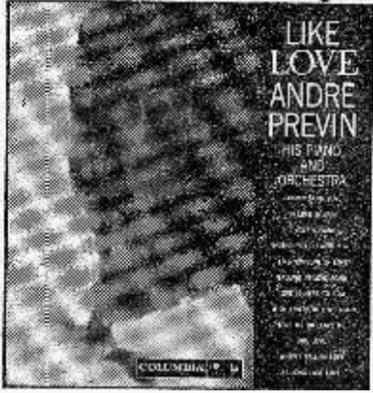
Leonard Bernstein
New York Philharmonic

COLUMBIA
MASTERWORKS

LEONARD BERNSTEIN
ML 5459 / MS 6131

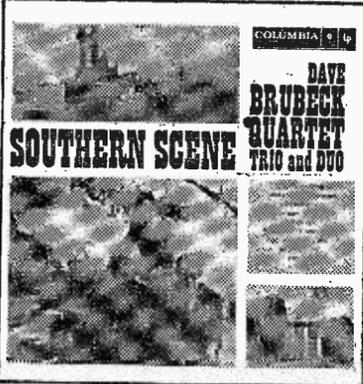
MAY MEANS MORE MILEAGE FROM

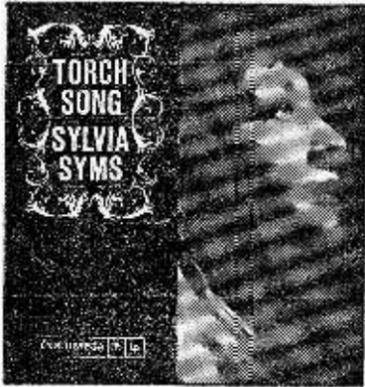
MAY NEW POPULAR RELEASES



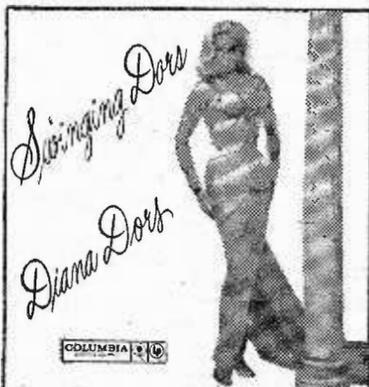
Like Love
ANDRE PREVIN
CL 1437 / CS 8233

Southern Scene
DAVE BRUBECK
CL 1439 / CS 8235

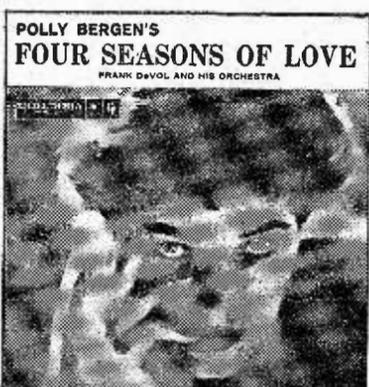




Torch Song
SYLVIA SYMS
CL 1447 / CS 8243

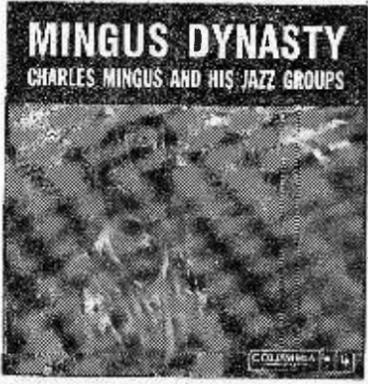


Singing Doves
Diana Dors
CL 1436 / CS 8232



POLLY BERGEN'S
FOUR SEASONS OF LOVE
FRANK DEVOL AND HIS ORCHESTRA
CL 1451 / CS 8246

CHARLES MINGUS
CL 1440 / CS 8236



MINGUS DYNASTY
CHARLES MINGUS AND HIS JAZZ GROUPS

LES ELGART
THE BAND WITH THAT SOUND

Dancers everywhere acclaim the Les Elgart Orchestra as the band with that sound; a sound which critics glowingly describe as "unique and original in the tradition of the immortal bands of the past." This album contains more of that infectious musical magic which has made Les Elgart the nation's top favorite for college proms, ballroom dates and any roll-back-the-rug dancing occasion. Delightful for luxurious listening too!

CL 1450 / CS 8245

Legrand Piano
MICHEL LEGRAND
CL 1441 / CS 8237

And Then They Wrote
TEDDY WILSON
CL 1442 / CS 8238

Frankie Yankovic Plays
the All-Time Waltzes
CL 1443 / CS 8239

Lopez Playing
VINCENT LOPEZ
CL 1433 / CS 8229

The New Trio Los Panchos
WL 169 / WS 317

COLUMBIA 

#1 IN CONSUMER SALES

VOX JOX

By JUNE BUNDY

THE MADISON: In a recent article in "Ballroom Dance Magazine," William Como states: "Deejays and press agents all over the country are arguing over the Madison's origin." Some say it was named for a street in the Harlem counterpart section of Baltimore, others for a Detroit ballroom or a bar in Cleveland. Como's article also notes "out in Los Angeles the Coca-Cola people are putting a Madison instruction sheet into every carry-home carton."

RED FACE DEPT.: A Billboard story last week reported "the McLendon chain has completed the switch-over of its entire station group to a 'good music' format." Lies—all lies. The misinformation resulted from a quick reading of an ad the chain ran March 28, which read "Five McLendon Stations proudly announce a change to all-symphonic music, effective April 1." What we failed to catch—in small type at the bottom of the page—were two significant words—"April Fool."

GIMMIX: Station KCOH, Houston, has a weekly award for what its execs call "best work at the mike," and a monthly award for the deejay who contributes the "best work" for a 30-day period. David Anderson, who has a spiritual music show on KCOH was a recent winner of the weekly award. . . . Jocks at KONO, San Antonio, aired their shows from the station's Alamobile during the recent 10-day run of the San Antonio Livestock Show and Rodeo.

CHANGE OF THEME: Station WCBS, New York, has revised its weekend afternoon programming "to match summer living and listening patterns." Jocks presiding over WCBS's four Saturday afternoon musical segments are pop jock Lee Jordan, 12:15-2 p.m. and 6:30-8 p.m.; jazz man Ed Joyce, 2-4 p.m.; Bill Codare, "mood music keyed to young adults cued by song stylists of two generations," 4-6 p.m.

On Sundays, Codare, formerly with WICC, Bridgeport, Conn., spotlights standards from 1 to 3 p.m. "World Concert Hall," (classical symphonic disks blended with tape recorded performances of foreign orks) will be heard over WCBS from 3 to 5 p.m. on Sundays, effective May 8.

"Sir Thomas" Gilbert has left WKAB, Mobile, Ala., to become "one of the Knights of the Turntable" at WKRG, same city. . . . Dick Dobbyn, KXYZ, Houston, has started a new show from 8 p.m. to midnight, in addition to his old 1:15-4:15 p.m. program.

Rod Roddy, formerly with KOMA, Oklahoma City, has joined KQV, Pittsburgh, in the 9 p.m.-midnight slot, heretofore occupied by Johnny McKinney who has moved into the noon to 3 p.m. time period. . . . New deejay lineup at KONO, San Antonio, is as follows: Ed Dunn, 5:30-8 a.m. and 10 a.m.-noon; Howard Edwards, 8-10 a.m. and noon-2 p.m.; Jerry Miller, 2-4 p.m.; Dough China, 4-6 p.m.; Buddy Holiday, 6-8 p.m.; Bill Davis, 8-10 p.m.; Ben Laurie, 10 p.m.-1 a.m.; George Cooper, 1-5:30 a.m.

New program director at WJW, Cleveland, is Bruce MacDonald, succeeding Robert Martin who has moved to the Storer station in Miami, WGBS. MacDonald has been with WJW since 1943 when the station was moved from Akron, O., to Cleveland. . . . Bill Stroupe, heretofore newsman, continuity man and promotion director at WLOS, Asheville, N. C., has turned deejay, replacing Al Smith in the afternoon time slot. He will retain his other duties.

WAX WANTED: Bill Baker, WGRP, Greenville, Pa., needs wax for his daily "Tunes for Teens" show. . . . Don Durden, KOSY, Texarkana, Tex., writes "Skip the payola—just need stacks-o-wax for KOSY's mid p.m. show 'Don's Den.' The show swings, if your disks do, let's get together!"

317 DEPT.: Earl Richards, KBMW, Wahpeton, N. D., writes "Our station's policy (on the FCC's 317 directive) is to give an announcement that some of our records were given to us by the record manufacturers and distributors. We announce this many times each day. Of course, our station is small and we are overlooked by almost all companies. Our programming guide is to follow the national charts and use our own discretion on the newer ones. We give new talent a break, but only if it's good."

Eddie Lambert of Brooke Distributors, Miami, recently sent the following note to Florida deejays: "Just yesterday we mailed your station our first package of records since the FCC ruling. I think you'll find our system to be satisfactory for every radio station, whether you are buying or giving plugs to the source of supply. We package a group of new singles for auditioning purposes and enclose a return envelope with a form to let us know whether you wish to be billed for the records you keep, or that you are accepting these disks 'gratis.' In every case, the packages are being sent to the attention of the program director."

THIS 'N' THAT: Arlene Schubert, Robin Seymour's right-hand "man" at WKMJ, Detroit, dropped in at The Billboard's New York office last week, but unfortunately vanished before we could introduce her to the rest of the staff, and ask for a fill-in on the Detroit deejay scene. . . . Ray Phipps, WTAX, Springfield, Ill., is launching a new show, "Musicmaker to Musicmaker," and which will feature person-to-person telephone calls with artists to chat about their latest releases. Phipps needs telephone numbers—either artists' own or their managers or agents—to make the calls which will be recorded at a mutually convenient time and aired later over WTAX.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Berrys Score With 'Someone Loves You'

Thrushes Anne and Angela Berry were attending Latin classes at Lafayette High School in Brooklyn not so long ago where they entertained the students by singing at proms and record hops.

It wasn't until they graduated and the girls were harmonizing on a tune Angela had collaborated on, that they decided to make the singing team a career.

Since then the girls have matured, their singing has developed a unique style and they have made many personal appearances at clubs, record hops and theaters.

The Singing Belles, as they are known, now have their big break in a hit tune climbing the charts, called "Someone Loves You, Joe," on the Madison label.

'Madison Time' Moves For Columbia's Bryant

Jazz pianist Ray Bryant began picking out tunes at the age of six on the old family upright in Philadelphia.

Bryant received keyboard instruction from his mother, an accomplished pianist herself, and several neighborhood piano teachers.

The talented musician in recent years has accompanied such top name talents as Carmen MacRae and Ella Fitzgerald and in 1959 was heard in such noted New York niteries as the Vanguard, Metropole, Five Spot, the Roundtable and the Embers.

Bryant then formed his own trio and after enthusiastic receptions in various cities the trio came back to play the Vanguard where John Hammond, Columbia's staff producer of popular a.&r. inked the group to an exclusive recording contract.

"The Madison Time," Bryant's first pop hit is moving up on the Hot 100.

YESTERYEAR'S TOPS—

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

MAY 7, 1955

1. Ballad of Davy Crockett
2. Unchained Melody
3. Cherry Pink and Apple Blossom White
4. Dance With Me Henry
5. Melody of Love
6. How Important Can It Be
7. Tweedle Dee
8. Sincerely
9. Play Me Hearts and Flowers
10. What Ever Lola Wants

MAY 6, 1950

1. If I Knew You Were Comin', I'd've Baked a Cake
2. Third Man Theme
3. My Foolish Heart
4. It Isn't Fair
5. Dearie
6. Music! Music! Music!
7. Daddy's Little Girl
8. Sentimental Me
9. Bewitched
10. Hoop-Dee-Do

MUSIC AS WRITTEN

New York

RCA Victor legalist Joe D'Imperio and wife Dolores, became the parents of a daughter, Diann Mary, April 18. Mrs. D'Imperio is the former thrush Dolores Martel. . . . Renato Carosone and His Sextet arrived in the U. S. last week for a series of concerts and TV appearances. The Italian pop singer will appear at Carnegie Hall on May 7. . . . Jerry Vale opens at the Horizon Room in Pittsburgh for two weeks starting May 2. . . . Ed Burton sold a master by the Lane Brothers to Kapp Records who will issue the master shortly. Deal was for the full cost of the date plus 5 per cent royalty. . . . GAC band booking chief Howard Sinnott has signed the Ivy League Trio to a booking pact. Group is set with Coral for recordings. . . . Rod Pierce of Rendezvous Records, has purchased the master "The Toll of Tragedy," from George Motola and Bobby Please. Goergia Carr's first single for the label will be issued this week.

Della Reese is appearing at the Frontier in Las Vegas thru June 8. . . . The Ken Greengrass, Eydie Gorme, Steve Lawrence firm, GLG Productions, is now working on advertising jingles for national accounts. . . . June Valli will sing the song "Evening Star" in the flick "Hercules Unchained." . . . Rod Lauren and Johnny Restivo are out on a package tour playing the Midwest. . . . Tony Martin opens at the Copa in New York on May 12. . . . Johnny Cash headlines at the Calgary Stampede in Calgary, Alberta, Can., in July. . . . The May Harper's magazine has an article about clefter Harold Arlen. . . . Ivan Davis, 28-year-old pianist from Texas won the Franz Liszt Piano Competition in New York last week (April 25) and received a contract with Colpix Records. . . . Brook Benton will be given Mercury Record's first DeClathon Award for his seven hit singles and three hit LP's. Benton is now out on a one-nighter tour. . . . Hardy Salwitz and Marv Silverman are the president and vice-president of Multi Sounds Corporation, owners of Square Records, Tisoris Music and Silent Music.

The theme from the recent TV show "Ninotchka" was released by Columbia Records, played by the European conductor Alevanno. . . . Conway Twitty starts his month-long English tour this week (3). . . . Frank De Vol will conduct the album "Freedomland" which will feature Jill Corey, Richard Hayes and Jimmy Rushing. . . . Chet Atkins received a plaque with a silver record of Jim Reeves million sellers "He'll Have to Go" for producing the disk. . . . RCA Victor art chief Bob Jones spoke at the Art Director's Club of Washington last week. . . . Art Farmer and Benny Golson and their jazz group, and the Astronotes open at the Village Vanguard in New York on May 3. Bob Rolontz

Hollywood

Warner Bros.' Jim Conkling reports that the Everly Brothers' first on the label ("Cathy's Clown") has passed the 350,000 mark—and eight days after its release in England, hit the 100,000 sales peak. . . . Crystalette ships initial copies of the label's new single, "Sweetheart of the High School Prom" b-w "Crazy Fever Blues" by the Teddy Phillips ork with the Lemon Drops on vocals. Don Ralke made the arrangements. Band and blenders are currently appearing at Chicago's Conrad Hilton. . . . GAC's Henry Miller signed 18-year-old Randy Paige to a long-term pact. Paige's second RCA Victor single is being released Tuesday (26). He'll spend the next three weeks plugging the platter on a deejay tour of the East.

Dot's Sam Butera and the Witnesses opened an indefinite stand at the Stardust Hotel (Las Vegas) Lounge. Label issued the group's latest instrumental single, "Theme From 'Rat Race'," title tune of the Perlberg-Seaton Paramount pic to be released next month. . . . Coral's Roberta Linn opens at Las Vegas Stardust May 2. She had concluded a six-month stand at the spot last month. Lee Zhitto

Cincinnati

Harry Carlson, Fraternity Records chief, returned Thursday noon (28) from Washington, where he testified Wednesday (27) in the Congressional payola hearing involving Dick Clark. In a statement to the local press before his departure here Tuesday (26), Carlson defended Clark as "representing the little companies that believe in free enterprise." "If the government places a stop-gap so that people like Clark no longer have a voice," Carlson stated, "then the little companies have no voice." In his testimony in Washington, Carlson denied linking Clark with the payola scandal.

Mrs. Irma P. Defers, president of Vista Records, Inc., here, has launched a new label, I-Dee Records, with its initial release spotting Ray Cormier's Har-Maniacs on "It Must Be True" b-w "The Sleeper." The new label boasts masters on a number of artists appearing in the territory, including Clay Munday, June McLain, the Piano Lounge Trio, the Harmony Kids, the Drivers and the Keynotes. . . . Taft Broadcasting Company here has appointed Ralph de Toledano, Washington correspondent and political analyst, as chief of its Washington News Bureau. . . . WSAI deejay Rex Randle last week scored Cincinnati's first hole-in-one of the 1960 golf season. Using a six-iron, Rex, a left-hander, lofted a perfect shot onto the green and into the cup on a tricky 155-yard seventh hole.

As a result of the recent 10 per cent slash in the cabaret tax, Herman Kirschner is reviving dancing and the use of vocalists at his downtown Piano Lounge. The Paul Marbern quintet, comprising Marvin Cox, drums; Carl Bernhardt, trombone; Paul Thatcher, sax; Dan Foreman, piano, and Billy George, trumpet, is current at the spot. . . . The Modern Jazz Disciples, the Dee Felice Quintet and singer Clay Munday will do a jazz concert with the Campus (Continued on page 28)

INTRODUCING
THE NEW
 AND **SENSATIONAL**
 16 YEAR OLD **SINGING DISCOVERY**
LORI PARKER



"YOU ALONE"

c/w

**"GREEN
 WITH ENVY"**

(PURPLE WITH PASSION, WHITE WITH ANGER,
 SCARLET WITH FEVER, WHAT WERE YOU
 DOING IN HER ARMS LAST NIGHT)

"BLUES"

Orchestra and Chorus directed by Dick Jacobs

CORAL 9-62191



LORI PARKER

"YOU ALONE"
 and
 "GREEN
 WITH ENVY
 (Purple With
 Passion, White
 With Anger,
 Scarlet With
 Fever, What
 Were You
 Doing in Her
 Arms Last
 Night)
 "BLUES"
 Coral 9-62191



Packaged for more **SELL-ability**
 in special color sleeves

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

FAT BOONE, currently making the European scene, is with us in a big way via Dot's newest, *Walking The Floor Over You*, a mild rock version of the oldie, b-w *Spring Rain*—a two-sided Billboard Pick. Pat's TV show last week, taped in Salzburg, Austria, reunited Pat and his eight-year-old German foster son, Franz Seltner, who was adopted by Boone a few years ago thru the International Foster Child Plan.

TERESA BREWER, one of America's unique song stylists, offers two strong ballads on her latest Coral release, *How Do You Know It's Love* b-w *If There Are Stars In My Eyes*. Born in Toledo, Ohio, the young mother of four small daughters manages to find time for a few personal appearances. She's booked to open at the Sahara, Las Vegas, August 4 for four weeks.

The **CRAFTSMEN** are a new instrumental group making the scene with their first on the Warwick label, *Rock-A-Long* b-w *Goofus*. The teen-age group from Lyndhurst, N. J., consists of Joe Avento, lead guitar; Al Santoro, bass guitar; Ronnie Becker, electric piano; Rich Malfitano, sax and Tom Scorsone, drums. The boys were discovered playing at a local High School record hop and will be playing hops and TV thru the midwest the week of May 9.

BIRTHDAYS OF THE WEEK:

May 2, Link Wray, Bing Crosby.
May 3, Joe Ames (one of the Ames Brothers), May 4, Maynard Ferguson, May 5, Monica Lewis.
May 6, Carmen Cavallaro, Ella Logan, May 7, Teresa Brewer, Jim Lowe, May 8, Ricky Nelson.

FRANK DeVOL & HIS RAINBOW STRINGS offer easy-listening on the Columbia single, *La Montana*. Presently a musical director for Columbia, Mr. DeVol was born into a musical family in Moundsville, W. Va. His father, a violinist and composer-arranger, tried to steer him away from music toward a career of law, however, music was Frank's major interest from his earliest boyhood. In 1936 Frank joined Horace Heidt's organization as an instrumentalist and singer, and later became an arranger for Alvino Rey's band. He's worked as a broadcast music director, at Capitol Records, and presently he is one of Hollywood's busiest musicians.

DICKY DOO & THE DON'TS: The first Madison album featuring the new dance step which is winning teen-age approval thruout the country, has been released on United Artists by the Don'ts. In addition to the swinging interpretation of Madison, the album contains music for other steps that are keeping teen-agers dancing: *Cha Cha Rooney*, *Do The Slop*, *The Bop*, *Rock And Roll Waltz*, and the Charleston. Don Costa, UA's a.&r. director, is responsible for the album, and he's working on plans for a tour of the band, which is the first teen-age dance band with a repertoire aimed strictly at the teen-age audience. Dicky Doo, you will remember, scored with *Nee Nee Na Na Na Nu Nu*, *Click-Clack* and *Teardrops Will Fall Tonight*.

MARK DINNING, the young man who scored with *Teen Angel*, is trying for a second hit with a tune written by the writers of *Teen Angel*. Title is *A Star Is Born*, a touching saga about a girl who achieves success, but loses a beau. Flip is *You Win Again*, the Hank Williams oldie. A native of Oklahoma, the M-G-M recording star has settled in Nashville where he now spends a great deal of his time recording.

ELLA FITZGERALD made her concert debut in South America last week when she opened at Rio de Janeiro's Copacabana Pallace to a highly receptive audience. This was the first stop on her six-week solo tour that will take the acknowledged model singer for countless up-and-coming female singers to San Paulo, Montevideo, Buenos Aires, Santiago, Lima and four additional cities still uncon-

firmed. One of Verve Records' top recording artists, Ella has recorded many albums that include: *Ella Swings Lightly*, *Sings The Cole Porter Song Book*, *One o'Clock Jump* (With Count Basie & Joe Williams), *Sings The Rodgers & Hart Song Book*, *Hello Love*, *Sings Sweet Songs For Swingers*, *Sings The Irving Berlin Song Books* and *Ella And Billie Holiday At Newport*. Ella's swinging version of *Mack The Knife* made the Hot 100 this week.

CONNIE FRANCIS: The consistent popularity of this young lady from New Jersey is evidenced by the fact that both sides of her new M-G-M release, are already bubbling under the Hot 100 chart. Tunes are *Everybody's Somebody's Fool* b-w *Jealous Of You*. The latter is an Italian-styled effort that could be follow-up to *Mama*. Connie arrives in England May 4 where she will headline the "Sunday At The Palladium Show" in London on May 8. On May 18 she will be in Paris for the "Europe No. 1 Radio Show."

LESTER LANIN: In last week's Billboard the maestro of dance music expressed an encouraging view on a very timely subject. The name of Lester Lanin always brings to mind, and ear, the sound of good dance and listening music. The well-known orchestra leader has provided orchestras for many, many social affairs and has recorded many albums on the Epic label. Here are a few of the albums in the Lanin series: *Have Band, Will Travel*; *Dancing On The Continent*; *Lanin Goes To College*, and *The Tiffany Ball*.

KATHY LINDEN, young singer from Moorestown, N. J., has signed with Monument Records (subsidi of London) and her first for the label, *That's What Love Is*, is already out. Previous Linden hits include: *Goodbye, Jimmy*, *Goodbye, Billy*, *You'd Be Surprised*, and *Oh, Johnny, Oh*.

SARAH NORTHCUTT is a new name on the scene on a new label. Miss Northcutt is a pretty Oklahoma University Coed, the label is RKO-Master and the release is *Leavin' Woman*, a blues-jazz effort b-w *Don't Wait*, a listenable reading of a John Loder-milk tune with a gospel flavor.

To help you spot the ones you need, when you need them, all artists items are carried in strict alphabetical sequence.

CONWAY TWITTY is a Star Performer this week on the Hot 100 for his fast climbing M-G-M single, *What Am I Living For*. The young man from Mississippi, who recently headlined a show in Baltimore with TV's James Garner, is heading for a month-long personal appearance tour of leading cities in England. He will be there till May 30th.

JUNE VALLI continues to climb the Hot 100 with her Mercury single, *Apple Green*. A native of the Bronx, N. Y. C., Miss Valli is a graduate of Arthur Godfrey's Talent Scouts and has become a favorite TV, night club and recording performer. When not on the road, she likes to cook Italian dishes, particularly her favorite, lasagna; her hobbies are sewing, knitting and riding horseback.

PROMOTION DAYS AND WEEKS: May 8 is Mother's Day, the start of National Girls Club Week, and National Hospital Week. It is also International Red Cross Day, May 10 is Confederate Memorial Day in N. C. & S. C., and National Insurance Women's Day. May 14 begins *Let's Go Fishing Week* and *Luggage and Leather Goods Week*. May 15 is Fellowship Day, the beginning of Letters From America Week, National Arts & Crafts Month, Michigan Week, Domestic Rabbit Week, Mothproofing Month and National Slacks Week.

SEE YOU IN SEVEN SPINNIN' DAYS. TOM ROLLO.

THIS WEEK'S NEW Money Records

... an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard ads.

SINGLES

DOIN' THE LOVER'S LEAP—Fontane SistersDot
GREEN WITH ENVY—Lori ParkerCoral
IS IT BETTER TO HAVE LOVED AND LOST?—
Nat ColeCapitol
SPRING RAIN—Pat BooneDot
THAT'S YOU—Nat ColeCapitol
YOU ALONE—Lori ParkerCoral
WALKING THE FLOOR OVER YOU—Pat BooneDot

ALBUMS

LAUGHING ROOM—Woody WoodburyStereoDitties
SANDS AT THE SANDS—Tommy SandsCapitol
TONIGHT WITH EDDIE FISHER—Eddie FisherRamrod

According to statistics maintained over a period covering thousands of releases... 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

MUSIC AS WRITTEN

Continued from page 26

Owls Orchestra at Miami University, Oxford, O., May 9. . . . Local songsmith Walter Scott has had his latest effort, "Burning Bridges," etched on the Top Rank label by singer Jack Scott.

Tony Valentine, New York singer popular in this territory, has just had his initial release for 20th Fox Records, "First Day of Spring," penned by Robert Maxwell, writer of "Ebbtide," b.w. "April Showers." Cosnat is distributing. . . . Comic Clarence Loos, prime fave hereabouts and currently on his umpteenth-return engagement at the downtown Blue Angel, cut a session for Harry and Paul Carlson, of Fraternity Records, at the King Studios here last Monday (25). Ditties are "Somebody Else Is Taking My Place" b.w. "Second Fiddle." . . . Milton Blackstone, personal manager to Eddie Fisher, on a visit here last week bumped into his old friend, Lionel Hampton. And now the word is out that they are mulling the idea of Fisher doing an album backed by the Hampton combo. Bill Sachs

Nashville

Songwriter Cy Coben, his wife Shirley and three children were recent Nashville guests from their home in New Jersey. . . . BMI's Frances Williams has been re-elected prexy of Nashville chapter of American Women in Radio and Television. It's the second term for Frances, who will attend Southern Area Conference of AWRT in Cleveland this week. . . . Justin Tubb cut his first session for Challenge at Bradley Studio Wednesday (26). Justin comes to Challenge from the Decca label. . . . Mark Brody in town from Decca Records' New York office to photograph various Decca artists, including a.&r. chief here, Owen Bradley; Goldie Hill, Tompall and the Glasers, Carl Ballew, Wilburn Brothers, Brenda Lee, Kitty Wells, Roy Drusky, Bill Monroe and label newscomer J. Robert Bradley.

RCA Victor Studio here was set up Thursday (28) for a Monument session by Kathy Linden, under direction of Fred Foster. . . . Bassman Bobby Moore a.&r.'d a Tom Casassa (former Decca artist) session at RCA Victor Studio Saturday (23). Casassa hopes to peddle master tape.

The rumor that RCA Victor's Jimmy Driftwood will run for governor of Arkansas under his sure 'nuf name, James D. Morris, has become fact, according to word received here last week. . . . Archie Campbell was in last week to cut a single session at the RCA Victor Studio for the label, and happened to hit the studio at the same time RCA Victor's Hank Locklin came in from Milton, Fla. The two artists made every antique and junkie shop in the area and bought up several antiquities the names of which they didn't know. Campbell recently hopped to Flint, Mich., for a personal but upon his arrival there was told he was to perform in a town 100 miles away. He drove the 100 miles only to learn that the p.a. had been set for Flint after all, and had to make the junket back there. From Flint, he flew into Nashville for "Grand Ole Opry" Saturday (23).

Don and Phil Everly returned to town Wednesday (27) from their British premiere. The boys will be in for a week or so, then head for a 10-day stint in Australia. . . . Don Gibson's new album, "Look Who's Blue," RCA Victor, has just been released. . . . Victor's Homer and Jethro are due in for a session at RCA Studio this week, as is Hank Locklin.

Nat Tannen was in town last week after being hospitalized six weeks in New York. . . . Spider Rich, who penned several of Chet Atkins' sides, was another Nashville visitor last week. He is a brother of the former RCA Victor artist, Dave Rich, who is on an evangelistic tour in Florida. . . . Jim Reeves' latest Camden album, "According to My Heart," has just been released. Jim's friend and co-worker, magician Dick O'Shaughnessy, was in town for a visit with Jim and wife Mary last week. . . . There's a new piano player in town, and reports are that he is more than competent for major-label sessions. His name is Bill Purcell. Pat Twitty

HOT 100 ADDS 13

NEW YORK — Thirteen sides appear for the first time on this week's Hot 100 chart. Details are

37. **He'll Have to Stay** (Central Songs, BMI) — Jeanne Black, Capitol
55. **For Love** (Pri-Gan, BMI) — Lloyd Price, ABC Paramount
74. **Theme From the Unforgiven** (Hecht & Buzzell, ASCAP) — Don Costa, United Artists
75. **Is It Wrong (For Loving You)** (Copar, BMI)—Webb Pierce, Decca
80. **All I Could Do Was Cry** (Ro Gor, BMI) — Etta James, Argo
83. **Right by My Side** (Hilliard, BMI) — Ricky Nelson, Imperial
86. **Oh Little One** (Starfire, BMI)— Jack Scott, Top Rank
89. **Besame Mucho** (Peer Int'l, BMI) — Coasters, Atco
94. **Mack the Knife** (Harms, ASCAP) — Ella Fitzgerald, Verve
95. **City Lights** (TNT, BMI) — Debbie Reynolds, Dot
97. **Think** (Armo, BMI) — James Brown & the Famous Flames, Federal
99. **Happy Go Lucky Me** (Pambill-Lyle, ASCAP) — Paul Evans, Guaranteed
100. **Wheel of Fortune** (Laurel, ASCAP) — LaVern Baker, Atlantic

Every week . . . disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

eddy arnold

LITTLE SPARROW

47/7727

sam cooke

YOU UNDERSTAND ME

47/7730

don gibson

JUST ONE TIME

47/7690

hank locklin

PLEASE HELP ME, I'M FALLING

47/7692

henry mancini

MR. LUCKY

47/7705

neil sedaka

STAIRWAY TO HEAVEN

47/7709

HOTTEST LABEL IN THE BUSINESS!



RCA VICTOR



CLARK SOLO APPEARANCE DRAWS COMMITTEE IRE

• Continued from page 1

involved in any of his dealings, and held up deejay Prescott's frank admission as an example to be followed. Clark again said he'd swear he never "consciously" took payola or favored his own enterprises—and as for Prescott, since the Boston deejay was the only one admitting payola, it appeared logical that claims of all other deejays that they had merely given advice or "listened" to records, or were just being friendly, in return for money, may have been the truth.

Moss called the attitude of Clark a "shocking thing" and said there must be more "brotherly love" and "pure affection" in this area of payola than in any other field.

It was also brought out by Representative Derounian that Clark's signed affidavit denying payola, required by his network of all their personnel, was a "specially worded" one, written by himself. It was testified that this affidavit could be signed even by a deejay who took payola without incriminating him. Other deejays at ABC had to sign ordinary affidavits, with no loopholes in wording. Derounian said this may have been because Clark earned \$12,000,000 for his parent company, American Broadcasting - Paramount Theaters, while the other deejay had only made \$250,000 toward the company's gross.

Clark angrily rejoined he'd sign "any affidavit." He said his only crime was in parlaying a small investment into a lot of money, which is "very common in the music industry. That's why everybody's in the record business."

The ever present matter of "Sixteen candles" came up again, with Moss accusing Clark of "really lay-

ing it on," during his Band show, after he had acquired the copyright, sending it from second to top place on Billboard charts in about two months' time.

Derounian also claimed that Clark went light on Elvis Presley records, in comparison with the "unknown until you got him" singer, Duane Eddy, in network play on Clark shows. Clark scored in this exchange by noting that he had a part in starting and boosting singers in whom he had no interest at all, such as Bobby Darin, Connie Francis, Fabian and Frankie Avalon.

In Clark's formal statement to the Harris Subcommittee, he insisted that his diversified business corporations were a common procedure among entertainers, since their futures were subject to "fickle" public taste. Altho he has divested of his music interests, now, he reiterated that he thinks "other big-name talent" in the business have a right to the music enterprises they own. (Inference was, why was Clark being probed, while others similarly engaged, were not?)

Again referring to earlier testimony before the committee on Jamie Records (see separate story), Clark said Jamie was in the red in 1957 when Clark took a quarter-interest for \$125, but when he pulled out in 1959, the company was making \$754,613, with a clear profit of \$22,094. Clark felt his \$10,400 salary for that fiscal year was not exorbitant. Also coincidentally, Clark was not on a network show when he joined the company, but a few months later was airing daily show on ABC. Clark said he was paid to "listen"

and to act as a "creative executive"—not to push Jamie Records, on the air.

Clark refused to comment on earlier testimony that Tony Marmarella was on the list of those who received payment from Jamie to deejays. Clark vowed he was ignorant of payments to Marmarella, and would only say he admired the man.

As for his Chips Distributing partnership with Bernie Lowe and Harry Chipetz, Clark said he put in \$10,000 for his interest, and between 1958 and 1959, the company made \$45,800. On Clark's Swan Recording job, he said Marmarella and Bernie Binnick were the managers, and Clark just the "advisor" on selection of music. Clark got \$20,800 from Swan for fiscal year ending November, 1958, and \$25,000 for the next year. He sold his 50 per cent interest in the firm, along with other divestitures in December, 1959, when ABC made this a condition of his remaining in broadcasting.

He noted that the Globe Record Corporation, which put out records under the Hunt label, and were distributed by Am-Par did not distribute either Jamie or Swan, Clark's part-owned labels. Kincord Music, a subsidiary publishing firm under a Clark label, is being dissolved, as is the Globe Company.

The forming of January Music in addition to his Seelark Publishing firm was a "customary" trade practice, said Clark, in order to place different copyrights in the separate firms, as appropriate. These two were BMI affiliates, and Clark bought Arch Music Company in 1958, in order to have an ASCAP publishing firm, he said.

Clark's merchandising corporations included firms to negotiate contracts with United Artists for two pictures (Drexel Films Corporation) and another one, to negotiate with Columbia Pictures.

ABC and Triangle Publications

were to own stock in some of the Clark merchandising enterprises, particularly Character Licenses, Inc., to license all goods bearing the Clark name or picture, but it was later decided to give it all to Triangle.

Click Corporation was formed in 1957 to do music publishing chores and to handle record hops, originally—but was later to become producer of American bandstand, which it still is.

Clark insisted that all his corporation accumulation "just grew," like Topsy—there was no "master plan." But he finally admitted that his being a "network TV personality might have" had something to do with all the offers to give him a piece of the various corporations, or enable him to form his own.

He said he gave plenty of service in return. For example, in return for 50 per cent interest in "At the Hop," he advised on improving the song's lyrics. On Bernard Lowe's "Butterfly," he said at one time, he did go out and tell other deejays to play it because it was "big in Philadelphia." Clark got \$7,000 out of the copyright, by oral agreement which he first denied making, later admitted, when counsel produced a letter to Lowe reminding him of the cut-in agreement, "What did you agree to give in return?" counsel Lishman demanded. "Nothing," Clark insisted.

Justifying purchase of "Sixteen Candles" copyright for his January Music firm, Clark said the arrangement was made by his firm's manager, Miss Vera Hodes, with Marvin Kane, head of Coed Records. Kane retained 50 per cent of performance rights. Miss Hodes has "sworn" that she made no promises Clark would play in return for the interest in the tune, Clark said.

Clark backed up previous day's testimony by Harry Carlson, of Fraternity Records, that he had

Calif. Distrib

• Continued from page 2

penditures were made. Latauska had acquired the Grand Award, Command and Waldorf lines in October, 1958. On February 29, this year, Clark terminated his pact with Sun State and moved the three subsid lines to Abe Diamond's Diamond Distributing Company, which has been handling the Am-Par line all along. Latauska claims Clark knew he would switch the lines at the time he was prompted to shell out money for the promotion of labels another firm would be selling, hence the charges of "deceit and fraud."

His charge of breach of contract is based on his allegation that he was refused delivery of product he ordered during January and February, a period of 60 days during which he lost out on sales due to his inability to fill orders. Latauska is represented by attorney Saul R. Levine. At press time, the defendants had not filed an answer to Sun State's charges.

made no contact on "All-American Boy," or inferred that he would push the tune on the air, if the pressing went to Mallard Pressing Corporation, a Clark-Lowe enterprise at the time, before his divestiture.

He said gifts of furs and jewelry to him and his wife by Lou Bedell of Dore Records were actually "embarrassing," and Clark was reluctant to accept them—but he did, later he learned they were credited to "promotion" on the Dore books.

There was some indication at Billboard's deadline (29) that Clark might be recalled before the Harris payola probes again this week, for further questioning.

Announcing

THE
NEW

PETER DE ANGELIS

INSTRUMENTAL

GUITAR
SHUFFLE

C-1042

it's the
WHALE-IN-EST
SWING-IN-EST
single to come
forth this year!!



and

EXOTIC
GUITAR

... on Chancellor,
of course!!

Chancellor

Distributed by AM-PAR Record Corp.

From the forthcoming Broadway musical...
Lock up your daughters!

2 fabulous
 singles



LOCK UP YOUR DAUGHTERS B/W
MISTER JONES ERIC ROGERS orchestra and chorus
 1923

THERE'S A PLOT AFOOT (cha cha) B/W
WHEN DOES THE RAVISHING BEGIN? (mambo)
 EDMUNDO ROS and his orchestra 1922

Opening May 18 at the
 Ambassador Theater,
 New York City

coming
 soon

ORIGINAL BROADWAY CAST RECORDING
 OF *Lock up your daughters!*

EXCLUSIVELY ON...

LONDON
 RECORDS

539 WEST 25TH STREET, NEW YORK 1

FOR THE WEEK ENDING MAY 6, 1960

The Billboard TOP LP'S

MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		3. THEME FROM A SUMMER PLACE 7 Billy Vaughn Dot DLP 3276	
2		2. SIXTY YEARS OF MUSIC AMERICA LOVES BEST. 23 Assorted Artists RCA Victor LM 6074	
3		1. THE SOUND OF MUSIC 20 Original Cast Columbia KOL 3450	
4		4. ITALIAN FAVORITES 13 Connie Francis M-G-M B 3791	
5		15. SOLD OUT 2 Kingston Trio Capitol T 1352	
6		6. HERE WE GO AGAIN 26 Kingston Trio Capitol T 1258	
7		7. THIS IS DARIN 9 Bobby Darin Atco LP 33-115	
8		5. FAITHFULLY 16 Johnny Mathis Columbia CL 1422	
9		17. MR. LUCKY 6 Henry Mancini RCA Victor LPM 2198	
10		11. ENCORES OF GOLDEN HITS 8 Platters Mercury MG 20472	
11		8. THAT'S ALL 31 Bobby Darin Atco LP 33-104	
12		10. BELAFONTE AT CARNEGIE HALL 26 Harry Belafonte RCA Victor LOC 6006	
13		9. HEAVENLY 33 Johnny Mathis Columbia CL 1351	
14		16. GUNFIGHTER BALLADS AND TRAIL SONGS 19 Marty Robbins Columbia CL 1349	
15		14. OLDIES BUT GOODIES 33 Assorted Artists Original Sound 5-001	
16		24. BEN HUR 2 Rome Symphony Orch./Savina M-G-M JEI	
17		12. OUTSIDE SHELLEY BERMAN 23 Verve MGV 15007	
18		19. WOODY WOODBURY LOOKS AT LOVE AND LIFE 9 Stereodiscs MW 1	
19		13. CONCERT IN RHYTHM, VOL. II 9 Ray Conniff Columbia CL 1415	
20		20. FOR THE FIRST TIME 26 Mario Lanza RCA Victor LM 2338	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		28. GENIUS OF RAY CHARLES 11 Atlantic LP 1312	
22		18. LATIN A LA LEE 4 Peggy Lee Capitol T 1290	
23		22. SATURDAY NIGHT SING ALONG WITH MITCH 5 Mitch Miller Columbia CL 1414	
24		23. STUDENT PRINCE 7 Mario Lanza RCA Victor LM 2339	
25		— CAN CAN 1 Sound Track Capitol W 1301	
26		25. BROTHERS FOUR 3 Columbia CL 1402	
27		29. ALWAYS 5 Roger Williams Kapp KL 1172	
28		26. PARTY SING ALONG WITH MITCH 34 Mitch Miller Columbia CL 1331	
29		21. ANNETTE SINGS ANKA 7 Vista BV 3302	
30		30. PERSUASIVE PERCUSSION 3 Terry Snyder & the All Stars, Command LP 800	
31		32. ELVIS' GOLDEN RECORDS, VOL. II 5 Elvis Presley RCA Victor LPM 2075	
32		— SING A HYMN WITH ME 1 Tennessee Ernie Ford Capitol TAO 1332	
33		31. FIRESIDE SING ALONG WITH MITCH 19 Mitch Miller Columbia CL 1389	
34		27. FABULOUS FABIAN 19 Chancellor CHL 5005	
35		33. LET'S ALL SING WITH THE CHIPMUNKS 23 Liberty LRP 3132	
36		38. SANTO AND JOHNNY 16 Canadian-American CA 1001	
37		34. TEENSVILLE 11 Chet Atkins RCA Victor LPM 2161	
38		40. WHAT A DIFFERENCE A DAY MAKES 7 Dinah Washington Mercury MG 20479	
39		— COME FLY WITH ME 14 Frank Sinatra Capitol W 920	
40		— NO ONE CARES 35 Frank Sinatra Capitol W 1221	

ESSENTIAL INVENTORY (MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN Verve MGV 15003 54	
2		2. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107 64	
3		3. MY FAIR LADY , Original Cast, Columbia OL 5090 213	
4		4. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160 95	
5		7. KINGSTON TRIO Capitol T 996 46	
6		5. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032 140	
7		6. GIGI , Sound Track, M-G-M E 3641 ST 96	
8		9. THE MUSIC MAN , Original Cast, Capitol WAO 990 114	
9		12. JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133 105	
10		10. MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1344 41	
11		15. PETER GUNN , Henry Mancini, RCA Victor LPM 1956 63	
12		11. COME DANCE WITH ME , Frank Sinatra, Capitol T 1069 61	
13		14. BUT NOT FOR ME , Ahmad Jamal, Argo LP 628 68	
14		8. KINGSTON TRIO AT LARGE Capitol T 1199 46	
15		13. SOUTH PACIFIC , Original Cast, Columbia OL 4180 309	
16		16. HYMNS , Tennessee Ernie Ford, Capitol T 756 147	
17		18. PORGY AND BESS , Sound Track, Columbia OL 5410 42	
18		23. OPEN FIRE, TWO GUITARS , Johnny Mathis, Columbia CL 1270 63	
19		25. KING AND I , Sound Track, Capitol W 740 183	
20		19. STILL MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1283 55	
21		22. ONLY THE LONELY , Frank Sinatra, Capitol W 1053 68	
22		17. BLUE HAWAII , Billy Vaughn, Dot DLP 3165 42	
23		21. RODGERS: VICTORY AT SEA, VOL. II , RCA Symphony Orch. (Bennett), RCA Victor LM 2226 51	
24		24. FLOWER DRUM SONG , Original Cast, Columbia OL 5350 58	
25		— WARM , Johnny Mathis, Columbia CL 1078 66	

STEREO ACTION ALBUMS --- on the charts 19 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. THE SOUND OF MUSIC 17 Original Cast Columbia KOS 2020	
2		1. PERSUASIVE PERCUSSION 15 Terry Snyder & the All Stars Command S 800	
3		4. THEME FROM A SUMMER PLACE 5 Billy Vaughn Dot DLP 25276	
4		6. PROVOCATIVE PERCUSSION 15 Enoch Light & Light Brigade Command S 806	
5		5. MR. LUCKY 6 Henry Mancini RCA Victor LSP 2198	
6		3. FAITHFULLY 13 Johnny Mathis Columbia CS 8219	
7		7. SAIL ALONG SILVERY MOON 16 Billy Vaughn Dot DLP 25100	
8		10. OPEN FIRE, TWO GUITARS 13 Johnny Mathis Columbia CS 8056	
9		9. FIORILLO! 17 Original Cast Capitol SWAO 1321	
10		11. STILL MORE SING ALONG WITH MITCH 18 Mitch Miller Columbia CS 8009	
11		12. RACHMANINOFF: PIANO CONCERTO NO. 3 13 Van Cliburn RCA Victor LSC 2355	
12		13. NEARER THE CROSS 18 Tennessee Ernie Ford Capitol ST 1005	
13		19. FLOWER DRUM SONG 17 Original Cast Columbia OS 2009	
14		28. FIRESIDE SING ALONG WITH MITCH 18 Mitch Miller Columbia CS 8184	
15		14. AMERICAN SCENE 6 Mantovani London PS 182	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		24. KINGSTON TRIO 11 Capitol ST 996	
17		17. CONNIFF MEETS BUTTERFIELD 18 Ray Conniff Columbia CS 8155	
18		18. MUSIC FOR BANG, BAA-ROOM AND HARP 8 Dick Schory RCA Victor LSP 1866	
19		22. LET'S DANCE AGAIN 17 David Carroll Mercury SR 60152	
20		30. GUNFIGHTER BALLADS AND TRAIL SONGS 12 Marty Robbins Columbia CS 8158	
21		— SOLD OUT 1 Kingston Trio Capitol T 1352	
22		23. MUSIC FOR READING 7 George Melachrino Strings RCA Victor LSP 1002	
23		29. LET'S ALL SING WITH THE CHIPMUNKS 16 Liberty LST 7132	
24		21. MUSIC FOR DINING 10 George Melachrino Strings RCA Victor LSP 1000	
25		25. BOUQUET 8 Percy Faith Columbia CS 8124	
26		8. NEW ORLEANS 10 Pete Fountain Coral CRL 7-57282	
27		15. IT'S THE TALK OF THE TOWN 12 Ray Conniff Columbia CS 8143	
28		16. MORE SING ALONG WITH MITCH 13 Mitch Miller Columbia CS 8043	
29		26. 'S AWFUL NICE 11 Ray Conniff Columbia CS 8001	
30		20. THIS IS DARIN 4 Bobby Darin Atco SD 115	

ESSENTIAL INVENTORY (STEREO ALBUMS)

on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032 50	
2		2. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006 24	
3		3. MY FAIR LADY , Original Cast, Columbia OS 2015 50	
4		6. PETER GUNN THEME , Henry Mancini, RCA Victor LSP 1956 48	
5		4. HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258 26	
6		8. KING AND I , Sound Track, Capitol SW 740 38	
7		10. GIGI , Sound Track, M-G-M SE 3461 ST 50	
8		7. STRAUSS WALTZES , Mantovani, London PS 118 34	
9		14. FOR THE FIRST TIME , Mario Lanza, RCA Victor LSC 2338 27	
10		12. HEAVENLY , Johnny Mathis, Columbia CS 8152 32	
11		13. TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LSC 2252 45	
12		11. RODGERS: VICTORY AT SEA, VOL. II , RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 48	
13		5. GEMS FOREVER , Mantovani, London PS 106 38	
14		15. QUIET VILLAGE , Martin Denny, Liberty LST 7122 24	
15		16. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069 50	
16		19. PORGY AND BESS , Sound Track, Columbia OS 2016 23	
17		18. OKLAHOMA! Sound Track, Capitol SWAO 595 48	
18		— MORE MUSIC FROM PETER GUNN , Henry Mancini, RCA Victor LSP 2040 26	
19		9. FILM ENCORES, VOL. I , Mantovani, London PS 124 46	
20		20. WITH THESE HANDS , Roger Williams, Kapp KS 3030 21	

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- RAVEL: BOLERO** Boston Symphony Orchestra (Munch), RCA Victor LM 1984
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LM 2345
- TCHAIKOVSKY: NUTCRACKER SUITE** . . Boston Pops (Fiedler), RCA Victor LM 2052
- OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE**
Boston Pops (Fiedler), RCA Victor LM 2267
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia ML 5286

STEREOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE**
Boston Pops (Fiedler), RCA Victor LSC 2267
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- GERSHWIN: RHAPSODY IN BLUE**
Leonard Penarrio, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343
- THE LORD'S PRAYER** . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
- TCHAIKOVSKY: NUTCRACKER SUITE** . Boston Pops (Fiedler), RCA Victor LSC 2052

BEST SELLING LOW PRICE LP'S (List price \$2.98 or less)

MONOPHONIC

- Soul of Spain, Vol. 1**
101 Strings Somerset P 6600
- Soul of Spain, Vol. 2**
101 Strings Somerset P 9900
- Good Housekeeping Reducing Off the Record** Harmony HL 7235
- John McCormick Sings Irish Songs**
. RCA Camden CAL 407
- 101 Strings Plays the Blues**
. Somerset P 5800
- Perry Como Sings Just for You**
. RCA Camden CAL 440
- Huckleberry Hound**
Daws Butler and Don Messick Colpix CP 202
- Perry Como** RCA Camden CAL 511
- Around the World in 80 Days**
Music From the Film Somerset P 2800
- Hawaii In Hi Fi**
Leo Addeo Orchestra RCA Camden CAL 510

STEREOPHONIC

- Soul of Spain, Vol. 1**
101 Strings Stereo Fidelity SF 6600
- Soul of Spain, Vol. 2**
101 Strings Stereo Fidelity SF 9900
- 101 Strings Play the Blues**
. Stereo Fidelity SF 5800
- Concerto Under the Stars**
101 Strings Stereo Fidelity SF 6700
- Backbeat Symphony**
101 Strings Stereo Fidelity SF 11500
- Hawaii in Stereo**
Leo Addeo Ork. RCA Camden CAS 510
- Silver Screen**
101 Strings Stereo Fidelity SF 7000
- Opera Without Words**
101 Strings Stereo Fidelity SF 8700
- South Pacific**
Al Goodman Orchestra RCA Camden CAL 510
- Rhapsody in Blue**
Hamburg Philharmonic Orchestra Stereo Fidelity SF 5700

BEST SELLING POP EP'S

- Party Sing Along With Mitch**
Mitch Miller Columbia EPB 13311
- Heavenly**
Johnny Mathis Columbia EPB 13511
- Gunfighter Ballads and Trail Songs**
Marty Robbins Columbia EPB 13491
- Faithfully**
Johnny Mathis Columbia EPB 14221
- Hymns**
Tennessee Ernie Ford Capitol EAP 1-756
- This Is Daria**
Bobby Darin Atco EP 4508
- Spirituals**
Tennessee Ernie Ford Capitol EAP 1-1818
- He'll Have to Go**
Jim Reeves RCA Victor EPA 4357
- Come Dance With Me**
Frank Sinatra Capitol EAP 1-1069
- Open Fire, Two Guitars**
Johnny Mathis Columbia EP 12701

Reviews of THIS WEEK'S 'LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

LIKE LOVE



Andre Previn, His Piano and Ork. Columbia CL 1437 — Previn, who left his former label soon after a pop single hit, "Like Young," bows on Columbia with a selection of tunes about love. The title tune has much the construction of "Like Young," with the piano setting up an interesting figure with strings moving in for the melodic content. The other numbers, like "Falling in Love Again," "In Love in Vain," etc., similarly feature Previn's unique style, abetted by banks of strings in the big ork backing. A lot of nice programming fare here and the set can find a solid demand.

UNFORGETTABLE: DINAH WASHINGTON



MERCURY SR 60232. (Stereo & Monaural)—Dinah Washington proves why she's entitled to be called "The Queen." She takes a brace of pop tunes and infuses them with believability so that they take on the aura of classics. Her own type of blues feeling is injected into such songs as "I Understand," "This Love of Mine," "Alone" and "The Song Is Ended." Deserves and should win wide popularity.

ALAN KING IN SUBURBIA



Secco SAW 2101 — Here's a comic who has turned out an album that's original in format and very funny in content. Furthermore, the subject matter is so near to the lives of so many millions of people that it should strike a responsive note in a sufficient number to become a strong seller. Alan King has fashioned a virtual one-man revue on the tribulations of becoming and remaining a suburban homeowner. He alternates hilarious monologs with clever songs, nearly all on a high laugh level. Should fracture commuters and their friends.

Pop Low Price

MODERN SCREEN'S HOLLYWOOD METHOD



RCA Camden CAL 581 — This disk is obviously aimed at the large market uncovered by Harmony with its best selling Good Housekeeping Reducing record. This release also contains an attractive booklet with photos showing a model doing each step of every exercise. The musical background is satisfactorily rhythmic for the purpose, and the narrator is easy to understand. What with a major promotion for it in Modern Screen and the other Dell magazines, this disk should become a best seller.

THE MADISON BEAT WITH CALLS BY EDDIE MORRISON



The Buddy Tate Sextet. Harmony HL 11034; HL 7257. (Stereo & Monaural) — Here's a sock teen-package, featuring the current dance fad. Morrison and Tate are doing well with their single disk version, and this package should enjoy similar success in the low-priced field. Danceable selections — with comments by Morrison — include title tune, "Crazy Nine," "Madison Bird," "Lambeth Stroll" and "Frisky Feet."

CLASSICAL

WAGNER: TRISTAN UND ISOLDE (PRELUDE AND LIEBESTOD); TANNHAUSER: OVERTURE AND VENUSBERG MUSIC; LOHENGRIN: PRELUDE TO ACT III



London Symphony Orch. (Dorati). Mercury SR 90234; MG 50234. (Stereo & Monaural) — There are many recordings available of all three of these memorable works, but few can approach the superb sound and presense of this new Dorati effort. The eminent conductor, more often associated with the Minneapolis Orch., went overseas to do this recording and his skill and touch are much in evidence. The London ensemble is in excellent form and the recording captures the brilliant reading faithfully. This should become standard merchandise for the repertoire.

(Continued on page 35)

ALBUM COVER OF THE WEEK

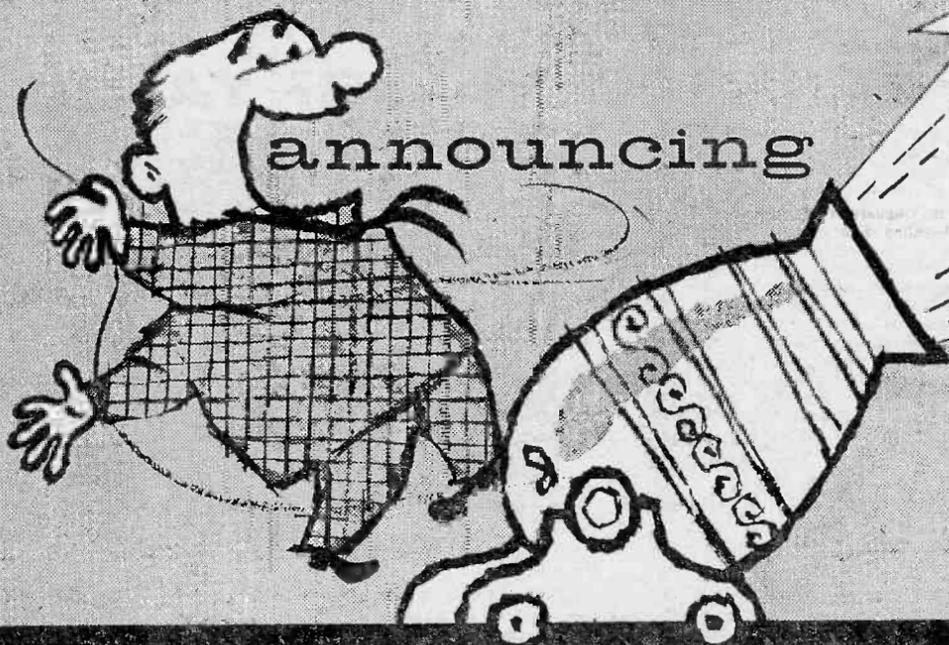


FORGOTTEN HITS—The Unforgettables, Forget-Me-Not LPF-101



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The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 33

BRAHMS: SYMPHOY NO. 4 IN E MINOR, OP. 98

Bruno Walter Conducting the Columbia Symphony Orch. Columbia MS 6113. (Stereo & Monaural) — The great master, Bruno Walter, who has a monaural edition of the Brahms Fourth with the New York Philharmonic, already on the market, offers a splendid stereo version with the Columbia group. Tho there are many outstanding versions of this work available, there are some names whose sale value supercedes that of the repertoire itself, and Walter is certainly one of these. This would have to be regarded as must merchandise for any dealer.



THE STRING ORCHESTRA

Leopold Stokowski. Capitol SP 8458. (Stereo & Monaural) — Stokowski has assembled another colorful collection of string music, one of his most effective fields. Varied line-up of selections — each accorded quality performances — includes Bach's "Aria for Strings," Handel's "Tamburino," Tchaikovsky's "Andante Cantabile," and other familiar string works. Attractive cover gives LP strong display value.



OVERTURES BY OFFENBACH AND AUBER

Detroit Symphony Orch. (Paray). Mercury SR 90215; MG 50215. (Stereo & Monaural) — The name power of the Detroit Symphony Orchestra and conductor Paul Paray, plus the solid commercial appeal of the Offenbach works makes this package a strong sales item. In addition to the joyful Offenbach overtures — "La Belle Helene," "Orpheus in Hades," "The Tales of Hoffman" — the LP features some stirring interpretations of seldom performed works of Auber. Fine sound.



Sacred

SACRED SONGS

Wilma Lee and Stoney Cooper. Harmony HL 7233 — Feelingful readings by the duo — together and solo — on a group of moving sacred tunes. A solid \$1.98 buy for the market. Selections include "Are You Walking and A-Talking for the Lord," "My Lord's Gonna Shake My Hand," "I'm Taking My Audition," etc.



(Continued on page 36)

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **LAVENDER BLUE**
Dinah Shore. Harmony HL 7239—Dinah sings a group of fine standards in her usual mellow fashion. Her TV popularity makes this package a solid item for the supermarket set. Selections include "Anniversary Song," "The Gypsy," "Little White Lies," etc.

★★★★ **GREAT BANDS**
Harmony 7238—Here's another of the increasing number of sets featuring the sound of the great name bands. This particular memorial to that art contains original sides by Harry James, Gene Krupa, Woody Herman, Jimmy Dorsey and Les Brown. The sound, of course, is dated, but for the real lovers of this material that only adds to the excitement. This collection of names should add up to good rack merchandise.

★★★★ **THE DANCE BEAT OF XAVIER CUGAT AND HIS ORK**
Harmony HL 7242—This collection of sides by the Cugat crew originally released as singles years ago, adds up to a strong collection of wax for the cha cha cha and other Latin tempers. Tunes include "The Peanut Vendor," "Cherry Pink and Apple Blossom White" and "The Walter Winchell Rhumba."

★★★★ **ALLEN FUNT'S CANDID MICROPHONE**
The Hilarious World-Famous Recordings of People Caught in Unguarded Moments. Harmony HL 7243—Allen Funt is a man who has spent years catching people off guard in embarrassing moments, via a pocket or ear-piece type of mike attached to a tape machine. The result of all this is a series of practical jokes on tape which makes for a lot of laughs. In one spot, for example, he's having a private talk with a wrestler in which they're discussing how a bout is thrown. For the spoken word comedy fans, and TV viewers who dig Funt's act on the Garry Moore show.

★★★★ **WHAT AM I LIVING FOR!**
Jack Scott. Carlton LP 12-122 — Jack Scott, lately of this label, latches on to a lot of good rocking material, styled much along teen lines and it's even possible that Carlton may find some likely singles items here. "Baby She's Gone," "I Need Your Love," "What Am I Living For," and a medley of three Hank Williams tunes are samples. Vocals are supported by smart rocking guitar and honking tenor spots. Should account for a good sale.

★★★★ LES ELGART

The Band With That Sound. Columbia CL 1450—Afficionados of the Elgart Sound, who have fancied a number of other sets by Les and brother Larry, will like this just as much. The big barrelling trombone and the bouncing, feathery saxes are there as well as the fine shouting ensemble passages, plus the ever-present beat. In a few spots here the rhythm has a slightly rocking figure voiced by the guitar which lends variation. The repertoire is strictly of a standard variety. Great for dancing or listening.

★★★★ LEGRAND PIANO

★★★ **I LOVE PARIS**
Michel LeGrand. Columbia CL 1441—LeGrand retraces his steps in this album to replay the items that made his "I Love Paris," orchestral album such a top success. Here, LeGrand himself is at the piano assisted only by bass and drums. It's a polite jazz style which the artist displays,

with emphasis on a good bit of left hand work. It's mighty pleasant listening, albeit a complete switch from his earlier album standouts. Good background material.

★★★★ **MR. EASY**
Jesse Belvin. RCA Victor LSP 2105 (Stereo & Monaural)—This is perhaps the smartest, most sophisticated work ever turned out by the late Jesse Belvin, who was killed only two months ago in an auto crash. The owner of several good pop singles hits, Belvin turned on the classy charm here, working with beautiful backings prepared by Marty Paich. The selection of tunes is just as sharp as the performances and includes "Angel Eyes," "Makin' Whoopee" and "It's All Right With Me," among the dozen. There are some fine singles entries here and jocks will like the offerings, too.

★★★★ POLLY BERGEN'S FOUR SEASONS OF LOVE

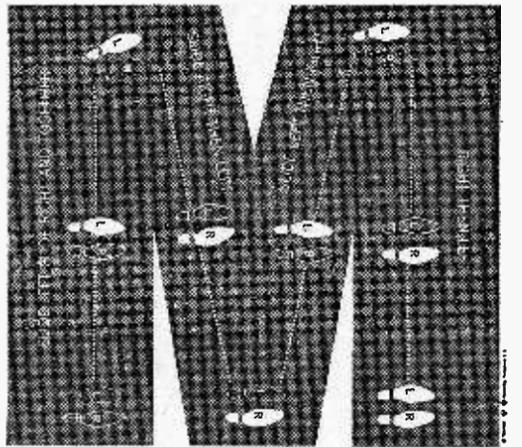
Columbia CL 1451—The full-toned delivery that marks Polly Bergen's style is in full evidence in this collection of tunes which have in common titles that specify months or seasons. Frank De Vol's orchestra.

(Continued on page 36)

"MADISON TIME"

4-41628

RAY BRYANT



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April in Paris, It Might as Well Be Spring, and others
STER-3032 WDL-3032

SUMMER

Summertime, Sleepy Lagoon, other favorites
WDL-3027

AUTUMN

September Song, Autumn Leaves, many others
WDL-3021

WINTER

June in January Moonlight in Vermont other winter themes,
STER-3026 WDL-3026

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RECORD MFRS. AND DISTS., SPEAK UP FOR SURVIVAL!

Presented below is the summary taken from the brief filed today (May 2) before the FCC by

ARMADA

(The American Record Manufacturers and Distributors' Association)

In regard to Section 317:

In the matter of:

Public Notice (FCC 60-239) dated March 16, 1960, entitled "Sponsorship Identification of Broadcast Material," and "Notice of Inquiry" (FCC 60-341) dated April 1, 1960.

Docket No. 13454

COMMENTS OF THE AMERICAN RECORD MANUFACTURERS AND DISTRIBUTORS' ASSOCIATION

Article VI

Summary

BECAUSE:

- Free sampling of records to radio stations is largely responsible for the tremendous growth in the broadcast industry and the record industry in the past decade; and
- Broadcast stations are serviced without regard to size of community or broadcast wattage of the particular station with free records by our members; and
- Between 150 and 200 new records are made available to broadcasters each week, of which only 20% ever receive airplay and only 8% become significant sellers, clearly indicating that there is no implied promise on the part of broadcasters to play free records; and
- If stations have to buy records it will stifle the creation of new talent, place an unreasonable financial burden on broadcasters and bring financial catastrophe to the record industry. If stations have to give sponsorship identification to records, public distaste will curtail the broadcasting and recording industry; and
- The receipt of a free record by a broadcaster does not constitute a valuable consideration inasmuch as there is no obligation upon his part, real or implied, to play the record; should the Commission find that receipt of the free record and subsequent airplay is a valuable consideration, then it should apply the De Minimis doctrine meaning that the law does not concern itself with trifles and not require sponsorship identification.
- The total availability of every form of music to every sector of the nation is the direct result of radio stations being permitted to receive records free of charge for actual air use—the restriction of this practice would deprive the public of one of its most important sources of educational development, awareness and acceptance of ethnic cultures and sheer enjoyment.

ARMADA believes that sponsorship identification as applied to free phonograph records is not required within the meaning of Section 317. We respectfully request that the Commission reinterpret Section 317 to achieve this result.

Respectfully submitted,

American Record Manufacturers and Distributors Association
1449 South Michigan Avenue
Chicago, Illinois

By:

Ewart G. Abner, Jr.
President

Roy N. Scott, Jr.
Counsel

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1449 S. Michigan, Chicago 5, Ill.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 35

JAZZ

SOUTHERN SCENE



Dave Brubeck Quartet. Columbia CS 8235; CL 1439. (Stereo & Monaural) — The Brubeck ensemble is in swinging form here and that means an outstanding disk. The material consists of Southern favorites ranging from "Oh Susanna," and "Darling Nelly Gray" thru "Nobody Knows the Trouble I've Seen" and "Darktown Strutters' Ball" to "Deep in the Heart of Texas." Brubeck's amiable piano, Paul Desmond's inventive alto and the live beat of Joe Morello on drums and Gene Wright on bass make these old timers come alive. Should move strongly, especially in college towns.

SWINGIN' LIKE SIXTY, VOLUMES 1, 2, 3



Various Artists. World Pacific WP 1289, 1290, 1291. (Stereo & Monaural) — These three albums contain some of the best sides from various albums the diskery has released over the past few years. Volume one is subtitled "The Swingers," and contains sides by Annie Ross, Lambert Hendricks and Ross, Gil Evans Ork, et al. Volume two "Around the World," has sides by Ravi Shankar, Paul Horn Four, Kimio Eto and Bud & Travis. And Volume three, "Something for Both Ears," has sides by the Chico Hamilton Quintet, the Gerry Mulligan Septet, and the Mastersounds. Solid wax here, especially Volume Three.

Religious

BILLY GRAHAM INTERNATIONAL CRUSADE CHOIRS



With George Beverly Shea, Cliff Barrows, Director. RCA Victor LPM 2088 — Here are on the spot recordings of a flock of the choirs which joined the famed evangelist on his round-the-world crusade. The album presents the choirs from New York, Glasgow, San Francisco, London; Charlotte, N. C.; Frankfurt, Sydney, Gothenburg; Louisville, Ky., and Melbourne. George Beverly Shea appears in some of the 17 hymn selections which will only add sales appeal. The double fold cover contains a booklet detailing facts and figures, plus photos of the globe-girdling crusade. Set can account for heavy sales on the long pull.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

CLASSICAL

ROGER SESSIONS: SYMPHONY NO. 1; WILLIAM BERGSMAN: MUSIC ON A QUIET THEME; RUSSELL SMITH: TETRAMERON

Japan Philharmonic Symphony Orch. (Watanabe) (Strickland). Composers CRI 131 — Fine performances here of the Roger Sessions' First Symphony, William Bergsma's "Music on a Quiet Theme," and Russell Smith's "Tetrameron," played by the Japan Philharmonic. Once more the label has come thru with first-rate readings of contemporary American works by important composers. Should interest fans of serious American music.

BERLIOZ: DAMNATION OF FAUST

Orchester Lamoureux, Paris (Markevitch). Deutsche Grammophon Gesellschaft 138 099-100 SLPM. (Stereo & Monaural)—Altho there is already a strong complete version of this work available, this one should fare well sales-wise on the basis of Igor Markevitch's name power, fine performances and handsome packaging. Cast includes Consuelo Rubio, Richard Verreau, Michel Roux, Pierre Mollet.

CHILDREN'S

YOU CAN SING IT YOURSELF

Robin Christenson. Folkways FC 7624 — This is a fine sing-along type of album for kids. It's conducted by Robin Christenson, a young fellow who has the knack of making the group effort seem like fun. Some elementary school age kids help out, and youngsters exposed to this LP will, too. Contents are mostly familiar old folk songs. Booklet has some interesting notes, along with lyrics and instructions for beginners on guitar and banjo accompaniment.

★★★★

VERY STRONG SALES POTENTIAL

Continued from page 35

tra helps with imaginative backing on such popular items as "Spring Will Be a Little Late This Year," "June in January," "April in Paris," "Autumn in New York" and "It Might As Well Be Spring." Tasteful collection.

★★★★ ONE DOZEN "GOLDIES"
A Teen Dream Collection of 12 Smash Hits by the Original Artists. Carlton LP 12-121—Here's an album that has a chance for big sales. It contains a group of hit single sides, including hits by Gary Stutes, "Lawdy

Miss Clawdy," Anita Bryant with "Six Boys and Seven Girls," Jack Scott's "My True Love," Jesse Lee Turner's "Little Space Girl," and a number of other hit sides by these artists. Strong wax for the teen-age crowd.

★★★★ 101 HIT SONGS: LOU STEN AND HIS ORCH

Everest SDBR 1082-2. (Stereo) — This double-fold two-LP set spotlights a staggering number — 101 — of vintage pop standards. Keynoted by Stein's pleasing society-styled piano work, the ork provides lighthearted, smoothly orchestrated treatments—in varying dance tempos—rumba, waltz, fox trot, etc. Tunes cover nostalgic range of hits from the twenties and thirties.

JAZZ ★★★★★

★★★★ MINGUS DYNASTY

Charles Mingus and his Jazz Groups. Columbia CS 8236; CL 1440. (Stereo & Monaural) — This is one of the best Mingus records in over a year. The jazz star has found a lot of new things to say and he says them well here. As usual Mingus turns to the blues, and down home music to express himself in the modern jazz idiom. Best sides are "Diane," "Song With Orange" and "Things Ain't What They Used to Be." With Mingus are Jerry Richardson, Jimmie Knepper and Roland Hanna, among others. Strong wax here in spite of an absurd cover picture.

★★★★ POLL WINNERS THREE

Barney Kessel, Shelly Manne, & Ray Brown. Contemporary M 3576 — This is the third album by the three poll winners. (Continued on page 57)

HEAR EVEREST

Stereo Surprise of '60!

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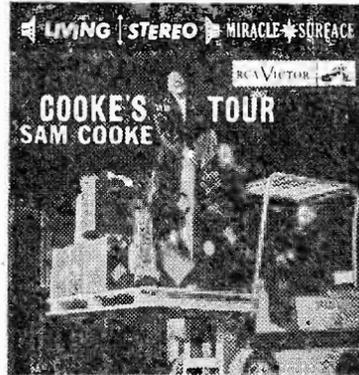


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Best-seller Della Reese proves that she has a sultry style, too. Embraceable You, That Old Feeling are in this album full of everybody's romantic favorites. LPM/LSP-2204



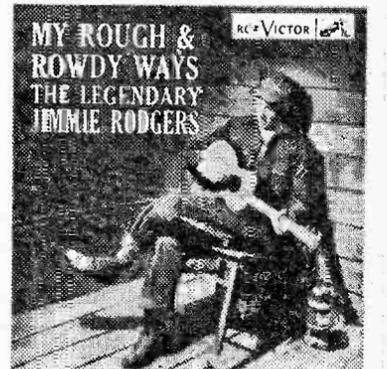
A hot singles star, in his first album. Musical landmarks from foreign cities include Under Paris Skies, London by Night. LPM/LSP-2221



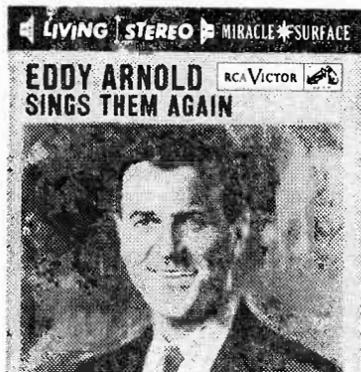
The blend: the winning voices of the Ames Bros. The beat: the built-in bounce of songs like 'S Wonderful, Hallelujah. LPM/LSP-2182



Brilliant new arrangements of the great standards by organ virtuoso Marjorie Meiner. Includes Stardust, Rhapsody in Blue. A great high fidelity item! LPM/LSP-2169



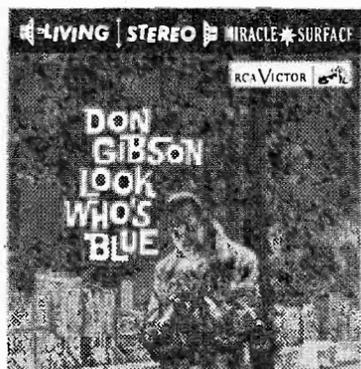
A collector's item! The legendary Jimmie Rodgers featured in a big package of folk songs strummed and sung in blues, jazz, western and country styles. LPM-2112*



All his hits in one album! Repeat performances of It's a Sin, Bouquet of Roses, Anytime. Something for everyone. LSP/LPM-2185



A Latin fiesta in the Catskills! The twelve shake-able numbers include Miami Beach Cha Cha, Managua Nicaragua. LSP/LPM-2187



Don Gibson... a low-down blues singer who's way up on the singles charts. Gibson wails his way through pop best-sellers like Lonely Street and Just One Time. LPM/LSP-2184



Spike Jones, the master of musical mockery, and his orchestra in rollicking take-offs that made his "Hardware Orchestra" infamous. Glow Worm, Chloe, others. LPM-2224*



*Regular L. P. only.

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING APRIL 23

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

This Week	This Week	Tune	Composer-Publisher	Weeks on Chart
1	1	STUCK ON YOU	By Aaron Schroeder—J. Leslie McFarland—Published by Gladys (ASCAP)	4
2	3	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	7
3	2	THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	15
4	6	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	7
5	4	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	17
6	5	SINK THE BISMARCK	By J. Horton & T. Franks—Published by Cajun (BMI)	7
7	10	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	3
8	13	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	5
9	7	SWEET NOTHIN'S	By Ronnje Self—Published by Champion (BMI)	11
10	14	WHITE SILVER SANDS	By C. G. Mathews & G. Reinhart—Published by Sharina (BMI)	6
11	15	I LOVE THE WAY YOU LOVE	By Gordy-Mikaljon—Published by Jobette (BMI)	6
12	12	FOOTSTEPS	By B. Mann-H. Hunter—Published by Aldon (BMI)	6
13	18	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (ASCAP)	4
14	16	STEP BY STEP	By Ollie Jones and Billy Dawn Smith—Published by Winneton (BMI)	4
15	23	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	4
16	19	STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	3
17	8	PUPPY LOVE	By Paul Anka—Published by Spanka (BMI)	9
18	20	MR. LUCKY	By Henry Mancini—Published by Southdale (ASCAP)	2
19	9	WILD ONE	By Lowe-Mann & Appel—Published by Lowe (ASCAP)	12
20	11	MAMA	By Bixio, Cherubini, Barlow-Brito—Published by Southern (ASCAP)	8
21	—	CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	1
22	17	CLEMENTINE	By Woody Harris—Published by Tweed (ASCAP)	3
23	—	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	1
24	22	MONEY	By J. Bradford Gordy Jr.—Published by Jobette (BMI)	5
25	—	LONELY WEEKENDS	By Rice—Published by Knox (BMI)	1
26	21	FAME AND FORTUNE	By Ben Wiseman & Fred Wise—Published by Gladys (ASCAP)	2
27	—	WHAT AM I LIVING FOR	By Harris-Jay—Published by Rush-Progressive (BMI)	1
28	—	MADISON	By Brown—Published by Aim (BMI)	1
29	27	DON'T THROW AWAY ALL THOSE TEARDROPS	By Diane DeNoja—Published by Rambed (BMI)	5
30	30	APPLE GREEN	By Charles Singleton—Published by Hollis (BMI)	2

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

LEGIT REVIEWS

Finian Revival Has All Old Charm

There aren't too many shows which can stand up as well after 13 years as "Finian's Rainbow," the opening production of the New York City Center Light Opera season. The cast assembled by Jean Dalrymple doubtless has much to do with the charm of the present version, but it's hard to imagine that any collection of competent professionals could take the glow out of this particular bit of theatrical whimsy.

The music represented Burton Lane's top effort, while Yip Harburg's lyrics and the book by Harburg and Fred Saily retain their full quota of charm while making a point about the inanity of racial inequality which is as pertinent today as when first produced.

The cast is a strong one, and after a few performances have worked out the kinks, this production directed by Herbert Ross may even rank with the original. Jeannie Carson, known hitherto as the star of a TV film series titled "Here's Jeannie," shows new talents in playing the lovely Sharon McLonergan, while the British veteran, Bobby Howes (daddy of Sally Ann Howes of "My Fair Lady" fame) offers an elfin portrayal of the title role of Finian in his American debut. TV comic Howard Morris started off shakily as the leprechaun Og, but after the second act curtain his characterization became one of the top features of the evening. Biff McGuire was a pleasantly heroic Woody, and Anita Alvarez provided a lovely reprise of the role she created of Susan the Silent. Carol Brice's magnificent voice made a sensation of "Necessity." Eddie Bruce brought back his original version of the broadly humorous role of Buzz, the Senator's right-hand man, while Sorrell Booke made a fine Senator Rawkins.

In sum, therefore, this revival must be counted as one of the joyous events of the season. It could even start a run on the Columbia original cast LP. Sam Chase.

* * *

West Side Comes Back With a Bang

Producers Robert E. Griffith and Harold S. Prince have done a mighty smart piece of theatrical business by bringing "West Side Story" back to its original Broadway home, the Winter Garden Theater.

The show impresses every bit as much on this, its second go-round, and more and more it would seem that the vehicle, replete with its raw social message of gang warfare on the New York streets, its conflict, its warmth and tenderness and its real people, can take its place with "Porgy and Bess" as an American theatrical legend.

Much of the original cast has been reassembled for this return to Broadway, including top leads, Carol Lawrence and Larry Kert. Both infuse vigor, warmth and reality to their parts as they guide their delicate love thru a gang rumble to its tragic conclusion. But beyond this its the dancing that brings off the primary movement of this opera-styled musical. The show was a pacesetter in the trend that saw a choreographer, Jerome Robbins, acting as director as well, and in this regard, it must be said that the show is just as fresh as ever. It's a symphony of movement based on the electric score of Leonard Bernstein.

A high point in the first act finds the two separate gangs and the two lovers all expressing their motivations and reasons for being with separate but beautifully integrated vocal themes, presented as a sort of mass counterpoint. A mass gang rumble, presented in dance form, is another standout piece of production.

The handsome, imaginative but simple sets by Oliver Smith are also worthy of note. The revival cannot be expected to bring about a rash of new activity on single songs, because it's simply not that kind of show. There is no doubt, however, that the return of "West Side Story" will sustain for an even longer time the continuing sale of Columbia's original cast album.

Ren Grevatt.

* * *

NIGHT CLUB REVIEW

La Ranieri Impressive at Plaza

Katyna Ranieri is a Neopolitan thrush who looks like Sophia Loren, has the sensuous arm and hand movements of a ballet dancer, and sings ballads with a dramatic flavor that shakes the rafters of the Persian Room in New York's Plaza Hotel where she is now appearing. One of Italy's top night club acts and recording stars (she is on the Capitol of the World label here) Miss Ranieri was most impressive on the night caught (25) at the plush club via her delivery of ballads and rhythm tunes in Italian, Spanish, French and English.

Backed via modern musical arrangements, all the work of her husband Riz Ortolani, plus a mixed vocal sextet, the chanteuse turned in sock renditions of such items as "Non Dimenticar," "Cio Cio Bambino," "Arrividerci Roma," "Volare" and "C'est Manifique." Her pacing was smart, her movements sexy, and her gowns stylish and her vocalizing splendid. Miss Ranieri is a class act who should do as well in swank rooms in the U. S. as she does in her native Italy. Bob Rolontz.

Light to New Exec Post

NEW YORK — Enoch Light, the a.&r. chief of Grand Award and Command Records, has been appointed vicepres and member of the board of directors of the Grand Award Record Company, a wholly owned subsidiary of the Am-Par Record Corporation.

Sam Clark, president of Am-Par, the parent company, noted that Light has produced many best selling LP's, both on Grand Award and Command Records. Right now two Command albums, which are both on the best seller charts now, have sold over 250,000, the albums being "Persuasive Percussion" and "Provocative Percussion." At Grand Award and Command Light is both a.&r. chief and director of sales.

Now! The Fontane Sisters

with a great version
on *Dot* Records of

“(DOIN’ THE)

LOVER’S LEAP”



b/w

“Come Home
Eddie”

#16086



THE NATION'S BEST SELLING RECORDS

FOR WEEK
ENDING MAY 8

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	6	17	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	5
2	2	2	5	GREENFIELDS	Brothers Four, Columbia 41571		A	11
3	6	9	11	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			14
4	3	5	7	SINK THE BISMARCK	Johnny Horton, Columbia 41568			9
5	8	16	16	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700			8
6	13	9	28	NIGHT	Jackie Wilson, Brunswick 55166			7
7	12	14	19	CRADLE OF LOVE	Johnny Preston, Mercury 71598			6
8	18	18	26	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			12
9	4	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490		A	17
10	10	4	6	SWEET NOTHIN'S	Brenda Lee, Decca 30967			20
11	19	27	42	STAIRWAY TO HEAVEN	Neil Sedaka, RCA Victor 7709		S	6
12	5	8	3	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	19
13	11	13	9	I LOVE THE WAY YOU LOVE	Marv Johnson, United Artists 208			9
14	9	12	12	WHITE SILVER SANDS	Bill Black's Combo, HI 2021			9
15	74	94	—	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151		S	3
16	7	3	2	PUPPY LOVE	Paul Anka, ABC-Paramount 10082		S	11
17	17	15	18	STEP BY STEP	The Crests, Coed 525			10
18	14	11	10	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			9
19	35	51	55	CHERRY PIE	Skip and Flip, Brent 7010			5
20	20	44	71	FAME AND FORTUNE	Elvis Presley, RCA Victor 7740		S	4
21	22	33	79	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	5
22	15	10	8	MAMA	Connie Francis, M-G-M 12878		S	11
23	16	7	4	WILD ONE	Bobby Rydell, Cameo 171			14
24	21	21	30	CLEMENTINE	Bobby Darin, Atco 6161			7
25	41	61	53	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			8
26	36	47	63	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12886			6
27	28	31	46	ANGELA JONES	Johnny Ferguson, M-G-M 12855			11
28	25	23	24	MONEY	Barrett Strong, Anna 1111			14
29	23	22	23	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor 1048			8
30	44	79	85	MADISON	Al Brown's Tunetoppers, Amy 804			5
31	29	36	45	APPLE GREEN	June Valli, Mercury 71588			9
32	30	26	39	BIG IRON	Marty Robbins, Columbia 41589		A	8
33	39	41	52	LOVE YOU SO	Rod Holden, Donna 1315			5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	57	89	94	PAPER ROSES	Anita Bryant, Carlton 528		S	4
35	26	46	49	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			5
36	40	39	44	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			10
37	—	—	—	HE'LL HAVE TO STAY	Jeanne Black, Capitol 4368			1
38	45	49	43	FANNIE MAE	Buster Brown, Fire 1008			14
39	31	29	35	JUST ONE TIME	Don Gibson, RCA Victor 7690		S	9
40	24	25	27	TEDDY	Connie Francis, M-G-M 12878		S	10
41	64	55	72	OOH POO PAH DOO (Part 2)	Jessie Hill, Minit 607			6
42	48	67	—	GOOD TIMIN'	Jimmy Jones, Cub 9067			3
43	42	43	40	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot 15985			16
44	52	71	98	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette, 4234			4
45	66	81	88	TIES THAT BIND	Brook Benton, Mercury 71566		S	4
46	33	24	14	O, DIO MIO	Annette, Vista 354			11
47	43	34	31	SUMMER SET	Monty Kelly, Carlton 527		S	10
48	49	57	60	YOU DON'T KNOW ME	Lennie Welch, Cadence 1373			10
49	32	30	25	STARBRIGHT	Johnny Mathis, Columbia 41583		A	10
50	54	54	57	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence 1378			7
51	83	95	—	BARBARA	Temptations, Goldisc 3001			3
52	46	35	22	(WELCOME) NEW LOVERS	Pat Boone, Dot 16048		S	10
53	55	87	99	MADISON TIME	Ray Bryant, Columbia 41628			4
54	37	32	33	LITTLE BITTY GIRL	Bobby Rydell, Cameo 171			14
55	—	—	—	FOR LOVE	Lloyd Price, ABC-Paramount 10102			1
56	27	28	21	BEATNIK FLY	Johnny and the Hurricanes, Warwick 520			12
57	98	—	—	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			2
58	34	20	15	HARBOR LIGHTS	The Platters, Mercury 71563		S	15
59	88	97	—	BURNING BRIDGES	Jack Scott, Top Rank 2041			3
60	47	52	73	TEEN EX	Browns, RCA Victor 7700			6
61	63	65	74	EARTH ANGEL	Johnny Tillotson, Cadence 1377			4
62	71	82	—	NOBODY LOVES ME LIKE YOU	Fiamingos, End 1068			3
63	78	92	—	HITHER, THITHER AND YON	Brook Benton, Mercury 71566		S	3
64	95	—	—	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			2
65	38	17	13	BABY	Brook Benton and Dinah Washington, Mercury 71565		S	15
66	69	73	84	THINK ME A KISS	Clyde McPhatter, M-G-M 12877			5
67	97	—	—	TWO THOUSAND, TWO HUNDRED AND TWENTY-THREE MILES	Patti Page, Mercury 71597			2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	87	98	—	A STAR IS BORN (A LOVE HAS DIED)	Mark Dinning, M-G-M 12888			3
69	53	60	78	IT COULD HAPPEN TO YOU	Dinah Washington, Mercury 71560		S	6
70	51	40	37	TALL OAK TREE	Dorsey Burnette, Era 3012			14
71	85	—	—	WHEN YOU WISH UPON A STAR	Dion and the Belmonts, Laurie 3052			2
72	100	—	—	DUTCHMAN'S GOLD	Walter Brennan, Dot 16066			2
73	81	88	91	JENNY LOU	Sonny James, NRC 050			4
74	—	—	—	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			1
75	—	—	—	IS IT WRONG (FOR LOVING YOU)	Webb Pierce, Decca 31058			1
76	75	85	86	PLEDGING MY LOVE	Johnny Tillotson, Cadence 1377			4
77	84	100	—	GOT A GIRL	Four Preps, Capitol 4362			3
78	67	50	38	EL MATADOR	Kingston Trio, Capitol 4338			11
79	58	58	66	RUBY	Adam Wade, Coed 526			8
80	—	—	—	ALL I COULD DO WAS CRY	Etta James, Argo 5359			1
81	56	56	58	SOMEDAY	Della Reese, RCA Victor 7706		S	7
82	90	74	87	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay 333			12
83	—	—	—	RIGHT BY MY SIDE	Ricky Nelson, Imperial 5663			1
84	68	38	29	THIS MAGIC MOMENT	Drifters, Atlantic 2050			11
85	50	48	50	CARAVAN	Santo & Johnny, Canadian-American 111			8
86	—	—	—	OH, LITTLE ONE	Jack Scott, Top Rank 2041			1
87	93	—	—	NO IF'S—NO AND'S	Lloyd Price, ABC-Paramount 10102			2
88	70	76	—	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount 10088			3
89	—	—	—	BESAME MUCHO	Coasters, Atco 6163			1
90	65	68	62	DON'T DECEIVE ME	Ruth Brown, Atlantic 2052			8
91	92	—	—	EASY LOVIN'	Wade Flemons, Vee Jay 344			2
92	82	64	80	ROCKIN' RED WING	Sammy Masters, Lode 108			5
93	96	—	—	(DOIN' THE) LOVER'S LEAP	Webb Pierce, Decca 31058			2
94	—	—	—	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		S	1
95	—	—	—	CITY LIGHTS	Debbie Reynolds, Dot 16071			1
96	89	—	—	TELL ME THAT YOU LOVE ME	Fats Domino, Imperial 5660			2
97	—	—	—	THINK	James Brown & Famous Flames, Federal-12370			1
98	61	45	54	SHAZAM	Duane Eddy, Jamie 1151			7
99	—	—	—	HAPPY GO LUCKY ME	Paul Evans, Guaranteed 208		S	1
100	—	—	—	WHEEL OF FORTUNE	LaVern Baker, Atlantic 2059			1

& TOMORROW'S TOPS

BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

- *HE'LL HAVE TO STAY.....Jeanne Black
(Central Songs, BMI) Capitol 4368
- BARBARA.....Temptations
(Real Gone, BMI) Goldisc 3001
- *FOR LOVE.....Lloyd Price
(Pri-Gan) ABC-Paramount 10102
(Pri-Gan, BMI)

*YOUNG EMOTIONS

RIGHT BY MY SIDE.....Ricky Nelson
(Nelson, ASCAP) Imperial 5663
(Hilliard, BMI)

*BURNING BRIDGES

OH LITTLE ONE.....Jack Scott
(Sage & Sand, SESAC) Top Rank 2041
(Starfire, BMI)

*ANOTHER SLEEPLESS NIGHT.....Jimmy Clanton
(Aldon, BMI) Ace 585

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

These records while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. THAT'S YOU.....Nat King Cole, Capitol
2. DING-A-LING.....Bobby Rydell, Cameo
3. JUMP OVER.....Freddy Cannon, Swan
4. SWINGING SCHOOL.....Bobby Rydell, Cameo
5. ROLL CALL COMPANY "J".....Balladeers, DeFil
6. EVERYBODY'S SOMEBODY'S FOOL.....Connie Francis, M-G-M
7. MY LITTLE HONEYDRIPPER.....Joe Turner, Atlantic
8. THEME FOR YOUNG LOVERS.....Percy Faith Ork, Columbia
9. I'LL BE SEEING YOU.....Five Satins, Ember
10. PLEASE DON'T EAT THE DAISIES.....Doris Day, Columbia
11. OUR WALTZ.....Sarah Vaughan, Mercury
12. THE URGE.....Freddy Cannon, Swan
13. JEALOUS OF YOU.....Connie Francis, M-G-M
14. JOHN HENRY.....Buster Brown, Fire
15. YOU'RE SINGING OUR LOVE SONG TO SOMEONE ELSE.....Jerry Wallace, Challenge

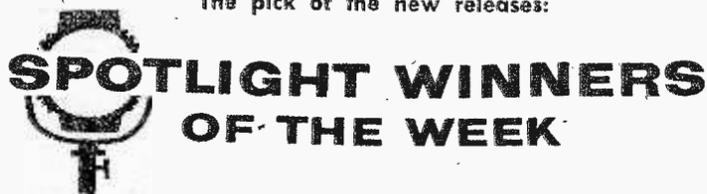
HOT 100: A TO Z

All Star is Born (A Love Has Died)	68
All I Could Do Was Cry	80
Am I That Easy to Forget	43
Angela Jones	27
Another Sleepless Night	64
Apple Green	31
Baby	65
Baby, What Do You Want Me	82
To Do	51
Barbara	56
Beatnik Fly	89
Besame Mucho	32
Big Iron	59
Burning Bridges	85
Caravan	15
Cathy's Clown	19
Cherry Pie	95
City Lights	24
Clementine	7
Cradle of Love	35
Doggin' Around	93
(Doin' The) Lover's Leap	90
Don't Deceive Me	29
Don't Throw Away All Those	72
Teardrops	61
Dutchman's Gold	91
Earth Angel	78
Easy Lovin'	20
El Matador	38
Fame and Fortune	18
Fannie Mae	55
Footsteps	42
For Love	77
Good Timin'	2
Got a Girl	12
Greenfields	99
He'll Have to Go	58
Happy Go Lucky Me	37
Harbor Lights	63
He'll Have to Stay	13
Hither, Thither and Yon	75
I Love the Way You Love	69
Is It Wrong (For Loving You)	73
It Could Happen to You	44
Jenny Lou	39
Just a Closer Walk With Thee	8
Just One Time	54
Let the Little Girl Dance	25
Little Bitty Girl	33
Lonely Weekends	94
Love You So	30
Mack the Knife	53
Madison	22
Madison Time	21
Mama	28
Mr. Lucky	36
Money	6
Mountain of Love	87
Night	62
No If's—No And's	46
Nobody Loves Me Like You	86
O, Dio Mio	5
Oh, Little One	41
Old Lampfighter, The	34
Ooh Poo Pah Doo (Part 2)	76
Paper Roses	16
Pledging My Love	83
Puppy Love	92
Right by My Side	79
Rockin' Red Wing	98
Ruby	4
Shazam	3
Sink the Bismarck	81
Sixteen Reasons	11
Someday	17
Stairway to Heaven	19
Starbright	1
Step by Step	47
Stuck on You	10
Summer Set	70
Sweet Nothin's	40
Tall Oak Tree	60
Teddy	96
Teen-Ex	9
Tell Me That You Love Me	74
Theme From a Summer Place	97
Theme From the Unforgiven	66
Think	84
Think Me a Kiss	45
This Magic Moment	50
Ties That Bind	88
Two Thousand, Two Hundred	52
and Twenty-Three Miles	100
Wake Me When It's Over	71
Way of a Clown	14
(Welcome) New Lovers	23
What Am I Living For	48
Wheel of Fortune	57
When You Wish Upon a Star	
White Silver Sands	
Wild One	
You Don't Know Me	
Young Emotions	

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent to P. O. Box 292, Times Square Station, New York 36, N. Y.

Pop

THE PLATTERS



APPLE BLOSSOM TIME (Broadway, ASCAP) (2:38) — EBB TIDE (Robbins, ASCA) (2:27) — Lead Tony Williams and the group wrap up two lovely standards in richly expressive vocal treatments. Both are strong sides. Mercury 71624

ANNETTE



TELL ME WHO'S THE GIRL (Music World, BMI) (2:12) — TRAIN OF LOVE (Spanka, ASCAP) (2:40) — Thrush accords a salable reading to "Tell Me Who's the Girl," a smart and imaginative tune with echo and dual track effects. Flip, penned by Paul Anka, spotlights a solid rendition of a sock bluesy item with a rocking, train rhythm. Watch it. Vista 359

DUANE EDDY



REBEL WALK (Gregmark, BMI) (2:15) — BECAUSE THEY'RE YOUNG (Columbia, ASCAP) (1:59) — Eddy has another infectious guitar solo disk on "Rebel Walk," based on a simple riff, with capable support from a chorus. Flip is a colorful string-augmented arrangement of title theme of Dick Clark's new movie, in which Eddy appears. Jamie 1156

LITTLE WILLIE JOHN



A COTTAGE FOR SALE (De Sylva, Brown & Henderson, ASCAP) (2:52) — I'M SHAKIN' (R-T, BMI) (2:27) The emotional chanter comes thru with a sock reading of the lovely ballad, and on the flip side "I'm Shakin'" he shows what he can do with a sock rhythm effort on the style of his hit "Fever." King 5342

HOLLYWOOD ARGYLES



ALLEY OOP (Kavelin-Maverick, BMI) (2:36) — The boys sell a cute ditty neatly with a Coasters sound, as they tell about comic strip hero "Alley Oop." Flip is "Sho' Know a Lot About Love," (Kavelin-Maverick, BMI) (2:25). Lute 5903

RON HOFFMAN



WHAT KIND OF A FOOL DO YOU THINK I AM (B. F. Wood, ASCAP) (2:22) — CLOSE TOGETHER (Wonder, BMI) (2:07) — Ron Hoffman handles these two medium beat rockers smartly over sharp backing by the vocal group and ork. Both sides have that commercial sound. Decca 31087

ANTHONY NEWLEY



DO YOU MIND (Peter Maurice, ASCAP) (2:15) — GIRLS WERE MADE TO LOVE AND KISS (Franz Lehar, Glocken Verlag, ASCAP) (2:25) — The English chanter turns in strong performances on both of these sides, the first a rhythm ditty, the flip a happy rocker. Either one could happen. London 1918

FRANK SINATRA



RIVER STAY AWAY FROM MY DOOR (Shapiro-Bernstein, ASCAP) (2:35) — IT'S OVER, IT'S OVER, IT'S OVER (Barton, ASCAP) (2:38) — The memorable "River Stay Away From My Door" is wrapped up in a fine swinging vocal by Sinatra. Flip — a gentle ballad — is warbled with warmth and tenderness. Capitol 4376

THE FLEETWOODS



TRULY DO (Metric, BMI) (2:00) — RUNAROUND (Regent, BMI) (2:30) — "Truly Do," a melodic ballad, is accorded a smooth vocal treatment by the group with pleasant harmonic backing. Flip, a hit by the Chuckles a few years back, is also handled effectively. Dolton 22

DORSEY BURNETTE



HEY LITTLE ONE (Sherman & DeVorzon, BMI) (2:17) — BIG ROCK CANDY MOUNTAIN (Sherman & DeVorzon, BMI) (2:03) — Burnette has strong followup to his hit, "Tall Oak Tree," in an emotion-packed reading of "Hey Little One." Flip features humorous interpretation of the catchy oldie. Era 3019

JOHNNY AND THE HURRICANES



DOWN YONDER (La Salle, ASCAP) (2:05) — The combo bows on their debut waxing for the label with a swinging reading of the oldie that should be a big hit. Flip is "Sheba," (Vicki, BMI) (2:10). Big Top 3036

(Continued on page 43)



*There's 2 sides
to this sales story!*

**IS IT BETTER
TO HAVE
LOVED
AND LOST**

**THAT'S
YOU**

Both Breaking Big For

NAT "KING" COLE

RECORD NO. 4369



Reviews of THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

Continued from page 41

GENE SIMMONS



GOIN' BACK TO MEMPHIS (Arc-Jec, BMI) 2:43 — **BAD BOY WILLIE** (Arc-Jec, BMI) 1:53 — Reminiscent of the recent "Kansas City" hit, "Going Back to Memphis" spotlights a showmanly reading by Simmons on the exuberant blues item. Flip is a verveful dual-track vocal treatment of an amusing "Charlie Brown" styled novelty. **Checker 948**

THE DYNA-SORES



ALLEY-OOP (Kavelin-Maverick, BMI) 2:28 — Here's a personable cover of the Hollywood Argyles' waxing of the sock novelty based on the comic strip character. Should get spins. Flip is "Jungle Walk," (Music Please, BMI) 2:29 **Rendezvous 120**

JOHNNY MORISSETTE



IN MY HEART (Kags, BMI) 2:15 — **NEVER COME RUNNING BACK TO YOU** (Kags, BMI) 2:32 — Two solid sides by Johnny Morissette, a young chanter protege of Sam Cooke. Morissette lays into "In My Heart" strongly and comes over sweetly on the flip. **Sar 104**

Country & Western

CARL BELEW



TOO MUCH TO LOSE (Moss Rose, BMI) 2:43 — **THAT'S WHAT I GET FOR LOVING YOU** (Four Star Sales, BMI) 2:38 — Two sides that could spell success for the country chanter and could get pop action as well. Both sides are ballads, the top side a pretty new song, the flip a weeper. **Decca 31086**

BILLY WALKER



I'LL BE TRUE TO YOU (Marty's, BMI) 2:27 — **LITTLE LOVER** (Cedarwood, BMI) 2:32 — The top-notch Columbia chanter turns in a fine coupling. First side is a waltz with a tinkling piano effect backing the mellow vocal. On the flip, he offers a satisfying medium-rhythm ditty. Nice wax on either side and either has a chance. **Columbia 41658**

Novelty

GARY CANE AND HIS FRIENDS



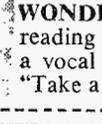
THE YEN YET SONG (Saxon, BMI) 2:13 — **I'LL WALK THE EARTH** (Thimble, BMI) 1:48 — Amusingly packaged in a special gag-sleeve, disk features cheerful readings of two bright novelty items by Cane and a cute kid chorus. The "Yen Yet Song," based on a pun game, has particular appeal for small fry. **Shell 719**

SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve exposure.

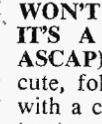
POP DISK JOCKEY PROGRAMMING

LES PAUL AND MARY FORD



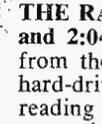
WONDERFUL RAIN (Iris-Trojan, BMI) 2:36 — A fine, smooth reading of a pretty new ballad by the veteran duo, that features a vocal by the thrush and strong guitar work by Les Paul. Flip is "Take a Warning," (Iris-Trojan, BMI) 2:18. **Columbia 41660**

THE HARRY SIMEONE SONGSTERS



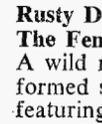
WON'T YOU MARRY ME (Shawnee Press, ASCAP) 2:27 — **IT'S A BEAUTIFUL DAY FOR A BALL GAME** (Famous, ASCAP) 1:47 — Here's a good bet for airplay with the top side a cute, folk-flavored question and answer opus by the mixed chorus with a catchy tempo. Flip is a timely programming item—a bouncy treatment of some topical material. **20th Fox 197**

SAM BUTERA AND THE WITNESSES



THE RAT RACE PART 1 AND PART 2 (Famous, ASCAP) 2:11 and 2:04 — Contrasting sides, based on the same theme material from the new picture starring Debbie Reynolds. On top, there's a hard-driving jazz-flavored sound while the flip features a softer reading with a sultry sax lead. Both sides are good bets for programming. **Dot 16080**

MULE SKINNER BLUES (Peer, BMI)



Rusty Draper, Mercury **The Fendermen**, Soma 113
A wild new song, somewhat on the order of "Mule Train," is performed solidly by two warblers, Rusty Draper and The Fendermen, featuring Phil Humphrey. The original is the Soma waxing, the cover is the Mercury. Both can go. Flip song on the Draper is "Please Help Me, I'm Falling" (Ross Jungnickel, ASCAP)—on the Fenderman, flip is "Torture" (Bengtsson, BMI).

POP TALENT

LINDA GLOVER

A DIFFERENT KIND OF LOVE (Sheldon, BMI) 2:21 — **COUNTING SHEEP OVER YOU** (Shapiro-Bernstein, ASCAP) 2:19 — Here's a fine new thrush, who should be heard from plenty. She has commercial touches of both Brenda Lee and Teresa Brewer and she turns out a most salable sound on these two bouncer efforts. **Warwick 536**

JIMMY CURTISS

THE SIMPLE THINGS (We Three, BMI) 2:15 — **WITHOUT YOU** (We Three, BMI) 2:06 — The talented new chanter addresses himself to two of his own tunes and he impresses. The lad has a good, slightly dramatic, teen-styled quality which should go over well. Both his sides here are ballads in the mildly rocking groove. **United Artists 215**

THE CRYSTALS

GYPSY RIBBON (Radoir, BMI) 2:55 — **MALAGUENA** (E. B. Marks, BMI) 2:32 — The Crystals enter the instrumental combo sweepstakes with a wild and intriguing sound. Arrangements are novel and listenable or danceable and they can pick up a lot of attention, particularly on juke boxes. **Brent 7011**

GREGORY CARROLL

TWINKLE (Maggie, BMI) 2:40 — **GOING BACK HOME TO TENNESSEE** (Maggie-Janson, BMI) 2:10 — The young lad has an ear-catching sound on this first pairing for the label. Top side is a well-chanted and well-scored ballad reading while the flip is a good rocker. The lad is worth exposure. **Okeh 7129**

JUKE BOX PROGRAMMING

THE CRAFTSMEN

ROCK ALONG (Selma, BMI) 3:00 — **GOOFUS** (Feist, ASCAP) 2:13 — A new group, on the order of Johnny and the Hurricanes, bows on the label with strong readings of two rock sides. The first is new item based on a group of p.d. tunes, "Goofus" is the oldie that has a chance to be a hit again, especially on the boxes. **Warwick 538**

COUNTRY & WESTERN

JUNE WEBB

LOVE HAS COME MY WAY (Acuff-Rose, BMI) 2:07 — **SWEETER THAN THE FLOWERS** (Lois, BMI) 3:05 — A nice coupling, featuring a bouncy, bright rocker on top with a solid beat and an emotional weeper on the flip. Both are sold in fine, classy style. Jocks-should latch on to this. **Hickory 1120**



VERY STRONG SALES POTENTIAL

JOHNNY ACE

★★★★ **Pledging My Love**—DUKE 136—The original of the great tune. It's been recently released with Johnny Tillotson on Cadence among other new versions. Naturally, Ace's original, should come in for its worthy share of the spins and sales. (Lion, BMI) 2:35

★★★ **Anymore** — The late great Johnny Ace has another ballad effort here. The background has been built up a bit to bring the side up to date. The fans of the chanter will want this. Flip, however, is the attention side. (Lion, BMI) 2:53

ROY HAMILTON

★★★★ **I Get the Blues When It Rains**—EPIC 9390—From his album, "Have Blues Will Travel," Hamilton offers a smart version of the fine oldie. Solid band backing here. Both sides spinnable. (Forster, ASCAP) 2:40

★★★ **The Clock** — Hamilton bands this good rhythm tune a spirited reading. Nice backing with fiddles support the reading. (Lion, BMI) 2:02

LLOYD ARNOLD

★★★★ **Dixie Doodle** — SHARP 108—Here's a bright boogie arrangement featuring the guitar in various ranges. A spinnable side. (Savoy, BMI)

★★★ **Great Speckled Bird**—An interesting bit of chanting and semi-shouting by Arnold. The artist picks up some fine support by a good guitar figure. (Savoy, BMI)

SAMMY JACKSON JR.

★★★★ **Cigareets** — ARVEE 597 — The chanter comes thru with a strong reading of the traditional folk tune, and the backing is in the right raucous groove. Watch this disk, it could happen. (1:45)

★★★ **I Know**—Sammy Jackson Jr. chants this rockaballad sweetly backed by a fem chorus. Could get spins. (Grace, ASCAP) 2:03

SONNY BURKE

★★★★ **Hennessy**—DECCA 31069—Theme from the TV show featuring Jackie Cooper is handled brightly here by the Sonny Burke ork. Could grab spins. (Crystal, ASCAP)

★★★ **Martha**—On this side the Burke crew plays another pretty tune used on the "Hennessy" TV seg. Both sides could grab a lot of air play. (Crystal, ASCAP)

BILL & DOREE POST

★★★★ **I'll Never Graduate From You** — CREST 1070 — A tricky, medium rhythm effect is created here. The material is keyed to the school, teen scene and the couple develop a nice harmony sound with interesting guitar figures. Much of the harmony is of a fem nature. Good sound and the side is worth exposure. (American, BMI) 2:19

★★★ **Born for the Open Road** — This has the wild-Western, Tex-Mex, galloping rhythm of "Ghost Riders," and the side features Bill Post in the lead spot. Fem harmonies weave thru the windy background. (American, BMI) 2:05

NAPPY BROWN

★★★★ **What's Come Over You, Baby** — SAVOY 1587 — A slow, slow blues shout by Nappy Brown and the cat sounds in fine form. The rhythm is slow and in the stroll groove. Side has a Down South flavor which can pull plays. Very satisfying effort. (Savoy, BMI)

★★★ **Baby-Cry-Cry-Cry-Baby** — A good rhythm job by Brown with more evidence of his shout style. Flip, however, has a better feeling. (Savoy, BMI)

THE ECHOES

★★★★ **Born to Be With You** — DOL-TON 18 — The side was produced by Don Robertson, and Bonnie Guitar, and the artist duo here sounds like them. The duo turns in an exciting sound on the pounding side with a fine, persistent guitar rhythm pattern. Watch this. (Mayfair, ASCAP) 2:10

★★★ **My Guiding Light** — An interesting, echo-backed ballad reading. There's a lot of the primitive here which can generate attention. Two good sides. (Don Robertson, ASCAP) 1:58



VERY STRONG SALES POTENTIAL

SIX KIX

★★★ **Great Koogamooga** — NU-CLEAR 012—This wild rocker is performed by a group called the Six Kix who sing and play with gusto here. Could get some juke loot. (NuClear, BMI) 2:14

DOLORES BAILEY

★★★ **I'll Follow You**—Thrush performs this ballad with feeling. She has a style and the backing is simple. (NuClear, BMI) 3:17

DAVID CARROLL

★★★ **The Third Man Theme**—MERCURY 45—Hard driving, swinging arrangement of the Continental oldie. Effective, off-beat version, which merits deejay exposure. (Chappell, ASCAP) 2:05

★★★ **In a Little Spanish Town Cha-Cha**—Amusing cha-cha tempo version of the catchy oldie. Fine instrumental wax for jocks. (Feist, ASCAP) 2:22

TRINI LOPEZ

★★★ **The Search Goes On**—KING 5344—Haunting theme is warbled effectively by Lopez. (Lois, BMI) 2:37

★★★ **It Hurts to Be in Love**—Solid chanting by Lopez and group on okay r.&r. theme. (R.T., BMI) 2:45

ARTHUR LYMAN

★★★ **Jungle Fantasy**—HI FI 45—Exotic theme is wrapped up in exciting instrumental treatment, complete with Lyman's off-beat jungle sound effects. Both sides are from his recent LP. Unusual jockey wax. (Duchess, BMI)

★★★ **Koni Au I Ka Wai**—Whistling highlights on this jaunty march tempo ditty with effective chime solo work. (King, ASCAP)

BOBBY FREEMAN

★★★ **I Need Someone**—JOSIE 879—Expressive chanting by Freeman on okay rockaballad. (Benell, Weiss & Bary, BMI) 2:16

★★★ **First Day of Spring** — Reverent sacred theme is handed feelingful reading by Freeman. (Delaware, ASCAP) 2:20

EDMUNDO ROS & HIS ORK

★★★ **There's a Plot Afoot** — LONDON 1922—Amusing theme is wrapped up in bright instrumental treatment in danceable Latin tempo. (Fox, ASCAP) 2:25

★★★ **When does the Ravishing Begin!**—Same comment. (Fox, ASCAP) 2:15

MEL TORME

★★★ **Walk Like a Dragon**—VERVE 45—From the flick "Walk Like a Dragon" comes this title song, sung smoothly here by Mel Torme, over intriguing backing. Worth spins. (Famous, ASCAP) 2:27

★★★ **Wayfaring Stranger** — The chanter sells this folkish effort mightily well, backed simply by the ork. This side, too, is from the flick. (2:23)

SAMMY KAYE

★★★★ **Chopsticks Boogie** — COLUMBIA 41656—Good reading by the Kaye ork of the familiar melody. Jocks could use this for deejay programming. (Republic, BMI) 1:45

★★★ **Harvey's Melody**—A bright little riff is performed smartly by the Kaye crew, with the horns and the piano in the lead. (Crest-World, ASCAP) 2:25

ROSEMARY JUNE

★★★★ **It Could Be Dangerous**—PLANET 1046-7 — Sweet piping by gal on pretty theme. Merits spins. (Rob-Ann, BMI) 2:39

★★★ **The Belle at the Rock & Roll Ball**—Canary chants pertly on bouncy teen-appeal type tune. (Rob-Ann, BMI) 2:04

ERIC ROGERS ORK & CHORUS

★★★ **Lock Up Your Daughters** — LONDON 1923—British chorus warbles pleasantly on old-fashioned type ditty from forthcoming musical of same title. (Fox, ASCAP) 2:00

★★★ **Mr. Jones** — Sprightly march-tempo tune features whistling solo stint. Also from "Lock Up Your Daughters" musical. (Fox, ASCAP) 1:57

EDDIE BOND

★★★ **Is My Ring On Your Finger**—CORAL 62200—Wistful chanting by Bond on country-flavored appealing weeper, with pop-styled backing (Cedarwood, BMI)

★★★ **The Little Black Book**—Personable rendition by Bond and chorus on catchy ditty with good lyrics. (Cedarwood, BMI)

TWO DONS

★★★ **Out in the Cold Again**—GUYDEN 2030—The boys perform the oldie in sweet fashion over a neat arrangement by the combo. This side deserves exposure. (Santly-Joy, ASCAP) 1:55

★★★ **Funny Honey**—The Two Dons, who are somewhat on the order of the Everly Brothers sing this rocker well. (Jamie, BMI) 2:00

WYATT SHEPHERD

★★★ **Need Your Lovin'** (Part 4)—

(Continued on page 53)

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BOOKINGS: ASSOCIATED ENTERTAINMENT

• Best Selling Sheet Music in U. S.

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark)	1	12
2.	HELL HAVE TO GO (Central Songs)	2	10
3.	GREENFIELDS (Montclare)	4	6
4.	BEYOND THE SEA (Harms)	3	10
5.	THE SOUND OF MUSIC (Williamson)	5	13
6.	HARBOR LIGHTS (Chappell)	7	8
7.	THE OLD LAMPLIGHTER (Shapiro-Bernstein)	—	1
8.	DO-RE-MI-(Williamson)	6	19
9.	MR. LUCKY (Southgate)	13	2
10.	TEEN ANGEL (Acuff-Rose)	8	14
11.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson)	10	17
12.	WILD ONE (Lowe)	11	4
13.	MAMA (Southern)	9	4
14.	CLIMB EV'RY MOUNTAIN (Williamson)	12	17
15.	MISTY (Octave)	—	1

• Best Selling Sheet Music in Britain

(for week ending April 23)

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.

My Old Man's a Dustman—Cromwell (Richmond)	Royal Event—Noel Gay (—)
Looking High, High, High—Robbins (Robbins)	Running Bear—Southern (Big Bopper-Glad)
Fings Ain't Wot They Used T'Be—World Wide (—)	Beyond the Sea—Chappell (Harms)
Standing on the Corner—Frank (Frank)	Someone Else's Baby—B. F. Wood (—)
Fall in Love With You—Kath (—)	Stuck on You—Belinda (Gladys)
Do You Mind—Macmelodies (—)	Summer Set—Cromwell (Hollis)
A Summer Place—Blossom (Witmark)	Slow Boat to China—Morris (Frank)
Delaware—Leeds (Gunston)	You Got What It Takes—Leeds (Jobete)
Why—Debmar (Debmar)	Poor Me—Mills (Mills)
	Handy Man—Sheldon (Sheldon)
	Clementine—Southern (Tweed)

PLEASE NOTE

The Best Selling Pop Records in Britain chart, which has run in this space in the past, now may be found in the Music News department on the International Music page.

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• Reviews of New Pop Records

• Continued from page 43

★ ★ ★
GOOD SALES POTENTIAL

UNITED ARTIST 216—Exuberant chanting by Shepherd and chorus on gospel-flavored ditty with catchy tempo. (Jobete, BMI) (2:57)

★ ★ ★ **You Don't Want Me No More**—Shepherd wails with gentle emotion on wistful weeper. (Jobete, BMI) (2:38)

BILLY BARNES

★ ★ ★ **I Wish I Didn't Love You**—UNITED ARTIST 218—Expressive reading by Barnes on the feelingful oldie with mildly r.&r. backing. Spinnable. (Famous, ASCAP) (2:37)

★ ★ ★ **Home Again**—Warm rendition by Barnes on his own tune, a plaintive rocka-ballad. (MPI, BMI) (2:34)

STU LAND

★ ★ ★ **A Hundred Girls**—ALPINE 62—A blues, nicely styled with fiddles and pleasantly handled by Land with a big chorus. Rhythm is eight-to-the-bar in something of a stroll tempo. Nice listening side. (Roosevelt, BMI) (2:18)

★ ★ ★ **Chance Meeting**—This was inspired by the Paramount pic, "Chance Meeting." It's a slow, soft ballad, full of fate, and pleasantly done by Land. A nice contrast to the upbeat flip. Programmable side. (Famous, ASCAP) (2:12)

ALEVANNO AND HIS ORK

★ ★ ★ **Ninotchka**—COLUMBIA 41666—COLUMBIA 41666—Mediterranean tune is rendered in warm fashion by the ork on this new instrumental side. (Alsan, BMI) (2:03)

★ ★ ★ **Summer Madness**—Another lush instrumental with a Latin beat is worth spins. (Alsan, BMI) (2:41)

BARRY DE VORZON

★ ★ ★ **The Can-Can Ladies**—COLUMBIA 41663—Barry De Vorzon sings of the Can-Can chicks in New Orleans with gusto on this bright rocker. Could get coins. (Sherman De Vorzon, BMI) (2:15)

★ ★ ★ **Love You, Baby**—A warm rocka-ballad is sung strongly here by the chanter over good backing. Two good sides by Barry. (Sherman De Vorzon, BMI) (2:22)

JOHNNY MADDOX

★ ★ ★ **Medley**—DOT 16077—Strong honky-tonk piano work on four popular ditties—"Music, Music, Music," "Poor People of Paris," "Mack the Knife" and "Mister Sandman." Solid juke wax. (Cromwell, Connelly, Harms, ASCAP) (2:42)

★ ★ ★ **Medley**—Maddox's bouncy pianistics are spotlighted on effective version of familiar classical themes—"Medley in F" and "Barcarolle." (Vin-Sun, ASCAP) (2:16)

BETTY CURTIS

★ ★ ★ **Colepevole**—KING 5343—Rich piping, in Italian, on romantic ballad. Both

sides are San Remo Festival entries and merit exposure. (BIEM) (2:24)

★ ★ ★ **Quanda Vlen La Sera**—Expressive vocal stint—in Italian—by thrush on catchy folk-type ditty. (BIEM) (2:23)

ROSEMARY JUNE

★ ★ ★ **Sunday, Monday or Always**—UNITED ARTISTS 219—Rosemary June bows on the label with a tender reading of the oldie, and the backing by the Don Costa ork and chorus is tasteful. (Mayfair, ASCAP) (2:31)

★ ★ ★ **Your Lips Are Warmer**—Attractive new tune is handed a good go by the thrush on her debut recording for the label. Could get spins. (Sequence, ASCAP) (2:14)

GEORGE CATES

★ ★ ★ **Dipsy Doodle**—SIGNATURE 12034—An up dated and rocking version of the old Larry Clinton favorite. It's done with a nice pounding piano figure with a chorus spotted in a non-lyric setting. Good programming and fine for terpers. (Lincoln, ASCAP) (1:48)

★ ★ ★ **Weary Blues**—A slow rocking arrangement of the oldie. The chorus comes thru well here in a stint where they sing lyrics. It's a big band and choral arrangement that can also find favor with the dancers. (Melrose, ASCAP) (2:20)

THE CREW CUTS

★ ★ ★ **The Shrine on Top of the Hill**—RCA VICTOR 7734—A pleasant, slightly Latin-tinged ballad by the boys. The ballad is nicely turned out with good chanting by the group and celestial fem choral background. Interesting mixture of the religious and romantic. (Peer, Intl, BMI) (2:28)

★ ★ ★ **American Beauty Rose**—The oldie is recreated by the 'Cuts in largely unison chanting style. In the mid-section, they break into a nice harmony pattern. Fair prospects. (Jefferson, ASCAP) (1:57)

BOOTS BROWN

★ ★ ★ **El Brasero**—RCA VICTOR 7732—A Latin-based instrumental, not unlike the "Tequila" style. A solid and exciting outing which can score, if properly exploited. Watch this one. (Michele, BMI) (1:55)

★ ★ ★ **Jet Train**—A good, basic instrumental boogie blues. Piano and guitar are featured prominently in the grouping, along with organ. A lot of good sound and the side would be fine for many boxes and jocks. (Michele, BMI) (2:05)

THE CURLS

★ ★ ★ **Like a Waterfall**—EVEREST 19350—A bright new tune based on the familiar "Hungarian Rhapsody" melody is handled stylishly by the girls on this new waxing. It has a chance. (Aldon, BMI) (2:21)

(Continued on page 55)

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By BILL SACHS

Around the Horn

After five weeks on the West Coast, including a date at the Jackpot Casino at Contact-Elko, Neb., Pee Wee King and Redd Stewart appear as special guests on the Red Foley TV show from Springfield, Mo., May 7, along with Rex Allen. According to Charlie Adams, of Ridgeway Music, Hollywood, "Vagabond Waltz" is breaking well for the King aggregation in Milwaukee and Chicago. . . . Johnny Cash is back in California for appearances May 6 in San Bernardino and May 7 in San Diego. Next week Johnny guests on the Tennessee Ernie Ford TV seg. On May 13, he shows his wares in Sacramento, Calif., and May 14 in Vallejo, Calif. He appears in Minneapolis May 15, after which he tackles a string of Mid-western one-nighters.

Ernest Tubbs and His Texas Troubadours, Jean Shepard and Hawkshaw Hawkins conclude a Canadian trek Friday (6) and hop to Duluth, Minn., for a Saturday (7) showing. Tubbs takes his Troubadours to Angola, Ind., May 22. . . . Ray Price and His Cherokee Cowboys this week begin a 10-day swing thru Texas and Oklahoma. . . . After a week's stand at the Gatineau Club, Ottawa, Ont., the Browns; (Jim Edward, Maxine and Bonnie) make a repeat shot at the Shell House on New York's Long Island May 6-7, and Sunday (8) display their talents on the Ed Sullivan TV-er. Early Monday (9), they'll wing it into Chicago for the MOA conclave, after which they make a string of Ohio one-nighters.

Jack Roberts, who with his band crew appears each Saturday night at Heiser's Shadow Lake, near Renton, Wash., has set Little Jimmy Dickens for four dates in the area, beginning May 11 and winding up on the 14th at Heiser's establishment. The Roberts combo will back Dickens on the engagements. Roberts is now airing a daily c.&w. music show, 5:30-7 p.m., via KNBX, Seattle. . . . The Jordanaires are in Hollywood for a stint in the new Elvis Presley flicker and to cut several platter sessions with the latter and Ricky Nelson. . . . The Willis Brothers are slated to leave the country May 15 for a tour of Greenland, Iceland and Newfoundland, returning to these shores June 19.

Roy Acuff fills the featured slot on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network, via WSM, Saturday (7), with Hank Locklin in as guest. On May 14 Don Gibson does the honors, with Lester Flatt and Earl Scruggs doing the guesting. . . . The George Morgan Show, which Sunday (1) wound up on a string of Michigan dates, is slated for a tour of the Dakotas May 23-30. Unit comprises George Morgan; Alex Houston, ventriloquist, formerly with the CBS Jimmy Dean show; Ken Marvin, of Intro Records; Annie Lou and Danny Dill, vocal duet; Wacky Red Murphy, dancing comedian, and the Candy Kids (Hawk Martin, Suds Slayman and Curt Gibson).

Tex Ritter is reported on the mend from a recent bit of emergency abdominal surgery which he underwent in Los Angeles April 19 and which forced him to cancel a guest shot on "Jubilee U.S.A." April 23. On May 13 Tex, along with movie comic Hank Morton, joins Don Gibson, Bobby Lord, Norma Jean and Leon McAuliffe and His Cimarron Boys for a trio of dates for Harry (Hap) Peebles,

Wichita, Kan., promoter. They play Wichita May 13; Omaha, 14, and Kansas City, Kan., May 15. . . . Mr. and Mrs. Andy Doll are back home in Oelwein, Ia., after a 10-day vacation in Daytona Beach, Fla., their first visit to the Sunshine State.

George Hamilton IV, who recently made the unusual switch from pop to country, has a new one out on the ABC-Paramount label, "Why I'm Walkin'," which he says is showing up well on country music stations in several territories. Hamilton is emphatic in stating that he earnestly wants to go country and requests that his releases be listed under the c.&w. charts. George plays High Point, N. C., May 5; Spartanburg, S. C., 6; Greenville, S. C., 7; Winston-Salem, N. C., 8, and Poughkeepsie, N. Y., 14. . . . Rusty Adams, of the "New Dominion Barn Dance," Richmond, Va., has cut his first record for United Telefilm, "Flame in My Heart" b/w "Little Rosa." Release has just been made and deejay samples are available thru Burt Repine, manager of the WRVA Theater, Richmond. On May 22 Rusty kicks off on a long string of Pennsylvania and Virginia dates that will carry him well into the fall season. Appearing with him on the dates will be Shirlee Hunter, of "Allentown Jail" fame.

Marty Landau and X. Cosse, of Artists Management Bureau, Los Angeles, have negotiated the sale of the "Stars of the Grand Ole Opry" television series, consisting of 91 films, between Cal Worthington, of Worthington Oil & Gas Corporation, and Far West Advertising, and Ira Gottlieb, executive vice-president of Flamingo Telefilms Sales, Inc. The series is being shown over KTTV, Los Angeles, Sunday mornings. . . . The Jim Denny office, Nashville, is making plans to book Columbia's Johnnie Humbird on his first road tour. Johnnie's new release couples "I Can't Help Wondering" b/w "Where Is Your Conscience?" which he introduced for the first time April 23 on "Grand Ole Opry," Nashville. . . . Jockeys not serviced by Capitol Records may obtain a sample of Faron Young's new release, "I'll Be All Right (In the Morning)," by writing to Hubert Long, 616 Exchange Building, Nashville. The tune is published by Long's Moss Rose Publications. Long also has available copies of Frankie Lee's new release on the Circle label, "There They Go" b/w "Your Foolish Pride," both of which are published jointly by Moss Rose Publications and Tradewinds Publishing.

Del Woods has just finished a new RCA Victor album slated for May release called "Flapper, Flivvers and Fox-trot." . . . Pappy Daily, of "D" Records, Houston, was in Nashville recently to cut two LP albums with George Jones and a singles session with James O'Gwynn. One of the Jones albums is made up of 12 of George's favorite Hank Williams songs, all written by Hank himself. . . . Jimmy Martin and His Sunny Mountain Boys, formerly with "Louisiana Hayride," Shreveport, and "Grand Ole Opry," Nashville, are now regulars on WWVA's "World's Original Jamboree," Wheeling, W. Va. Their latest Decca release couples "Foggy Old London" and "The Joke's on You." Also new in the WWVA talent line-up are the Barnes Brothers and Louella Parsons.

The Billboard HOT C & W SIDES

FOR WEEK ENDING MAY 1

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	22
2	2	3	4	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	9
3	3	2	3	JUST ONE TIME, Don Gibson, RCA Victor 7690	9
4	4	4	2	ANOTHER, Roy Drusky, Decca 31024	16
5	5	8	9	BIG IRON, Marty Robbins, Columbia 41589	7
6	7	9	13	SINK THE BISMARCK, Johnny Horton, Columbia 41568	6
7	6	5	7	ABOVE AND BEYOND, Buck Owens, Capitol 4337	9
8	11	13	18	ONE MORE TIME, Ray Price, Columbia 41590	5
9	9	12	30	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	5
10	10	7	5	WISHFUL THINKING, Wynn Stewart, Challenge 59061	19
11	15	16	16	A SIX PACK TO GO, Hank Thompson, Capitol 4334	7
12	8	6	6	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	17
13	20	28	—	LEFT TO RIGHT, Kitty Wells, Decca 31065	3
14	14	15	15	PINBALL MACHINE, Lonnie Irving, Starday 486	8
15	12	14	19	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	9
16	21	19	22	YOUR OLD USED TO BE, Faron Young, Capitol 4351	4
17	16	11	10	FAMILY BIBLE, Claud Gray, D 1118	7
18	22	24	26	(DOIN' THE) LOVER'S LEAP, Webb Pierce, Decca 31058	4
19	25	—	29	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583	4
20	26	30	24	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	4
21	19	—	—	LIFE OF A POOR BOY, Stonewall Jackson, Columbia 41591	2
22	—	—	28	ROCKIN' ROLLIN' OCEAN, Hank Snow, RCA Victor 7702	2
23	23	22	17	DEAR MAMA, Merle Kilgore, Starday 469	13
24	17	21	—	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306	5
25	24	—	—	SEASONS OF MY HEART, Johnny Cash, Columbia 41618	2
26	13	10	8	EL PASO, Marty Robbins, Columbia 41511	26
27	18	20	11	THE SAME OLD ME, Ray Price, Columbia 41477	30
28	—	—	—	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	1
29	28	26	23	EYES OF LOVE, Margie Singleton, Starday 472	14
30	—	—	—	KEYS IN THE MAILBOX, Freddie Hart, Columbia 41597	1

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• **Reviews of New Pop Records**

• Continued from page 53

★★★
GOOD SALES POTENTIAL

★★★ **He's My Hero**—Cute ditty about the most personable guy on the high school campus is sung with a lilt by the lassies helped by a male group. Both sides are good. (Sequence, ASCAP) (2:00)

GOOGIE RENE
★★★ **Cafe Roman Candle**—CLASS 270—This new singles is from Googie Rene's new album "Romesville," and it features the pianist on an attractive ditty over live audience sounds. (Leon Rene, ASCAP)

★★★ **Cool It at the Coliseum**—Melodic ditty is handled well by the pianist, backed by a large ork on this side from the Rene album "Romesville." It deserves spins. (Leon Rene, ASCAP)

PETER DE ANGELIS ORK
★★★ **Guitar Shuffle**—CHANCELLOR 1042—Solid guitar solo work is spotlighted on relaxed, instrumental theme with catchy tempo. (Debmar, ASCAP) (2:09)

★★★ **Exotic Guitar**—Non-lyric choral work backs haunting Oriental-flavored instrumental theme. Nice deejay side, with effective guitar solo work. (Debmar, ASCAP) (2:37)

CARL SIMMONS' ORK
★★★ **Boodoo**—DOT 16076—Catchy rhythm ditty is handed infectious instrumental interpretation with solid beat. Both sides are good deejay items. (Jec, BMI) (2:05)

★★★ **Prowlin'**—Sinuous instrumental theme is wrapped up in bluesy ork treatment. (Jec, BMI)

THE LEMON DROPS
★★★ **Marcheta**—ALADDIN 3465—Pretty oldie is warbled smoothly by group. Pleasant jockey wax. (Cole, BMI) (2:13)

★★★ **Mescal Moon**—Rich vocal stint by lead singer and group on romantic oldie. (Cole, BMI) (2:14)

MARTINI
★★★ **String of Pearls**—SPECIALTY 687—Old Glenn Miller hit is handed interesting new instrumental treatment. Merits spins. (Mutual, ASCAP) (1:50)

★★★ **One o'Clock Jump**—Another imaginative instrumental treatment of a Count Basie Swing Era oldie, which also deserves jockey play. (Feist, ASCAP) (1:55)

LIGHT BROTHERS
★★★ **And I'm With You**—CANADIAN AMERICAN 113—An attractive new rock-ballad is sung with warmth by the boys aided by a fem group in the backing. Two good sides. (Davidson County, BMI) (2:25)

★★★ **Double Date**—The boys sing about a chance to double date since they have both a car and money. Side has a rousing beat as well as a good performance. (Davidson County, BMI) (1:57)

GRETHE & JORGEN INGMANN QUINTET
★★★ **Mustapha**—PRESTIGE 3001—This has the sound of a Near East market place with interesting percussion and guitar work. Vocal is handled by the duo in various languages including English. Somewhat in the fratich style. Different enough to pull spins.

★★★ **Everybody Wants to Live a Long, Long Time**—An interesting, calypso-based song, by the pair. Another different side which has an infectious quality. This, too, can get programming.

TOOTS THIELEMANS
★★★ **Secret Love**—SIGNATURE 12039—A smart record. The fine ballad is done in swingin' fashion by an organ and then a guitar with a whistler. Whistling the improvisations with the solo instruments. A programming possibility. From an album. (Remick, ASCAP) (3:07)

★★★ **Carry Me Back to Old Virginia**—The guitar and the whistler start things off with easy-going duo passages. Organ is heard in good style thruout. Two listenable sides for jocks and boxes. (Vision, BMI) (2:45)

ANN HENRY
★★★ **Want to Go to Your House**—DYNASTY 643—Miss Henry has a stylish touch with bits here and there of Della Reese and Dinah Washington. The material is fair enough but the arrangement is a bit on the heavy side. Gal has talent, and will bear watching. (Melissa, BMI) (2:22)

★★★ **Can't Leave You Alone**—A slow and rather senuous love ballad. Has the touch of club material. Gal sounds good on this side, too. (Melissa, BMI) (2:22)

LARRY ELLIS
★★★ **Nothing You Can Do**—ROULETTE 4243—Ellis handles this ballad in pleasant, legit chanting style, against sweeping strings and chorus. Spinnable. (World, ASCAP) (2:03)

★★★ **Look, My Love**—A pretty ballad effort. Ellis has a nice, easy-going touch here which is heard to good advantage against the chorus. (Shapiro-Bernstein, ASCAP) (2:17)

CARL SPENCER
★★★ **The Duck Walk**—WREN 306—A bright blues. It's all about a new teen type dance called the Duck Walk, and Spencer tells how to do it. Good arrangement and the chanter sells it well. (Merician, BMI) (2:30)

★★★ **ONE LAST KISS**—The tune, a pleader type, is from the score of "Bye Bye Birdie," new Broadway musical hit. Spencer gives it a bright performance in front of a big arrangement. Spinnable wax. (E. H. Morris, ASCAP) (2:00)

JERRY JACKSON
★★★ **A Chance to Prove My Love**—TOP RANK 2042—Jackson handles a rock and roll ballad with feeling over intriguing triplets in the backing. Lad has a sound and side could get spins. His style is in the Brook Benton tradition. (Budd, ASCAP) (2:34)

★★★ **For Each One There's Someone**—Same Comment. (Knollwood, ASCAP) (2:45)

JOHNNY YULON
★★★ **White Oak Swamp**—VERSATILE 104—The battle of White Oak Swamp, one of the bloodiest of the Civil War, is immortalized, here by Johnny Yukon. Interesting wax that could get spins and some coin. (Robert, Mellin, BMI) (2:35)

★★★ **Thirteen Steps**—Johnny Yukon sounds like Johnny Cash here on this rocker about a lad, who was sentenced to hang for killing a man. Fair rocker. (Good-Will, ASCAP) (2:03)

JULES FARMER
★★★ **Idle Gossip**—IMPERIAL 5658—Pleasant reading by Farmer on the quality oldie with nice backing by Henri Rene ork. Spinnable. (ASCAP) (2:37)

★★★ **The Velvet Glove**—Verveful warbling by Farmer on smart tune with swinging beat. (ASCAP) (2:27)

JOHNNY DESMOND
★★★ **Playing the Field**—COLUMBIA 41661—Okay piece of material penned by Steve Allen is sung warmly here by Demo, over good backing. (Rosemeadow, ASCAP) (2:39)

★★ **Hawk**—Johnny Desmond sings about a Hawk who circles over his chick, who belongs to him. Fair wax. (Studio, BMI) (2:45)

DANTE
★★★ **How Much I Care**—MERCURY 45—Fervent vocal stint by lad on feelingful theme, with teen-appeal. (Darrow-Pure, BMI) (2:14)

★★ **Baby, Baby**—Okay rockabilly is handed lively reading by Dante and group. (Darrow-Pure, BMI) (1:46)

DICK RALSTON
★★★ **A Year Ago**—NU-CLEAR 7652—Dick Ralston handles this bright ditty well, over neat backing by the ork. (NuClear, BMI)

★★ **Trouble**—On this side the chanter comes thru with a good reading of a handclapper. Two pleasant sides. (NuClear, BMI)

LOUISE O'BRIEN
★★★ **I Love You So Much It Hurts**—WARWICK 537—Vivacious chirping by thrush on up-tempo version of oldie. (Peer Intl., ASCAP)

★★ **I Don't Mind Being All When I'm Alone With You**—Bouncy old-fashioned type ditty is handed pert thrushing job by photogenic canary. (Mills, ASCAP)

SANDY SOLO
★★★ **More Than Anything**—SEECO 6057—Sandy Solo turns in a listenable reading of a tune adapted from Tchaikovsky's "Swan Lake" ballet. Side should grab a lot of spins. (Southern, ASCAP)

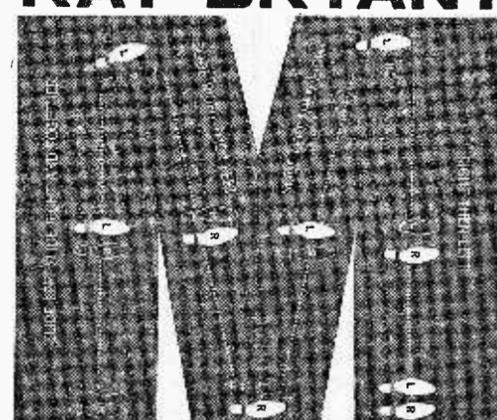
★★ **Close Your Dreamy Eyes**—Pleasant tune is sung quietly by the chanter here altho the backing is weak. (Eastern, BMI) (2:26)

DARLENE YOSHIMOTO
★★★ **Stupid Cupid**—DANCO 119—The gal from Honolulu with the Japanese name sounds about as close as anybody could come to the Connie Francis sound, when the latter had a big hit with this Neil Sedaka tune. Because the sound is so close to the original, the side might be a jock conversation piece. (Aldon, BMI) (2:00)

★★ **Sakura Queen**—A slow ballad with a lot of Japanese feeling in the arrangement. Gal handles the tune nicely. (ASCAP) (2:04)

TEDDY PHILLIPS ORK
★★★ **Sweetheart of the High School Prom**—CRYSTALETTE 740—Pretty ditty receives
(Continued on page 56)

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See page 12

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Reviews of New Pop Records

Continued from page 55

★ ★ ★
**GOOD SALES
POTENTIAL**

a smooth performance from the ork with a good vocal by the Lemon Drops. Could get spins. (Harry Von Tilzer, ASCAP) (2:20)

★ ★ Crazy Fever Blues—The Teddy Phillips crew comes thru with a nice reading of a rhythm effort with a vocal group handling the lyrics. (Windy City, ASCAP) (2:11)

THE 88'S

★ ★ ★ I'll Never Be Free—MONUMENT 417—The fine oldie is handed a listenable performance by the 88's over potent backing. Lead thrush sells it well. Side has a chance. (Laurel, ASCAP) (2:40)

★ ★ Chasing a Dream—The lead singer sells this ballad pleasantly over warm support by the group (Combine, BMI) (2:18)

★ ★
**MODERATE SALES
POTENTIAL**

THE TRENDS

★ ★ Chug-A-Lug — RCA VICTOR 7733 — A down guitar carries the melody here in a medium rhythm effort which employs a group of whistlers. Sound effects include crowd noises as the side progresses. (Turban, BMI) (2:02)

★ ★ The Beard — A slow-rhythm, spooky type effect which has a blues theme as its basic format. Lead is handled by guitar with help from a tenor man. (Turban, BMI) (1:40)

JACK GALE

★ ★ The Medicine — COLUMBIA 41665 — "The Medicine" is a take-off on "The Madison," and on it Jack Gale tells the kids what medicine to take over a rocking beat. (Jalo, BMI) (2:27)

★ ★ The Sloppy Madison — On this side Gale handles another version of "The Madison" in his own special material manner. (Jalo, BMI) (2:27)

RANDY PAIGE

★ ★ Do You Know — RCA VICTOR 7735 — A thoughtful love ballad, clefted and chanted by Paige. Side has a mild rock backing in the guitar. Fem chorus is heard. (Johnstone-Montel, BMI) (2:32)

★ ★ The Object of My Affection — The pretty old tune gets a pleasant reading by Paige, with a fem chorus in support. Listenable side. (Bourne, ASCAP) (2:17)

PETE CHARLES

★ ★ Susan-Susan — BUZZ 107 — Pleasant vocalizing by Charles and fem group on okay teen-styled ditty. (Trace, ASCAP) (2:23)

★ ★ Love Affair — Same comment. (Trace, ASCAP) (2:00)

CONNIE CARLINO

★ ★ When Church Bells Ring — PLANET 1018-9 — Wistful chirping by canary on pleasant ditty. (Rob-Ann, BMI) (2:30)

★ ★ Don't Let a Lie Come Between Us—Okay reading on attractive rockaballad. (Rob-Ann, BMI) (2:25)

DON CHRISTY

★ ★ As Long as You Love Me — GO 1001-2 — A march tempo effort with chorus filling in behind Christy's vocal. Fair wax. (Bar-Bon, BMI) (2:15)

★ ★ I'll Always Be Grateful — Christy offers an okay medium tempo ballad with unusually thin backing. (Bar-Bon, BMI) (2:05)

THE JADES

★ ★ Applesauce — CHRISTY 111 — A novelty blues-styled effort. Medium tempo with a nice beat. Lots of echo here, too. (Rambolt, BMI) (2:00)

★ Tell Me Pretty Baby — Old-styled triplet-backed ballad with a highly dedicated lead vocal by a high-pitched cat. Considerable monotony and flatness don't help here. (Rambolt, BMI) (2:19)

KITTY COLE QUARTET

★ ★ Joey — CHRISTY 127 — Pleasant vocal treatment of the Loesser oldie. (Frank, ASCAP) (1:48)

★ You're Looking Mighty Nice to Me — Routine reading of okay ballad, but flip is better side. (Rambolt, BMI) (1:58)

THE PHANTOMS

★ ★ Birdland Parts 1 and 2 — CANTON 1786 — Pleasant rocking instrumental treatment on catchy theme by group billed as "the world's only masked band." Non-lyric vocalizing by group is heard on Part II. (Eldorado, BMI) (2:30 each side)

RAY CORMIER'S HAR-MANIACS

★ ★ It Must Be True — I-DEE 1006 — Melodic harmonica instrumental treatment of the lovely oldie. Nice jockey side. (Mills, ASCAP) (2:15)

★ ★ The Sleeper — Sultry instrumental theme is handed effective harmonica blend-work treatment. (Merrell Schwartz, ASCAP) (2:10)

THE FOUR PLAYBOYS

★ ★ Send Me Some Lovin' — SOUVENIR 1002 — Johnny Clark handles the vocal on this new waxing with the Four Playboys here. Fair rockaballad is performed well by the lead. (BMI) (2:30)

★ ★ Stay With Me — Same comment. (C.D.A., BMI) (1:57)

DAVE WHITE

★ ★ 24 Hours — PINK 705 — Verveful rendition by White and group on bouncy r.&r. ditty. (Walmay, BMI)

★ ★ Write My Name — Teen-appeal theme is warbled pleasantly by White. (Walmay, BMI)

BILLY BRIGGS

★ ★ Chew Tobacco Rag — IMPERIAL 8324 — A novelty blues effort with an okay vocal by Briggs. The string combo develops a good Kansas City rhythm but the tone of the vocal is in the country vein. The lad spends a lot of time spitting out the tobacco. (BMI) (2:40)

★ ★ Chew Tobacco Rag No. 2 — Much the same as side one with more of the same spitting sound effects. Instrumental portion is better than the lyrics. A highly repetitive coupling. (BMI) (2:42)

MIKE STEWART

★ ★ Kiss By Kiss — DWAIN 817 — The chanter sells this ballad warmly helped by a good backing by the Richard Wess crew. (Jimskip, BMI) (2:10)

★ ★ Continental Suit — The lad sings about the Continental suit style on this novelty. Disk is somewhat old-fashioned. (James, ASCAP) (1:56)

DANNY BUOY

★ ★ One Way Affair — DATE LINE 108 — A ballad with a big string and chorus arrangement. Okay chanting on a tune with slim potential. (Bennie Benjamin, ASCAP) (2:24)

★ ★ Baton Rouge Rose — A male chorus opens this tune with a martial flavor. Rolling drums are heard behind the vocal. Moderate potential only. (Bennie Benjamin, ASCAP) (2:30)

STANLEY VINCENT

★ ★ Five — DWAIN 818 — Vincent turns in a pleasantly styled vocal against chorus support on a pretty ballad. Listenable. (Bourne, ASCAP) (2:06)

★ ★ You Made a Boo Boo Baby — A novelty. Okay performance but prospects would be limited. (Copyright, BMI) (1:54)

GENE EVANS

★ ★ Big Time Ladies Man — DART 132 — This lad's very proud of his romantic antics. It's a rocker side with a lot of big guitar work in the breaks. Moderate prospects. (Glad, BMI) (2:01)

★ ★ Tell Me — A romantic rock arrangement with Evans singing in okay form in front of a fem group. (Glad, BMI) (2:10)

DENNIS BELL

★ ★ Teenage Wedding — TOP RANK 2044 — The lad sings about a teen-age wedding with his young girl friend, but decides to wait until his graduation. (Fairview, BMI) (2:14)

★ ★ My One Love — The young singer tells about his one true love neatly here on his first waxing for the label. He has a sound. (Herb Reis, BMI) (2:23)

(Continued on page 58)

when answering ads . . .
Say You Saw It in The Billboard

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING MAY 1

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	FOR WEEK ENDING MAY 1				
					TITLE, Artist, Company, Record No.				
1	5	6			WHITE SILVER SANDS, Bill Black's Combo, Hi 2021				6
2	3	6	4		MONEY, Barrett Strong, Anna 1111				15
3	2	3	5		DOGGIN' AROUND, Jackie Wilson, Brunswick 55166				5
4	6	4	2		I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208				9
5	4	1	3		FANNIE MAE, Buster Brown, Fire 1008				22
6	8	13	19		JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332				14
7	11	29	27		MADISON TIME, Ray Bryant, Columbia 41628				4
8	5	2	1		BABY, Brook Benton & Dinah Washington, Mercury 71565				15
9	7	10	25		NIGHT, Jackie Wilson, Brunswick 55166				4
10					EASY LOVIN', Wade Flemons, Vee Jay 344				1
11					ALL I COULD DO WAS CRY, Etta James, Argo 5339				1
12					STUCK ON YOU, Elvis Presley, RCA Victor 7740				1
13	13	25			AM I THAT EASY TO FORGET, Debbie Reynolds, Dot 15985				3
14					OOH POO PAH DOO (Part 2), Jessie Hill, Minit 607				1
15	16	15	18		SIXTEEN REASONS, Connie Stevens, Warner Bros. 5137				4
16	21	14	12		SWEET NOTHING'S, Brenda Lee, Decca 30967				6
17	10	7	8		THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490				12
18					NO IF'S—NO AND'S, Lloyd Price, ABC-Paramount				1
19	18	20	17		I'LL GO CRAZY, James Brown & The Flames, Federal 12369				11
20	19	28	11		LADY LUCK, Lloyd Price, ABC-Paramount 10075				12
21					THE MADISON, Al Brown & Tunetoppers, Amy 804				1
22					SKY IS CRYING, Elmo James, Fire 1016				1
23	9	12	23		LEAD ME ON, Bobby Bland, Duke 318				4
24	12	9	7		THIS MAGIC MOMENT, Drifters, Atlantic 2050				10
25			30		I'LL TAKE CARE OF YOU, Bobby Bland, Duke 314				25
26					CRADLE OF LOVE, Johnny Preston, Mercury 71598				1
27					NEVER LET ME GO, Lloyd Price, ABC-Paramount 10075				1
28	23				SWEET SIXTEEN, B. B. King, Kent 330				14
29	17	11	16		LET THE LITTLE GIRL DANCE, Billy Bland, Old Town 1076				6
30	28	23	10		DON'T DECEIVE ME, Ruth Brown, Atlantic 2052				5

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NAPPY BROWN
"BABY-CRY-CRY-CRY-BABY"
"WHAT'S COME OVER YOU, BABY"
#1587
"DOWN IN THE ALLEY"
"MY BABY KNOWS"
#1582
"I CRIED LIKE A BABY"
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Class RECORDS

Reviews and Ratings of New Albums

Continued from page 36

★★★★ VERY STRONG SALES POTENTIAL

As with its predecessors, the package was cut during a spontaneous all-night recording session. Melodic, inventive, and tasteful, the album spotlights standout performances by all three stars on a group of originals and standards—"Mack the Knife," "Easy Living," etc.

CLASSICAL ★★★★★

★★★★ VIVALDI FOUR CONCERTOS
New York Philharmonic (Bernstein). Columbia MS 6131. (Stereo & Monaural) — Four of the less familiar concertos by the great Baroque master get outstanding performances by Bernstein and the Philharmonic. The most unusual item is the "Concerto in C for Diverse Instruments," which includes two mandolins. Also on the disk are concertos for oboe, for flute and for piccolo. A charming collection, bound to attract the fancier of Baroque music.

★★★★ FALLA: THE THREE - CORNERED HAT—COMPLETE BALLET
The London Symphony Orch. (Jorda). Everest SDBR 3057. (Stereo) — Jorda leads the London Symphony in an exciting, idiomatic performance of this most Iberian of music. The first complete recording of the ballet to appear in stereo, it also is a pure delight to the ear. Barbara Hewitt handles the earthy soprano chores capably.

★★★★ MOZART CLARINET QUINTET, K. 581
David Oppenheim, Clarinetist; Eine Kleine Nachtmusik, K. 525 Budapest Quartet. Columbia MS 6127. (Stereo) — David Oppenheim, former classical a.&r. director for Columbia, displays excellent work on clarinet along with the Budapest String Quartet on Mozart's "Quintet for Clarinet and Strings in A Major." On the second side of the record the Budapest and bassist Julius Levine perform the composer's popular "Eine Kleine Nachtmusik" winningly. Two strong items for Mozart fans.

LOW-PRICED CLASSICAL ★★★★★

★★★★ TCHAIKOVSKY: CAPRICCIO ITALIANO; LISZT: LES PRELUDES
Symphony Orch. of the Belgian National Radio (Andre). Telefunken TC 8034 — Many disk versions are available of both these classical evergreens. However, this set can boast the tops in sound and recording technique, and a pleasant cover scene to boot. Thus it's entirely possible for the package to enjoy a good rack life.

★★★★ GREIG: PIANO CONCERTO IN A MINOR; LITOLFF: SCHERZO
Peter Katin, Piano; London Philharmonic Orch. (Davis). Richmond B 19061 — An excellent buy at the price, this album should be a strong seller both in stores and on racks. Peter Katin turns in a bright performance of the well-known Grieg Piano Concerto, and Litolff's "Scherzo." The sound is good and the cover shot is attractive, too.

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CHILDREN'S ★★★★★

★★★★ PROKOFIEV: PETER AND THE WOLF
Narrated by Captain Kangaroo, Bob Keeshan; the Stadium Symphony Orch. (Stokowski). Everest SDBR 3043. (Stereo) — One of the outstanding kiddie packages, in terms of sound, in a long time. The familiar Captain Kangaroo (Bob Keeshan) does the narrative of the story classic, as Leopold Stokowski conducts the (Lewishohn) Stadium Symphony of New York in the Prokofiev suite. A lot of care went into this job and despite the relatively high price of the set, compared to normal kiddie merchandise, it's worth the price in terms of quality and performance.

FOLK ★★★★★

★★★★ FOLK SONGS OF THE PHILIPPINES
Luz Morales. Folkways FW 8791 — The Filipino soprano—known here in the U. S. via TV appearances—has a charming child-like vocal quality on this package. One side features delightfully simple children's songs; while the flip spotlights traditional folk songs of the Philippines. Authentic, entertaining wax; complete with informative booklet, containing lyrics to folk tunes.

INTERNATIONAL ★★★★★

★★★★ TWELVE GREATEST HITS FROM THE 1960 SAN REMO FESTIVAL
Various Artists. Epic LN 3687 — Five foreign warblers contribute commendable Italian-language lyrics on 12 tunes presented at the 1960 San Remo Festival. Included are three prize winners, "Libero," "Romantica" and "E' Mezzanotte." Romantic wax with appeal for pop jocks as well as the International market.

LATIN AMERICAN ★★★★★

★★★★ LET'S CHA CHA CHA
Hector Rivera. Wing MGW 12197 — A fine hi-fi cha cha album, well-recorded. The Rivera band contains a colorful percussion section, fine, clean brass passages and good piano work. There are 10 numbers in all—cha chas, merengues, etc., most of them unfamiliar melodies. Well made product for the market.

★★★★ GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ HENNESEY
Jackie Cooper. Signature SM 1049—The gently swinging background music for Cooper's TV show "Hennessy"—written and scored by Sonny Burke—is wrapped up in listenable melodic instrumental treatments. Fine jockey wax.

★★★★ SONGS OF LOVE
Jesse Crawford, The Music of Sigmund Romberg. Decca DL 8941—The veteran organist is in top form on a group of memorable Romberg tunes—selections from such popular operettas as "Blossom Time," "The Student Prince," "New Moon," "The Desert Song," etc. Prime wax for pipe organ fans.

★★★★ LOPEZ PLAYING
His Piano & Ork. Columbia CL 1433—This is the best of many recent Vincent Lopez albums featuring the pianist and his orchestra who have been starring at the Hotel Taft Grill in New York for two decades. The tunes include the all-time Lopez favorite "Nola," plus "Sleepy Serenade," "Ragging the Scale" and "Kitten on the Keys." Listenable and attractive items that should appeal to many.

★★★★ IMAGINATION
Al Viola. Liberty LST 7155—Viola's relaxed, dreamy guitar solo work is spotlighted on a group of romantic standards and oldies. Pretty jockey wax. Selections include "Imagination," "More Than You Know," "That's All" and "Love Is Here to Stay."

★★★★ MOOD IN MINK
Teal Joy. Secco CELP 457—Expressive, original thrashing by Miss Joy, a jazz canary, but one with considerable appeal for pop audiences. Jocks should find several spinnable sides—"But Beautiful," "Skylark," "I Remember You," etc.

★★★★ THE MAGIC TOUCH
Bill Snyder With Ork. Decca DL 8958—Pianist Bill Snyder, backed by a large orchestra, turns in some attractive performances on a group of standards here. The

tunes include "The Touch of Your Lips," "A Sinner Kissed An Angel," "When I Fall in Love" and "The Magic Touch." Listenable wax.

★★★★ SING ALONG WITH THE TEEN-AGERS

The Bel-Aire Girls. Everest SDBR 1081 (Stereo)—The Bel-Aire Girls come thru with a bright, cheery sing along here, that should have teen-age appeal. The songs include such favorites as "Heart and Soul," "Have You Ever Been Lonely," "Tonight You Belong to Me" and "I Don't Know Why." There's a beat and the girls sing with it neatly. A listenable and attractive sing along.

★★★★ STRINGS AROUND THE WORLD VOL. 2

London Pops Ork. Omega OSL-55 (Stereo & Monaural)—The initial LP of this title turned out to be a strong seller among mood music collections. This addition could do as well. The repertoire this time is a group of outstanding pop favorites. The arrangements feature lush strings abetted by woodwinds. Tunes include "Ebb Tide," "Poinciana," "Sleepy Lagoon," "Tenderly," "Paradise" and "My Ideal." Easy listening.

★★★★ I REMEMBER YOU

Earl Humphreys—Russell Garcia and his Ork. Verve VS-6136 (Stereo & Monaural)—Earl Humphreys is a young pop singer who has made something of a name for himself in the Dallas area. This release marks his initial national exposure. He shows a pleasant, smooth tenor voice, outstanding diction, good phrasing and a way with both a ballad and up-tempo opus. Could make a noise with exposure, and is worth DJ attention, especially on "I Remember You," "What's New," "All the things You Are" and an original by arranger-conductor Russ Garcia, "When I Go, I Go All the Way."

★★★★ TORCH SONG

Sylvia Syms. Columbia CL 1447—The deep-voiced sincerity projected by Sylvia Syms in her night club appearances is caught here by Columbia on this aptly-titled LP. With Ralph Burns' arrangements behind her, Miss Syms delivers moving versions of such standards as "Yesterday's," "Orchids in the Moonlight," "There's a Lull in My Life" and "Falling in Love With Love." Some good jockey fare here.

★★★★ LOVE, HONOR AND ALL THAT JAZZ

Martha Wright. RCA Victor LSP 2096 (Stereo & Monaural)—Miss Wright essays the role of the self-effacing, downtrodden hausfrau in this selection of songs "For after the honeymoon is over," as the liner says. It's a nice, well-handled grouping which includes "A Cottage for Sale," "The Other Woman," "The Golf Widow," "What Have You Done All Day," etc. The thrush does an appealing job and Joe Harnell's light, polite, semi-jazz backings are equally pleasing. A lot of housewives will get the message here and daytime jocks can program accordingly.

★★★★ DANCE ALONG WITH RUSS MORGAN

EVEREST SDBR 1083 (Stereo)—The man with the moanin' trombone turns in a nicely cut brand of dance music in his semi-society style. Morgan, as usual, doubles on piano. The selections include a number of oldies in the vein of "Linger Awhile," "Wabash Blues," "Small Fry," etc. Easy listening and easy dancing fare here particularly well-recorded.

★★★★ FORGOTTEN HITS.

The Unforgettables. Forget-Me-Not LPF 101—A most imaginative idea comes to life with these recreations of a group of very old hit songs, from the day when sheet music sales were the measure of a smash. Walter Donaldson, L. Wolfe Gilbert, Irving Berlin and George M. Cohan are among the cleffers represented. Performances are by baritone Bob Monet and organist Irma Hollander, who comprise the Unforgettables. The classy cover is a photo montage of sheet copies, dog-eared and tattered, of the songs. This can get a lot of display.

★★★★ UNDER SKIES OF PARIS

Roger Lecussant and His Club Lido Ork. Omega OSL-30. (Stereo & Monaural) — This is a delightful mood music package, featuring nostalgic continental-styled instrumental treatments of some melodic tunes—"Under Paris Skies," "April in Paris," "La Mer," etc. Prime jockey wax for romantic segs.

★★★★ THE OLD SWEET SONGS WITH FRANK DE VOL AND HIS RAINBOW STRINGS

Columbia CS 8209; CL 1413. (Stereo & Monaural) — Quantity as well as quality is present here with De Vol presenting dreamy, sweetly stringed instrumental treatments of 30 familiar old songs. Romantic line-up—pleasant late-night jockey wax — includes "Mary's a Grand Old Name," "Roses of Picardy," "Let Me Call You Sweetheart," etc.

★★★★ ZITHERAMA

Anton Karas, Zither; the Two Rudis, Harmonicas; Vienna Amusement Ork. (Hagen). Omega OSL-36. (Stereo & Monaural) — Deejays should find some fine, mood segs in this package. Anton "Third Man Theme" Karas contributes his usual poignant zither solo work; while the two Rudis' Harmonicas and the Vienna Amusement Orchestra provide rich, contrasting backing with a symphonic flavor. Tunes include "Lili Marlene," "Just a Gigolo," and other familiar oldies.

★★★★ HAMMOND FOR DANCING

Don Baker Trio. Capitol ST 1357. (Stereo & Monaural) — Here's a tasteful, listenable, yet danceable blend of Hammond organ, piano, celeste and rhythm. Effective instrumental treatments are offered — in a variety of dance tempos — by the nitery group on "I Won't Dance," "Moritat," "I Could Have Danced All Night," and other oldies.

LOW-PRICED POPULAR ★★★★★

★★★★ HI-FI HOLIDAY FOR BANJO
Joe Maphis. Harmony HS 11032 (Stereo) —Banjoist Joe Maphis performs a group of folk items here that make for mighty listening. The tunes include "Marching to Ptolema," "Camptown Races," "You Are My Sunshine" and "Little Liza Jane." Good wax and excellent stereo sound.

★★★★ SLEEPY SERENADE

Eddy Howard. Wing MGW 12194—Ballads sung in the same uncomplicated easy-going style he has used for years are turned out here by Eddy Howard. These include "You've Got Me Cryin' Again," "Kentucky Babe," "Be Anything" and "Street of Dreams." An antidote for the frenetic pace of living today, Howard's style is apt to have greatest appeal to those past their adolescence.

★★★★ EVERYBODY SING

Guy Cherney. Wing MGW 12193 — Here's a competent sales item for the low-priced market. Cherney and a cheerful chorus warble brightly in typical community sing party style on a group of bouncy standards. Selections include "Beer Barrel Polka," "School Days," "My Wild Irish Rose," and other oldies.

JAZZ ★★★★★

★★★★ CLIFFORD BROWN—JAZZ IMMORTAL

Zoot Sims. Pacific Jazz 837 — These are among the very last slicings of trumpeter Brown, who was killed in an auto accident in 1956. The line-up, in addition to Brown, adds up to a gutsy combo and includes Zoot Sims, tenor; Bob Gordon, baritone sax; Stu Williamson, valve trombone; Shelly Manne, drums; and Carson Smith and Joe Mondragon, both working on bass on various bands. The recordings were made in California five years ago and the cutting job, it might be said, was excellent. This constitutes a good and lasting memorial for the fans.

★★★★ COOL "GATOR"

The Willis Jackson Quintet. Prestige 7172 —Willis Jackson plays things considerably softer, less-honking style, than usual in this new set which also prominently features the organ work of Jack McDuff, in both supporting and spotlight roles. Also featured are B. Jennings, guitar; A. Johnson, drums; Buck Clark, conga drum; and three fine bassists, Mit Hinton, Wendell Marshall and Tommy Potter. The set is listenable, but in no sense far out jazz. In fact, some dancers will feel that it's good stuff to jump around to. Six bands include well-stretched out readings of "The Man I Love," "Smooth One," etc.

★★★★ FAST BUT SOFT

Buck Clayton's Six. Omega OML 1052—The venerable trumpet man went overseas to cut these sides in Paris with a group of Gallic cats. On side one he's with his five French companions on a group of Hot Club type offerings, including "Buck's Bon Voyage," and the title tune of the set. Side two features another of the older school trumpet men, Peanut Holland, who works with a different quintet, including Guy Lafitte, (Continued on page 58)

The Billboard, April 23

SPECIAL MERIT SPOTLIGHTS

SEE SEE RIDER
b/w Come on Baby
Blue Note 45-1768

WHEN JOHNNY COMES MARCHING HOME
b/w Mack the Knife
Blue Note 45-1766

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A NEW SERVICE

TALENT-MART

See page 12

Reviews and Ratings of New Albums

Continued from page 57

GOOD SALES POTENTIAL

a good tenor man. The material is played in loose style with some spots bordering on the ragged, compared to a lot of the current local jazz diskings, but fans of Clayton and Holland will surely like it.

JAZZ AT THE OLYMPICS
The Ralph Sutton Quartet. Omega OS 51. (Stereo & Monaural) — This group plays an unpretentious brand of jazz that falls into no school but provides a good blend from four pros. Sutton has long been known as a pianist in the Fats Waller tradition. His mates are Ernie Figueroa on muted trumpet, Vernon Alley on bass and Joe Doge on drums. Recorded on location at the Squaw Valley Lodge, the crowd noise adds realism as the group does nice things with "Winter Wonderland," "Let It Snow," and "I've Got a Feeling I'm Falling."

CLASSICAL

DVORAK: SYMPHONY NO. 2 IN D MINOR; SLAVONIC DANCES NOS. 1, 3, 7 and 8

Concertgebouw Orch. of Amsterdam (Haitink). Epic BS 1070. (Stereo & Monaural) — While this work never attained quite the popularity of the composer's Symphonies No. 4 and 5, it is a composition of real substance and its familiar third movement is one of the most felicitous works from Dvorak's pen. This rendition has only three competitors, none in stereo, and it should win a fair share of those shopping for the work. It's also the only version that adds a bonus, four of the best-known of the "Slavonic Dances."

DVORAK: SYMPHONY NO. 5
The London Symphony Orch. (Ludwig). Everest SDBR 3056. (Stereo) — An excellent performance of the familiar Dvorak Symphony by the London Symphony Orchestra under Leopold Ludwig. The sound is first rate and the cover is eye-catching. There is much competition on this composition, but it could get sales if exposed.

KHACHATURIAN: CONCERTO FOR PIANO AND ORCHESTRA
Peter Katin, Piano; The London Symphony Orch. (Rignold). Everest SDBR 3055. (Stereo) — A first rate performance of the exciting Khachaturian Piano Concerto by Peter Katin, with the London Symphony Orchestra under Hugo Rignold. The stereo sound is exemplary. This fine record could rack up steady sales with exposure.

KENNAN: THREE PIECES; ROGERS: ONCE UPON A TIME; BERGSMAN: GOLD AND THE SENIOR COMMANDANTE
Eastman-Rochester Orch. (Hanson). Mercury SR 90147; MG 50147. (Stereo & Monaural) — Howard Hanson and Eastman-Rochester Orchestra continue their commendable work in presenting contemporary works with this new recording. The set features Kent Kennan's "Three Pieces," Bernard Rogers' lovely "Once Upon a Time" and William Bergsma's sprightly "Gold and the Senior Commandante." Fans of contemporary American music will enjoy this release.

BRAHMS: HORN TRIO IN E FLAT MAJOR FOR VIOLIN, HORN AND PIANO; SONATA NO. 2 IN A MAJOR FOR VIOLIN AND PIANO
Joseph Szigeti, Violin; Mieczyslaw Horszowski, Piano; John Barrows, Horn. Mercury SR 90210; MG 50210. (Stereo & Monaural) — Brahms at his most lyrical and unforbidding, with both works given loving performances. The horn trio, sometimes ineffably sad but always filled with beautiful melody, is given an outstanding interpretation by Joseph Szigeti, with Horszowski on piano and Barrows on horn. Then the first two appear for a sunny rendition of the Sonata No. 2. Szigeti's control is secure and his tone is suave. This stereo first for both works should become a favorite rendition.

THE MUSIC OF FRANCISCO TARRAGO
Renata Tarrago, Guitarist. Columbia ML 5454 — Senorita Tarrago is an artist of distinction. She exhibits a rare touch and control on her instrument with outstanding dynamics and tone to her playing. This is her second Columbia release and like the first, it was recorded in Spain by Hispavox. Here she performs 17 short pieces by the 19th century Iberian composer, Francisco Tarrega, whose varying tempi and moods make the ideal showcase for the talented artist. For classical guitar followers, this can be well recommended.

SEMI-CLASSICAL

THE MIKADO
Groucho Marx. Columbia OL 5480 — Groucho Marx is one of the funniest men in movies, on TV and radio, but as a Gilbert and Sullivan singer (or any type of singer) he has to take a back seat to Martyn Green. And it is a shame, because the rest of the singing cast on this TV version of "The Mikado," are all fine. Robert Rounseville is a melodic Nanki-Poo, Stanley Holloway is an excellent Pooh-Bah, and Barbara Meister is a bright Yum-Yum. The Bell Telephone orchestra is fine, too.

FOLK

FURRY LEWIS
Recorded by Charters. Folkways FS 3823 — This one is strictly for blues aficionados. Furry Lewis is one of the old-timers, who now spends his time working around Memphis, for the city road gangs. After a layoff of some years, he was urged into a studio to make these highly authentic

sounding blues, accompanied by his own wonderful, deep south guitar style. The blues and work songs include "Longing Blues," "John Henry," "I Will Turn Your Money Green," "Casey Jones," and other fine efforts. As usual, the label includes a detailed description of the artist and the material.

INTERNATIONAL

JEWISH MEMORIES
Benedict Silberman Ork. Palette MPZ 1012 — Silberman contributes lushly orchestrated treatments of some haunting Jewish traditional music. Cover photo of dreamy-eyed old woman gives LP strong nostalgic display value. Tunes, some accompanied by choral backing, include "Bei Mir Bist Du Schoen," "Chanuka Song," "Bentchen," etc.

POLKA

FRANKIE YANKOVIC PLAYS THE ALL-TIME GREAT WALTZES
Columbia CS 8239; CL 1443. (Stereo & Monaural) — The accordion and orchestra of Frankie Yankovic turn out a collection of waltzes, played polka-style for dancing. Included are Yankovic's well-known "Blue Skirt Waltz," and such other favorites as "Skaters' Waltz," "Over the Waves," "Let Me Call You Sweetheart," "You Tell Me Your Dream" and "Missouri Waltz." Many polka fans will find this to their tastes.

LOW-PRICED RELIGIOUS

SACRED HYMNS
With Organ and Chimes; Charles R. Cronham, Organist. Wing MGW 12196 — A relaxing and pleasant program of organ music. Cronham's instrument is of the true church variety. He offers such favorites as "Lead On O King Eternal," "Jesus Saviour Pilot Me," and "God of Our Fathers." In each selection one chorus is done with chimes which add a pleasant extra dividend.

MODERATE SALES POTENTIAL

POPULAR

GRAND GALA WALTZES
Benedict Silberman Ork. Palette MPZ 1009 — Silberman provides lush, romantic treatments of some melodic waltz themes—"Belle of the Ball," "After the Ball," "Lover," etc. Pleasant non-lyric choral work. Nice mood wax for jocks.

EXTRAVAGANT PIANO
Mister Mystery. Palette SPZ 37003 (Stereo & Monaural) — A well-known classical artist—masked as "Mr. Mystery"—plays up a storm of pop piano, complete with gimmicked up sound track—via multi-tracking, etc. Effective pianistics on a group of standards and originals—"I Got Rhythm," "Dardanella," etc.

LOW-PRICED POPULAR

VOODOO: EXOTIC MUSIC FROM POLYNESIA AND THE FAR EAST
Robert Drasnin. Tops L1679 — There is much of the feeling of the Haitian jungles here with a fine assortment of percussion working with flute, marimba, piano, etc. The 12 selections suggest exotica and the romance of the tropics. Altho the basic recording is well done, there is, unfortunately, a considerable amount of surface noise present which detracts from the disk.

INTERNATIONAL

BERLION, PORTRAIT OF A CITY
Horst Buchholz. Panorama PLP 2006 — The music is fine here, with the tunes sung well by thrush Eva Nelson. But the commentary by Horst Buchholz is silly, and the actor doesn't have much of a voice for the task. If you can forget the spoken words and just listen to the music, Eva Nelson and the ork come thru with good performances of "Mack the Knife," "There's Something About Berlin," and "Just a Gigolo," among others.

Reviews of New Pop Records

Continued from page 56

MODERATE SALES POTENTIAL

JACK HAMMER
★ Little-Bitty Goose Pimples — KAPP 287 — Jack Hammer tried hard on the special material with a blues flavor here, but it doesn't come off. (Alden, BMI) (1:45)

★ What Every Young Lover Should Know — The chanter sells this ballad in fair fashion over routine support. (Tri-Park, BMI) (2:16)

RON WILLIAMS
★ Sue Sue Baby — TY-TEX 100 —

Rocker is sung with frantic feeling by the chanter here. (2:22)

★ Empty Feeling — Williams handles this rockaballad in fair fashion over leaden support. (2:58)

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

COMBOS: I Had a Talk With Mama/Bee Line—Spin 923
FIVE SHADOWS: Blue Moon/My Love Bug—Frosty
JOKERS: Pretty Little Hula Girl/I Do—Danco 117
SUE SAYLOR: Sample Kisses/Wondering Why—Spin 912

Jazz

JIMMY SMITH AT THE ORGAN
★★★★ When Johnny Comes Marching Home — BLUE NOTE 1766 — Jimmy Smith turns in a swinging reading of the Civil War tune accompanied neatly on guitar and drums. Should get jazz juke loot. (PD)

★★★ Mack the Knife — The recent hit is performed smartly here by Smith on organ, again with guitar and drum backing. (Harms, ASCAP)

BROWNIE AND SONNY
★★★ The Ballad of John Henry — CHOICE 1 — Brownie McGhee and Sonny Terry sell this tale of "John Henry" in their own bright style. Should interest folk fans. (Pru, BMI) (2:55)

★★★ Oh Lawdy Pick a Bale of Cotton — Another traditional tune is sung with spirit by Brownie and Sonny, with Sonny contributing his field hollers. (Pru, BMI) (2:45)

Country & Western

STANLEY BROTHERS
★★★ Mountain Dew — KING 5347 — A pleasant outing in the realm of blue grass music. The boys exhibit some exceedingly fancy guitar picking in addition to their familiar nasal chanting in the traditional mountain harmony style. For devotees of the real thing. (Tannen, BMI) (2:40)

★★★ Old Rattler — A bright, upbeat mountain tune with strong folk roots. Here the banjo is heard with the guitar in another smart demonstration of the picking style. Two fine, down to earth sides. (PD) (2:05)

BILL ANDERSON
★★★ The Tip of My Fingers — DECCA 31092 — Gentle reading by Anderson and group on moving country-flavored item. Dual market item. (Tree-Champion, BMI) (2:29)

★★★ No Man's Land — Strong vocal by Anderson on effective country item with good saga lyric. Another dual market side. (Tree-Champion, BMI) (2:41)

DON RENO, RED SMILEY
★★★ Eight More Miles to Louisville — KING 5346 — Attractive folksy tune is sung with pleasant harmony by duo. Spinnable. (Lois, BMI) (2:36)

★★★ Mountain Rosa Lee — Solid blend work by Reno and Smiley on okay country ditty. (Hill & Range, BMI) (2:38)

WELDON & WANDA ROGERS
★★★ Heaven's Back Door — JEWEL 45-105 — A true country ballad is sung with feeling by the duo over traditional country backing. A listenable side by the pair. (BMI) (2:29)

★★ Cimarron — The duo chant this ditty pleasantly over good guitar work. (Peer, Intl., BMI) (2:48)

VAN BROTHERS
★★ Sweet Marie — POOR BOY 111 — The Van boys turn in some old-style hill type harmony on this ballad. Good sound in traditional groove, with a folksy touch. (Oleta, BMI)

★★ Servant of Love — A medium rhythm effort which has a nice rhythm and some tricky guitar picking. (Oleta, BMI)

WORLEY DAVID
★★ The Day I Heard You Say Goodbye — TREPUR 45 — A weeper by David in the traditional style. He wails in nasal agony here to little effect. (McClendon, BMI)

★★ Don't You Know I Love You So — A pleader on this side, with much the same effect as the flip. (McClendon, BMI)

JEFF SAMSON
★★ If Tears Could Bring You Back — ANTON 101-2 — A tearful job by Samson, with the guitar with its twanging going along with the mood. Fair prospects in traditional markets. (Dvorak, BMI) (2:45)

★ You Want to Be Babied, Baby — Steel guitars again support Samson in this medium beater. Side would have tough slugging in today's disk derby. (Dvorak, BMI) (1:57)

MAC WHITE
★★ One Heart (Has Been Broken in Two) — LUCKY 0010 — Moving weeper is wrapped up in feelingful reading. (Countryfied, BMI)

★★ A Gambler's Life — White chants with feeling on sad saga. (Countryfied, BMI)

AUTRY INMAN
★★ I'm Still in Love With Mary — GLAD 1002 — Inman explains that he is still in love with Mary altho she has gone away. A tender song. (Am. Zen., ASCAP) (2:25)

★★ Please Cut Me Down — A doleful and dismal tale of a man about to hang who was only guilty of protecting his girl's honor. (Am. Zen., ASCAP) (2:46)

RUDY THACKER
★★ Black Train — LUCKY 0012 — Plaintive warbling stint by Thacker on okay country item. (Vokes, BMI)

★★ The Dream — Same comment. (Countryfied, BMI)

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

BOB NORRIS: A Fool and His Love/ Yellow Pages—Name 1
DUSTY RIVERS: Fool Enough to Fall/ Foolish Dream—Skippy 4121

Polka

FRANKIE YANKOVIC & HIS YANKS
★★★ St. Louis Polka — COLUMBIA 41657 — Smart performance of a neat polka item by the band that should interest his fans and polka boxes. (Mills, ASCAP) (2:09)

★★★ Carol Ann Polka — Same comment. (Elsan, BMI) (2:26)

Rhythm & Blues

LOWEL FULSON
★★★ Coming Home — CHECKER 952 — A rousing, upbeat blues by Fulson. He gives it a good shout and the side can appeal in the true r.&b. marts. (Arc, BMI) (2:20)

★★★ Have You Changed Your Mind — Slow, slow, deep down ballad effort in the pleader groove. Fulson again turns on his good, shouting style. (Arc, BMI) (2:40)

ROSCOE SHELTON
★★★ I've Been Faithful — EXCELLO 45-2176 — Shelton performs this sad effort with style selling the lyrics with emotion. Could get coins in the South. (Excelsior, BMI) (2:35)

★★★ We've Been Wrong — On this side the sweet-voiced chanter tells his girl they've both been wrong and it's time for them to get back together. Shelton handles this side, too, with much feeling. (Excelsior, BMI) (2:21)

TITUS TURNER
★★★ Cool Down — GLOVER 206 — Showmanly vocalizing by Turner on catchy r.&b. ditty with fem chorus. Dual market side. (Glover, BMI)

★★★ Get Up Betty Jean — Bouncy Coasters-styled ditty is sung with cheerful bounce by Turner and group. Another dual market side. (RT, BMI)

CAROL FRAN
★★ One More Chance — EXCELLO 45-2175 — Thrush shows off a lot of style on this rockaballad as she asks her man for one more chance. (Excelsior, BMI) (2:29)

★★ Hold Me — Carol Fran sells this ditty with a lot of spirit over exciting backing by the combo and chorus. (Excelsior, BMI) (2:42)

RIFF MARTIN AND BAND
★★ Gravy Train — FIRE 1019 — Catchy rhythm ditty is wrapped up in bluesy ork treatment with okay fem chorus work. (Fire, BMI) (2:30)

★★ All My Life — Ruffin wails okay blues with emotional power. Both sides have dual market appeal. (Fire, BMI) (2:04)

THE VALENTINES
★★ Please Don't Leave, Please Don't Go — KING 5338 — Routine rockaballad is sung with feeling by group. (Lois, BMI)

★★ That's It Man — Wild instrumental session on rhythm item with intermittent yelps of encouragement from side men. (Lois, BMI)

Spiritual

THE JUBILEE STARS
★★★★ Who Wrote the Bible — CLASS 269 — From the LP "Who Wrote the Bible," comes this side by the Jubilee Stars who perform the song with spirit and feeling. A strong side. (Recordo, BMI)

★★★★ His First Miracle — Another potent reading by the boys, to the tune of "Dry Bones." They sell it with a lot of warmth. Two strong sides. (Leon Rene, ASCAP)

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ONE-PAY POLICY**Pacific Ocean Park In Strong Start**

SANTA MONICA, Calif.—Pacific Ocean Park pulled an attendance of approximately 160,000 during the first nine days of operation ending Sunday (17). Figure was down only 7,000 from the projected attendance for the first 30 days of operation.

Park is operating on a one pay gate, with adults paying \$1.50; juniors, \$1.25, and children, \$1. All rides are free and the only other charges are for food, games and Penny Arcades.

POP opened Saturday (9) and remained open daily thru Sunday (17). It will run on a Friday-thru-Sunday schedule until May 27 when it will be open seven days a week.

The one price pay gate brought lines to nearly every ride and attraction in the park. An additional ride was obtained hurriedly from Pomona and installed to relieve the queues.

The park teed off the season with the Children's Sea Circus parade on Saturday (9). Grand marshal of the

procession was seven-year-old Jay North, who stars in "Dennis the Menace" on CBS television. Riding with him were his TV mother and father, Gloria Henry and Herb Anderson, and their neighbor, "Mr. Wilson," played by Joseph Kearns in the television series.

Following "Dennis" were Jon Provost and Lassie, Rusty Hamer and Angela Cartwright, Lauren Chapin, Dennis Joel and Ricky Kelman, all CBS-TV stars; Jerry Mather and Tony Dow, Shelley Fabares and Paul Peterson; Robert Rockwell, the "Man From Blackhawk," all on ABC-TV, and television actress Evelyn Rudie.

Clown favorites included Wally, the Clown of Tomorrow; Matches and Patches, in bicycle stunts, and members of the Hughes Aircraft Employees' Clown Club. Novelty attractions included Ozzie's band and the Twirlers of Oz from San Diego.

Antique cars and the Huntington Park Elks Motorcycle Corps were also featured.

CHI POLICE CIRCUS INKS JACK PAAR

CHICAGO — Jack Paar, who heads up the popular late night NBC television show, has okayed a personal appearance at the Police Circus and Thrill Show to be held here June 18 and 19. Paar will be in for one show, the Saturday night performance.

Ticket sales for the two performances, to be held in Soldier Field, are being handled by the Chicago metropolitan newspapers and some of the neighborhood papers. Earl Newberry, veteran auto thrill show operator, will provide the auto stunts and is booking most of the additional talent.

According to officials of the show another name performer is being sought for the Sunday afternoon show.

B-C Wins 3 Shows At Allentown Fair

ALLENTOWN, Pa. — Grandstand contract for the Great Allentown Fair has been awarded to the Barnes-Carruthers Theatrical Enterprises of Chicago, it is announced. There will be a liberal sprinkling of name artists; none has been set but the general format is outlined in the award.

The fair opens Friday, September 16, with a two-day country and western show. Sunday, Mon-

day and Tuesday will feature a rodeo, and the final four days beginning Wednesday will feature an ice show. There are two Saturdays of automobile racing rather than the usual one, the first Saturday being for midget racers and the second one for big cars.

On the paid-versus-free schedule, Friday and Sunday will be free-gated; Saturday and all other days will have a 50-cent admission charge for all over age 12.

Michigan Holds 14th Management School

LANSING, Mich.—A recap of the achievements of the Michigan Association of Fairs and Exhibitions, provided during the association's annual two-day Fair School here Wednesday and Thursday (27-28) at the Porter Hotel, pointed up the organization's many achievements and bolstered its reputation as being one of the most effective State fair associations in the U. S.

The fair school was the 14th held by the association since 1947, when the organization was one of the first in the nation to hold a course on fair management. The discussion and the periods devoted to questions and answers were meaningful. Talks, including one on insurance and several related to State aid, were enlightening and sparked much discussion.

The county fairs of the State now receive a total of \$175,000 toward premium payments, up to

\$2,500 each on a matching basis for premium payments, and 75 per cent of the amount they spend in harness horse race purses.

The association has grown to a point where it now has 80 member fairs and, in addition, about 60 dues-paying associate members. Harry B. Kelley, secretary of the Hillsdale Fair, is the long-time secretary of the association and he has the able assistance of his wife, Inez, who is widely known in fair circles.

Tommy Steiner Rodeo Set for Japanese Tour

SHREVEPORT, La. — Tommy Steiner, veteran contest rodeo producer, has okayed a six-week tour of Japan under the auspices of the State Department, it was announced here last week.

Steiner, here to produce the fifth annual Louisiana State Fair rodeo, said plans are to take some 75 cowboys, cowgirls and Indians on the trip. The excursion, by air, will last from July 15 until September 1 and rodeos will hold forth at Tokyo, Yokohama and Osaka.

Thousand Oaks Zoo Park Under New Management

THOUSAND OAKS, Calif. — Plans for revitalizing Jungleland, now owned by Sid Rogell and James Ruman, are under way with new features to be installed, some for the coming summer season. Dave DaLie was recently named general manager.

DaLie said that the area, formerly World Jungle Compound operated by Billy Richards and the late Trader Horne, was owned entirely by Rogell and Ruman. Jimmy Wood has severed his interest in the park.

DaLie has estimated that the attendance this year will be 150,000. He expects to more than double this in 1961, with a projected

attendance of 300,000 to 500,000 people.

Among the new features will be a Serpatorium which will include a snake house with innovations such as lights and music and electronic controls. DaLie also plans to add pits for alligators, crocodiles and otters. There will also be training schools for animals where patrons may view young animals being handled for acts. This is to entertain visitors at times other than those for shows.

The show program now in effect at Jungleland includes performances each afternoon except Monday. During the week the shows run 45 minutes, but on Saturday, Sun-

Superior, Plans 2-Day July 4 Cele

SUPERIOR, Neb. — Civic organizations this year will revive the annual July 4 celebration here after a lapse of several years with the event set for July 3 and 4.

Sponsors are the Chamber of Commerce, Legion, VFW, Lions, Kiwanis and the Jaycees. Program will include speedboat races, water skiing, a grandstand revue and Thearle-Duffield fireworks.

day and holidays the show is doubled in length. Admission, including tour and show, is \$1 for adults. A gift shop, snack bar and picnic area are also offered.

Also in the works is a permanent circus, with wagons, clowns and other features, running two hours. DaLie believes this can be a tourist attraction with supporting acts changed from time to time to draw repeat business. Approximately 200 animals are now housed at Jungleland. DaLie has plans to increase rentals for motion pictures, TV shows and commercials.

Prior to assuming managership here DaLie was connected with Okefenokee Swamp Park in Georgia for eight years. A leading herpetologist, he is a native of Dayton, O.

Seattle '62 Expo Breaks Ground for New Coliseum

SEATTLE—Construction work on the new \$4 million Coliseum, to be a focal point of the 1962 Century 21 Exposition here, got under way last week.

The go-ahead was given after a superior court action that determined a \$341,959 price tag on the site acquired from the city in an uncontested condemnation action.

Costs, according to successful bidders, are \$2,960,934 for the general contractor; \$533,273 for mechanical, and \$143,871 for electrical installations.

The building, scheduled to be ready for the expo's April 21, 1962, opening, will cover close to four acres. The roof, supported entirely from the outside, peaks at the center 110 feet above the floor. Exterior walls will be clear glass. Roof will be composed of colored aluminum panels fixed to steel cables laced between girders.

The Coliseum will house the World of Tomorrow exhibit that

will also include the World of Science, World of Arts, World of Entertainment, World of Commerce and Industry and Boulevards of the World. After the exposition, set to run from April 21 to October 21, 1962, the building will be acquired by the city for conversion to an 18,000-seat sports and convention facility.

Officials also announced the formation of a central reservation bureau for accommodations during the fair. The lodging service will be set up to provide adequate housing throughout the State for visitors and to prevent rate gouging during the six months of the fair.

A preliminary estimate found there are now more than 45,000 accommodations available within a 30-mile radius of Seattle. Included are hotels, motels, transient apartments, private homes, trailer parks, camping areas, military installations, private and commercial ships and yachts and Pullman cars for sponsored tours.

KY. STATE FAIR ADOPTS CIVIL WAR THEME

LOUISVILLE — The Kentucky State Fair, in line with the 1961-'65 centennial of the Civil War, will theme its '60 run to the war between the States and hopes to host the kick-off event of the nation's celebration of the centennial.

According to L. (Doc) Cassidy of the fair, Kentucky is the logical location for such an observance in that it is the birthplace of both the Union and Confederate presidents and is the true border State. Other States will be asked to send exhibits of historical significance to the fair here.

Cassidy will attend the national assembly of the Civil War Centennial Commission in St. Louis this week.

RINGLING SUES BEATTY OVER 'GREATEST' TITLE

NEW YORK—Ringling Bros. and Barnum & Bailey Circus has filed suit against the Clyde Beatty & Cole Bros. Circus and its owners. The suit charges that the Beatty show's use of a slogan, "the greatest circus on earth," infringes on Ringling's right to another slogan, "the greatest show on earth."

Ringling seeks an injunction against the Beatty show, forcing it to stop use of the slogan, and R-B also seeks \$250,000 in damages.

The suit states that Ringling-Barnum has owned the trade name, "greatest show on earth," since 1907 and that it has a secondary meaning identifying the Ringling show. It also complains that the Beatty show uses its variation of the slogan against a background depicting the world, a manner similar to that used by Ringling.

Ringling charges that Beatty-Cole began use of the new slogan in the fall of 1959 and that the Beatty organization was cautioned in December against using it.

"Greatest show on earth" was the slogan of several circuses but came to be identified with the Barnum & Bailey Circus from about 1880. Ringling Bros. Circus acquired Barnum & Bailey and the slogan after the 1907 season. In recent years rights to the slogan have been let to Paramount Pictures and also used by the circus.

Beatty Under Tent After Big Opening

ARLINGTON, Va. — Road business for the Beatty-Cole circus got off to a pleasing start after its 10-day run in Long Island Arena in Commack, N. Y. Final performance in the building was 4:30 p.m. Sunday (24), and the last contingent pulled off the lot at 9:30.

Canvas was up and ready in Lexington Park, Md., Monday (25). There was a three-quarters attendance at the matinee and full house that night. Same general conditions prevailed at Arlington, Tuesday (26).

The show is wending its way north again and will be back on Long Island for seven more days under canvas, opening Tuesday (12) in Garden City.

Long Island Arena opened slowly but built better than was anticipated. Toward the end of Easter week full houses started setting in starting Friday night. Final accounting showed a healthy net profit to the show.

Advance billing is being altered to an old pattern, it is reported. The No. 1 car this year is working three weeks ahead of the show in traditional fashion, followed by two other cars spaced a week apart. In recent seasons advance billing went up 14 days ahead.

Business at Long Island Arena opened slowly, but built better than was anticipated. Toward the end of Easter week the full houses started. Final accounting showed a healthy net profit to the show.



JACK MORNINGSTAR

Morningstar Will Manage LeSourdsville

MIDDLETOWN, O.—Jack R. Morningstar has been named vice-president and manager of LeSourdsville Lake Park here. This was announced last week by the board of directors. Morningstar has been assistant manager and he succeeded the late Don Dazey, who died last season.

Morningstar joined the park staff in 1948. He and his wife and their two children live in Middletown.

Other officers of the firm are Edgar Streifthau, president and founder; Mrs. Dorothy Dazey, secretary-treasurer and office manager, and Lindy E. Streifthau, general superintendent.

The park has scheduled week-end operation in May and grand opening for May 21-22. The Miami Valley Dealer Boat Show also will be at the park that weekend.

LeSourdsville's Octopus will be back in use this year, giving the spot 23 rides. Dance bands have been booked for preview weekends and on the grand opening weekend the park will have the Crew Cuts along with the Clyde Trask orchestra. Fireworks also will be used.

110,000 Gate For Wirth's Date on L. I.

WEST HEMPSTEAD, N. Y. — The 50-performance engagement of the Wirth Circus ended Sunday (24) at Island Garden Arena, following which it went to Hartford, Conn., for the April 25 - May 1 Shrine Circus.

This was an unsponsored 24-day date, with the show bought by Arnold (Whitey) Carlson, arena proprietor. At final accounting he reported total paid admission of 110,000 and a net profit approaching the six-figure level. The building holds 6,000 persons but for a couple of turnaway matinees during Easter week an additional 1,000 chairs were jammed around all sides.

Aiding Carlson were Joe Daly, who produced the program and placed exchange tickets in schools and industrial locations; Buddy Gates, on advance work and promotions, and Don Woods, on publicity and promotions. Woods and his wife, stunt show performer Maritella, will be with the Jack Beck thrill show this year, where Woods will announce.

Rather than tie the show in with a single auspices, Carlson placed tickets with a number of veterans and fraternal groups. His newspaper ads listed them and asked readers to buy from their affiliated clubs. This was the third annual circus here, the first two being only 10 days long.

Arrow Sets Moving Day, Lists Ride Purchasers

MOUNTAIN VIEW, Calif. — Arrow Development Company has set July 15 as moving day into its new plant. Meanwhile, extra shifts worked in three different locations to ship 14 carloads of custom-made amusement devices to the East by May 15, Walter Schulze, firm's secretary-treasurer, said.

Site of the new building has been expanded from three to six acres. Building will cover 32,000 square feet and have another 60,000 square feet paved and of which 40,000 will be used for ride installations in the works. At the present time, Arrow is working in its old quarters, a pickle factory and a garage.

Arrow is completing its contract for Freedomland. Included in the contract totaling nearly \$500,000 are eight dark car rides of which three are two-story. To complete this, Arrow is working a complement of 70 employees. Normal employment will not run less than 50 people.

Orders shipped or soon to be delivered include:

Freedomland—two Mardi Gras Trackless Trains, nine new Boat

Guide mechanisms, one Spinning Top Ride, two Street Cars, 40 Freeway Cars, 30 1911 Cadillacs, Cave Dark Car Ride, Earthquake Dark Car Ride, Pirate Dark Car Ride, and Tornado Dark Ride.

Seaside Park, Santa Cruz, Calif., —19th Century Electric Mine Train.

Adventure Village, Atlantic City. —19th Century Mine Train, and four Ford and Maxwell Antique Cars.

Riverview Park, Chicago—Dark Car Ride.

Coney Island, Cincinnati—Dark Car Ride, 10 gags and sounds.

Mackenzie Park, Lubbock—Senior tracked Auto Ride.

Old Tucson, Tucson—Antique Tracked Auto Ride.

Barrie Enterprises, Inc., Chicago —Dark Car Ride with gags, and two special three-seat Cadillacs.

Storytown, U.S.A., Lake George N. Y.—Three special gags and sound.

Elitch Gardens, Denver—Three special gags with sound.

Arrow is also completing a re-design assignment for Disneyland in Anaheim.

1,138,988 TOPS 1959 GATE

Australia Fair Wins Despite Beer Denial

SYDNEY, N. S. W. — A whopping attendance total of 1,138,988 persons was achieved by the annual Royal Easter Show fair which closed a 10-day engagement Tuesday (19). This was 104,717 better

than the 1959 turnout of 1,033,988.

The fair's millionth visitor was clocked Monday afternoon when attendance was 11,000 ahead of the previous year. Included in the totals was a rousing children's day to close the event, with 78,222 attending, and a one-day record of 262,048 on Easter Saturday (16).

An unbroken spell of sunny weather, with temperatures ranging in the 70's, helped the pace along. It was the first time the fair ever exceeded its previous year's gate on every day. Also noted was the fact that no part of the 100,000-pound rain insurance was collected.

Even greater numbers of Australians would have poured into the fairgrounds were it not for a strike of beer truck drivers. There was no delivery of Toohey's (exclusive at the fair) from Saturday on, at the nine fairgrounds bars. An emergency cache of 20,000 bottles went quickly and the last two days were "dry," most visitors ignoring wine and spirits if they couldn't have beer—Aussies are the world's largest per capita consumers of the brew.

Royal American Buys Ringling Tractors

SARASOTA, Fla. — Royal American Shows has purchased two tractors from Ringling-Barnum circus. Both units are models intended for use at the railroad runs and one had "doughnut" tires.

CIRCUS VS. CARNIVAL: 1 GOOD DEED

LYNCHBURG, Va. — A carnival actually overran a circus here and, rather than hard feelings being expressed, a friend-in-need situation developed. It happened Monday (25) when Penn Premier Shows turned up on the lot being shown by Cristiani Bros. Circus. Carnival owner Lloyd Serfass marked time, blowing Monday while the circus showed and packed up.

Next step came when a Cristiani driver missed a highway turn and demolished the front of his tractor-trailer rig. Serfass, contacted by police, sent a taxi to bring the driver back to town. Then Paul Cristiani, in Newport News, telephoned that the stranded trailer held an animal wagon to be featured in a parade.

Serfass gassed up a tractor and turned it over to the circus driver. The unit caught up with the Cristianis in time for the parade, and Serfass collected a check alongside his name in the Big Book Up There, for his good deed.

St. Louis Police Show Opens To 9,000; Performers Named

ST. LOUIS—Annual St. Louis Police Circus kicked off at the Arena here Thursday (21) before an audience estimated at 9,000. Show includes TV actor John Bromfield.

Producer this year is Al Dobritch. William Pruyne has the band. Equestrian director is Tom Hanneford, who also took on the announcer's role at the last minute.

Performance includes: Capt. Eddie Kuhn; Jimmy Troy, Rudi Sisters and Rudi, Creighton and Juanita; Torelli's Dogs, Aldo Cristiani's Pinschers, Baranek's Dogs; Princess Tajana; Marquis Chimps; Bert Holt; Dieter Tasso,

Les Blue and Yvette; Kayarts, Wells and the Four Faves, Martell Duo, Jean Norman, Alfredo Landon Midgets; Les Geraldos; Six Gutis; Great Veno, Sensational Kays; Original George Hanneford Family; Fly-O-Rama, flying return; Jack Joyce Camels, Torrelis' Liberty Horses, Woodcocks Elephants; Cosmos; Pompoff Thedy Family, and Celeste, Star in the Moon.

Clowns include Bill Bentlege, producing; Happy Kellems, featured; and Dona Adams, Henry Boers, Bill Gevecker, E. E. Gilcrease, Charles L. Heberle, Pappy Kerr, Alfredo Landon, Mike Landon, Nino Landon, Victor Landon, Garner Newton, Paul Rasche and Alfred Rollo.

BUSY PLANT

30 Flying Coasters Sold by Aeroaffiliates

FORT WORTH—A total of 30 Flying Coasters have been purchased from Aeroaffiliates, most of which have already been delivered to the purchasers, Tommy Walker, sales manager, disclosed here last week.

Purchasers of those bearing serial numbers 12 thru 24, who have received delivery, are O. N. Crafts, Crafts 20 Big Shows; Robert H. Cohn, B-Jan Amusement Corp., West Coast Shows; J. J. Fitzgerald, Venice Amusement Corp., Seaside Heights, N. J.; Joseph B. McMurtrey, McMurtrey Rides, Kansas City; Mac Duberges, Dumac Rides, Inc., San Antonio; Charles S. Rose, for Ronnie, Inc., Revere, Mass.; Ocean View Park, Norfolk, Va.; Charles S. Rose, Steeplechase Park, Coney Island, N. Y.; George Coombs, Cedar Schellenger Corp., Wildwood, N. J.; Zimel Resnick, Central Amusement Corp., Asbury Park, N. J.; Wilbur Potts, Aransas Pass, Tex.; Whitney's at the Beach, San Francisco, and P. E. Reithoffer, Reithoffer Shows, Dallas, Pa.

Purchases yet to be shipped are for Charles S. Rose; Rod Link, World of Pleasure Shows; O. C. Buck, O. C. Buck Shows; Robert H. Cohn, B-Jan Amusement Corp., San Francisco; Mac Duberges, San Antonio, and Charles S. Rose, Mission Beach, San Diego, Calif. Coasters sold and delivered thru

Lowell Stapf Amusement Company have gone to Hal Wilson, Chattanooga; Mac Duberges, San Antonio; Velare Bros, Long Beach, Calif.; Charles Rose, Bay Point, Miami; Rod Link, Miami; Carl Ingalls, Coldwater, Mich.; Bud Humphrey, Conroe, Tex.; Bill Dyer, Bald Knob, Ark.; Mervin Barachman, Victoria, Tex.; Royal American Shows, Tampa, and Jimmy Bush, Gantt, Ala.

Walker pointed out that Flying Coasters for parks and permanent locations can now be equipped with an electrical drive.

Holter Rep Tours Europe

ANAHEIM, Calif.—Gene Holter is sending Harrrald Harper to Europe to scout acts with which to expand his animal show; soon to start on a tour of fair dates that include the Calgary Stampede.

Harper and his wife, Betty, will leave Los Angeles on May 10 and fly to the Continent. They will be gone a month and cover Germany, Switzerland and Italy by automobile. They will spend a few days in Paris and London before returning to the United States.

Beers-Barnes Opens Okay; Sets 31-Auspices Contract

CUMBERLAND, Md. — Beers-Barnes Circus will appear at three stands in this highly populated area May 23-25 for an unusual ticket-selling campaign set last week by agent Gene Christian. The show will be sponsored by 31 volunteer fire companies in two counties. At a meeting Sunday (1) of about 1,200 members of the volunteer firemen's association, they distributed 10,000 Beers-Barnes tickets. Advance sale will be on a direct basis. Beers-Barnes uses no phones. The show first was offered use of the fairgrounds for two days

but the agent decided instead to play in three locations, all under canvas.

Beers-Barnes Circus opened at Wallace, N. C., April 23 and the first three stands were good. It is routed thru Western Virginia mountain towns that are five years fresh, and then to Eastern West Virginia and Western Maryland prior to a Charleston, W. Va., stand under CFA auspices.

The show's larger elephant, Alice, was shot before the show opened. The bull became ill and was unable to get up.

TALENT ON THE ROAD

Cotton Carnival Inks Earp; Chi Police Show Sets Acts

Hugh ("Wyatt Earp") O'Brian will be the name lure in the stage revue portion of the Memphis Cotton Carnival. The big show is a one-nighter, set for May 13. . . . Earl Newberry, whose Trans World Daredevils auto stunt troupe will be the feature of the Chicago Police Thrill Circus, June 18-19, is also booking the acts that will augment the stunt. Set thus far is Bettina, Betty Boatright's sway pole turn which spent the winter at a Caracas, Venezuela, park; Weingards, high pedestal act; Kelroys, trampoline-bars; the Gutis and Whimpy the Clown. Whimpy will also tour with the stunt troupe until he joins the GAC-Hamid revue that is set to play the Western Canadian A fair loop. . . . Duncan ("Cisco Kid") Renaldo and roper Monte Montana will appear at all performances of the four-day Western Jamboree in the corral at the Calgary Stampede. Johnny Cash will head the show two days and Red Foley for two.

Joni Larabee writes from Atlanta that they're playing Army camps and club dates out of that city, along with Peyton and Raye, Leslie Carrol and Ray and Yo. The Larabees have signed for a 10-week summer tour for REA, will play parks starting early in June and then the fair circuit thru Labor Day. The Larabees and Peyton and Raye are both sporting new Air-stream house trailers. . . . Alice Lon, former thrush on the Lawrence Welk television show, will head up the entertainment at the annual Neches River Festival, Beaumont, Tex. . . . Rex Allen has signed for the Southern California Exposition, Del Mar, which runs June 24-July 4. . . . Dick Kesner, former violinist with the Lawrence Welk organization, has signed a personal management contract with Mickey Gross Enterprises, Hollywood. . . . Next headliner at Chicago's Chez Patee is Joey Bishop, who moves into the nitery May 6.

TV SHOWCASE: Steve McQueen, Wier Brothers, Neile Adams and Kay Starr will guest on the May 4 Perry Como show. . . . Cliff (Charley Weaver) Arquette, set for the May 4 "Today" stanza. . . . Betty Johnson will sing for the Jack Paar show May 2. . . . Thrush Jill Corey added to the bill on the "Music on Ice" colorcast May 8. Johnny Desmond will host the show and talent will include Jacqueline du Bief, Skip-Jacks and Ben Dova. . . . Kim Sisters, Andy Williams, Sally Ann Howes and Carl Reiner will visit Dinah Shore May 8. . . . Added to the cast of the "Ford Fun Fair" May 3 are the Great Ballantine and Wisa d'Orso. *Charlie Byrnes*

'Opry' Unit Sets 82 Fair Days

A "Grand Ole Opry" unit with the Louvin Brothers (Capitol Records), Benny Martin and Hal Willis (Decca), Ginger Warner and the Tennessee Three has been booked for 82 days of fair dates, according to the Allbritten-Shucher office of Nashville, representative of the Louvins. Itinerary includes Rugby, N. D., June 27-29; Virden (Man.) Fair, 30-July 2; Weyburn (Sask.) Exhibition, 4-6; Estevan Exhibition, 7-9; Portage La Prairie (Man.) Exhibition, 11-13; Carman Fair, 14-16; Yorkton (Sask.) Exhibition, 18-20; Melfort Fair, 21-23; Lloydminster (Alta.) Exhibition, 25-27; Vermillion Exhibition, 28-30; Vegreville Exhibition, August 1-3; Red Deer Exhibition, 4-6; North Battleford (Sask.) Exhibition, 9-10; Prince Albert Exhibition, 11-13; Fremont County Fair, Riverton, Wyo., 17-20; Colorado State Fair, Pueblo, 22-27; North Central Kansas Free Fair, Belleville, 29-September 2; South Dakota State Fair, Huron, 5-10; Clay County Fair, Spencer, Ia., 12-17; Corn Palace Festival, Mitchell, S. D., 19-24, and National Dairy Cattle Congress, Waterloo, Ia., October 1-8. *Al Schneider, Cincinnati*

New Weston Speedway Plans Amusement Center

NEW WESTON, O. — Eldora Speedway this year plans an expansion program that ultimately will make it a complete amusement center, Earl Baltes, of the family that owns the spot, announced.

Plans call for the addition of motel-cabins, a lake with boating, fishing and a beach, two go-kart and a quarter midget auto race course, a drag strip, riding stables,

trapshooting facilities, a picnic area and amusement rides.

Also in the operation are James and Ralph Baltes, their parents and in-laws.

The ballroom will continue to operate with name bands in a program similar to the one carried on by the family at Crystal Ballroom in nearby Versailles. They have also acquired Landeck Speedway in Lima, O., and will operate modified stock and Central States Racing Association midget races this season.

The auto race program here on the New Weston half-mile oval is already under way. Included on the schedule are CSRA midgets and sports car races.

Sills Show on 4 Trucks

KNOXVILLE—Homer Weaver of Manchester, Ky., and W. E. Norgan, of Knoxville, are operators of Sills Bros. Circus, which was scheduled to open last week. Weaver said the show will head for Kentucky, Indiana and Ohio. It will move on four trucks.

Sweeney Inks Florida Fair

TAMPA—Al Sweeney's National Speedways, Inc., has again signed to provide the auto racing at the 1961 edition of Florida State Fair. Dates are for both Wednesdays of the run, February 8 and 15, and both Saturdays, February 11 and 18. J. C. Huskisson, fair manager, announced.

The events will mark the 40th year that racing under International Motor Contest Association auspices has been held on the fairgrounds' half-mile oval.

Hetzer Routes Japan Dancers—Bazaar, Too

NEW YORK—Five dates are firm for the Japanese revue being imported by Jim Hetzer, two are close to being firmed, and several other weeks are under negotiation, it is reported. Hetzer last week cabled from Tokyo that casting for the "Japanese Spectacular" has been completed.

Opening date is June 24 thru July 2 at the Red River Exhibition, Winnipeg, Man. Other dates are August 13-19, Ozark Empire Fair, Springfield, Mo.; September 10-11, Kentucky State Fair, Louisville; 19-24, Tennessee State Fair, Nashville, and September 25 thru October 1, Mid-South Fair, Memphis.

Two arena dates in view are October 17-22, Greensboro (N. C.) War Memorial Auditorium, and 28-29, Cincinnati Gardens.

Three tons of equipment will accompany the troupe, plus an expansive oriental bazaar at which Far Eastern merchandise will be sold at fairgrounds.

'61 Date Fete Scheduled For Feb. 17-26

INDIO, Calif.—Dates for the 1961 Riverside County Fair and National Date Festival here will be February 17-26, R. M. C. (Bob) Fullenwider, secretary-manager, said.

Traditionally, the fair is scheduled to include George Washington's birthday when a two-hour long parade is featured.

Cash premiums in competitive departments of the fair in 1960 totaled \$55,125—an all-time high. Total revenue amounted to \$219,600, also a record. This includes entry fees, program advertising, concessions, commercial exhibits, carnival, stall rentals and miscellaneous income. Attendance was 203,511 for the 11-day run.

Saskatoon Ex Erects 244G Barn-Rink

SASKATOON, Sask.—Contract for construction of a combined livestock barn and curling rink at the exhibition grounds has been let to a Saskatoon firm for \$244,000.

Construction will start immediately and the building should be ready to house sheep and swine at the summer fair, July 18-23. It will be ready for curling by October 15.

The contract price includes portable equipment for 80 sheep and swine pens, a judging ring and an artificial ice plant.

The 180-by-120-foot building will be of cement block construction and will house eight sheets of ice in the winter. Thirty feet of one end will be two stories high, with a viewing area and lunch counter on the ground level and lounge, locker rooms and toilet facilities on the second floor.

Arena Burns

ROCKY MOUNTAIN HOUSE, Alta.—Fire of undetermined origin destroyed the town's arena recently. The 20-year-old building was valued at about \$20,000.

Freedomland Tour Shows Hustle as Debut Approaches

Landscaping, Construction Speeded; Huge Theme Park Begins Advertising

NEW YORK — Freedomland got its advertising rolling and press exposure underway last week. The mammoth amusement spread in the Bronx was toured by a busload of press people after huge display ads in the weekend newspapers.

What the visitors viewed was a tremendous complexity of construction projects in various stages of completion. It was obvious that considerable work remains to be done for the June 19 scheduled opening, much of it, however, in the nature of finishing buildings and landscaping.

Entrance to the Little Old New York section exposes visitors to the top-rental district, turn-of-century themed buildings occupied by an impressive list of concessionaires. They pay rent of \$25 a square foot, whereas it is \$20 a foot elsewhere in the park.

Exhibitor List Told

Little Old New York has stores and institutional displays run by the following:

Kodak, Dugan Bakery, Amoco Oil, Welch's Grape Juice, Colgate-Palmolive-Peet, R. H. Macy, Loft Candy, Borden's, Bank of New York, A. S. Beck, Continental Casualty Company, Scripto, and F. and M. Schaefer Brewing Company, all on five-year contracts, according to C. V. Wood, of the operating International Recreation Corporation.

The 1,000-plus workmen on the job scrambled everywhere, planting trees, sodding, shingling, painting. Earth moving equipment was evident in profusion. There is a 30-man uniformed security force with a fleet of white-radio-connected jeeps.

Other Freedomland operations include 17 Brass Rail locations ranging from a steak house to snack bars. Pepsi-Cola will operate its soft drink saloon, and a Fritos restaurant is also contracted for.

Payroll of 3,000

Wood reported that a payroll of 3,000 people will be maintained by Freedomland, of which about 1,800 will be on the job at any single time. He projected the annual attendance at 2,500,000 and the per capita spending at \$2.25.

The Great Lakes are lined and ready for filling. The Rocky Mountains are complete and being sodded. The Northwest Trapper ride, one of the many under construction, was toured on foot. A great many animated gags lend authenticity to it, one of them being a rifle battle between settlers and Indians, all mannikins. Bursts of gas jet flames sputtered from the rifles, realistically. Also toured on foot was a Tornado dark ride building which is one of the most animated of any in the country.

Freedomland is in possession of a large assortment of riding devices waiting for installation. Tucked around the site are cars, trains, riverboats, Chinese junks and other units. There is no doubt that this is a massive effort, skillfully applied. With less than two months remaining for the opening the pace will be frantic, but in-

Trampoline Centers Come to Twin Cities

MINNEAPOLIS—National Syndicated Sales Company, of Chicago, is opening a drive to establish trampoline jumping centers in the Twin Cities area. Grace Bruno has been named local representative.

dustry visitors will find no shortage of things to comment about:

The list of contracted outings is also a long one. The Pfizer chemical company has a 16,000-person one booked. At a catered luncheon in the Western fort Don Crabtree, male lead in the "Destry Rides Again" musical, sang "Johnny Freedom," theme of the park. A group of period-costumed pony girls from the Broadway show also attended, for atmosphere.

Irwin Kirby

7-ACT DISPLAY

Hunts Trim Circus Time By 15 Mins.

PALISADES, N. J.—The job of slicing 15 minutes from its running time, without the loss of any performers was done by the Hunt Bros.' Circus staff with its Royal International Circus here.

First performance at preview Thursday (14) ran 2 hours, 18 minutes. By Sunday it was compacted to 1:27. In the process the show went its five-ring billing two better, with one display using seven acts.

Display No. 1—Cunco Animal Fantasy. 2—Web number. 3—Gaonas, flying return, and Frank Cook, high wire. 4—Clown firecracker gag. 5—Fredericks riding mechanic, Happy Spitzer comedy mule, Bobo Zoppe comedy bullfight. 6—Three rings with single elephants, and two dog acts. 7—Emmett Kelly. 8—Aerial ladders display.

No. 9—Hunts mixed animals, Tanit Ikao, Cunco llamas, Spitzer's dogs, Liberty pony act. 10—Clown walkaround. 11—Whiz Kids unicycles, and Olga Sanchez, bounding rope. 12—Marsha Hunt Liberty palominos, two four-pony teams, and four rolla-bolla acts. 13—Clown safecracking gag. 14—LeVine's chimps and Cunco's Hawthorne bears. 15—Unicycle act, Juggling Conleys, Juggling Fredericks, Sanchez Sisters acrobatic, and Canestrellis, unsupported ladder. 16—Wazzan tumbling act. 17—Hunt's eight elephants.

New Pool Firm Files With SEC

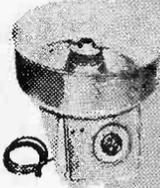
WASHINGTON — Swimming Pool Development Company, Inc., Florence, Ala., filed a registration statement with the Securities and Exchange Commission recently seeking registration of 250,000 shares of common stock, to be offered for public sale at \$5 per share thru an underwriting group headed by Marron, Sloss & Company.

Proceeds of the sale will be used to finance, plan, design, construct and install swimming pool projects and related facilities. A substantial part of the components of the projects are expected to be manufactured by an affiliated company, National Pool Equipment Company.

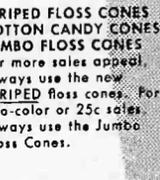
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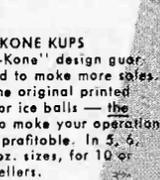
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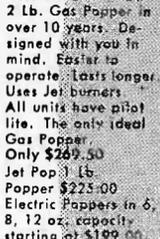
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Magic Mountain Seeks Stockholders' Loans

DENVER — Stockholders of Magic Mountain have been asked to loan the company enough money to lift liens against the amusement park so it can open for business this summer.

In a letter sent to all stockholders, Allen J. Lefferdink, chairman of the board, said flatly that "your directors believe that unless the remaining 25 per cent of construction is finished, it will not be possible for the park to become profitable."

Appealing for loans totaling \$400,000, Lefferdink said MM had exhausted all its credit sources and was forced to call on its stockholders for money to clear up contractors' liens and a mortgage on the real estate. He added that stockholders "may well lose their entire investment" unless the foreclosure actions are disposed of.

Lefferdink scheduled four regional meetings to explain his proposal.

Denver's meeting on April 21 was attended by some 500 stockholders.

Lefferdink told the group that \$125,000 had been pledged prior to the meeting. He said the \$500,000 is needed by May 16 and will be used to pay the property's first mortgage and the liens.

Lefferdink's proposal called for the stockholder purchase of three-year, 8.5 per cent unsecured corporate notes. He said they were being asked for a loan with the understanding they would not be obligated unless the entire \$400,000 was pledged. He also made it clear that they were being offered unsecured loans—not registered securities.

Lefferdink said the \$400,000 would "put the show on the road," with an opening late in June and a formal opening July 4.

"And we will never close after once opening," he added.

Total budget for the park is \$4,988,000, Lefferdink said. To date, \$3.7 million has been spent for about 75 per cent completion, and MM officials estimate \$4.1 million will get the park open this June.

Lefferdink said that there were 10 major concessions owned by independent firms who are awaiting only the removal of liens before spending \$240,000 to set up. He added that MM had hoped to interest the concession operators in opening prior to removal of the liens, with income from these operations going to payment of the liens. However, the operators balked at the proposal, and the stockholders' loan plan was decided upon.

The Denver meeting was highlighted by questions asked by C. Burke Cahill, Boulder, Colo., construction executive. Cahill said he was against Lefferdink's plan for continued financing.

Last year the Federal Securities and Exchange Commission challenged MM on grounds the proceeds of some sale of MM stock were being used to support other of Lefferdink's numerous enterprises, all of which formerly were under the Allen Investment Company.

Lefferdink since has agreed to use MM stock proceeds only for MM.

A majority of the stockholders seemed to agree with Lefferdink's new financing plan and responded with applause during his debate with Cahill.

St. Paul Completes Art Center Plans

ST. PAUL—An architect's plans for a four-level cultural center building here have been completed. The building will include a 300-seat theater and a 250-seat lecture hall. A 1,200-seat auditorium is planned for the future when funds are available.

The building will be constructed in the Capitol Approach area between Cedar, Wabasha, 10th and Exchange streets. A bond issue in this city in 1953 set aside \$1,700,000 for the building, but delays have raised the anticipated cost.

Groups which will use the building, to be known as the Arts and Science Center, include the St. Paul Gallery and School of Art, Schubert Club, Theater St. Paul, Civic Philharmonic Society, Science Museum, Civic Opera, and Painters and Sculptors' Association.

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ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

Big Conventions

MIAMI BEACH CONVENTION HALL is launching a summer season heavily booked with major conventions. First of these principal events began the move-in on Thursday (28) and got under way Friday (29). It is the American Nurses Association, which uses both convention hall and auditorium thru Saturday (7). The Southern Baptist Convention will be in Miami Beach for May 14-21. Next will be Rotary International, using both halls, starting May 26. That conclave ends June 2, the next day is move-out and the second day, June 4, is the first move-in day for the giant American Medical Association. The AMA has the Convention Hall for move-in purposes several days and the convention itself is to be June 12-17, followed by four move-out days. That brings it to June 21; Kiwanis International starts moving in on June 22. That convention is June 25-30. Then July 2 sees the first action by the Miss Universe Pageant. It keeps the Convention Hall busy until July 9. Things progress with boxing, wrestling and pop concerts until August 15-23, when the Florida Furniture Exhibitors, Inc., has the Convention Hall, and August 24-29, when the building will have the convention of the Watchtower Bible and Tract Society.

IAAM Officers, Hosts Make July 26-30 Convention Plans

PLANS ARE TAKING FORM for the summer convention of the International Association of Auditorium Managers. President Fred McCallum writes that the New Orleans convention hosts, Ray Scheuering of the Municipal Auditorium and Tom Preston of Loyola Fieldhouse, have been hard at work on preparations. McCallum will leave Birmingham Municipal Auditorium briefly for a conference in Memphis with IAAM Secretary Charles McElravy. They plan to wrap up details of the July 26-30 convention. . . . On the May schedule for the Franklin County Veterans Memorial, Columbus, O., managed by Harry Schreiber, is the appearance of the Stan Freeber-Stan Kenton-Four Freshmen show (10). There will be a gospel concert on May 19, with Walter Meenach in charge. Ben Cowall and Tim Gale will promote a show May 20. And there are numerous local events and conventions to keep the building quite busy. . . . The boat show at Butte, Mont., drew good crowds. Jimmy Troy and Len Gray's Animals were on the bill. . . . With four weeks of advance sales reported on, the Stratford, Ont., Festival was running 93 per cent ahead of last year's sales. Orders totaled \$91,000. Drama season is June 27-September 17. . . . Paul Davis, former manager of the Milwaukee Elks Club, now is at the Milwaukee Auditorium-Arena as manager for the Sportsservice concessions.

New Buildings, New Plans Turn Up in Many Quarters

GEORGE S. DELLINGER, manager of the L. C. Walker Sports Arena at Muskegon, Mich., reports that building is expected to be ready for opening this fall. It will have 4,000 permanent seats and 2,000 temporary seats and a hockey floor. . . . A contract has been awarded in Los Angeles for the 56,000-seat Chavez Ravine baseball park. One estimate is that the new home for the Dodgers will cost \$11,000,000. . . . At Salt Lake City, the county commission has set up the legal procedure by which it will undertake its share in financing a proposed civic center. . . . Coldbrook, N. B., near St. John, is to be the site of a 6,000-seat coliseum if the proposal of a New York company pans out. The coliseum would be part of a project to include a shopping center and theme park on a site leased from the St. John Exhibition Association. . . . Stockholders in Anheuser-Busch approved a proposal by which the company would invest \$5,000,000 in the new stadium that would become a mid-town home for the St. Louis Cardinals. . . . A city park pavilion at Mount Vernon, Ill., is to be roofed over, according to a current plan.

Los Angeles Do-It Moves; Nation's Buildings Busy

LOS ANGELES DO-IT-Yourself Show is moving to a new location and new dates, it is announced by producer Ted Bentley. Eighth annual show will be at the Great Western Exhibit Building June 16-26. . . . In Chicago the Auditorium Theater Council has added members, bringing the total to 38. They are planning a fund-raising campaign to underwrite restoration of the Auditorium. The architecturally famous building now is part of Roosevelt College. . . . Hubert F. Stubbs, manager of the Columbus, Ga., Municipal Auditorium, sees no let-up in a busy schedule at the building thru June. There will be a warehouse sale, Lloyd Price show, State medical convention, State public works convention, high school events, Miss Georgia Pageant, "Grand Ole Opry" and "Massing of the Colors," banquets, lodge affairs and a sports show. There were six open days in the building's schedule between April 19 and June 15. . . . The 1961 Cincinnati Office and Business Equipment Show will be February 21-23, advises George S. Long, chairman. Eighty per cent of the hotel exhibit space is sold. . . . Civic Auditorium at Grand Rapids this month will have Bennett Cerf (2); Roger Williams (3); Sam Campbell (4-5); Four Freshmen (4); Kodak's "Around the World in 80 Minutes" (9), and many meetings. . . . Municipal Auditorium, Atlanta, has a raft of high school graduations scheduled for the end of the month, advises Manager Harry Niebruegge. . . . At Charles Ziegas' Lansing Civic Center in May will be the Kodak show, Michigan State Senior Citizens meeting, a dog show and a gun collectors' show. On May 1 the building had the "Country Music Hit Parade" and on May 3 it had Comedian Shelley Berman.

AMUSEMENT PARK OPERATION

Indianapolis Plans Area On Whitcomb Riley Theme

INDIANAPOLIS IS MAKING preliminary plans for a proposed parklike area that would be linked with rehabilitation of a blighted neighborhood. To be called Lockerbie Fair, the area would cover about four city blocks and center on the Lockerbie Street home of James Whitcomb Riley, famed Indiana poet. The home now is preserved, but the surrounding area is said to be in bad repair. The idea calls for various public and private interests to take part in the project. They would restore other old homes in the area, restore cobble stone paving and gas lights, outfit stores in 1890 style and install an old trolley car. A major portion of the area would be a children's park, themed to Riley's poems. Details of the plan are still to be worked out, and financing has not been determined. The Metropolitan Planning Department is looking to the possibility of opening the park by 1966, Indiana sesquicentennial year.

Seeks \$600,000 to Expand San Francisco Theme Park

AN EXPANSION of the Storyland in San Francisco's Fleishhacker Playfield is in the works. The original layout covers 3.5 acres and cost \$246,000. Of that amount, 46 per cent was contributed and 54 per cent was paid by the city and county. Now an effort to raise an additional \$600,000 is contemplated. Present park has admission prices of 10 and 15 cents and it offers an array of fibreglass storybook characters. There is a refreshment concession area and a picnic area.

Firm About Ready to Start California Gold Rush Park

CONSTRUCTION MAY START this summer on a theme park at Loomis, near Sacramento. The layout is to be called Gold Rush Park and will cost an estimated \$4,800,000, according to word from California, where incorporation papers were filed in Placer County a few weeks ago. Operators will be W. F. Murdock Jr., Randy Steffen and Peter Mannino. The project has been discussed for more than a year and delays now seem to have been overcome. There is a plan for opening the park in 1961. The scheduled construction will follow receipt of a survey by the Stanford Research Institute; the survey indicated the project was feasible. . . . Site covers 154 acres and includes many old gold mining tunnels which will be used in the theme.

Parks Opening New Season; New Companies Incorporate

KENNYWOOD PARK OPENED its season April 16, giving color books to the first 1,000 children to enter. Spot has a number of changes, including new Allen Hawes cars on the Bouncer. Park operates Sundays only until May 13, when daily business starts. . . . Riverview Park, Chicago, has scheduled its annual preview party for the press at the Ambassador East Hotel for May 3. . . . Columbia Gardens, Butte, Mont., opens May 29. . . . Bayster Corporation has been formed to operate a park at Brighton, N. Y. . . . At Miami, Hialeah Kar-Land, Inc., will be operated by Joseph I. Davis, and Jr. Turnpike, Inc., has been incorporated at Miami Beach by Herbert E. Saks and others. . . . Maurice I. Rosenthal, of Los Angeles, is the operator of LRB Corporation, which runs recreation centers. . . . Bounce-A-Leen is the trampoline center of Richard L. Rykoff and others in Los Angeles County. . . . L & M Centers, Inc., will operate trampoline centers in San Diego County, California. . . . Tige Hale sends letters to 500 senior classes to promote picnics for Long Beach Resort and Amusement Park, near Panama City, Fla. . . . West View Park at Pittsburgh opens May 1, with a new Moon Rocket and a schedule of dance bands.

Tom Parkinson

Edmonton Rodeo Offers 16G Purse For New Record

EDMONTON, Alta., — Basic prize money for the Edmonton Exhibition Association's week-long rodeo, which opened in the Gardens May 2, totaled \$11,700, a new high. Entry fees are expected to boost the purse to better than \$15,000.

An added feature will be Canada's richest jumping event, with top horses from Canada and the U. S. competing for \$5,000 prize money.

Director of the 10th annual rodeo is Herman Linder, of Cardston, Alta., and rodeo chairman is Cliff Ross.

Fort Smith Rodeo Inks Robertson

FORT SMITH, Ark. — Dale Robertson will be the name lure at the Arkansas-Oklahoma Rodeo to be held here May 30-June 4, Paul Latture, manager, announced.

Rodeo is in the open air with stands that seat 10,000. Latture also announced that its 1961 dates have been set for May 29-June 3.

Bardex Med Show Preps for Tour

SARASOTA, Fla.—The Bardex Minstrels are making ready here for their 27th tour, and will show under a 60 by 160-foot top. Seating will be of the theater-type and stage will measure 24 by 30 feet. Troupe will include 25 to 30. Opening is set for early May.

Skooter Bldg. Erected by Phila. Park

PHILADELPHIA — A new 60-by-40 Skooter building has been built at Playland on Roosevelt Boulevard. The structure went up in three weeks and has a concrete foundation, steel frame and aluminum roof. Twelve new Lusse Bros. bumper cars will be used.

This gives operators Jack Essner and John Quinn a dozen rides here plus their miniature golf and refreshment stand. All did exceptional business at the Easter opening. A sudden temperature drop Saturday night (30) was the only setback.

The park has a Wild Mouse, kiddie train, Ferris Wheel, Merry-Go-Round, Roller Coaster, Caterpillar and five kid units. A Schiff Tower Slide is being added.

Fire Strikes Whitney Park; Costs \$10,000

SAN FRANCISCO — Fire of undetermined origin caused an estimated \$10,000 damage to the Funhouse at Whitney's-at-the-Beach here Wednesday night (13).

The two-alarm blaze broke out in the top of the structure shortly after midnight. It was controlled about 20 minutes after it was discovered in the section where the patrons climb to go down the slide.

Witnesses said that four or five teen-age boys were seen in the tower shortly before the blaze was discovered. Fire battalion Chief Tom Kenney said it was believed one of them might have dropped a lighted cigarette. A short circuited electrical wire was also considered. Most of the loss was said to have been done by water in the tower and in a nearby warehouse where concessionaire supplies are stored.

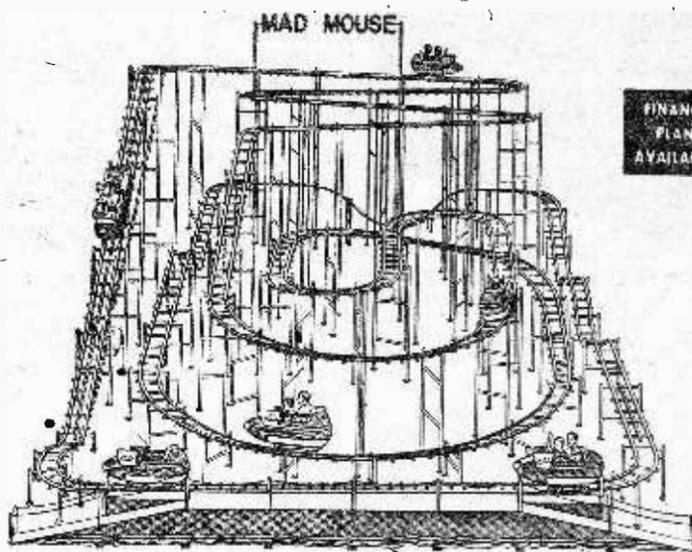


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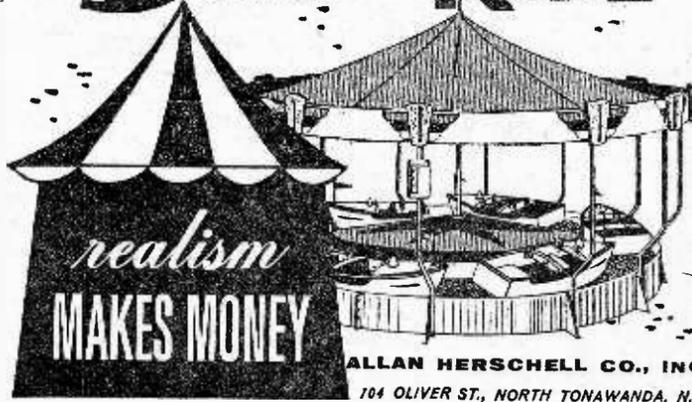
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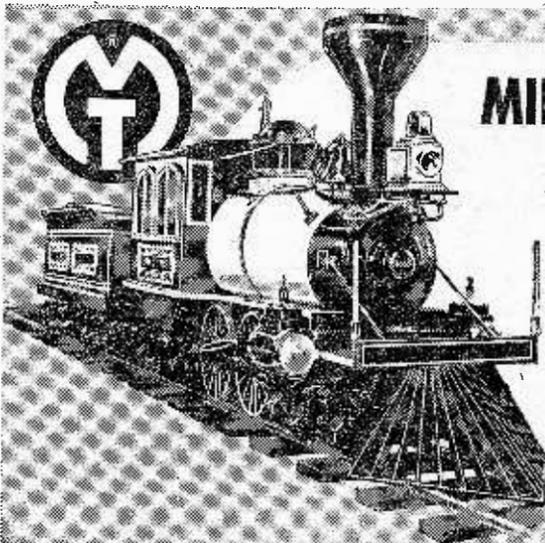
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- Boost attendance and publicity.
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Ringling Foresees \$2,000,000 Gross

NEW YORK — With Easter Week having gone, the Ringling gross in Madison Square Garden edged toward a \$2,000,000 wind-up last week. Reported comparison was \$200,000 ahead of the same time last year, when the gross for New York was \$1,814,000.

Renewal of the five-year Garden contract is in negotiation, Ned Irish stated. It is understood the new contract contains a clause prohibiting the building from installing any other circus, a clear reference to Hurok efforts to get a Russian unit here.

During Easter there were poor turnouts at the experimental 10 a.m. show. Matinees, however, were regarded as good by any standard. Morning houses were one-quarter

full at best, but afternoon shows were excellent. Weekends were terrific, with turnaways on Saturday afternoons and strong houses otherwise.

Atlanta Shrine Tabs 40% Hike Over Last Year

ATLANTA—Shrine Circus here was 40 per cent ahead of last year in attendance and money, according to Potentate Norman W. Pettys. He said the circus, at Municipal Auditorium, was highly successful. This year's producer was Al Dobritch. In recent years, the circus has been produced by Polack, Hamid, Storey and Cristiani organizations.

In the line-up here were:

Torreanis Duo, O'Donnell Trio; Albert Rix Bears; Riksos; Baudy's Greyhounds; Elizabeth Nock, Betty Pasco, Eva Walker; Prince Duo, Wiswell Ford, LaFlote Duo; Biz-zarro Brothers; Watkins Chimps; Hodgini's Dogs and Pony; Hildalys; Luciana, Friedel, Roberto de Vas-concellos; George Lee, Yongs, Kai-chi Namba; Robert's Leopards; elephants, and Nerveless Nocks.

Acts, Staff Of H-M for Texas Shrines

NEW YORK — Nine acts and staff personnel of the Hamid-Morton Circus will form the nucleus of the four-city route of Shrine circus dates beginning October 14 in Corpus Christie, it is reported. A delegation visited the circus in Kansas City in March and signed contracts on Friday (22).

Bob Atterbury will handle the production, aided by Charley Basile, and Gene Hamid and his crew of riggers will also be at work. The route, for which Prof. George Keller's animal act was previously announced, will also have the following acts:

George Hanneford Family, riding act; Freilanis, cycling; Georgian Trio, perch; Triska Troupe, high wire; Greta Frish, aerial feature; Bounding Bostocks, trampoline-bar novelty; Roland Tiebor Sr. and Junior, seal acts; Vidbel's elephants with Shirley Peterson, and the (10) Wazzan Troupe, tumblers. Also signed are the 16 Hal Sands Manhattan Rockets, dance line.

Swedish Circus Has Several Acts Known in States

MALMO, Sweden—Circus Scott opened here on April 14 with a number of acts known in the U. S.

Show starts off with the Dagenham Girl Pipers, followed by Roman riding; the tight-wire act of Lola Dobritch; slapstick comedy by Lane & Truzzi; Kay Boegh's sealion; the comedy bar act of Three Merks; and a group of exotic animals. Then come the Goetschis, unicyclists; Five Elwardos, speedy hand springers; Frank Jackson, Liberty horses; and Five Villams, Hungarian juggling act.

Second half has Kid O'Hara's lions, tigers, bears and dogs; Dagenham Girl Pipers; Four Palacios, flying trapeze; Lane & Truzzi, comedy; Frank Jackson, elephants; the Rene, Roger & Cellito Rivel clown trio, and the teeterboard tumbling of the (7) Hortobagyis.

CIRCUS TROUPING

By TOM PARKINSON

EMMETT KELLY will be seen during May on new television commercials for Coca-Cola. One shows him in a circus scene. Another has the clown in a desert scene. They are done in Pantomime. . . . Paul Ringling, Montana rancher and State senator who formerly was around the circus, is running for lieutenant governor of Montana. . . . The two Cristiani groups operating with circuses now get slightly different billing. Those on the Cristiani Bros.' Circus are announced as the Cristiani Family, and those on King Bros. are announced as the Cristiani Troupe.

Early viewers of the Clyde Beatty & Cole Bros.' Circus are raving about the beauty of the show on the lot. New equipment sparkles. The banner line wagons were spotted in front of the arena used by the show on Long Island. They also used a new marquee at the building. Also noticed are two new varieties of lithographs drawn by Roland Butler.

When Ringling-Barnum played Hollywood Bowl in 1958 it opened with a band from the Musicians' Guild of America, but under pressure from AFM they switched to a band of American Federation of Musicians members for the final three days. Several days ago an examiner for the National Labor Relations Board decided this was unfair labor practice. The show may have to pay wages to the 30 Guild members as a result.

★ ★ ★

With Polack in Springfield, O., and Davenport in Columbus, there

was considerable visiting between performers on the shows. . . . James M. Cole is with Hagen Bros.' Circus. Visitors on the show earlier included Gaylord Maynard, Tom Kennedy, Felix Morales, Tony Gentry, Butch Cohn and Harry Dann. . . . Henry Kyes writes from Polack that he enjoyed a visit from Rusty Bader, another circus musician. . . . Beatty billers who were back on the show for a visit included Steve Kuzmiez, Allyn Pierson and Johnny Fulghum. . . . C. A. (Red) Sonnenberg, who has completed a tour with an opera company, was back in New York recently and caught three shows in one day, Ringling, Wirth and Beatty. . . . Paul Van Pool, busy with many circus trips recently, caught the Adams-Sells opener and plans to see Famous Cole soon.

Little Bob Stevens has his new Sterling Bros.' Circus moving northwest in Texas. . . . Roster of the Hunt Bros.' Circus band at Palisades Park includes Stella Wirth, leader and organist; Walter Peele, baritone; John DeFranzo, Harry Schell and Carl Woolrich, cornets; Rick McConnell, bass; Bob Mills, trombone and director, and Jack Lampton, drummer. . . . Adams & Sells Circus elephant was on ABC-TV "Jubilee USA" the day the show played Springfield, Mo. Smokey Jones, former Ringling bull superintendent and subject of Bill Ballentine's story in True magazine, is a candy butcher with Adams & Sells.

Gil Gray Circus date in Tulsa, Okla., was helped by the full-page picture of the Corona high-wire troupe that appeared on the cover of The Tulsa Sunday World's entertainment section. . . . Paul Bohler and George Kienzle, of Lancaster, Pa., caught Hunt Bros. at Palisades and visited with Harry Hunt, Roy Bush, Harry Levine and the Jim Conley Family. . . . Tommy Randolph caught Famous Cole with a full house at Lewisville, Tex. He also had seen Kelly-Miller, Carson-Barnes and James-Christy. . . . L. Mitchell White wrote an article about Ringling's Bob Dover for the Mexico (Mo.) Ledger. . . . Raymond Aguilar and his band are booked to play the Sheriff's Rodeo at the National Orange Show in San Bernardino, Calif.

Mills Bros.' Circus has a banner-line truck. Banner panels are painted on the truck side. There are additional panels that pull out at each end of the truck to make the full line. . . . Bride of Charles Ringling, son of the late Robert Ringling, is the former Barbara Hawley. . . . Leonard Farley, of the Hertzberg Collection at San Antonio, gave a talk at the Texas Folklore convention about Mollie Bailey, using material from Serge

T. Urling, who was on the show at the turn of the century.

John and Ruth Strong, of Strong's Circus, entertained CFA members at their home in Thousand Oaks, Calif., on a recent Sunday. Approximately 120 attended, with the Strong's setting up their top and giving a performance. Cotton candy and novelties were distributed to the children. The CFA also visited Jungeland, which practically adjoins the Strong quarters. Daisy Borders, president of the CFA tent, was in attendance with her husband, Gordon. Among the honored guests were Jake Posey and John A. Strong Sr.

A gala buffet and wingding was thrown for the Wirth circus people Saturday night (23) by promoter Whitey Carlson at his Island Garden night club, a wing of his arena. Close to 100 persons attended. The Wallendas operated the bar. A jazz combo and comic were imported. Charley Frank did magic, some of Mickey Sullivan's boys augmented the band, June Madison danced and others also entertained. . . . Joe McMahon, managing the Hagen show, was surprised by a visit from his wife and mother-in-law in Lexington, N. C., coming all the way from Texas. With them was young Michael Patrick McMahon, aged four weeks, and getting his first circus visit.

Bill Woodcock's elephants have been set for the St. Louis Police Circus and the Des Moines Shrine date, the latter in mid-May. They'll then play nine days at a Wichita park late in May and early June. . . . Bob Orth recently caught the Kelly-Miller show at Pomona, Calif. . . . The W. B. Reynolds Tent, CFA, Rockford, Ill., will receive its national charter at a May 14 dinner to be given in the Hotel LaFayette, Rockford. Included among the guests will be Wilson L. Poarch, national CFA president.

Paul Van Pool caught Bailey Bros.' Circus in Muskogee, Okla., and visited with Jean Allen, Harry Hammond, Marie Loter, Jelly Duke, Bum and Glen Henry, Dorchester riding act, Natal, Lou Henderson, Johnny Weldes, and Buckles and Barbara Woodcock. Also visiting was George Penny, of Adams-Sells; Mr. and Mrs. Dick Clemens, and Helen Haven, formerly of Cole Bros. . . . Milt Hinkle is back in DeBarry, Fla., after several weeks in Cuba. Orlando, Fla., paper carried a yarn about him recently. . . . Bob Orth expects to see Kelly-Miller in California. He visited Jake Posey recently and planned to visit Percy Clarke, too. . . . Harold Alzana's angled wire snapped about a half hour after he had used it on a recent performance in New York.

(Continued on page 65)

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Rudy Jacobi, Gil Gray, Henry Kyes and Frank and Anita Roche, please take note.

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OUTSTANDING OPPORTUNITY for capable Snake Show Operator. Must be strong Talker.

CAN PLACE WORKING Men in all departments, Riggers, Seat Men, Prop Men, Cookhouse Help.

WANT FOR PHILADELPHIA date only (nine days, May 22-30) four additional Side Show Attractions, Fat Girl, Midget, Impalement Act, others. Top salary. Contact Bill English, Side Show Manager, per route.

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Clown Acts, Workingmen, Ground Acts, Aerial Acts, Juggling, Family Acts, Acts doing two or more. Bozo Cooper, Tom Huffle, Bud Cantor, Happy Davis, Kenny McConnell, call collect.

Duke of Paducah Circus — Bob Snowden, Mgr.
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Hamid-Morton Draws Capacity In Pittsburgh

PITTSBURGH — Hamid-Morton Circus played to capacity business at the Hunt Armory here April 18-23 under Shrine auspices. The building seats 5,200 and the show played to houses estimated at between 5,000 and 5,200 each afternoon. In addition, the night houses reportedly topped 5,000 each time. An extra show Saturday (23) pulled 4,800 in the morning. A lion in the Evelyn Currie act died here.

Erie Crowds Give Polack Good Score

ERIE, Pa.—Polack Bros. Circus played to big business here three days (21-23). In the 4,000-seat Gannon College Auditorium, Polack had from 3,100 to 3,800 persons in the afternoons and from 3,800 to 3,900 in the evenings. Shrine was the auspices.

Trudy Luvas was reunited here with a son whom she had not seen since she came to this country in 1953. The son, Harry, flew here from Germany.

Earlier, in Little Rock, Polack had afternoons with 1,500 and 4,000 and night houses of 3,500 each. Shrine was the sponsor.

2 Phonemen & 1 Crew

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Hunt's Pier Spends 100G On Addition

WILDWOOD, N. J. — William C. Hunt has added 160 feet to Hunt's Pier so that it juts 560 feet into the ocean. Hunt, who has been in the amusement business in Wildwood 55 years, can't extend his pier any farther without special permission from the Maritime Commission, because it would intrude on navigable waters.

The addition will feature a thrill ride and a three-story replica of a gold mine. Hunt spent over \$100,000 on the addition.

San Antonio Trampolines Open Strong

SAN ANTONIO—From more than 50 trampolines already erected at three centers, San Antonians of every age and description are bouncing to the biggest sports fad since the pogo stick.

Many people are putting them in their yards and motels are adding them to the already established attraction of a swimming pool.

Behind the big movement here is the Olympic Trampoline Company, which recently moved its national headquarters here. Ed Golubin, president of the company, predicted that by mid-May there will be 15 centers in town.

There are three centers already opened in the city with instructors at each of the centers giving lessons to newcomers and reminding them that a league is now being formed to choose a trampoline king and queen this summer.

Mills Scores Ohio Business

TIFFIN, O. — Mills Bros. Circus has been getting strong attendance despite mixed weather. At Barberton (20) the show had two near-full houses under Women's Club auspices, it was reported. Amherst (25) had a three-quarter and near-full combination for the Rotary Club. In Tiffin, the show had the bad weather but the afternoon was near-full and the night was an overflow house.

Norfolk Good For-Cristiani

NORFOLK—Business for Cristiani Bros. Circus here was reported to be big. Sunday (24) afternoon had a full house. The show's prices were up this time to \$1 for kids, \$2 for adults and \$1.50 for reserved seats.

CIRCUS TROUPE

Continued from page 64

Everett Corriell, member of the head-balancing family of that name, is in the VA Hospital, Wichita, where he recently had both legs amputated. . . . Roy Bible's Circus recently opened its season at the El Cerrito (Calif.) Shopping Center with four-a-day. Performance included monkey and dog riding a pony, clown and balloon stunt, pony drill, pick out pony, clown and trick dog, elephant, clown and camera gag, Roy Bible and his lions. Show operated behind a sidewalk there but a blue and white top is on order.

Clowns, Girls Detailed for Ringling Show

NEW YORK — Thirty clowns and 50 women working web and spec are listed on the Ringling circus roster this year. In alphabetical order, they are as follows:

Clowns — Roger Arroyo, Elvin Bale, Charles Burnes, Ernie Burch, John Cooper, Fred Freeman, Jackie Gerlich, Otto Griebing, Walter Guice, Arne Honkala, Lou Jacobs, Robert Johnsen, Paul Long, Morton Kroos, Gene Lewis, Owen McQuade, Dante Marotto, Rafael Menendez, Lauro Morales, Louis Nagy, Joe Nawrath, Henry Nelson, Myron Orton, Val Perreault, Frankie Saluto, Cayetano Segura, Dennis Stevens, Duane Thorpe, Albert White, Paul Wenzel.

Girls — Ana Aguilar, Dawnita Bale, Gloria Bale, Rene Bale, Antionette Bisbini, Francesca Bisbini, Luisa Bisbini, Lea Cohen, Shirley Coombs, Minnie Davis, Evelyn Dedeuss Le Moutier, Magdalena Del Moral, Martha Del Moral, Juana Del Moral, Mary Dos Santos, Doris Drazkowski, Betty Escalante, Jeanne Ferroni, Mimi Figueroa, Ursel Frimberger, Evelyn Fritsch, Lynne Hutton-Williams, Chizuko Inoue, Pat Kirby, Barbara Mullerchen, Eva Nemedi, Irmhild Rimmer, Araceli Rodriguez, Paulette Rosier, Isolde Samter, Antonia Segura, Carmen Segura, Christe Seifert, Marion Seifert, Margaret Smith, Laila St. Leon, Sonia St. Leon, Florence Stephenson, Louis Diana Stephenson, Carol Stey, Yone Summers, Marie Vrboava, Margot Wiedenmann, Masako Yoshikawa, Jane Young.

Harold Lists Bangor Line-Up

BANGOR, Me. — Line-up for the Harold Bros. Circus production here included:

Willow's Collies; Constantines, roly-boly; Ben Dova, contortion; Jimmie Tiebor's Seals; Miss Mara, trapeze; Jungle Jackanaps, chimps; Rhodins, high balancing; Walton and Sina, perch; Beebe's Bears; Tonito, wire; Les Bons, Roman ladders; Koa, African elephant of Eloise Berchtold; Noble Trio, bars; and Cresso, rocket car.

The show was at Bangor Municipal Auditorium for April 22-23. Producer was Harold Voise. Staff included Bernie George, equestrian director; George Voise, superintendent, and Karl Rhode, band.

Clowns were Jack Healey, Larry Benner, Chuckles Facer, Lee Burke and Hal Sayers.

Stadium Readied

MINNEAPOLIS — Several improvements have been made to the Metropolitan Stadium in suburban Bloomington prior to its reopening for the baseball season. The main parking lot has been expanded 200 feet closer to the stadium by knocking out some posts. Box and reserved seats have been painted. Trees are being erected in the outfield to make the view more attractive. Flower boxes have been installed in many spots around the stadium.

Hagen Clicks

LEXINGTON, N. C. — This town gave Hagen Bros. Circus half and three-quarter houses (21). At Salisbury, N. C., the day before there were two near-full houses.

Tom Packs Names Acts For Nashville Stand

ST. LOUIS — Tom Packs' Circus will play its 17th annual Nashville engagement under auspices of the Shrine May 10-14. Previously held at the Sulphur Dell Baseball Park, the show this year moves indoors to the Fairgrounds Coliseum.

Tom Packs and Jack Leontini will be with the show which has William Pruyn as musical director, Dick Ware as announcer and Nick Bengor in charge of riggers and propertymen.

Included in the line-up of acts are Lesa and Jordan, Ray and Yo, juggling; Les Blue and Yvette, unicycle juggling; Haslevs Trio, trampoline-casting; Les Geraldos, aerial; Barbara Morris's sea lions, Miss Dolores's ponies and dogs, Allen Family's bears; Slivers Johnson's comedy car; Los Montons, aerial; Clyde Beatty-Cole Bros. elephants,

worked by Steve Fanning; Gerald's Fly-O-Rama; Victor Julian's canine ballet; Miss Carmencita, wire, Kalmar Trio, equilibrists, Freddie, teeterboard; Torelli's Liberty horses; the Kovacs, acros and tumbling; Rudy Sisters and Rudy, aerial.

Clown alley will have Jimmy Davison, Stephen Mustafa, Max Bertei, Teto Flint, Jim Snell and others.

Most of acts are new for the Nashville area with the Kalmar Trio, recent arrivals from Holland, making their first appearance in an American circus.

Tom Packs' Circus plays one day in Terre Haute, June 25, then its annual six-day date in St. Louis, June 29-July 4, the latter in a 10-ring format.

RUDY BROS.' CIRCUS Has Opening for Experienced CONTRACTING AGENT

Must have thoro knowledge of dealing with top sponsors. Possibility of a permanent connection for right party. Contact:

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Who can sell display advertising in local newspaper. Year-round work. Paid in advance. Excellent opportunity for advertising men. Call

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WANTS AT ONCE
Double Drummer, Horse Trainer, Concession Help and other useful people; drivers preferred. Apply

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CONCERT PEOPLE
with own transportation, wire
Elizabeth, N. J., May 2; Princeton, May 3; Lakewood, May 4; Bridgeton, May 5; Woodbury, May 6; Vineland, May 7.

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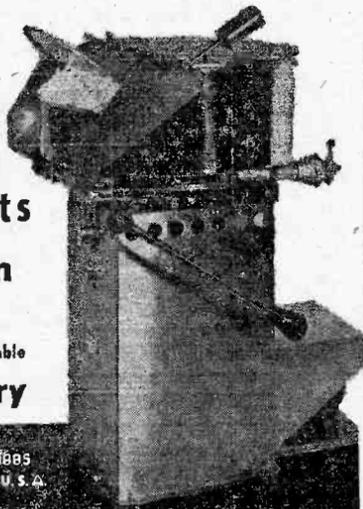
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Cash With Order Price		Double Coupons
Roll or Machine	SPECIAL PRINTED	
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100,000	38.00	
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Edmonton Ex Spends 140G on Fairgrounds

EDMONTON, Alta. — Fairgrounds improvements totaling \$140,000, including a \$40,000 entrance, have been approved by directors of the Edmonton Exhibition Association.

Entrance, in a new location opposite the grandstand, will be a laminated beam arch 50 feet high, with lights and flags. There will be 10 turnstiles.

A new road will be built at the entrance and another new road will enable city buses and taxis to travel into the grounds and stop near the grandstand.

Toilets will be located just inside the new entrance, as will offices for gatemen and transit system supervisors.

The entrance road will be paved and the concession area behind the grandstand will be widened 25 feet and paved.

Calif. Okays State Fair \$\$ Carry-Over

SACRAMENTO — An appropriation of \$7,243,953 for construction at the new site of the California State Fair and Exposition will be carried over for another year as the result of action by Gov. Edmund Brown.

The money was originally appropriated in 1957 and would have reverted to the general fund if the extension had not been granted.

The operating fund for 1959-'60 was left virtually undisturbed except for minor reductions. An increase in revenue, however, is expected as the fair has boosted its adult admission price to \$1.

Governor Brown has signed a bill which authorizes the fair to enter into long-term leases on part of the 1,000 acres designated as the fair site.

The bill makes way for recreational development along the American River. Included are a 300-acre overflow area and a 60-acre section of the proposed grounds.

The action prohibits the fair from entering into more than a one-year lease on the remaining 640 acres.

The section to be leased, which amounts to 360 acres, has been proposed as the site of boat launching ramps, riding trails and athletic facilities, including swimming.

Ken Hofman Plans To Leave Manager Post at Imperial

IMPERIAL, Calif. — Ken Hofman will vacate the post of secretary-manager of the California Mid-Winter Fair, which he has held for two years, on June 30, unless the board of directors rescinds its action.

The board is scheduled to meet May 18. Main issue of the session is expected to be Hofman's employment. He was technically dismissed at a recent session by a vote of five to four.

FAIR-EXHIBITION MANAGEMENT

Quebec City Exhibition Shows \$80,355 Net Profit

QUEBEC CITY, Que. — For the 26th consecutive year the Quebec Provincial Exhibition showed a profit on its year-round operations.

A surplus of \$150,403.45 was recorded for 1959, but Coliseum expenditures exceeded revenue by \$70,048.31, leaving a net gain of \$80,355.14, nearly 10 times the 1958 figure of \$8,466.85.

Total revenue was \$768,579.29 and expenses \$618,175.84. Increase was attributed to more income from the midway, increased paid attendance of 4,500 and a bigger attendance during the summer race meet.

A total of \$41,929.13 was plowed back into the grounds. From the exhibition alone, city and government departments collected \$55,627.72 in amusement taxes and \$16,992.03 in service charges.

Record attendance of 405,944 was attained despite hot and humid weather. Sales of advance, three-for-a-dollar tickets, which has been going on for 13 years, hit a peak of 70,637 out of the 100,000 offered. Auto traffic was down 2,000. The 14 Coliseum performances of "Tourbillon '59" drew 55,045 customers as compared with 60,538 the year previous.

Immediate plant projects include addition of a modern pedestrian gate and two additional entrances to its western parking lot.

In 1961 the exhibition will mark the 50th anniversary of its municipalized administration and special events are planned.

Regina Ex Cancels Out Children's Gratis Show

REGINA, Sask. — Decision to discontinue the free morning grandstand show for children on the first day of the fair has been made by directors of the Regina Exhibition Association.

It has also been decided to up the opening day children's rate for some shows and rides on the midway from 5 to 10 cents.

Plans are to make the first night "family night at the fair," with grandstand prices of \$1 for adults and 25 cents for children. The complete grandstand show will be presented and bicycles and other awards will be made.

Only a small portion of the grandstand will be reserved on opening night. In the past, children of public school age have been admitted to the Monday night grandstand show for 5 cents. With the majority of the seats reserved, adults have paid more for the opening performance than they will this year.

Feeling of the directors is that discontinuance of the morning show will be welcomed by parents.

The popular free event has drawn an average of 15,000 youngsters and caused jam-ups at the main gates and grandstand gates. Parents who have accompanied children have been critical of the situation. Parents have also felt that the early show made the day too long, particularly for the smaller children.

The change is expected to bring children to the grounds later in the day, making it possible for them to attend the evening show with their parents.

The Children's Day downtown parade will continue. Higher operating costs and "the fact that the 5-cent piece no longer has the buying power of old" were given as reasons for the increased children's rate on the midway. The decision was made at the request of the carnival management, the directors said.

The Regina fair is the last on the Western Canadian Class A circuit to approve an increase. The 10-cent rate has applied in other cities for several years.

At the gate, children under 12 will continue to be admitted free all week.

Mich. State Names Chairman

DETROIT — Eldon C. Rosegart was elected chairman of the Michigan State Fair Commission at the April meeting. Rosegart is director of music at Northern High School in Pontiac. Mrs. Helen Berthelot of Detroit was re-elected vice-chairman.

The commission approved a number of contracts for space allocations, particularly for the basic fair services.

A definite commitment for Pat Boone to headline the show in the Coliseum for the first weekend, September 2-5, has been made by wire, although contract has not been signed, General Manager Donald L. Swanson said. The management is negotiating for Dick Clark as well as a number of other top acts as alternatives for the second weekend headliner. Definite commitment on Clark is being held up by the pending Washington hearings, so that no ultimate decision may be made for some weeks.

CLEBURNE, Tex. — The City of Cleburne has purchased the Johnson County Fairgrounds from the Chamber of Commerce and the North Central Texas Fair and Rodeo Association for \$24,675.65.

"The city will generally use the fairgrounds as a public workshop and a civic center," City Manager Pete Styner said. There are no other immediate plans.

The fairgrounds, located on 22 acres, has an agricultural building, dairy barn, rodeo arena and poultry building on the property. The Chamber of Commerce was the parent owner of the fairgrounds with the fair and rodeo association as a subdivision.

A committee composed of Lambard Reid, Roy Anderson, Orland Eash and Rober Rigby represented the Chamber in offering the property to the council. All were officers of the defunct fair and rodeo association. The figure, \$24,675.65 is the total indebtedness against the fairgrounds.

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ROLLER RUMBLINGS

By AL SCHNEIDER

IN THE LEAD article of the April issue of Rinkside, official organ of the Roller Skating Foundation of America, it was indicated that a decision as to the feasibility of staging a televised international skating competition direct from New York's Madison Square Garden, as a stimulant to the roller skating business, depended on whether operators believe such a show would (1) stimulate the box office, (2) put roller skating in the national spotlight and (3) eventually pave the way for coast-to-coast TV exposure of roller skating. That such a show would go a long way toward achieving the RSFA's three-point goal there can be little doubt. That conclusion was strongly underscored in this column of April 25 in which the business-pulling power of TV exposure was illustrated by the experience of Lou and Charles Myers, operators of Cincinnati's Price Hill Roller Rink. Briefly, the Cincinnati skating show, telecast last December as part of a local charitable Christmas benefit for underprivileged children, produced an astonishing increase in business for the Cincinnati rink. According to rink officials, the TV show, which incidentally was sponsored by the local Pepsi-Cola bottling firm, transformed a season that had been running slightly in arrears of figures for the preceding year into one that will probably rank with the best in the rink's history. There

was a noticeable pickup in business following the show, officials reported, with total gross to date showing a gain of about \$2,000 over receipts for the corresponding period of 1959, a banner year.

There is little with which to find fault in the RSFA proposal. The only possible objection seen in the proposal is that the RSFA seems bent on staging an international competition. Such a presentation, it is believed, would be unnecessary, expensive and lacking in the appeal of a revue. Before making a definite decision in favor of a competition the RSFA should weigh carefully the tremendous public acceptance which has been achieved by professional ice revues. More acceptable to TV viewers, it is believed, would be a well-rout-

ined revue-type presentation similar to the one staged in Cincinnati. Then, too, it is possible that a national sponsor might be more apt to "buy" a revue, perhaps even three or four times a year if the initial showing is successful. TV networks have been plagued by the lack of imagination evidenced in programming in recent years. They are looking for fresh "material," and a tightly knit and elaborately staged roller revue could well be an irresistible bait. Last winter's Cincinnati show, while only a half-hour segment, offered excellent skating, was well routined and came off as a delightful interlude in local programming that was surfeited with westerns, who-done-its and other equally palling programs.

The 20th annual America on Wheels Eastern regional championships closed April 23 with the Levittown (N. Y.) Arena club emerging as champion. The competition, staged annually at Twin City Arena, Elizabeth, N. J., drew more than 400 competitors representing AOW rinks in Virginia, Washington, Maryland, Pennsylvania, New Jersey and New York. Twin City, which has won the title seven times, finished in a tie for second place this year with Boulevard Arena, Bayonne, N. J. Others, in the order of their finish, were Hackensack (N. J.) Arena, third; Mount Vernon (N. Y.) Arena; Capitol Arena, Trenton, N. J.; Alexandria (Va.) Arena and Bladensburg (Md.) Arena. There were competitions in speed, free-style and dance skating, with divisions from tiny tots to seniors. Following the contests trophy awards were made at a dinner dance staged at a nearby hotel.

Frontier Days Show Announcing Theme

SAN JOSE, Calif.—Plans to construct "Frontier Village," a proposed \$2,000,000 amusement area here, are expected to be exposed to 500,000 people during May when "Frontier Days" is presented in the Valley Fair shopping center, William A. Meyer, recently named general manager of the "Village," said.

"Frontier Days" will feature Frank Dean with gun-whip-rope tricks, Chief Red Feather, and a Western band. There will also be displays of Indian cooking equipment, baskets and other items as well as 1,800 children's toys in a museum.

During the week that "Frontier Days" are featured, there will be a covered wagon shown and free stagecoach rides for the children. Meyer said that consideration is being given to touring the attraction in California.

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Universally accepted and standardized track specifications, kart specifications, and driver qualifications.

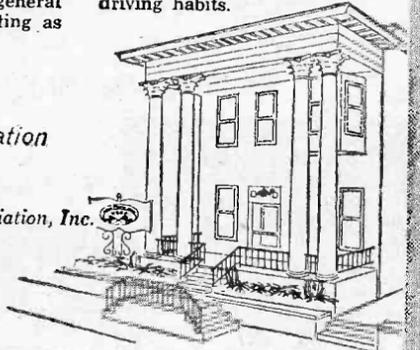
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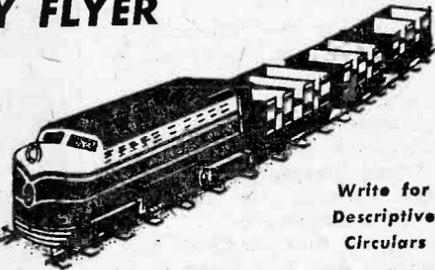
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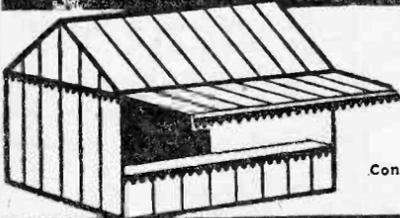


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THE FINAL CURTAIN

BABBS—Delbert, 82, father of Bob and Speedy Babbs, motordrome riders, April 28 in Ontario, Calif., after a year's illness.

BECKWORTH—John, showman, recently near Bamberg, S. C., in a truck accident.

BROWN—George May (Buffalo), 39, who worked with Harvey and Jewel Moore on the Moore Shows, April 17 in Permian General Hospital, Andrew, Tex., following surgery the previous day. Burial in the Andrews Cemetery.

In Fond Memory of

J. L. (JOE)

FRANK

PEE WEE KING

HICKEY—Mayme, sister of ice show press agent Robert Hickey, at Detroit recently. She formerly was a buyer for Marshall Field & Company in Chicago. Also surviving is another brother, Jack.

LANGHART—Leslie C., 69, former lithographer for the Ringling-Barnum, Cole Bros. and Arthur Bros. circuses, recently at his home in Louisville. Survived by his widow, Ida Belle; a stepson, Louis Exley, and a sister, Mrs. Irma Reitz. Burial in Eastern Cemetery, Louisville.

LEFEVRE—Martha, 83, mother of Sen. King Reid Lefevre, of Manchester, Vt., owner of the King Reid Shows, recently in Dorset, Vt., after a long illness. She was the widow of Edwin Lefevre, author and former ambassador to Spain, France and Italy, and was noted for her philanthropies. Also surviving is another son, Edwin. Burial April 29 in Dorset.

"REMEMBERING"

FRED K. LEONARD

Died May 2, 1959

BETTE

MAGEL—Mrs. Louise E., 62, wife of Leo H. Magel and for 40 years a concessionaire and equipment demonstrator for a Minneapolis firm, April 22 in that city. Besides her husband, she is survived by two daughters, Mrs. Robert L. Flanders and Mrs. Charles Waknitz; a son, Lawrence; her mother, Mrs. Amelia Hintz, and a brother, Theodore Hintz, all of Minneapolis, and a sister, Mrs. Fred Rose, St. Paul. Services April 26 with burial in Sunset Memorial Park, Minneapolis.

MARKLE—Ray P., circus fan and formerly affiliated with the W. R. Markle showboat, April 21 in Steubenville, O. Survived by three sisters and a brother. Burial April 26 in Steubenville's Union Cemetery.

PALMER—Carl S., 73, president of the Saskatoon (Sask.) Exhibition in 1946 and director in charge of the fair's women's exhibits for many years, April 21 in Saskatoon. Survived by his widow, daughter, brother and two sisters.

STARK—Mrs. Mickey, wife of the owner of Gold Bond Shows, April 25 in Mount Sterling, Ill. (Details elsewhere.)

BIRTHS

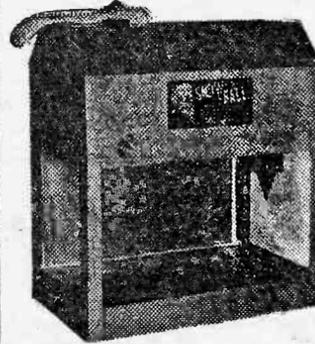
JENSEN— A son, April 26 to Mr. and Mrs. Butch Jensen in St. Charles Hospital, Aurora, Ill. Mother is the daughter of Mr. and Mrs. Harold Thiess, owners of Thiess United Shows.

SCRUGGS— A son, William Albert, April 18 in Birmingham, Ala., to Mr. and Mrs. Troy Scruggs, members of the Heth Shows.

SWANSON— a daughter, Rebecca Jane, to Mr. and Mrs. Donald L. Swanson April 15 in Detroit. Father is general manager of the Michigan State Fair.

SNOW BALL

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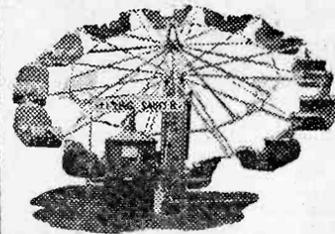
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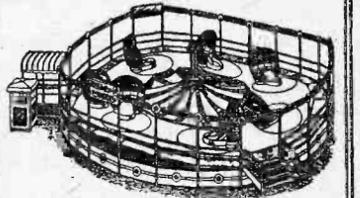
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Burkhart, Carl: *G. W. Cain; Hoxie, Ark.; Carrollton, Ill., 9-14.
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Georgia Am. Co.: *Horace Williams; Cornelia, Ga.; Commerce 9-14.
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Gold Medal, No. 2: *Jerry Wallace; Harlan, Ky.
Golden Gate: *A. R. Sistrunk; Fremont, Calif.; Oroville 8-14; Lodi 15-21.
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Great Western: Coalinga, Calif.
Greater Kastl: *G. Pelan; Grants, N. M., 3-8.
Hale's Shows of Tomorrow: Kansas City, Mo., 2-17.
Hammontree's Ride & Circus Bazaar: (Dodds Ave. & 40th St.) Chattanooga, Tenn.
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Smiley's Ams.: *J. R. Fasolas; Bassett, Va.; Stanley 8-14.
Steele's Ams.: Ladd, Ill., 19-22; Valparaiso, Ind., 24-30.
Strates, James E.: Wilmington, Del., 2-14; So. Plainfield, N. J., 16-21.
Sugar State: *Ted Dion; (Fair) Raceland, La.
Sunset Am. Co.: *Daniel Dunning; Chillicothe, Mo.; Lexington 9-14.
Sutton's Pacific Coast: Glendora, Calif., 2-8; Monrovia 9-14.
Thomas, Art B.: Grand Island, Neb., 9-14.
(Continued on page 74)

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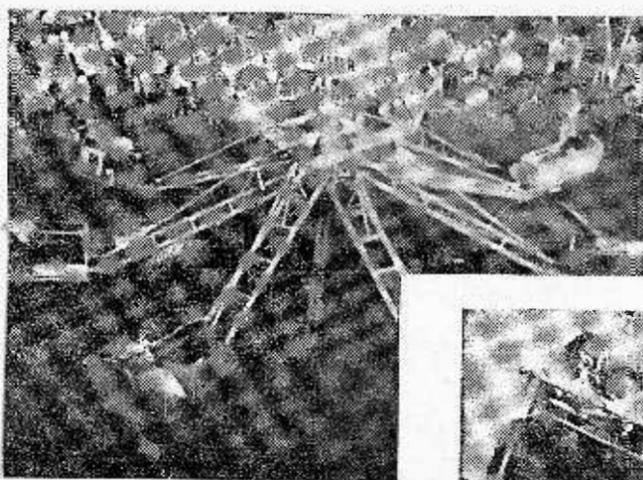
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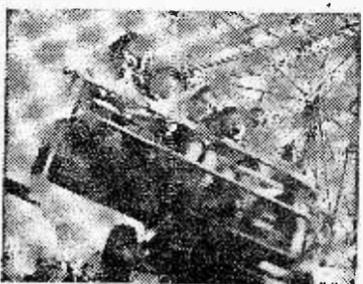
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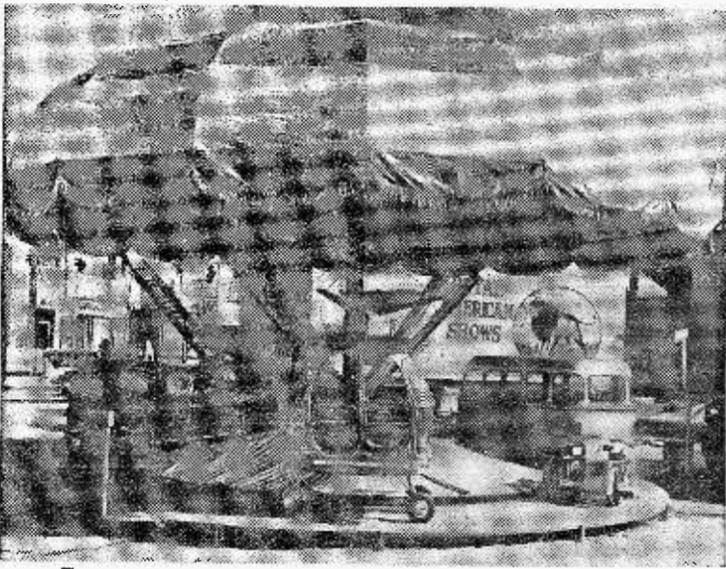
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Due to demand we have doubled our production rate and can now accept and fill orders for delivery of a limited number of rides in May and June, 1960. Rides are sold complete, and when requested are delivered, set up and tested, ready to operate. Terms to responsible buyers. See these rides in operation, or send your mechanical superintendent. Space required, 50' circle. Electrical 40 hp.

You are cordially invited to see the Flying Coaster under construction at our plant.
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CARNIVAL CONFAB

JOHN T. HUTCHENS, of Modern Museum fame and one of the deans of the back-end, came in for quite a feature story in his home town newspaper, the Cassville (Mo.) Republican. The story, complete with two-column pic of Hutchens, was headlined: "Cassville Man Starts 60th Year in Show Business," and traced his career since he first sold lemonade and sandwiches at the Cassville Old Settlers and Soldiers' Reunion in Cassville. He later was in the band with the Dan Rice Circus and entered the concession end with the J. J. Barnes Shows in 1904. Hutchens also played drums and piano at the first motion picture house in Joplin, Mo., and toured his own tent show and minstrel unit in the Ozarks. In 1914 Hutchens toured late fairs in Missouri, Kansas and Iowa with concessions. During World War I he worked at a government installation near Newport News, Va. During the off season he has operated a barber shop and worked in the mines around Joplin and in Kansas. Hutchens' Side Show is currently with the Heart of America Shows.

Pall bearers at the funeral of the late Mrs. Floyd E. Gooding were Arthur Hanna, Arthur Smashal, Ned Skinner, Robert Cashner, C. W. (Chick) Franklin and George Wolf. Honorary bearers included Hal Eifort, Charles Clymer, William J. Goutermont, John Enright, Roy Ruffle, Bert Miner, Leo Yassenoff, Clarence Harnden, Charles O'Brien, James Wolfe, George Bouic and Milton Yassenoff. . . . Al Kaufman, veteran concessionaire, left Chicago last week en route to join J. P. (Jimmy) Sullivan's World Finest Shows for the Canadian tour. . . . Noah Kennedy postals that he's readying his rides and will have them on the Raines Amusement Company this year where he'll also handle the electrician chores. Kennedy and Mrs. Kennedy operate a pony ranch near Talihina, Okla., and on Easter hosted the local Cub Scouts and Cubmaster Burl Milom at an egg hunt.

★ ★ ★

Mr. and Mrs. Harry Hennies and their two daughters are back in Miami after abandoning plans for a long cruise aboard their yacht. Hennies is framing an animal show with two Lorow brothers. . . . Eugene Love, veteran eat and drink concessionaire, had a total of 28 footlong joints at the San Antonio celebration.

Charlie Byrnes

Leona Lee and her brother, Jim, have joined the Monroe backender in Jacksonville, Fla. Also joining there were Linda Lovely and Sheba Peren. . . . Pat Schilly, formerly of World of Mirth Shows, will not be on the road this year. He is in Veterans' Hospital, East Orange, N. J., and will be a patient there for the remainder of the year. . . . Francene Lee, annex attraction, is playing New York niteries. She would like to hear from friends who may address her as Minnie Meyers, 287 Park Avenue, Weekawken.

Mickey McGuire, the showmen's friend, is back at Jim Bradley's Country Tavern in Philadelphia. He spent time with the Jack Essners and others while in Miami. . . . Visitors to the Washington, D. C., show lot included Dixie Malanga, Natie Cutler, Art Lewis, Bernie Renn and Ben Hoff. Ben Herman was on hand for the Vivona set-up in South Philadelphia. . . . Bull Smith, veteran watchman and front gate man with Amusements of America, died Monday (25) in Sumter, S. C., where he had retired. His real name was Marinos Vassleos. He was 65 years old and a former wrestler. Also on A. of A., wheel foreman Red Horton had both arms badly burned in Colonial Heights, Md., while washing parts. He stayed behind in St. Mary's Hospital and would appreciate hearing from friends. . . . Aggie Ross entertained a number of friends Sunday (24) in honor of son Gary Michael's first communion. It rained all day, but a sizable group attended to pay respects and share the ample food and drink provided. Attending were Hilda Roman, Florence Badanes, Mickey Hawkins, Mrs. John Campi and son, Mr. and Mrs. Lew Lange, Mr. and Mrs.

★ ★ ★

FLASHBACKS: 10 Years Ago—B & B Alaska Shows, a unit of Bob Schoonover's California Shows, announced it would embark on a 5,000-mile tour to Alaska. Most of the personnel were to go up the Alcan Highway by truck or car with a few to fly. Booked was a 30-day stand at Anchorage. . . . Orville Crafts successfully obtained the midway contract at the California State Fair with a bid of .11856 cents per capita. . . . Staff of the James H. Drew Shows at its Ashland, Ky., bow included Frank Griffith, assistant manager; Mrs. James (Eula) Drew, secretary-treasurer; Ben Dover, superintendent; Howard Jones, electrician, and Thomas Niswander, mailman and agent for The Billboard.

Levitt Joins Royal West As Gen. Agent

SANTA PAULA, Calif.—Edward (Ted) Levitt, veteran general agent, joined the new Royal West Shows here April 21 as general representative, Harley Larsen, the show's owner-manager, said. Prior to joining Royal West, Levitt was with Golden Gate Shows for three years. He left GGS after the route for 1960 was completed.

Levitt's father was the late Victor D. Levitt, who for years steered Levitt, Brown & Huggins, Pacific States, Kline, and Northwest, all railroad shows in the Pacific Northwest.

Levitt's wife, Marie, expects to join the show when it moves into Northern California. She is now at their home in Santa Clara.

The show debuted here April 20 for five days. A Ferris Wheel was installed late after the truck and trailer carrying it were demolished in a spill near Buelton. The other four major and three kid rides were up on time.

Visitors to the show included Harry Martin, Sol Grant, Al (Red) Cohn, Harry Lewis, Tex Scarborough, Hollis Ritter, William Marcus, Steve Freedman, Jack Cantrell, Morry Levy and Frank and Charlene Larsen.

Congratulatory wires were received from Al Rodin; Earl Leonard, president of Show Folks of America; Pacific Coast Showmen's Association, Max and Julia Freeman, Charles Camp; Bill, Anne and Billy Coles, R. C. Fischer Company; M. H. Ellison for Regular Associated Troupers, and Bernie Mendelson, of O. Henry Tent & Awning.

Jack Levine, Mr. and Mrs. George Abble, Mr. and Mrs. Ben Cohen, Mr. and Mrs. Marty Weiss and son, Mr. and Mrs. Hymie Jacobson and daughters, Mr. and Mrs. Joe Samara, Mrs. John Miller and children, Mrs. Abe Prell and children, Bessie Wernkoff, Mr. and Mrs. McDade, Mr. and Mrs. Bill Alsfelt, Mr. and Mrs. Joseph Rizzi, Eva Daniels and Ruth Schreiber.

Plenty of activity en route from Colonial Heights, Md., to Philadelphia: J. R. Howard had a paint can spill in his truck and left a trail of red all the way from Wilmington to Philly. Cops stopped him and asked, "Where's the body?" . . . Morris Friedenheim got halted at the Baltimore tunnel and had to send his bottled gas tanks the long way around the city. . . . Patty Finerty's improving in Florida but probably won't make the road this season. He's at 7831 N.E. Miami Court. . . . It was mistakenly printed that Danny Dell is with the Buck show. It should have read Danny Dorso, of course. Dell was most recently in the Cincinnati area. . . . Lynn and Matty Aquilino have retitled their operation in New York. Now it's Regale Amusements.

The Izzy Cettin wedding was March 27 at a private temple ceremony in Richmond, Va. He and his bride, the former Emma Saltzman, of Philadelphia, presided over a dinner later at the Petersburg (Va.) Hotel. . . . Phil Cook beams over his insurance triumphs, but is lucky to be alive to do so, for his new car was demolished recently. Phil and brother Sol Cook escaped with superficial injuries. . . . Buster Westbrook spends nearly as much time on the golf links as on the Penn Premier lot. . . . Hijinks on the Strates lot had Jimmy Strates and Tommy Nemia motorcycling down the midway after closing. . . . Omar, W. Va., was so-so for Thomas Joyland, but Williamson was terrific. Morris Lipsky did a good job there, it's reported.

Irwin Kirby

John Francis, veteran outdoor showman and former owner of the show bearing his name, has re-

(Continued on page 74)

Strates' Massive Array Impresses In Northern Debut

Wash. Date Yields Higher Revenues; Son at Helm of Fair-Ready Midway

By IRWIN KIRBY

WASHINGTON — First Northern date for the James E. Strates Shows pulled an overwhelming number of customers to an already established occasion. Starting Thursday (21) the 10-day spot got off to a strong start, building to a peak on Saturday, when seven people were required to dispense front - gate tickets. Four booths were used, plus three roving ticket sellers out in the crowd. While customers were numerous there was also a large flow of outdoor-show people, many of them interested in observing the big railroader under management of E. J. (Jimmy) Strates, son of the founder. Carnival and fair delegations were drawn to the show lot at Benning Road and Oklahoma Avenue.

What they saw was a mammoth fairgrounds layout. Thirty-two rides were in the air, including 19 majors, plus 14 back-end units, 30-odd concession stands and the eight light towers. Five additional towers, built in 1959 for the Great Allentown (Pa.) Fair, are on the train and fair dates will see the entire 13 erected wherever room permits, altho the spread is already bathed in bright light.

The show was seeking its first rain-free week of the season. Saturday (23) temperature hit 96 degrees, and it was a scorching 90-plus the next day also, when heavy attendance continued. Grosses, supported by the massive display of equipment, edged over

the previous record every day as the engagement progressed.

Units Added, Rebuilt

Strates reiterated his intention to come north with a show geared for fairs. To this end the Tilt-a-Whirl, Octopus, Caterpillar and No. 1 Merry-Go-Round were thoroughly rebuilt in Orlando, Fla., quarters. A group of impressive back-end units are being toured with Strates by the Zacchini family. Ben Schiff's Tower Slide is also touring, decorated with strings of Christmas tree lights and eight revolving beaconlights, a pair on each upper corner.

Line-up here consisted of four Ferris Wheels, Helicopter, Round-up, Tower Slide, Scrambler, Roller Coaster, Wild Mouse, Roll-o-Plane, Double Octopus, Tilt-a-Whirl, Merry-Go-Round, Rocket, Flying Coaster, Twister, Skooter,

(Continued on page 74)

Olson Skeds June 17 Bow

CHICAGO — Paul Olson, co-owner and manager of Olson Shows, announced here that the show would make its season's bow June 17 at its Hot Springs winter base.

Olson was here for a day on business and then headed back to his Riviera Beach, Fla., home. He plans to be in winter quarters about May 5 to supervise make-ready for the season.

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JAMES H. DREW SHOWS

Cleanest
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Two-State Spring Festival, Bristol, Va., May 9 to 14; American Legion Festival, Marion, Va., May 16 to 21. With long and complete circuit of first-class fairs starting in June and ending at Augusta, Ga., in November.

CONCESSIONS

Have openings for all types of Merchandise. Hanky Panks and Out-right Sale Stands.

SHOWS

Have openings for family-type Grind and Bally Shows of all kinds. Wire what you have.

HELP

Can place experienced Help and Working Men in all departments. Must have license and able to handle tractor-trailer units. Note: All equipment here finest in the business.

Wanted to hear from High Dive Act for 4th of July Celebration.

All address this week, wire c/o Western Union, JAMES H. DREW SHOWS, Knoxville, Tenn.

RAS Leaves Tampa For Memphis Opener

TAMPA — Royal American Shows was scheduled to leave its winter base here Monday (2) to launch its season at the annual Memphis Cotton Carnival, long the kick-off stand for the big show.

The first section of the 80-car

train was to leave here at noon with the second to follow shortly thereafter. Arrival in Memphis was scheduled for late Tuesday or early Wednesday. Show will be set up on Friday and opens Saturday for its eight-day run.

The show leaves here with much new equipment, not the least being 18 new all-steel wagons. Two toilet wagons are also new. A new International truck, one new International carryall and a new Chevrolet truck have been added to the fleet.

Two new rides, a Flying Coaster and a Paratrooper are in the line-up and a wagon equipped with hydraulic lifts, was built for each of the devices. Also built by the large crew that has been working at quarters since the Florida State Fair, are new fronts for the Girl Show and the Western back-end unit that is called "Blazing Six Gun."

Crafts 20 Big Opens Tour at Orange Show

NORTH HOLLYWOOD, Calif. — Crafts 20 Big Shows rolled out of the barn here Monday (25) for San Bernardino where it combined with Crafts Exposition Shows to play the 11-day National Orange Show.

The combination of the two shows gave the Crafts organization a complement of 60 rides in two midways. Altho kid rides were featured on one midway, there were some adult attractions there. Show has 35 majors and 25 kid rides. In addition to the rides there are approximately 100 concessions and 10 shows.

Crafts Exposition, managed by Roger Warren, moved into San Bernardino after closing at the Community Fair in Blythe Sunday (24). Larry Ferris is in charge of the 20 Big Show unit as well as the Kiddieland midway at the Orange Show.

Early Dates OK for Cory

MANHATTAN, Kan. — Ted Cory's Heart of America Shows has been doing fair business this season despite unfavorable weather, according to the show's Jack Wilson.

New on the midway this year are a major ride, kiddie ride and diesel lighting. Personnel is virtually unchanged and includes Dorothy Cory, office; Blackie Schofield, legal adjuster; John Sestic, electrician; Elmer Makinen, ride foreman, and his son, Cassidy, front gate, and Jack Wilson, mail and The Billboard agent.

Concessionaires include Curly 3; Roy Jones; Pat Patterson, 14; Whitey Snyder, 3; Luke Bolenbarker, 4; William G. Catlett; Wando Evans, Charles Eoff and Sam Marlow. In the back-end are J. T. Hutchens, Side Show; Frenchie Boullieux, girl show; a geek show; Hooper Cassidy, Funland, and Vic Hamid, "Stella" show.

THOMAS JOYLAND SHOWS

CAN PLACE AT ONCE

RIDE HELP

Experienced Ride Men, Foremen and Second Men who drive. Wives sell Tickets. Good salaries, Bonus at season's end.

SHOWS

Place Grind Shows not conflicting. Also want Penny Arcade.

CONCESSIONS

Will Book legitimate Concessions. Want Hanky Pank Agents, also Bingo Counter-men.

SIDE SHOW ACTS

Place Acts of all kinds, especially want Tattoo Artist, Bally Girls and Married Couples.

RIDES

Place Live Pony Ride.

Frank Hurt, please contact at once. Address

L. I. THOMAS, Mgr.
Welch, West Virginia,
this week.

A. C. HILL'S CAVALCADE OF AMUSEMENTS

Grand Opening, May 2-7, Heart of Downtown Gadsden, Ala., Super Market Lot, Followed by Fort Payne, Ala., Followed by Six More Downtown Locations on Super Market Lots. These lots are definitely right downtown.

New car given away every Saturday night for next six weeks
50,000 tickets on new car given to schools each week.

WANT RIDES: Two nice Kiddie Rides, Scrambler, Octopus, Coaster, Paratrooper, Round-Up (Mr. Cooper, contact), Fun House, Glass House or any ride not conflicting.

CONCESSIONS: Jewelry, Novelties, Photos, only one of a kind on show, small Grab or any Hanky Pank not conflicting.

HELP: Electrician to handle Diesels. Jimmie Fisher, call. Want Tilt Foreman and Second Men for completely rebuilt Tilt, also Help for all rides.

Bill Stevens wants Agents for Concessions. All those with me before, contact. Attention, Fair Secretaries! No fair too large or too small for us. We have a few open dates. Please contact. All rides like brand new. Photos on request. A. C. Hill, Gadsden, Alabama. Phone in office. Liberty 3-3581.

C. C. (SPECK) GROSCURTH PRESENTS BLUE GRASS SHOWS

OFFICIAL 1960 OPENING—Owensboro, Ky., Thursday, June 9. 10 Big Days and Nights. Followed by Two Well-Promoted Still Dates in Large Industrial Cities. Keokuk, Ia., Fourth of July Week Long Street Celebration, Followed by a Continuous Route of Bona Fide Fairs Until November.

CONCESSIONS: Photo, Short Range, Derby, Basketball, Hi-Striker, Custard, Ice Cream on Stick, Age and Scale—on exclusive basis. Hanky Panks, Prize-Every-Time Games of all kinds—positively no flat joints.

SHOWS: Can place Motordrome or any good non-conflicting Bally or Grind Show that caters to family trade; liberal percentage. **RIDE HELP:** For twenty-four rides — Foremen and Second Men for twelve-car Scooter, dual #5 Wheels, Help for Kiddieland. All must be licensed semi drivers. Top salary and bonuses. Winter's work for all those who qualify. All wires and mail to C. C. GROSCURTH, General Manager, 7 Treasure Drive, Tampa 9, Fla., until May 11; then all correspondence to Box 478, Owensboro, Ky.

HUNT AMUSEMENT CO. NOW BOOKING CONCESSIONS

STARTING MAY 9 TO 21 AT BROADVIEW SHOPPING CENTER, ATLANTA, GA., THEN OTHER SHOPPING CENTERS IN AND AROUND ATLANTA

Can use Games of Skill of all kinds and Fish Pond, Glass and Pottery Pitches. Can use Ride Help in all departments. Especially need Spitfire Foreman and Octopus Foreman, also Man for Kiddie Rides.

ATTENTION, FAIRS AND COMMITTEEMEN

We still have two open dates. Contact us for your summer or fall events. Write RALPH HUNT, General Delivery, Lenox Station, Atlanta 26, Georgia. Moreland Shopping Plaza, Atlanta, Ga., thru May 7; then Broadview Shopping Plaza, Atlanta, Ga., from May 9 thru 21.

NOTICE! Bobby Giffin, Lakin Brothers and Re no, get in touch with me.

GIRLS WANTED

For Girl Show. \$75 a week for still dates. Also need Canvasman who can drive. Call or wire

ROLAND PORTER

Richford Hotel Buffalo, N. Y.

TURNER SCOTT WANTS

Good, sober, all-round Ride Man. If married can use wife on tickets. Here through Labor Day. Orlando, Fla., all winter. Address: 140 S. Ocean Ave., Daytona Beach, Fla. Phone: CL 3-0079 No Collects.

WANTED

Carnival with Rides and Concessions to play the Osborne County Fair. August 15 to 19, 1960. Good crowds, good facilities. Contact JOHN S. CAMPBELL Portis, Kansas Osborne, Kansas Phone: 3811

CARL BURKHART SHOWS

WANT Hanky Panks, High Striker, Scale, Candy, Snow and Apples. Can use 2 or 3 nice Kiddie Rides. None on the show. WANT WHEEL FOREMAN AT ONCE. All people joining now will have preference in Aurora, Waukegan, Westmont and all spots up in Northern Illinois. Hoxie, Ark., this week; Carrollton, Ill., next week.

GARDEN STATE SHOWS

OPENING MAY 21-28 INC. SUNDAY, MAY 22, McADOO, PA., STREET CARNIVAL UNDER V. F. W., WITH THE ANNUAL MEMORIAL WEEK CELEBRATION, TAYLOR, PA., MAY 30 TO JUNE 4.

WANT French Fries, Waffles, Short and Long Range, Milk Bottles, Coke and Glass Pitches, Cork Gallery, Slum Stores, or what have you? WANT Bingo for McAdoo and week of June 6-11. Can place Second Men on Wheel, Jinny and Chairplane. Must drive semi. All contact: R. H. MINER, 161 Chamber St., Phillipsburg, N. J., until May 15.

WANT TRAINMASTER

For 15-car show. Good working conditions. Best climate. Would like to hear from JOHNNY BROOKS and OTIS LESLIE. Also openings for two capable Ride Foremen.

RALPH G. LOCKETT

HOTEL FLAMINGO SANTA ROSA, CALIFORNIA

NORTH FORT WORTH PIONEER CELEBRATION

MAY 16 TO 22—ON THE STREETS

Will book all Pitches, Diggers, Eats and Drinks, Popcorn, etc. Also Bingo, Scales, Age, Photos, Games with Hankys. Big date for Girl Revue. Want major Rides not conflicting. Want Fun House and Shows for streets. FOR SALE—Popcorn Trailer. Address: C. A. GOREE, 2420 Roosevelt St. (Phone: MA 6-0412), Ft. Worth, Texas.

BEE'S OLD RELIABLE SHOWS, INC.

Want to join at once, Foreman for Roll-O-Plane and Second Men on all rides. CONCESSIONS: Bingo, Long Range, Short Range, Scales and all Hanky Panks. Want Six Cats, Count Store and Peek Store Agents, also Man to up and down joints. Want Hanky Pank Agents. SHOWS: Any Grind Show with own equipment. Contact

RAYMOND C. HULS, Richmond, Ky., this week

AGENTS WANTED

Same operation as previous years on HAPPYLAND SHOWS. Opening near Detroit about middle of May. Reply at once by letter.

Mrs. Paul D. Sprague

3426 Iroquois Ave. Detroit 14, Mich.

AGENTS WANTED

Pin Store, Count Store and Buckets. Also Roughies.

CHUCK DUMA

Delaware Hotel Muncie, Ind.

FOR SALE

Long Range Shooting Gallery. Mounted on 28 ft. Fruehauf drop frame semi with '55 Chev. Tractor. 13 ft. opening, 16 ft. front, stainless steel panels. Nicely furnished and equipped living quarters. Guns and equipment in good order. \$4,000. No deals. Booked on O. C. Buck Shows. FRANK VOGT, as per route.

MARKS SHOWS

Opening Portsmouth, Va., April 6 (2 weekends), followed by two different locations in Baltimore, Md.: week May 16—Eastern Ave. and Quinton; week May 23, Herrin Run Park Circus Grounds on Route 40.

CAN PLACE

Legitimate Concessions of all kinds except eats and drinks. Any family-type show of merit, with or without equipment. Scrambler or Dark Ride, or any other novel ride not conflicting. Ride Help on all rides. Foreman for Tilt and Scooter. Top salaries if you can qualify. Man to handle search lights and towers. Address all replies Portsmouth, Va.

CORRECTION!

IMPERIAL SHOWS

Ad on Page 171 of the April 25 issue contained incorrect dates for stand at Alton, Ill.

CORRECT DATES

for this engagement are May 31-June 4.

SUTTON PACIFIC COAST SHOWS

Can place help in following departments:

Want Truck Mechanic with own tools. Good salary. Short jumps. Long season. Want Assistant Electrician. One with deisel experience preferred. Can also place Foreman and Second Men on Rock-o-Plane, Dark Ride, Tilt and Octopus. Write or wire PETE SUTTON, Sutton's Pacific Coast Shows as per route or 13309 E. Garvey Blvd., Baldwin Park, Calif.

BELL-FORM SHOWS

WANT WANT WANT

Opening Bristol, Conn., April 29 to May 7
Then Plainville, Conn., May 9 to 14.

CONCESSIONS: Long & Short Range Galleries, Photos, Custard, Sales Jewelry and Hanky Panks not conflicting. (No flats.)

HELP: Wheel & Tilt Men. William (Blackie) Kelaita wants Agents and Gunners for Frames, Swingers and Hanky Panks. (Davey Conedera, received your card, come on.)

Call: Bristol, Conn. LUdlow 3-3666, 9 A.M. to 3 P.M.

WILSON FAMOUS SHOWS

OPENING IN CANTON, ILL., SATURDAY, MAY 14TH, TWO SATURDAYS

Can place a few more Concessions: Scales, Dish Pitch, Cork Gallery, Roman Target, Long and Short Galleries or most any legitimate Concession.

Can place any family-type Shows with own equipment. Wanted at once: FIRST AND SECOND MEN ON ALL MAJOR RIDES. All Help must have license to drive and be able to handle semi trailers. No Gypsies, Drunks or Chasers.

We carry twelve Rides, all office-owned. We are booked solidly up until October, All here in Illinois, which is a proven route. All replies until May 12, RAY WILSON, Astoria, Ill.

ROHR'S MODERN MIDWAY

CONCESSIONS: Want Long and Short Range, Photos, Basketball, Hanky Panks only. Due to disappointment will book Bingo for season.

SHOWS: Can use another family-type Show.

HELP: Can place experienced Ride Men who have chauffeur's licenses.

Address:

D. J. ROHR, MGR.

Chillicothe, Ill., April 29 thru May 8; then per route. ALABAMA AND HEAVY, COME ON.

KIDDIE RIDES FOR SALE

Allan Herschell Tank Ride, \$3,300. 4 Metal Jeep Cars, 24 in. wide, 50 in. long. Suitable for Auto Ride. Almost 30 ft. diameter, \$1,250. new, crated and ready to ship, \$75 each.

1 Dayton Kiddie Ferris Wheel, cage type, \$500.

INGALLS AMUSEMENT CO.

BOX 133 Phone: BRoadway 8-2465 COLDWATER, MICH.



LEXINGTON, MO., MAY 9-14
Can place Buckets and Six Cats, each with Hanky Panks. Want Long and Short Range, Photos, Age and Weight. Openings for Ponds, Bushel Baskets, Coke Ring, High Striker, Roman Targets, Punk Rack, Milk Bottles, Break the Record and Dip Ball Games. Place Grind Shows with own equipment. Can place several Second Men on Rides, must be sober, single, licensed semi drivers without cars. Chillicothe, Mo., this week; Lexington, Mo., next.

A-1 AMUSEMENTS

Opening Caruthersville, Mo., May 2

Can place medium-size Cookhouse (Williams, contact again), also place Photos, Cork Gallery, Hoopla, Glass Pitch or any non-conflicting store working for stock. HELP: Can place Foreman for #5 Eli Wheel, also Scrambler Foreman. Can place Second Men on all rides who drive. Good wages. Contact JOHN HANSEN, Manager, Fairgrounds, Caruthersville, Mo. Office Phone 9644.

C&W Readies, Changes Still-Date Territory

PETERSBURG, Va. — Winter quarters for the Cetlin & Wilson Shows are open at the fairgrounds here. There was amiable visiting between the show personnel and Cristiani Bros. Circus, which played the grounds Tuesday (19).

Following the opening date here the organization heads into new still-date territory prior to its initial fair at Ionia, Mich., it is announced. It is booked in Tennes-

see, Kentucky, Illinois and Indiana, whereas previous seasons had seen it heading north and then west thru Pennsylvania.

Claude Sechrest has been on hand supervising the concession preparations. Earl Purtle has his Motordrome and kiddie rides being spruced. Sherman Dudley and his Minstrel Show crew have hit town and are playing area theaters prior to the opening.

Rolling stock is being checked out by Clyde Mulligan, Mike Leston and Jerry Exum. Dick Hodges and his boys have been operating the cookhouse for the winter quarters staff. Full-scale work got under way today. Bill Hartzman and other regulars made an early arrival.

Atlas Opening Well Attended By Show Folk

PATERSON, N. J. — A large contingent of show folks visited the Atlas Amusements lot last week. They were observing the first attempt by a New Jersey carnival to operate concessions since the new games regulations were established.

Angelo Longo had eight rides in the air and a wide assortment of games, excluding wheels. Rides were Ferris Wheel, Merry - Go - Round, Tilt-a-Whirl, Roll-o-Plane and four kiddie rides. Business was good and there was no issue raised over the games.

Delegations from other shows, operating without concessions, dropped by. Noted on the lot were Harry Flanagan, Morris and Phil Vivona, Sam Vendola and son, Jim Coppola, Jim Cante, Harrow Nowicki, Fernly, Pete Monte and family, and Tootsie and Tommy Gargiulo.

Bell-Form Opens Under Little League

BRISTOL, Conn. — Bell-Form Shows kicked off its season Friday (29) here for owners Mike Formagioni and Jack Belloise. Ten rides included two Ferris Wheels, Merry - Go - Round, Tilt, Comet, Roll-o-Plane, and four kiddie units. A second unit will play church bazaars, carrying three big rides and three kid ones.

Some 30,000 ride tickets were out in advance of the opening date by local merchants. Sponsors were the Three-Town Little League Plainville, Conn., and other Connecticut-Massachusetts dates follow.

Bay City Club Holds Final Spring Meet

SAN FRANCISCO — Show Folks of America held its final meeting of the spring here recently. Clubrooms have been officially closed, but a meeting will be held the first Monday of each month until weekly meetings resume in October.

President Earl Leonard was in for the finale along with Leona Stevens, Oscar Mattley, Charlotte Porter and Bonnie Townsend.

Leona Stevens, bazaar chairman, said tickets were available. Lola Cox has been sidelined with a back injury and Ceil Martin is home after being hospitalized.

East Meadow Easter Week Big for L&N

MASSAPEQUA, N. Y. — An exceptional week's work rewarded the L. and N. Amusements mid-way Easter week in East Meadow. The show is routing thru Long Island for its full season, filling a gap caused by dissolution of the Island Manor Shows.

Operators Al Lefleur and Harold Nevins had nine rides up, including Glen Weible's Roundup and Spinaroo, Roller Coaster, Merry-Go-Round, three kiddie rides, and a split pair of Ferris Wheels. Lighting is augmented thruout the mid-way by revolving beacon lights. Some 35 concessions operated, all putting in a very good week for a still date.

League Auxiliary Final Social Pulls Big Turnout

CHICAGO — There was a big turnout for the final social of the season held by Ladies' Auxiliary of the Showmen's League of America.

Hostesses were Phoebe Carsky, Margaret Filograsso, Agnes Smith, Delgarjan Hoffman and Leota Morey. Awards went to Pearl Lewis, Carmelita Horan, Selma Zobel, Mercedes Rettberg, Jennie Benzin, Ione Dunn, Virginia Carpenter, Sharon Horan, Louise Schaefer, Frances Getschaw, Lillian White, Mary Lou Callbeck, Louise Richter and Josephine Keyes. Viola Parker, who has been ailing, sent in awards.

Board of directors will meet May 5 in the Hotel Sherman.

Midwest Showmen's Association Ladies' Auxiliary

MINNEAPOLIS — Betty Carroll called the regular meeting to order. Gifts for the fall benefit received from Hope Thompson, Sylvia Hirschberg, Adella Pratt, Angie Conroy, Marie Schultz, Delores Gomez, Marjorie Schroeder, Henrietta Sinderson and Ann Casey.

A sum of \$300 was pledged for the monument at the club's cemetery plot. The "Hit-The-Road" party is set for April 30.

Belle Signor attended the meeting after recuperating from injuries suffered in an auto crash. Mildred Collins was hostess and served lunch.

Final meeting will be May 5 and clubrooms will close for the summer.—VERNA WINKLEY.

FOR SALE SPITFIRE RIDE

In excellent condition. With or without transportation. ROLL-O-PLANE Like new, fluorescent lights. MOTORS 2 7/8 HP Single Phase Motors. 1 7/8 HP Three Phase Motor. Plus 3 Phase Lift Motor. TOPS 20x60 ft., 7-ft. wall, like new. 20x40 ft., 7-ft. wall, like new. 20x30 ft., 7-ft. wall, like new. 14x16 ft., 7-ft. wall, new. ORGANS Wurlitzer 125, in trailer, needs little work. Wurlitzer 125, junker. Wurlitzer 105, good. Small Pin Organ, overhauled. All Replies: MICKEY START Winter Quarters, Fairgrounds P. O. Box 229 Mt. Sterling, Ill. (Phone: 7791) Call After 7:00 P.M.

ALAMO EXPOSITION SHOWS

Want Immediately

Electrician who can handle Diesels. Also Truck Mechanic and Ferris Wheel Foreman. All must be sober. Will book Hanky Panks of all kinds.

Address:

JACK RUBACK, MGR. Kermit, Texas, this week; then Hobbs, N. Mex.

WANTED RIDE FOREMEN

Year-round work, winter in South America. Want Foremen for new Allan Herschell Merry-Go-Round and new Allan Herschell Helicopter, Eli Scrambler and Foremen for 1960 Paratrooper and Kiddie Rides. Must be sober and dependable, semi drivers. Also want Second Men who drive. No cars.

INGALLS AMUSEMENT CO.

Box 133 Coldwater, Mich. Phone: BRoadway 8-2465

DUE TO DISAPPOINTMENT BINGO OPERATOR WANTS PARK LOCATION FOR COMING SEASON OR WILL CONSIDER MANAGER'S JOB ON COMMISSION BASIS. BEST OF REFERENCES.

WRITE OR WIRE BOX D-140

c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

—WANTED—

Experienced Wheel Man with reasonable knowledge of Kiddie Rides and general ride maintenance. Permanent park location. No ups or downs. This is an all-summer work for right man. But if you drink or have bad habits, don't bother to answer. Salary \$50.00 cash every week and a guaranteed bonus of \$250.00 at end of season. Apply at once:

GUST KARRAS ENTERPRISES

124 South 8th St., St. Joseph, Missouri (Phone: ADams 2-1427)

WANTED

RIDE HELP

That can drive semis. Especially want Merry-Go-Round Man for new 30-ft. ride.

DE LUXE RIDE CO.

Monroe, Mich., all this week; Muskegon, Mich., next week.

DROME RIDERS

Girl and Boy Riders, Trick and Riders for Race.

GEORGE MURRAY

Royal American Show, Memphis, Tenn., May 2 thru 14

AGENTS

WANTED

SKILLO AGENTS, ALSO COUNT STORE. c/o Gladstone Exposition Shows Humboldt, Tenn.

Wire only. No collect wires.

BEN GLOSSER

WANTED — BILLPOSTER

To Join at Once

Post, lithograph and tack cards. Must know how to contract towns and newspapers. Phone or wire.

R. W. SIEBRAND

SIEBRAND BROS. SHOWS Winstow, Arizona, May 3-8

FOR SALE

14 Kiddie Rides, all portable.
2 Crosley, like new, factory-built Fire Trucks. Completely rebuilt and refinished.
Quitting business, heart trouble. Must be sold at once at very low prices.

J. H. BOTHWELL

131 Princeton Ave., Youngstown 7, O.

Tony Moreno

WANTS

Outstanding Freaks, Attractions for two shows on the Nu-Pike in Long Beach for the season or all-year-round work. Contact

TONY MORENO or CLAUDE CHANTE'

158 West Pike Long Beach, Calif.

Wanted—Agents—Wanted

For all kinds of Concessions. Also Long and Short Range Galleries and Help in Center Pitches. Open May 9, Niles, Ohio, shopping center; A. Gooding Show. Have all of the Concessions and only one of a kind. Have the following big fairs: Berea, Ohio; Sedalia, Mo.; Indianapolis, Ind.; Knoxville, Tenn.; Nashville, Tenn.; Chattanooga, Tenn.; Atlanta, Ga.; Columbus, Ga.; Pensacola, Fla.; Tallahassee, Fla. and Savannah, Ga. Also carry unemployment on all of my help. You can draw it in the winter when we don't operate. Contact

NEAL CARLIN

c/o Garfield Hotel, 382 Prospect, Cleveland, Ohio, or come on. Will be in Niles, Ohio, May 7.

HELP WANTED

Wheel-Foreman
Merry-Go-Round Foreman
Tilt Foreman
Second Men on all rides

Top wages to sober, reliable help.

A. J. SUNNY AMUSEMENTS

13422 Prospect Road, Strongsville, Ohio
Phone: Center 8-6256

MANAGER WANTED

Ride Manager for small unit of 5 rides. Must know equipment and be able to handle personnel.

K. G. M. ENTERPRISE

Box 8866, Cleveland 36, Ohio

LAST CALL

Big Centennial, 8 big days and nights. Need a few more Able Agents. Also capable crew for Bear Hoopla. Call or come in.

LOUIS A. BELL

c/o World of Pleasure Shows
Meridian, Miss. Phone: 3-4009.

HELP WANTED

For Picnic Unit. Must know Allan Herschell Merry-Go-Round and No. 5 Elt Wheel. Must be willing to work and drive semi if necessary.

S. FIDLER

3918 N. Florissant St. Louis, Mo.

Thank You EMMITT and PERCILLA
World's Strangest Married Couple
For your new Garwood Mobile Home purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

GIRLS WANTED

For Girl Show and Rock-N-Roll Show. With or without experience. Good salary. Write or wire collect.

LESLIE KIESTER

106 First St. S.E. Rochester, Minn.
P.S.: Rozann Gabel, please contact me.

GALA EXPOSITION SHOWS

The Show Beautiful!

Can place Hanky Panks all kinds. We have the best route ever. Only 4 more still spots, then Fairs and Celebrations through October. Can place Pony Ride. Ride Help that can drive. Strawberry Festival, May 2-14, Bald Knob, Ark. Contact B. E. MILLER

TINTYPE

Vonderheid Ends Smiling, With \$\$

"SEE these clothes?" Henry Vonderheid says, showing battered fatigues. "That's why I make out okay. I caught that there zebra myself. There's nothing connected with the operation I don't do myself," and that's why he makes out okay. . . . There's also some bragadocio involved and a smattering of luck. At the age of 40 he's become something of a fireball in the



HENRY VONDERHEID

animal business. . . . In the eyes of Eastern carnival folks Henry always comes up smiling, well fed and wealthy. It's all true, he says, and he can't explain it. "Everything seems to click."

Henry is recalled as operator of the Burling Bros. and Von Bros. circuses, plus assorted novelty, popcorn and floss operations, and most recently a full-fledged game farm and wild life business. . . . Stocky and rugged, he lives for two things: Making money and trading in animals. . . . Owes his start in animals to cigarettes, of which more later.

Henry was born in Hot Springs June 24, 1919, son of a cook in the Army-Navy hospital. When 14, in Wilkes-Barre, Pa., he started giving rides on weekends on a \$35 pony at Fies Grove. Success came from the start and between May 30 and July 18 he acquired four ponies and a saddle horse. Then came one of several setbacks which didn't hinder him a bit—a barn fire destroyed the youth's entire equipment. Next week, back in business with four ponies gotten on credit, and all were paid for by Labor Day.

Worked a while with Prof. George Keller, now a prominent wild animal trainer. . . . In 1938 he was introduced to the monkey circus operation on the W. C. Kaus Shows where he worked until 1942. Took care of Gargantua the gorilla under Joe Thomas and that one season had a big bearing on his future. . . . Joined the Merchant Marine, hoping to free-lance a bunch of chimpanzees from Freetown, South Africa, and turn them over for a quick profit back home. "We passed Freetown many times," he recalls. "It kept going past on the horizon. We never stopped there."

Around the world by sea, Henry's monkey training served him well. Picked them up in the Orient in exchange for cigarettes, sold them at Staten Island for up to \$50. . . . "My ma wondered where all the money was coming from." It kept rolling in. . . . Between voyages, butchered candy for A. Hymes and eyed the concession business. Strictly on gall, hopped a bus from Maine to Penn Yan, N. Y., talked his way onto Jimmy Cole's new show, then promoted equipment. Opened July 25, 1946, with \$3 in his kick and got \$511 the first day in Canton, Pa. . . . Things got worse, tho, and the show folded in Tarboro, N. C.

Watching a well-attended hillbilly show, Henry thought he'd try that for a change. Got himself a hillbilly singer and opened June 14

next year. Lasted as far as Hazleton, Pa., in July. . . . "Business got poorer as we routed away from the radio station," he says. . . . Did various things. Handled Eddie Hunt's floss on the Hunt Bros.' Circus in 1949 and then, in 1950, Henry's dad spotted an ad in The Billboard offering Burling Bros.' Circus for sale for \$4,500. . . . Took the family and pal Tommy Schaefer to New Martinsville, W. Va., and bought it. Much was junk, he states, but there were some nice animals. . . . Ten days later he had a crew dressing up the equipment for an opening at the Lisbon (O.) Fairgrounds. He was brand new in the business since he regarded himself a popcorn-floss man. Struck gold opening day with a full matinee and three-fourths night house. "Ma," he remembers saying, "we been in the wrong business." Overrun with people and money, but that was it. . . . Never had another spot as good. Partnered briefly with Bob Stevens. Flat broke after all the debts were paid, he went home to Wapwallogen, Pa., to operate a crane in a steel mill.

His parents kicked in and they launched Von Bros.' Circus, a turning point in their lives. Opened at home, just to win gas money to make the second spot, Danville, Pa. . . . Played the coal field areas, trouped seven years at spots booked by R. J. Staver, ending 1957, never came home without a winner. Small show, plenty animals. . . . Last spring he remarried Mary Bennetto whom he originally wed November 4, 1951, for 17 months, before they got divorced. "I had six years to think about it," he laughs. "She's a Park Avenue girl from Park Avenue, Wilkes-Barre." They have a daughter, Beth.

Closed the circus three years ago. Had money, but help was very short and the operation was a strain. Bought 10 acres in Sweet Valley, Pa., near a State park for a game farm, and had two "terrific" years. . . . Last year it looked bad, as their road was being closed for improvements, and Red Rock Game Farm's feed bills were high. Decided to frame a Wild Life for the road and spotted it with Uley Reithoffer in Forksville, Pa. "One hour was enough for me. I decided all over again that I'd been in the wrong business." Hooked up with Pat Reithoffer in Honesdale and has played regularly, with Pat's midway, at all fairs, fielding either one or two Wild Life units, a Gorilla Show and Snake Show.

Lately, having developed some animal buying power, Henry's been mulling returning with a circus. . . . Imports his own snakes and birds, buying and selling. Great eye for a bargain, and always willing to dicker or trade. With brother Fred, he's had a big year. . . . Seldom drinks, doesn't gamble. Just wears his beat-up outfits and works with animals. . . . Likes a good cigar from time to time. But his No. 1 love is animals. Credits much of his success to Dr. William Mann, of the Washington (D. C.) Zoo, who helped him obtain needed stock when he was getting organized.

The years have been good to Henry and he's appreciative altho he can't pinpoint the reasons. His folks are retired on a beautiful farm in Wapwallogen, bought with circus proceeds. Circus money also financed the game farm and wild life enterprise. And the wild life money will in turn finance something bigger, he says. . . . Fingers in suspenders and sporting the inevitable broad-brimmed hat (with in weeks his hats look like they

(Continued on page 74)

Key City Bows Under New Management

COLUMBUS, O. — Key City Shows, owned and operated by Fred A. and Fred C. Thumberg, debuted April 25 in favorable weather at Central Point Shopping Center here under auspices of the Hilltop Lions Club. On the midway were 10 rides and a refreshment trailer, the latter owned and operated by Loretta Smith, daughter of Fred A. and sister of Fred C. Mrs. Fred C. Thumberg handles the office.

Many well-wishers attended the opening and others sent floral tributes to the owners, who purchased the show last winter. Refreshments were served following the opening night shutdown.

Midwest Club Readies New Monument

MINNEAPOLIS—The Midwest Showmen's Association will erect a monument at its Showmen's Rest in Lakewood Cemetery here, William T. Collins, cemetery chairman, announced. It is expected to be in place by Memorial Day and will be officially dedicated shortly after the holiday.

The monument is 18 feet wide at the base and over six feet tall. It will have the appearance of a single banner with the traditional talker out front. The words "Showmen's Rest" will be carved on the granite.

Cost is \$3,500, according to Collins, with \$2,500 already raised. Evergreen trees will be planted around the base.

The club also has 110 lots in the cemetery for members, with two buried there thus far.

SUTTON PACIFIC COAST SHOWS

Can Place Help in Following Departments:

Want Truck Mechanic with own tools. Good salary, short jumps, long season. Want assistant Electrician, diesel experienced preferred. Can also place Foremen and Second Men on-Rock-O-Plane, Dark Ride, Tilt and Octopus. Write or wire

SUTTON'S PACIFIC COAST SHOWS per route;
or 13309 East Galvey Blvd., Baldwin Park, Calif.

Morris Hannum Shows Olyphant, Pa., May 9-14

SHOWS: Side Show, Monkey Show and Wildlife. CONCESSIONS: Hanky Panks of all kinds, Custard, Photos, Jewelry, Hats, 1 Wheel and 1 Grind Store. HELP: Competent Ferris Wheel Man wanted at once. Experienced Help on all other rides. Prefer Foremen. All replies to

MORRIS HANNUM

Sterling Hotel, Wilkes-Barre, Pa., through May 7, then Casey Hotel, Stranton, Pa.

ROSS MANNING SHOWS

West Haverstraw, New York, Week May 9-14.
Six New York Dates to Follow, Three Celebrations.

CONCESSIONS: Want Hankys, Balloon, Cork and Basket Ball. RIDES: Want set of Kid Rides due to disappointment. Can place Paratrooper or Round-Up. Can place Girls for Girl Show. Top salary. Bernie Feldman can place Agents for P. C., Grind Store, etc. Will give heads to good Agents for Picture Frame and Buckets (short range). Wire or write

ROSS MANNING or BERNIE FELDMAN, c/o Western Union, Washington, D. C.
Grounds Located: 52nd Ave. & Marlboro Pike, Coral Hills, Md.

CHARLES LAMKIN

Wants Agents for Picture Frame, Hanky Panks, Bear Pitch, also Cat Boy and Gunner. Can use Second Man on Kiddie Rides. Open May 9 at Andalusia, Alabama, with Johnny's United Shows.

WANTED WANTED WANTED

For Emmaus Fire Co. #1 Annual Fair, Emmaus, Pa., May 30-June 4 Inc. Advance Sale on Tickets.

Circus Side Show, Grind Shows, any worth-while attraction, all work for commitee money. RIDES: Scrambler, Tilt-A-Whirl, Octopus, Round-Up, Roll-O-Plane or any non-conflicting Rides. (Interested in purchasing Octopus.) Contact

WILLIAM T. NONWEILER, c/o NONWEILER AMUSEMENTS
331 S. Fourth St., Lehigh, Pa.

HELP WANTED

MEMPHIS COTTON CARNIVAL

Floss, Snow, Apples, Popcorn, Pronto Pups, Hot Dogs

See G. F. BOSTWICK with FARROW AMUSEMENT CO., Beale Street Lot, May 4, Memphis.

WANTED

Permanent Tilt-a-Whirl Foreman for park. Also Scrambler, Rock-o-Plane and Merry-Go-Round Foremen. Must be sober and reliable. No collect calls accepted.

DELGARIAN AMUSEMENT COMPANY
1759 N. Newland Ave., Chicago 35, Ill.

RIDE HELP WANTED

FOREMEN
FOR COASTER AND CHAIRPLANE
Second Men for Tilt and Wheel. Need Operator for Fun House. Contact
J. W. MAHAFFEY, CHEROKEE AMUSEMENT CO., Chanute, Kan., May 2-7; Parsons, Kan., May 9-14; Broken Arrow, Okla., May 20-21.

when answering ads . . .

Say You Saw It in The Billboard

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Ackley Sr., William
Adams, William P.
Anderson, Silm & Myrtle
Allen, Dianne
Allen, Martha D.
Anderson, Clois
Anderson, Norman
Paul
Ansher, Joe
Ayers, Mrs. Lola M.
Bain, Gene R.
Baldwin, Nathaniel
Balfield, Joan
Bananno, Jean
Barchinger, Linn
Barns, Don
Bertsch, Charles
Berry, Slim & Bea
Bishop, John
Blair, Emilee
Biv, Edward
Boley, James E.

Bolton, Chuck
Bona, Ray
Boston, Joe
Bouchard, Paul A.
Bradley, Leroy
Bronaugh, George
(The Bronos, high act)
Bredenkaker, David A.
Bright, J. H. (Pat)
Brown, Arthur
Brown, Mrs. Mary
Buhoock, Kenneth
John
Burns, Linda
Caigle, M.
Caldwell, Morris W.
Camp, Maxine
Campbell, Emmitt
Canipe, Walter
Carter, Dave & Mrs.
Carter, Marcus C.

Chaudion, Jay
Chapman, Wesley & Mrs.
Cincotto, Frank
Clark, Fenley
Clark, Samuel
Colbert, Johnny
Collins, Rickie
Cooke, Bushy & Ruth
Conley, Emile T.
Cooke, J. M. (U. S. Reptile & Jungle Circus)

Edwards, Oscar
Elam, Johnny
Elliot, Mace
Etzton, Bob & Mrs.
Evans, Merle
Fairbanks, William
Fay, Jimmy
Ferzli, Jimmie
Ferris Wheel Blackie
Fine, Murray
Fleicher, Lennie
Frazier, Raymond N.
Gimore, Johnny
Givens, Joe L.
Galloway, Geo.
Gambino, Johnny
Geller, Carol
Gilbert, Adrienne
Gilckfield, Peter
Glosser, Ben
Glover, William E.
Goodman, George
Gowan, Barbara
Graham, James

Cooper, Bobby
Corey, Joe E.
Cortes, Rita
Costa, Frank
Cunningham, Thomas V.
Curtis, Sparks
Dahle, Harvey A.
Davis, Freddie
Davis, Jack
Decker, Joseph
Diggs, E. L.
Dixon, William
Donohue, Bobbie
Dorner, Louise Lee
Doscoe, Jerry
Driggers, W. W.
Drouin, W. C.
Duggan Jr., W. F.
Duncan, Dallas B.

Gregory, R. W. (Jimmy)
Green, Robert Rogers
Gretonas, The
Griever, Robert
Griffith, Arnold
Gross, Charles James
Gutnick, Kenneth
Gwans, Joe
Hackett, Edward J.

(Continued on page 77)

Mrs. Mary Stark Dies Suddenly

MOUNT STERLING, Ill.—Funeral services for Mrs. Mickey (Mary) Stark, wife of the owner of Gold Bond Shows, were held here Wednesday (27) after her sudden death on April 25.

The Starks have operated the midway organization since the close of World War II. Mrs. Stark served as secretary-treasurer.

In addition to her husband, she left a brother who lives in Montreal, Wis. Burial was in a Milwaukee cemetery.

Death Claims Three of MSA

MIAMI—The Miami Showmen's Association ranks were thinned out recently by the deaths of three members. They were Homer M. Ginther, who died March 15 and was buried in City Cemetery here, Sam Kaplan, who died April 13 and was buried in Showmen's Rest of Southern Memorial Cemetery, and Ben Zarr, who passed away April 15 and was interred in Mount Nebo Cemetery, Miami.

Strates Array

Continued from page 70

Caterpillar, Flying Skooter, and 12 kiddie rides.

Around the back section were the Gyp McDaniels Arcade, Mirror Maze, Wayne Kingsley, manager; Club 99, Lewis Scott, manager; Broadway to Hollywood Revue, operated by Jack and Bonnie Norman; Motordrome, Russ Pelquin, manager; Side Show with giant Johann Petersson, and Pit Show, Slim Kelly and Whitey Sutton; Giant Ape Family, Funhouse, Dark Ride, Zacchini family; Happy Jenny, fat girl; Horrors Alive, Eddie Keck; and Wild Life. The menagerie, biggest on the road, was not up here as the six Strates elephants were playing the Atlanta Shrine Circus. Some animal cages were put out, however, for free viewing.

Also set to join are Gene and Julius O'Donnell with the Jones bingo. Pop Garrett is back with the cookhouse. Al Campbell, Lefty Billett, Frances Fornier, Ben Braunstein, Dorothy Anderson and others are also with it again. Tommy McNeil joined here and will have a staff capacity.

The Normans have newcomers Barbara Curtis, feature strip, and comic Al Anger as headliners. Supporting crew includes returnees Paul Coslow, vocals, McConnell and Moore, and the acrobatic Keppo Trio, in addition to the Co-Eds dance line.

Vonderheid

Continued from page 73

have been thru several campaigns), he thinks hard work is part of the answer. "You've got to like the business," he says. "You have to do it yourself, upping, downing, facing all that rain and mud. And you have to like animals. . . . Nightclubbing isn't for me, I'd rather beat a guy out of an animal anytime." *Irwin Kirby*

According to an announcement by C. F. Wilkinson, golf club secretary. The club's board of directors unanimously okayed the event and most of the details. The tournament will offer a perpetual trophy to be kept in the clubhouse and each winner will have his name inscribed on the award and receive a smaller replica which he may keep. *Sam Abbott*

COMING EVENTS

California

Hollister—San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 616 San Benito St.
 Los Angeles—Western Regional Material Handling Show & Packaging Cavalcade (Great Western Exhibit Center), May 11-13. A. Byron Perkins, 2807 Sunset Blvd.
 North Highlands—Sacramento Riding Club Jr. Horse Show, May 7. Curtis Nelson, 3001 Longview Drive.
 North Highlands—Sacramento Riding Club Horse Show, June 11. Curtis Nelson.
 Oakland—Calif. Spring Garden & Home Show (920 Fallon St.), April 29-May 3. John L. Hennessey, Hotel Claremont, Berkeley 9.
 Ross—Marin Art & Garden Show, June 30-July 4. Marcelle B. McCoy, P. O. Box 437.
 San Francisco—San Francisco Home Show (Cow Palace), July 22-31. James Logan.
 Santa Barbara—Santa Barbara Nat'l Horse Show & Flower Show, July 8-16. Allen Ross, P. O. Box 3006.
 Santa Monica—Better Homes Exposition (Olivic Aud), June 22-28. Patrick J. O'Toole.

Colorado

Dolores—Centennial, May 27-30.
 Pagosa Springs—Celebration, July 4.

Connecticut

Bridgeport—Barnum Festival, July 1-9.

Idaho

Blackfoot—Snake River Valley Horse Show (Fairgrounds), July 7-9. Dess Lauder, Route 1, St. Anthony.
 Boise—Ada Co. Sheriff's Mounted Posse (Fairgrounds), June 11-12. Carl H. Smith, Box 1774.
 Boise—Western Riding Clubs Association Field & Race Meet (Fairgrounds), June 19. Grace Rambo, Route 1, Meridian.
 Emmett—Emmett Cherry Festival, June 20-25. Melvin Chandler, A. L. Comdr., Box 132.
 Meridian—Meridian Dairy & Stock Show, June 2-4. Herald J. Cox, Box 836.

Illinois

Carbon Hill—Homecoming, July 13-17.
 Chicago—Chicago Intl. Trade Fair (Navy Pier), June 20-July 5. Richard Reves.
 East Alton—Legion Carnival & Fish Fry, April 28-May 8.
 Evansville—Celebration, July 4.
 Ladd—Street Celebration, May 19-21.
 Rockford—Businessmen's Celebration, June 14-19.
 Shawneetown—Sesquicentennial, July 1-4. A. Keith Phillips.
 South Beloit—Lions Club Celebration, June 21-26.
 Streator—Celebration, July 4.
 Wilmington—Celebration, May 30.

Indiana

East Gary—Celebration, June 1-5.
 Huntington—VFW Street Fair, July 18-23. W. O. Randol, Markle.
 North Webster—Mermaid Festival, June 27-July 2. George H. Prough, 2327 Homewood Ave., Mishawaka, Ind.
 Remington—100th Anniversary Celebration, June 22-25. Harry Bahler.
 Rosedale—Centennial, July 27-30. C. Mickey Walker, Box 404.
 St. Paul—Fair-O-Rama, July 20-23. Harry Case, Box 143.
 Veedersburg—Street Fair, May 30-June 4.

Iowa

Creston—Crestonian Club Celebration, July 1-4.
 Keokuk—Celebration, July 4.

Kansas

Florence—Celebration, Sept. 5. Jess Rosiere, Chamber of Commerce.

Kentucky

Anchorage—St. Luke's Horse Show, June 4. T. H. Pike Jr., Route 3.
 Fordsville—Fordsville Lions Club Horse Show, June 24-25. Charles R. Mason, Box 55.
 Henderson—Sesquicentennial & July 4 Celebration, June 27-July 4.
 Irvington—Irvington Saddle Horse & Pony Show, July 2. H. P. Mitchell.
 Lawrenceburg—Lawrenceburg Horse Show, July 19-23. Billy Goodlet, 585 S. Main St.
 Lewisport—Lewisport Lions Club Charity Horse Show, June 11. O. T. Young.
 Louisville—Rock Creek Horse Show, June 9-11. Herman B. Miles, 568 Garden Drive.
 Owingsville—Lions Club Horse Show, July 3-4. Joe R. Thompson.

Louisiana

Hammond—Southeast La. Dairy Festival & Livestock Show, May 7. Dr. E. E. Puls, P. O. Box 239.
 Hammond—Strawberry Festival, May 14. Col. Jack Vaughn, Ponchatoula.
 Lake Providence—Miss Louisiana Pageant, June 30-July 2. Leonard Kennedy.
 New Orleans—Pan American Regatta, June 11-12. Roy L. Wilson Jr., 4518 Magazine St.

Michigan

Detroit—Windsor—International Freedom Festival, June 25-July 4.
 Hillsdale—Hillsdale Celebration (Fairgrounds), July 2-4. W. K. Farquharson, Union St.
 St. Charles—Centennial, June 15-18. J. L. (Whitey) Bedard.

Mississippi

Meridian—Centennial, May 8-14.

Missouri

Bollivar—Kiwanis Jr. Livestock Show, June 15-16. Robert Houk.
 Gerald—Franklin Co. 4-H Livestock & Home Economics Show, July 2-3. Herbert Granemann.
 Hermitage—Hickory Co. Jr. Livestock Show, June 12. Dorothy Bybee.
 Marcelline—Jaycees Celebration, July 2-4. Jerry Clark.
 Maryville—Nodaway Co. 4-H Fat Lamb Show, June 7. Kenneth Walkup.
 Purdin—Linn Co. 4-H Fat Lamb Show, June 3. Eugene Thurlo.
 St. Joseph—Apple Blossom Festival, May 10-14.
 St. Joseph—Buchanan Co. Dairy Show, July 23. Webb Embrey.
 St. Joseph—Interstate Jr. Dairy Show, July 29. Webb Embrey.
 Warrensburg—Johnson Co. Jr. Livestock Show, July 13. Jack Jennings.

Nebraska

Omaha—Celebration (Municipal Stadium), July 2-4. L. M. Baker, American Legion Post No. 1.

Nevada

Las Vegas—Heldorado, May 19-22. Gordon L. Shelton, P. O. Box 872.
 Reno—Reno Home Show (Civic Aud), June 5-10. Patrick J. O'Toole, c/o Civic Aud, Santa Monica, Calif.

New Jersey

Asbury Park—Eastern Ceramic Show (Convention Hall), May 5-8.

New York

New York—U. S. World Trade Fair (Coliseum), May 4-14.
 New York—British Exhibition (Coliseum), June 10-26.
 New York—New York Health Show (Coliseum), July 16-24.
 Syracuse—Post-Standard Home Show (War Memorial Bldg.), May 3-6.
 Syracuse—Empire State Rabbit Show (Fairgrounds), May 22.
 Syracuse—Nat'l Holstein-Friesian Assn. Show (Fairgrounds), 30.
 Syracuse—N. Y. S. Horse Breeders Assn. & Lions Club Horse Show (Fairgrounds), June 3-5.

North Carolina

Beaufort—251st Anniversary Celebration, July 3-10.
 Chadbourn—Strawberry Festival, May 18-20.
 Charlotte—Charity Horse Show (Coliseum), June 9-11.
 Greensboro—Greensboro Horse Show, May 11-15.
 Kernersville—Fourth of July Horse Show & Parade, July 4.
 Sedgefield—Sedgefield Horse Show, May 12-14.
 Waynesville—N. C. Dogwood Blossom Festival, May 26-29.

Ohio

Bellefontaine—Jaycees Festival, May 3-7.
 Defiance—Northwestern Volunteer Firemen's Assn. Convention, June 13-18.
 Parma—Parma's Fun on the Fourth, July 4. L. Robert Parker, 5815 Haverhill Ave., Tuscarawas—Tuscarawas Celebration, July 4. Chamber of Commerce.

Oregon

Portland—Rose Festival, June 7-12.
 The Dalles—Mid-Columbia Livestock Show, June 5-8. Elmer Lierman.
 Union—Eastern Ore. Livestock Show, June 2-4. Ray C. Baum.

Pennsylvania

DuPont—Northeastern Firemen's Federation Parades, June 27-July 2.
 Great Bend—Great Bend Twp. & Barre Centennial, July 17-23. E. E. Empett.
 Newfoundland—American Legion Celebration, July 4.
 Taylor—Lions Club Celebration, May 30-June 4.
 Vandling—Northeastern Firemen's Federation Parades, June 13-18.

South Dakota

Custer—Gold Discovery Days, July 22-24.
 Dupree—50th Anniversary Celebration, June 17-18.
 Elkton—Harvest Festival, July 11-12.
 Lake Andes—Fish Day Celebration, June 11-12.
 Presho—Progress Celebration, June 3-4.
 Tabor—Czech Days, June 26-28.
 Wakonda—75th Anniversary Celebration, June 17-18.
 Woonsocket—Celebration, July 4.

Tennessee

Humboldt—Strawberry Festival, May 2-7.
 Memphis—Memphis Cotton Carnival, May 10-14.
 Maryville—Maryville Celebration, July 17-21. John L. Clark, 1612 Jenkins.

Texas

Beaumont—Spindletop Charity Horse Show, May 4-7.
 Burk Burnett—Boomtown Celebration, June 16-18. Marjorie Hofack.
 Corpus Christi—Buccaner Days, April 28-May 8. Bob Finks, Memorial Coliseum.
 Cuero—Pioneer Days Celebration, May 16-22.
 Fredericksburg—Fourth of July Races & Horse Show, July 2-4. Mrs. Bill Petmecky.
 Fort Worth—Pioneer Days Rodeo & Celebration (North Side Coliseum), May 18-21.
 N. Fort Worth—Pioneer Days Celebration & Rodeo, May 16-22.
 Odessa—Independence Festival (Ector Co. Coliseum), July 2-4.
 Yoakum—Yoakum Tom Tom, June 11-14. Walter Coldeverde, Box 591.

Virginia

Appalachia—Legion Celebration, June 25-July 4.

Washington

Spokane—Spokane Jr. Livestock Show, May 3-6. P. R. Gladhart, Box 2184, Old Union Stockyard.

West Virginia

East Rainelle—Celebration, July 4.
 Ripley—Celebration, July 4.

Wisconsin

Appleton—Civic Celebration, July 1-4. Jr. Chamber of Commerce.
 Brookfield—Lions Club Celebration, May 25-30. A. W. Strehlow, P. O. Box 1, Waukesha.
 Fort Atkinson—Firemen's Celebration, July 6-10.
 Green Bay—Green Bay Home Show, May 5-8.
 Madison—Celebration, July 4.
 Superior—Celebration, July 3-4. Junior Chamber of Commerce.
 Thiensville—Lions Club Celebration, July 29-31. A. W. Strehlow, P. O. Box 1, Waukesha.
 Waukesha—Legion Celebration, June 28-July 4.

Wyoming

Fort Bridger—Pony Express Celebration, July 23.
 Greybull—Days of '49, June 11-12.
 Lander—Pioneer Days, July 3-4.
 Laramie—Laramie Jubilee Days, July 6-10.

CANADA

Ontario

St. Thomas—St. Thomas Old Home Week, July 18-23. Tom Ringler, P. O. Box 582, London.
 Walkerton—Walkerton Old Boys' Reunion, July 1-4. Tom Ringler, P. O. Box 582, London.

Carnival Routes

Continued from page 69

Thomas Joyland: *Chas C. Jacobs; Welch, W. Va.
 Uncle Joe's Ams.: *Joe Seaboalt; Taylor, Tex.
 United Expo.: Evansville, Ind.; Shively (Louisville, Ky.) 9-14.
 Virginia Greater: *Geo. Gillespie; Crisfield, Md.
 West Coast, No. 1: *John Franco; Richmond, Calif., 2-6; Stockton 9-14.
 West Coast, No. 2: *Wm. Snelson; Sunnyvale, Calif., 2-8; Campbell 9-15.
 Whitey's Ams.: Saginaw, Mich., 5-8; Flint 12-14.
 Wilson Famous: Canton, Ill., 14-21.
 Wolfe Ams.: *S. R. Holt; Shelby, N. C.
 World of Pleasure: Meridian, Miss., 8-14.
 World's Finest: *Geo. Sellmer; Brantford, Ont.

Circus Routes

Adams-Sells: Mexico, Mo., 2; Vandalia 3; Louisiana 4; Jacksonville, Ill., 5; Springfield 6; Peoria 7.
 Beers-Barnes: South Hill, Va., 4; Crewe 5; Brookneal 6; Bedford 7; Salem 9; Floyd 10; Hillsville 11; Galax 12; Independence 13; Saltville 14; Tazewell 16.
 Clyde Beatty-Cole Bros.: *Buster Odle; Elizabeth, N. J., 2; Princeton 3; Lakewood 4; Bridgeton 5; Woodbury 6; Vineland 7; Paterson 8-9.
 Cole, Geo. W.: *H. Walters; Cleveland, Okla., 4.
 Cristiani Bros.: *Col. L. O. (Hoot) Black; Coatesville, Pa., 2; Schullkill Haven 3; Bethlehem 4; Newark, N. J., 5-8.
 Davenport, Orrin: Winnipeg, Man., 2-7.
 Dobritch, Al: (Uline Arena) 4-8; (Gardens) Fort William, Ont., 12-14.
 Hagen Bros.: *Buck Leahy; Altavista, Va., 2; Buena Vista 3; Charlottesville 4; Richmond 5; Ashland 6; Manassas 7.
 Hamid-Morton: *Mike Malko; Altoona, Pa., 2-7; Providence, R. I., 9-15.
 Hunt Bros.: *Jim Conley; Palisades, N. J., 2-22.
 King Bros.: *Eva Hinckley; Pineville, Ky., 2; Williamsburg 3; Somerset 4; Danville 5; Frankfort 6; Falmouth 7; Augusta, O., 8.
 Mills Bros.: *Joseph Stefan; Inkster, Mich., 2; Trenton 3; River Rouge 4; Walled Lake 5; Royal Oak 6; Roseville 7; Port Huron 9; Flushing 10; Saginaw 11; Lansing 12; Grand Rapids 13; Muskegon Heights 14; Niles 16.
 Polack Bros.: (Municipal Aud.) Oklahoma City, Okla., 4-8.

Rex Bros.: (Garden) Sault St. Marie, Ont., 9-11; (Arena) Sudbury 13-14; (Garden) North Bay 17-18.

Ringling Bros. and Barnum & Bailey: (Garden) New York 2-15.
 Sterling Bros.: La Porte, Tex., 2-3; Winnie 5; Vidor 6.

Wirth: (Expo. Coliseum) West Springfield, Mass., 5-8 (War Memorial Aud) Syracuse 10-15.

Miscellaneous

Matchstick Cities: Washington, D. C., 2-14.
 O'Day, Marie, Palace Car: Duncan, Okla., 2-3; Pauls Valley 4-5; Ada 6-7.

Ice Shows

Holiday On Ice of 1960: (Municipal Aud.) Austin, Tex., 3-8.

Arena Routes

Georgian State Dance Co.: (Opera House) San Francisco, Calif., 2-3; (Public Aud.) Portland, Ore., 6; (Civic Aud.) Seattle, Wash., 7-8; (Orpheum) Vancouver, B. C., 9-10; (Maple Leaf Gardens) Toronto, Ont., 13-14.

Legitimate Shows

Look Homeward, Angel: (Civic Aud.) Lubbock, Tex., 2; (Municipal Aud.) Amarillo 3; (Warner) Oklahoma City, Okla., 4-5; (Memorial Aud.) Dallas, Tex., 7-8; (Municipal Aud.) San Angelo 9; (McAllister Aud.) San Antonio 10-11; (Aud.) Harlingen 12; (Del Mar Aud.) Corpus Christi 13-14.
 Sweet Bird of Youth: (Blackstone) Chicago, Ill., 2-7.

CARNIVAL CONFAB

Continued from page 70

turned to his home at 2323 Haslett, Dallas, following surgery and a four-week stay in the hospital. In recent years Francis has had concessions on Midwestern shows. . . . Mrs. Lou (Ada) Dufour, wife of the show operator, entered Jewish Hospital, St. Louis, for treatment. *Frank Joerling*

An annual memorial tournament in honor of William B. Clark, concessionaire on West Coast Shows, has been proposed by the Muny Golf Club in Fresno, Calif., with proceeds to be donated to the Fresno County Heart Fund, ac-

BEST MERCHANDISE BUYS

MAY 2, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

75

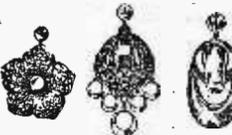
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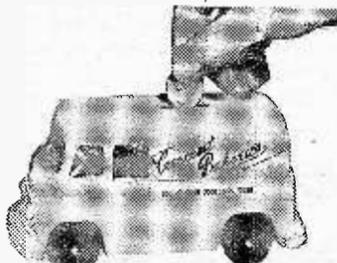
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Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

BASEBALL



Pictorial coverage of stars in the National and American leagues. Close to 500 photos so fans can keep their autograph collection in one book. Team photos of 1959 champion Dodgers and White Sox. Sold by mail only. Retail \$1 per album plus 10 cents for postage and handling.—Baseball Album, 838 River, Bronx 51, N. Y.

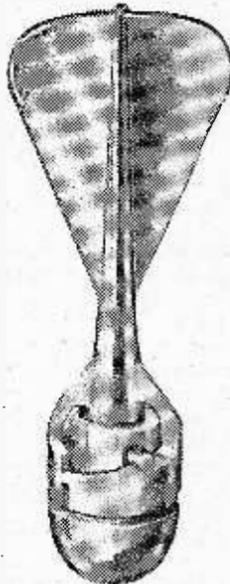
TRUCK BANK



Replicas of bakery, fuel oil, food, candy or rug cleaner trucks with slots for holding coins. Wheels roll on all models; choice of red, yellow, blue, green, ivory, cream, white. Trucks are individually polyethylene bagged.—Read Bros., 203 North Wabash, Chicago 1.

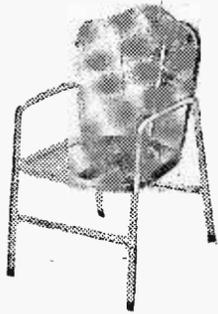
Pictorial coverage of stars in the National and American leagues. Close to 500 photos so fans can keep their autograph collection in one book. Team photos of 1959 champion Dodgers and White Sox. Sold by mail only. Retail \$1 per album plus 10 cents for postage and handling.—Baseball Album, 838 River, Bronx 51, N. Y.

CAP GRENADE



Cap exploder that produces loud noise when tossed into the air and permitted to fall on concrete or other hard surface. Solid, die-cast metal. Packed in display carton that holds 24 grenades.—Callen Manufacturing Corporation, Maywood, Ill.

KID CHAIR



Tubular chairs that won't tip over. Have formed seats and backs. Over-all height 21½ inches. Finished in satin baked enamels; seat and back light blue and tubing and braces white.—Steel Stamping Company, Lorain, O.

CARD GAME

Combination of hearts, poker and Michigan rummy is called Tripoley. Comes with board, chips and deck of cards. Top edition retails for \$3.50; lower priced one at \$2.—Cadaco-Ellis, Inc., 1446 Merchandise Mart, Chicago 54.

NEW FLAG

A 50-star American flag. Made of satin taffeta, 18 by 24 inches, and fringed in gold. Top is attached to a wooden rod. Can be hung in window or on wall. Retail for \$3.—Club Supplies, Inc., 184 West Washington, Chicago 2.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

ENGRAVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR NEW CATALOG

MADE IN U.S.A.

Heart or Round Necklace on 24" chain. Nickel or gold plated. \$24.00 Gr.

Bracelets \$27.00 Gr.

Men's, Ladies', Girls', Boys' and Kiddie's Expansion Photo Idents from \$4.00 dz.

Boys', Girls', Men's, Ladies' Expansion Idents from \$3.75 dz.

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

1960 TOP PLUSH NUMBER

REPLACES "FUZZY" AT THROW-OUT PRICE

No.	Description	F.O.B. ST. LOUIS	F.O.B. PHILA.
7442	Giant Shaggy Bear	33" \$46.40 Dz.	\$42.60 Dz.
7441/1	Giant Bear	30" 24.75 Dz.	22.40 Dz.
7443/1	Large Bear	28" 22.50 Dz.	20.40 Dz.
7480/1	Medium Bear	27" 21.00 Dz.	19.20 Dz.
7483/1	Reguler Bear	25" 18.75 Dz.	17.40 Dz.

ACME PREMIUM SUPPLY CORP.
2201 WASHINGTON AVE. ST. LOUIS 3, MO.
(Phone: GARfield 1-6445)

Latest Men's & Women's Styles!

Nationally Advertised

- ELGIN
- BULOVA
- WITTMAN
- WALTHAM
- GRUEN
- BENRUS

Watches

SPECIAL

6 for \$39.50
(Sample \$8.95)

Complete with expansion bands!

All new, modern style for men—ladies' smart rhinestone cases—all makes. All rebuilt for dependable service.

CHOICE LOT

6 for \$49
(Sample \$9.95)

New cases! All Makes!

They look like new—re built to run like new. Complete with new style expansion bands!

Buy Direct from

WEINMAN'S

182 S. Main St. Memphis, Tennessee

25% cash with order, balance C.O.D.

WATCH 'em Go Like **CRAZY!**

New! Handsome! Jeweled!

WATCHES \$2.99

Sweep second hand! Yellow goldtone! Smart new style. Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25% cash—Bal. C.O.D.

Wire! Phone! Write! TODAY!

Expansion bands to match, 35¢ extra!

CEL-MAX, Inc.
582 So. Main • Memphis, Tennessee

Include postage. All merchandise shipped F.O.B. Memphis.

SPECIAL DEAL WHILE STOCK LASTS!

FREE 1 GROSS 24-INCH CHAIN, in White or Yellow Finish, or 1 GROSS 16-INCH CHAIN, in White or Yellow, with EVERY ORDER for \$100 or More!

The above offer in place of engraver. If you want engraver, please specify on order.

If you want merchandise, we will send you, \$6.50 free merchandise.

Send for **FREE Catalog** and information on **SPECIAL SPINDLE DEAL**

Frisco Pete Enterprises, Inc.
2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

PRICE LIST READY

Send for Your Copy at Once

SLUM . . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH . . . Superb Values

NEWS ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 14th Street New York 11, N. Y.
Phone: ALgonquin 5-8290

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SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG **IT IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices

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We manufacture complete line of Earrings, Bracelets and Novelties for premium trade. If you want real money-making merchandise, contact us immediately. Over 1,000 varieties of fresh, no closeouts. Earrings. Also 38 varieties of Pendants, chain and boxed, for \$30 and up per gross.

MILKARD JEWELRY & NOVELTY CO.
Manufacturers and Distributors Since 1930
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FOX TAILS

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with Cord or Comic Card

RABBIT FEET

All Colors

LOW PRICES

For Jobbers and Distributors.

CHARLES BRAND NOVELTY
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ELGIN — BULOVA — BENRUS
GRUEN — WALTHAM
LONGINES — WITTMAN

WATCHES

Reposessed & Out of Pawn Ladies' & Gents' Watches in 1st class condition guaranteed two years

Six Watches \$33.00
Six 15-Jewel 43.00
Six 17-Jewel 53.00
Six 21-Jewel 63.00

Expansion Bands—Japanese, 50¢, American \$1 additional.

JOSEPH BROS. JEWELERS
5 So. Wabash, Suite 1308, Chicago 3.

CLOSEOUTS!

NEW 16" Chipmunk, bag'd \$9.60
16" Seal, bagged . . . \$9.60 dz.
36" Clown, bagged..

24 Pcs. Asstd. \$19.20 FOB

GIANT 42" Clown \$15 dz.
22" TV Dog \$15 dz.
28" Plush Bear . . . \$18 dz.

18 BIG Pcs. only \$24 FOB.

24" Bagged Taff Clown. \$6.00
11" All-Plush Scotty. \$6.00
Nice Steif-like plush . . . dz.

36 Pcs. only \$18 FOB.

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods.
REPRESENTATION WANTED

ACE TOY \$36-A Broadway N. Y. C. WO 6-5627

SPECIAL WATCH SALE

FREE WATCH with order of 12.

6 Ass'd Watches
Elgins, Bulovas, Gruens, etc.

\$38.95

Rebuilt, guaranteed like new—**BRAND NEW** 1960 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 8-day money-back guarantee.

SAMPLE \$7.95
Single Watches: 15-J, \$9.95.
17-J, \$10.95; 21-J, \$12.95.

Write for free catalog

MIDWEST WATCH CO
5 S. WABASH AVE. CHICAGO 3, ILL.

FLAGS W/SPEAR TOPS

	Dz.	Gr.
8x12 U.S., 50 Stars	1.90	\$10.00
12x18 U.S., 50 Stars	1.60	18.00
8x12 Pirate	1.35	15.00
12x18 Pirate	2.00	22.50
8x12 Confederate	1.35	15.00
12x18 Confederate	2.00	22.50
8x12 Checker Starter	1.35	15.00
12x18 Checker Starter	2.00	22.50

Most Complete Line of Souvenir Novelty Items for Parks, Carnivals, Circuses, Rodeos, etc.

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CHARLES SHEAR
150 Park Row New York 7, N. Y.

GIVE TO DAMON RUNYON

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gaffles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laugh Unlimited, 106 W. 45 St., New York, N.Y. my30

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. je20

50 SONGS. 4-STAR LYRICS. TOP TUNES. Record companies, Publishers in N. Y. area write to Henry Brown, 26 W. Kinsey St., Newark 2, N. J.

Agents, Distributors Items

ATTRACTIVELY COLORED METAL ASH- trays, 4x4 1/2". Weight 54 pounds per 1,000. Should sell for 15¢. Buy these by the 1,000 for \$40 or \$25 for 500. Churches and Organizations will find these "sell on sight" ashtrays a real must in their fund raising campaigns. Salesmen, send \$1 for samples. Malco Company, Dept. 445, Malco Building, 860 So. Alameda St., Los Angeles 13, Calif.

BARGAINS GALORE

Extra Fancy Beaded Ropes\$9.00 Dz.
Scarab Pendant, Fine Chain 3.00 Dz.
Simulated Pearls, Rhine. Clasps .. 2.00 Dz.
Cultured Pearl Charm Bracelets .. 2.50 Dz.
Asst. Haroldics 3.00 Dz.
25% deposit with order, balance C.O.D.

ALL STATE JEWELRY

1818 Westminster St. Providence, R. I.

CARNIVAL BARGAINS

Double Heart Pins E/C\$1.50 Dz.
Asst. Rings in Display 1.25 Dz.
Tie Bars, Carded 3.00 Dz.
Asst. Clip Pins 7.00 Dz.
Cameo Sets, Boxed 3.00 Dz.
Send 20% deposit with order, balance C.O.D.

FAIRGROUNDS SUPPLIES

1816 Westminster St. Providence, R. I.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings\$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, \$3.75 & \$5.00 Dz.
Asst. 2.00 Dz.
Cultured Pearl Tie Slides, Carded \$4.50 Dz.
Boxed Sets, Asst. \$4.50 to \$18.00 Dz.
Eng. Pearl Sets, Boxed \$4.50 Dz.
Cultured Pearl Pendants, Boxed \$3.50 Dz.
Rosary Beads, Boxed \$6.00 & \$9.00 Dz.
Children's Neckties, Boxed \$3.00 Dz.
Pins, Asst. \$1.75 & \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

FOR PITCHMEN AND DEMONSTRATORS ONLY

Perf Pin-On Perfumes, beautifully packaged, legit \$1.00 retail. Entirely different from anything on the market today. \$21.60 per gr. Sample dz., \$2.25 post paid. Print Name & Address.

SONNY NEIMAN CO.

422 Fairmount Ave., Philadelphia 23, Pa.

FREE CATALOG! — BULOVA, ELGIN, Gruen Watches. New 1960 styles, \$6.95 up. Buy direct from importer! Electrical Tools, Costume Jewelry, Rings, Perfumes. Write today. Jet Premiums, 2567-BR W. Pico, Los Angeles 6, Calif. my2

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons packed, cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 6-1741), 1248 Market St., Chattanooga, Tenn. my30

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USE DISPLAY CLASSIFIED
A sure way to attract more attention and secure greater results.
RATE: \$14 PER INCH
Rule border permitted when using one inch or more.

JEWELRY CLOSEOUTS

FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr...\$ 6.00
E102—Asst. E/rgs. Gr. 6.00
201—Plastic Wallets, asst. Gr... 10.80
E5—Stone E/rgs, etc., asst. Gr... 12.00
E1—Tailored E/rgs, asst. Gr... 18.00
E2—Stone & Pearl E/rgs, asst. Gr. 21.00
E130—Rhinstone E/rgs, asst. Gr. 30.00
O1—Odd Lot Brace & Neckts. Gr.. 15.00
Samples Regular Price
25% Deposit, Balance C.O.D.

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 \$6¢ with your name, address and Social Security number. Catalog free.
GENERAL PRODUCTS
Dept. 88-179, 186 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 one inch 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.

MAGAZINE SUBSCRIPTION HEADQUARTERS for Crew Managers and Salesmen. Best commissions on trades, newstand, farm magazines. National, Box 26, Overland Park, Kan. my23

SALESMEN AGENTS! DISTRIBUTORS!

\$\$\$ MAKE BIGGER PROFITS \$\$\$
Sell RV-2 liquid Cadmium battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in country.

USONA DYNAMICS CO.
Box 97 Clovis, Calif.

SPECIAL PURCHASE! MEN'S LEATHER WATCH BANDS

Asst. on Display.
WHILE THEY LAST—\$1.25 per dz.
\$12.00 per gr. lots—money-back guarantee.

FAIRGROUNDS SUPPLIES
1816 Westminster St. Providence, R. I.

Animals, Birds, Snakes

ALLIGATORS, PYTHONS, BOAS, COBRAS, Rattlers at all times. Mixed Dens, \$25; Chameleons, \$15 hundred prepaid. Live arrival guaranteed. Snake Farm, Laplace, Louisiana. my23

ATTENTION, SHOWMEN: RED TAIL BOAS, 6 ft., \$14.80; 7 ft., \$20; 8 ft., \$30; 9 ft., \$40; 10 ft., \$60; 11 ft., \$88. Anacondas, 8 ft., \$20; 9 ft., \$28; 10 ft., \$40; 11 ft., \$52; 12 ft., \$68; 13 ft., \$80; 14 ft., \$120. Large Green Iguanas, \$10; Tegu Lizards, \$10.80; Rhinoceros Iguanas, \$50; Snake Dens (nonpoisonous), \$25-\$35-\$50-\$75. Guinea Baboons, \$75; Spider Monkeys, \$25; Ringtail Monkeys, \$25; Marmosettes, \$15; Pacas, \$35; Agoutis, \$15; Coat Mundis, \$25; adult Tapir, \$400; small Tapirs, \$200. Miami Animal So., 1525 N.W. 27th Ave., Miami, Fla. Phone: Newton 3-6919. my9

BABY FEMALE INDIAN ELEPHANTS, NOT over 4 1/2 ft. docile, can be handled and led immediately. Arriving New York June 4, \$3,500. If order placed immediately with deposit of \$1,000, will make a special price, \$3,150 F.O.B. N.Y. Write for complete list. Trefflich's, 228 Fulton St., New York.

CALIFORNIA OR STELLER SEA LIONS, Leopard Seals, fresh caught or trained. Sold, leased. New Northern Headquarters. Snow's Sealaquarium, 3535 N. Lombard St., Portland 17, Ore. Butler 9-0417. Or P. O. Box 2432, Custom House P. O., San Francisco, Calif.

Did This Ad
ATTRACT YOUR ATTENTION?
USE DISPLAY CLASSIFIED
A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH
Rule border permitted when using one inch or more.

ELEPHANTS—42" BABY FEMALES Arriving Air, New York, April 29; Miami, April 30, \$3,500 each. Rare Bird Farm, Kendall, Fla.

FEMALE BLACK LEOPARD, 18 MONTHS, perfect, \$950; Baby Chimps, \$550; Monkeys: pair Stumptails, female pregnant, \$150; pair beautiful adult Dianas, \$500; Wanderoos, \$195; tame Mona, bad eye, \$35; Squirrel Monks, 6 for \$100; Rhesus, \$75; adult Chimps, \$395. Hundreds more. Write Rare Bird Farm, Kendall, Fla.

FOR SALE

Large stock of acclimated animals, plus new arrivals weekly. Monkeys, deer, bears, sea turtles, hawks, owls, vultures, alligators, snakes, lizards, European hedgehogs, over 100 types in stock at all times. Nice for snake food, chameleons. Immediate shipment, no tying up your money for months. North Carolina's largest Zoo and Animal Compound.

TOTE-EM-IN ZOO

Rt. #2, Box 368 Wilmington, N. C.

REGAL PYTHONS, 10 TO 15 FT., EXCEL- lent feeders! The snakes that live! Twelve big diamond back rattlers, only \$20. Dale Logston, 4704 Jean Ave., Fort Worth, Texas. Phone Jefferson 4-2592.

TAME ADULT MINIATURE CHIMP Stumptails, \$50. Request illustrated Monkey Catalog. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. my18

WANTED: WELL-BROKE PERFORMING Dogs. Must be outstanding females with no faults. Ernest Pressley, 1932 East 8th St., Charlotte 4, N. C. my16

Business Opportunities

EXCELLENT LOCATION—20 RIDE ESTAB- lished Park. Want Scrambler. Lease, percentage or buy. Replies: Crystal Beach, Inc., White Lake, N. C. Phone ON 2-3690.

FOR SALE

Factory of manufacturing Shooting Gal- leries and supplies. Fully stocked, equipped and established, successfully operated busi- ness since 1927. Priced to sell by owner who wishes to retire.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

FOR SALE: STEAM LOCOMOTIVE. COM- plete coal fired steam engine, 15-inch gauge, tender, 3 10-passenger cars, 1200 foot of track. Douglas Ferguson, Pigeon Forge, Tennessee. my2

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. my2

HOW TO MAKE MONEY WITH FAIR- grounds and Carnival Concessions. New, pocket size, illustrated. Postpaid \$1. Globe Pub. Co., Macon, Ga. my18

LAKE FOR SALE

105 acres
Could be developed into Million Dollar Re- sort. 12 miles from R. A. F. B. with 100 Million Dollar Annual Payroll. Heart at- tack forces sacrifice at \$35,000 full price. Only \$2,500 down, bal. 20 yrs. @ 6%. Sufficient capital and know-how to repair dam and develop necessary (otherwise don't write).

E. E. WANTLAND

R. T. Box 110 Fort Valley, Ga.

PLAYLAND

Now operating on busy Highway, adjoin- ing Shopping Center. 6 Rides less than 2 yrs. old. Can be moved or leased on 5 acre expandable plot.

MIKELEE CORP.

609 Highway 18 East Brunswick, N. J.

Porto-Bilt

ROLLER RINKS
Complete Tent Rinks and Floors only for indoor use, any size.
W. T. Shackelford, DIXIE RINK SALES, P. O. Box 415 Smyrna, Ga. HE 5-5978 (8-2183 Marietta)

RECORD & GIFT SHOP FOR SALE— Est- ablished, successful, excellent location. Your Golden Opportunity. Sacrifice for \$10,500. P. O. Box 122, Ft. Pierce, Fla.

SICKNESS FORCES ME TO SELL MY famous cream taffy route and truck, Southern Illinois and Indiana. Stock and equipment, \$11,000 cash. Can make it back first season on present route. Better hurry. First location July 4. Call or write Charles O. Trebilcock, P. O. Box 23, Mt. Vernon, Ill. Phone: CH 2-3414.

This is a
DISPLAY CLASSIFIED AD
Your Advertisement Display in a space this size will cost only \$14 per insertion

YOUR OWN BUSINESS—WITHOUT IN- vestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-50, Chicago 32. my23

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators; complete line of Parts. Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif. np

Costumes, Uniforms, Wardrobes

GIRL SHOW, STRIP, BALLY, MINSTREL Wardrobe & Accessories. Clown Suits, real hair Impersonators Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehaw- ken, N. J. Phone Union 3-9509.

NEW CLOWN SUITS. FLASHY COLORS, \$10; Comedy Tramp Suits, \$7; Red Wigs, Big Shoes, \$5.50; hundle Clown odds, \$7. Orchestra Coats, Curtains. Costumes, Min- strel Coats. Wallace, 2453 N. Halsted, Chi- cago.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, re- placement Kettles for all Poppers. Krispy Korca, 120 S. Halsted, Chicago, Ill. my30

ELI #5 WHEEL, 3 ABREAST 24 HORSE KID Merry, Chairplane, Train Ride, Auto Fire Engine, Wet Boat, Swings, 10-kw. Plant. Cante's, Lyndhurst, N. J. Geneva 8-5889, my9

FASCINATION GAME—58 TABLES COM- plete, good condition, good price. Write or phone Wm. E. Wittenberg, Seaside Heights, New Jersey. my9

FERRIS WHEEL, 26 FT. TEEN-AGE SIZE. Ideal for Kiddleland. Can be seen set up and in operation. Will finance over three seasons. Joe Auton, 7824 Fenkell, Detroit, Mich. my23

FOR SALE—ALLAN HERSCHELL MERRY- Go-Round, 1950, 3 abreast, 38 ft., 30 horses, 2 chariots, fluorescent lights, all in good condition. Al Camlin, 84 Conklin Ave., Brooklyn 38, N. Y. Phone CL 7-3148.

FOR SALE—GRAB TRAILER 8X24, 2 ROOT Beer Barrels, 2 Coffee Urns, 2 Electric Orange, 2 Grills, Deep Freeze, Sinks, A-1 Chevy Truck, 300 Gal. Water Storage, \$1,500. F. Odre Trading Post, 17th St., Ford City, Pa.

FOR SALE—LARGE USED ROLLER RINK Tent and Floor. Good condition. Sacrifice, will sell part or all. Interested buyers only. Phone only. Lewter Roller Rinks, Fayetteville, Tenn.

FOR SALE—PONY CART RIDE, FLUO- rescent lights, good top, inside and outside scenery, 2 platforms. This is a beautiful ride in good shape, \$1,350. Kiddle Chair- plane, 5 sweeps and 10 seats, with new motor and clutch, \$200. 3 kw. plant, good as new, \$125. L. C. Davis, Route 2, Alamo, Tennessee; Phone OL 6-2148.

FOR SALE—ROLLER RINK COMPLETE, 105x50 tent with all new side walls, all seams; sectional hardwood floor, 200 pairs of skates, benches, etc. Price, \$5,500. Noel Daugherty, Steuben, Wis. Phone Boscobel, GRanite 6-2355.

FOR SALE: 1 KIDDIE GALLOPING HORSE Carrousel; 16-seat Kiddle Chairplane. Wm. Beauchemin, 21 Federal St., Newbury- port, Mass. Tel. Homestead 2-6385.

GMC TON PANEL, JOINT RACKS, GOOD tires, motor; Dodge Van, good tires, motor, racks; 26' Rollhome Trailer, good office, stock wagon. Clint McMullin, R. 3, Box 164, Chelsea, Okla.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- | | |
|--|---|
| <input type="checkbox"/> Acts, Songs, Gags | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Advertising Specialties | <input type="checkbox"/> Mobile Homes, Accessories |
| <input type="checkbox"/> Agents, Distributors Items | <input type="checkbox"/> M P Films—Accessories |
| <input type="checkbox"/> Animals, Birds, Snakes | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Partners Wanted |
| <input type="checkbox"/> Calliopes and Band Organs | <input type="checkbox"/> Personals |
| <input type="checkbox"/> Collectors Items | <input type="checkbox"/> Photo Supplies & Developing |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes | <input type="checkbox"/> Ponies |
| <input type="checkbox"/> Food & Drink Concession Supplies | <input type="checkbox"/> Printing |
| <input type="checkbox"/> Formulas and Plans | <input type="checkbox"/> Rigging and Props |
| <input type="checkbox"/> For Sale—Secondhand Goods | <input type="checkbox"/> Salesmen Wanted |
| <input type="checkbox"/> For Sale—Secondhand Show Property | <input type="checkbox"/> Scenery, Banners |
| <input type="checkbox"/> Help Wanted | <input type="checkbox"/> Talent Wanted |
| <input type="checkbox"/> Instructions and Schools | <input type="checkbox"/> Tattooing Supplies |
| <input type="checkbox"/> Locations Wanted | <input type="checkbox"/> Trucks, Trailers, Accessories |
| <input type="checkbox"/> Magical Supplies | <input type="checkbox"/> Wanted to Book |
| | <input type="checkbox"/> Wanted to Buy |

Music, Records, Accessories

- | | |
|---|--|
| <input type="checkbox"/> Business for Sale | <input type="checkbox"/> Used Dealer-Distributor Equipment |
| <input type="checkbox"/> Record Pressing | <input type="checkbox"/> Used Records |
| <input type="checkbox"/> Situations Wanted | <input type="checkbox"/> Used Record Pressing Equipment |
| <input type="checkbox"/> Sound Equipment—Components | |

Coin Machine Headings

- | | |
|---|--|
| <input type="checkbox"/> Help Wanted | <input type="checkbox"/> Routes for Sale |
| <input type="checkbox"/> Opportunities | <input type="checkbox"/> Wanted to Buy |
| <input type="checkbox"/> Parts, Supplies | <input type="checkbox"/> Used Equipment |
| <input type="checkbox"/> Positions Wanted | |

Talent Availabilities Headings

- | | |
|---|---|
| <input type="checkbox"/> Agents and Managers | <input type="checkbox"/> M P Operators |
| <input type="checkbox"/> Bands and Orchestras | <input type="checkbox"/> Musicians |
| <input type="checkbox"/> Dramatic Artists | <input type="checkbox"/> Outdoor Acts and Attractions |
| <input type="checkbox"/> Hypnotists | <input type="checkbox"/> Vaudeville Artists |
| <input type="checkbox"/> Miscellaneous | <input type="checkbox"/> 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 _____

KIDDIE CHAIRPLANE, A-1 CONDITION. Will sell or trade for another ride. Reason, two chairplanes, New 8x8 center joint top and counters, 10x10 center joint. Tel. 3-9720, 2-2639. John Fanelli, 93 Canton, Fitchburg, Mass.

KIDDIE ROLLER COASTER FOR SALE. Schiff roller 5 years old, excellent condition. Will ship or load on your truck. Price \$4,000. S. & T. Amusement Co., Ocean City, N. J. EX 9-1127. my2

KIDDIE RIDES — ONE SEASON OPERATION, cannot tell from new; Arrow Steam Auto Train Ride, Hershell basic Rodeo, Ottawa DeLux Steam Train with four cars. Ted Cole, 185 Essex St., Salem, Mass. my9

KING TRAILER-MOUNTED JR. WHEEL, A-1 shape, 24 passenger Kiddie Rocket Swing Ride. Must sell both rides before May 15. Make an offer. P & J Amusement, P. O. Box 45, Massillon, Ohio. my9

LAST CALL FOR FREE LIST OF RIDES. Trains, Concessions. Greatly reduced prices. Young's Park Sales, 716 4th Ave., Two Harbors, Minn. my9

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Stoddard, James; Stone, Doc; Sullivan, Edward M.; Swan, Jack; Swank, Harry; Terrot, W. O.; Terry, Max; Testa, Mrs. Henry; (for Nancy Boyer) Thomas, H. W.; Thompson, Billy; Thompson, Pete; Throckmorton, Paul; Toll, John; Townsend, Wenester; Valdez, W. J.; Van Hooser, Marshall; Vinson, Jack E.; Wald, Frank; (Humpty) Wallace, Joe; Johnny; Wilson, Harvey S. or T.; Vohl, Henry; Ward, Leonard; Weston, Lefty & Mrs.; White, Frank; (Pojack) Whiteside, M. P.; Young, Charley; (Watchman) Young, Dolly

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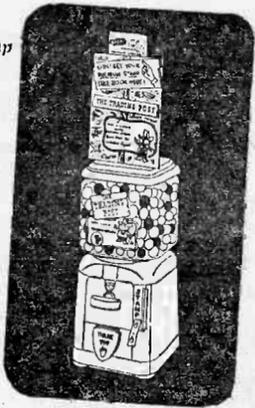
NATIONAL VENDORS' ASSOCIATION officers and directors pose following the group's election of officers at its Grand Bahama convention. From left to right, lower row: George Eppy, Leonard Quinn, Herman Eisenberg, Harry Bell, Max Hurvich, Roger Folz, Rolfe Lobell, C. A. Applegate, Everett Graff, Irving Katz, Bert Fraga and Dalton Wick. Upper row: Bill Falk, Paul Feingold, Bob Kantor, Bob Guggenheim, Jack Schoenbach, Art Bianco, Sid Bloom and Moe Mandell.

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IMPRONTO VENDING
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Chicago 22, Illinois

MCPHAIL VENDING
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Toronto, Ontario, Canada

OAK SALES COMPANY
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OAK SALES OF FLORIDA
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11411 Knightsbridge Ave., Culver City, California

Bulk Tradesters Wind Up 10th Annual Meet at BWI Resort

By **NICK BIRO**

WEST END, Grand Bahama Island, Bahamas, B.W.I. — New equipment, charms and fill created the big news as National Vendors Association held its 10th annual bulk vending convention here in this picturesque island resort area.

Three of four exhibiting machine manufacturers introduced new lines and virtually all charm manufacturers and fill suppliers had something new to show the trade (see separate stories).

Sharing the spotlight was a full social agenda plus a number of informal business sessions that seemed to go on whenever two or more tradesters got together.

Social Schedule

There was an NVA sponsored luncheon, a hotel-sponsored island beach party, a machine manufacturers' luncheon (sponsored by Atlas, Northwestern Oak and Victor) and two outstanding dinner-dances, one by Samuel Eppy & Company and one by Leaf Brands. All were the scene of considerable merriment and some trade talk and business as well.

The convention officially got under way Thursday morning (21) with the opening of exhibits—the first time incidentally that NVA had a separate convention hall with booths instead of the familiar hotel room arrangements.

A total of 22 firms—two of them showing major equipment—were on the floor. Besides the regular bulk vending exhibits, Arthur DuGrenier, Inc., showed its cigarette and candy machine and Con-Sel, Inc., a Chicago based distributor, showed a Coan candy machine, an Avenco hot-drink machine and a Gold Medal popcorn vender.

Later in the day, Milton T. Raynor, NVA counsel gave an indication of the association's future when he said NVA would vigorously move to expand its services and the association on a local level.

NVA is at a crossroad, Raynor indicated. He urged the formation of regional and State groups to augment the services of the group. Raynor spoke at the first business session of the convention following the official kick-off luncheon.

Krentzer Talk

Sharing the podium with Raynor were Stanley Krentzer, prominent New York attorney who emphasized the importance of citizens' participation in legislation and Robert Greenfield who discussed the association's new life insurance and health plan. (The Billboard, April 18.)

Previously, at a board of directors meeting (Wednesday evening, April 20) the group decided to hold its 1961 convention in Chicago with the 1962 conclave in Miami Beach. A committee was appointed to pick a site for both.

Attendance, tho not up to some previous conventions, was surprisingly good with better than 200 members and guests viewing the exhibits, attending sessions and in general enjoying an ideal island vacation.

Friday Session

At Friday's business session, speaking honors were shared by Paul Guynes, associated with Graff Vending Sales, Dallas; Don Mitchell, NVA counsel with Milton T. (Continued on page 89)

Bow New Machines & Stands

WEST END, Grand Bahama Island, Bahamas, B.W.I. — Oak, Northwestern and Victor all introduced new lines at National Vendors Association' four-day convention here, April 21-24. Another firm, Spar-A-Cino, a Chicago distributor-operator, headed by Phillip and Mike Sparacino, introduced a line of bulk vending stands which it is manufacturing and distributing to the bulk trade.

Oak bowed its new 5-cent Hobby Card Vender and its 25-cent Sanitary Vender. The Hobby Card Vender has a capacity of 550 six-card packages (four columns, 135 each), measures 25 inches high, 14 inches wide and seven inches deep with four A.B.T. type coin chutes. Unit lists for \$42.50.

The Sanitary Vender holds 144 flat pack products, measures 26 1/2 inches high, six inches wide and four inches deep, is equipped with an Ace lock and lists for \$29.50.

Victor

Oak also showed its current line of machines. The booth was manned by Sid Bloom, president, and Meyer Abelson, sales manager and Eastern distributor.

Victor introduced a new large peanut (in the shell) dispenser, a Two Grand ball gum machine and a new "V-2" 25-cent capsule machine. Both the peanut and capsule machine are patterned after Victor's recently introduced Super 100 Console Model ball gum machine, with the large plastic globe, wooden base and console style metal legs. No price has been announced on either machine.

Victor's new Two Grand Vender holds 2,000 balls of 100 count gum and is patterned after its Baby Grand and Super "V" line, but considerably bigger. Unit sells for \$24.50. None of the new lines are yet in production but are expected to be rolling within 60 days, according to Harold Schaefer, Victor executive and Jack Nelson, the firm's Chicago distributor who manned the booth together.

Northwestern

Northwestern introduced a new 25-cent perfume vial machine, patterned after the firm's familiar 5-cent package gum vender. The vial of perfume is displayed on the top, with stock held in five selection columns. Unit is priced at

\$34.50. Northwestern also showed its 1960 line of Golden "60" machines with standard, half-cabinet and over-sized plastic globes plus its Hi-Lo and Candy Stick stands.

Manning the Northwestern booth were W. R. Greiner, Northwestern executive and Moe Mandell, New York distributor and Tom King, Chicago distributor.

Spar-A-Cino showed a line of three different bulk stands which it is producing for the operator trade. Wrought iron "Bi-Plex" stands hold from one to eight machines and are priced from \$6 to \$14.50 each. Wheels are optional at \$1.50 per set.

The firm's "Bi-Plex Deluxe" stands are of square steel tubing with wood or bar top and finished in gold, nickel or chrome. Units are \$10.25 for two to three machines and \$11 for three to four machines.

Also shown was a "Bi-Plex Consul" stand of sheet metal, with hammer finish holding up to 10 machines on two shelves. Stands are of grey or gold, priced \$18. Phil Sparacino and son Mike manned the booth.

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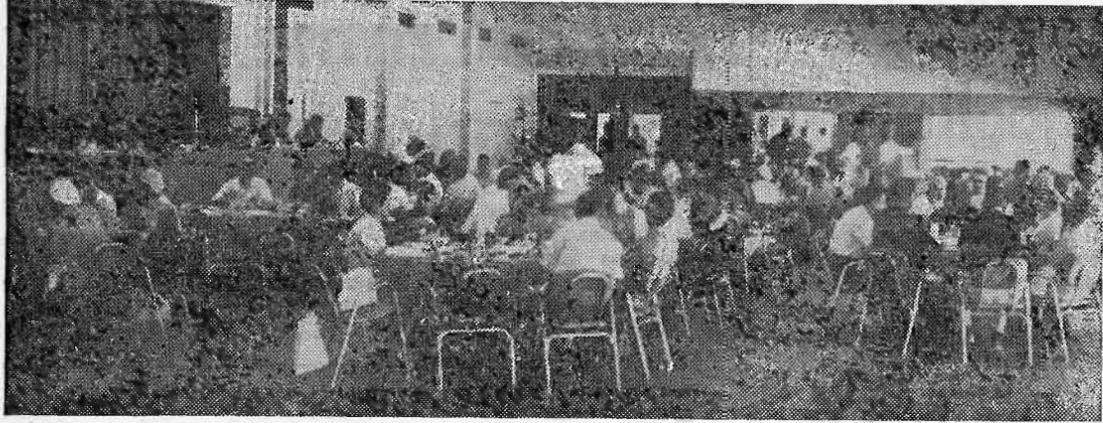
Name

Address

City Zone..... State.....

Occupation





OVER 100 OPERATORS, distributors, manufacturers and wives attended a National Vendors' Association sponsored luncheon kicking off the group's Grand Bahama convention recently. The opening business session followed with Everett Graff, Leonard Quinn, Rolfe Lobell, Stanley S. Kreutzer, Robert Greenfield and Milton T. Raynor sharing the podium.

8 Charm Mfrs. Trot Out New Lines at Grand Bahama Meet

WEST END, Grand Bahama Island, Bahamas, B.W.I. — Bulk vending operators and distributors got a preview of new charms for the season with eight manufacturers bringing out several new lines each at National Vendors Association Bahama convention last week.

Samuel Eppy and Company showed: (1) Gold and silver stemware (also in crystal colors) including brandy, pilsner, beer, cocktail, goblet, and champagne glasses, priced \$5 to \$7.50 per 1,000.

(2) Golden Yo-Yo, gold plated working model with string, priced \$16.50 to \$20 per 1,000; (3) tiny pacifier for baby dolls in assorted colors, priced \$7 to \$9 per 1,000; (4) Private Eye, plastic, flesh colored eye, with black and white eye ball, with suction cup on back that sticks to forehead, priced \$10 to \$12.50 per 1,000; cultured pearl rings, single and double, gold, priced \$12.50 to \$15 per 1,000.

Albert Fischer Company showed two items that were introduced about a month ago, but are just getting into full production: (1) Tooth paste and tooth brush charms, the paste in multi color with two-color cap and tube, the brush of multi color plastic, priced \$10 per 1,000; (2) padlock, plated and plastic, opens and closes, in assorted colors, priced \$3 to \$4.50 per 1,000.

Fischer also showed a new counter model baseball game, manufactured by Modern Coin Company, Cincinnati. The game gives five balls for either a nickel or penny, price approximately \$55. Upon insertion of a coin, the balls are fed into a chute, and a lever shoots them onto a playing field for either singles, doubles, triples or home runs. During the show, Rake Coin Machine Exchange, Philadelphia, was also signed to distribute the item.

Green Duck showed two new button series: (1) Glitter-initial buttons in four colors with individual initials suitable for 7/8-inch vend, approximately \$10 per 1,000; (2)

Gags and Brags pins, 12 different child appeal pictures and sayings, multi color, \$10 per 1,000.

Karl Guggenheim, Inc., had two new lines: (1) Talk-Talk teeth, of plastic that opened and closed, in red and gold, red and white, pink and gold and pink and white, priced \$12.50 to \$21 per 1,000 depending upon whether plated, unplated, and quantity.

(2) Trailer and truck charm, miniature trailers with attachable trucks, plastic and plated, multi-color, priced \$4 to \$8 per 1,000.

Penny King Company unveiled seven new items: (1) Warner Brothers cartoon flicker action rings and lockets, 16 characters, priced \$13.50 per 1,000; (2) baseball flicker action ring, shows home run hitter swatting ball, priced \$12.50 per 1,000.

(3) Roulette Wheel, with well marked divisions, colored, priced \$12.50 per 1,000; (4) magnifying glass, in case, assorted colors, \$12.50 per 1,000; (5) Japanese Devil's Head, molded ivory plastic, painted ears, eyes and mouth, priced at \$10 per 1,000; (6) Black Sitting Cat with yellow eyes, \$5 per 1,000; (7) Jade Buddha, gold paint, \$6 per 1,000.

Plastic Processes showed: (1) Gold plated election pins, showing the donkey and elephant, priced \$13.80 to \$16 per 1,000; (2) Puzzle Balls, multi-color, assorted colors, different puzzles with B-Bs to roll into appropriate holes, entire puzzle encased in plastic ball, priced \$13.20 to \$15 per 1,000; (3) line of metal jewelry rings, metal adjustable, gold and silver, sparkling stones, diamond cuts, rubies, emeralds, pearls and others, designed for 10-cent vend, priced \$45 to \$50 per 1,000.

(4) Baseball picture viewer, patterned after miniature telescope, multi color, also with key chain, shows different baseball player poses, priced \$10 to \$12.75 per 1,000; (5) plus new line of sales display cards for capsule machines,

yellow and black, holding eight different items, free with purchase of any capsule series.

Paul A. Price, Inc., had nine new lines: (1) Mailbox with movable lid, blue and red, and plated, priced \$12.50 per 1,000; (2) pink and blue plastic cradle, priced \$10 per 1,000; (3) Day-Glow face rings with removable face parts, glowing eyes, five different characters, \$10 per 1,000.

(4) Two different heart rings, with stones in center, \$14 per 1,000, with faceted center, \$8.50 per 1,000; (5) small heart ring, heart within a heart, \$8.50 per 1,000. Both item (4) and (5) are vacuum plated.

(6) Large pearl center ring, gold and silver, \$16 per 1,000; assorted pearls in small clusters, \$17.50 per 1,000; (7) pink and blue harmonica

(Continued on page 89)

Bulk Banter

By NICK BIRO

Small bands of sun-tanned bulk vending traders are slowly filtering back to various points thruout the country and Canada as National Vendors Association recent Bahamian conclave becomes a pleasant memory. A number of conventiongoers stayed on in the Bahamas for a little extended vacation, with Don and Lois Mitchell being the last holdouts, not returning to their somewhat colder Chicago home until last weekend (April 30).

Several of the conventioners went on to Nassau, capital city of the Bahamas for a little shopping and sightseeing. Included in the group were Leonard Quinn and his wife, the Applegates, Marshal Leaf, Les and Sugar Shankman and Mr. and Mrs. Hurvich. Hurvich incidentally celebrated his 30th year in the coin machine business during the island conclave.

Quite a few others stayed over in Miami Beach for a little vacation following the convention. Mr. and Mrs. Sid Bloom and Mr. and Mrs. Meyer Abelson planned to spend a little time split between visiting the sights and talking to operators at Abelson's new Florida distributorship. . . . Other Miami Beach stayers on were Mr. and Mrs. Dave Yurmak, Mr. and Mrs. Art Bianco, Mr. and Mrs. Irv Katz, and Mr. and Mrs. Jack Schoenbach.

Lyle and Delores Becker returned to the mainland to stay with friends at Palm Island and celebrated Lyle's birthday with a small group of friends at Miami Beach.

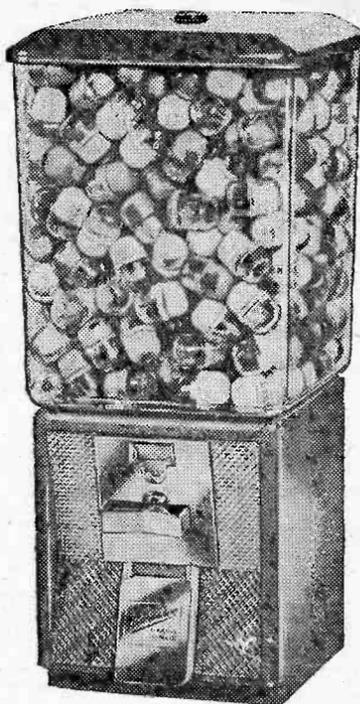
Also a brief stop-over for Jack Nelson, who, however, cut short his sunbathing to catch a jet flight home and be with his family.

The Sparacinos likewise spent a

(Continued on page 89)

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With QUICK-TACH at slight extra cost.

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CORRECTION NOTICE

In the April 18th issue of The Billboard, Northwestern Corp. distributor STANDARD SPECIALTY CO.'s address was shown as Denver, Colo. This is not correct.

The name and address of the Northwestern Distributor in Denver, Colo., was omitted from this issue.

The correct address is **STANDARD SPECIALTY COMPANY**
1028 44th Avenue
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STAR VENDING COMPANY
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Electric Money Maker Famous ACME ELECTRIC MACHINE



Time proven favorite ment. Electric vibratory current increased at will by player. One dry cell battery good for health and amuse for 1,500 to 3,000 plays.

Sample \$28.13
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1/3 Deposit, Balance C.O.D., F.O.B. N. Y. We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

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N.W. De Luxe 1¢ or 5¢ Comb.	12.00
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verted for 100 ct. B.G.	6.50
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ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mde.	10.00

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Golden Non Pareil Almonds, 5-lb. vac. pack fins, per lb.	\$.85
Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.56
Cashew, Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 55¢ Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct. minimum prepaid on all Rain-Blo 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.	1.30

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Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
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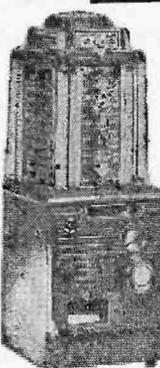
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Make up to 8¢ profit on a dime sale. You pay 25% commission and net 50% profit.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.



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Memphis Bulk Op Throws in Towel; Blames High Taxes and Vandalism

MEMPHIS — Henry J. Wilkerson, 43, a bulk vending operator for three years, claims he is going out of business because of vandalism and high taxes and license fees.

Wilkerson operated 210 penny gum and peanut machines and 40 scales.

He said his net profit last year was \$80. His gross, he said, was \$2061 and his operating expenses \$1981. Wilkerson operated a repair shop and carried on the vending

operation on a part-time basis, hoping to expand it into a full-time operation.

But, he said, the damage to many of his machines and "taxes and license fees which are exorbitant for a small operator" caused him to discontinue.

Pulled Machines

He said he has pulled in all his machines and is selling them piecemeal to other operators.

The tax in Tennessee for bulk vending operators is \$2 for registration of the operator, a one-time fee; \$1 for registration of each machine, a one-time tax; then each year 1.5 per cent of gross receipts.

Wilkerson said if the old 3 per cent sales tax on purchase of fill were used instead of the 1.5 per cent on annual gross receipts it would give the small operator some relief.

He gave this example:

He pays 32 cents a pound for peanuts in five-pound lots. (In case lots of 30 pounds to the case it runs as low as 28 cents a pound.) His machines hold an average of four pounds of peanuts each, which will gross \$3.30 each.

The fill for one machine, 32 cents by four, is \$1.28. The 3 per cent sales tax on that would be 4 cents. But using the 1.5 per cent of gross receipts formula, it would be about 5 cents. This is for one fill in one machine.

Multiply this 1 cent by 200 machines and that is \$2, said Wilkerson. Multiply the \$2 by the number

of times during the year the machines are refilled and it will run into considerable money the small operator is out in tax dollars, he said.

The same is true of the gum machines, he said, only the tax will run into more money.

As to vandalism, Wilkerson said he had many machines torn up and robbed. Some, he said, were "broken to pieces." In others a spring is broken, in others a bent coin somehow manipulated to allow the vandal to empty the machine.

Wilkerson said he had invested \$9,000 in the machines while building up the route. He does not expect to get back anywhere near his original investment in reselling the equipment.

Wilkerson said he thought in addition to restoring the 3 per cent sales tax instead of the 1.5 per cent tax on gross receipts, the small operator ought to be given relief in the abolition of the \$1 registration fee on each machine.

Wilkerson said the tax situation on his scales was even worse than on the penny vending machines. He said he has to pay a State tax of \$3 each year on each machine; a city tax annually of \$1.25 on each machine and an inspection fee each year of \$2.04 on each machine.

He said at each location where he had a scale, he had a gum vending machine on each side of it; or a gum machine on one side

Leaf & Cramer Show New Candy and Gum

WEST END, Grand Bahama Island, Bahamas, B.W.I. — Three new machine fills—one by Leaf Brands and two by Cramer Gum Company—were shown to the operator and distributor trade at the National Vendors Association Grand Bahama convention.

Leaf unveiled a new "Hot Ice" century count ball gum. A bright pink color, the outside is of cool peppermint with the inside of hot cinnamon. Price is 32 cents per 100.

Cramer showed a new candy coated licorice solid ball, 100-count in eight colors and a new 100-count root beer flavored ball gum. No price was announced on either item.

Manning the Cramer booth was Richard Collins and Carmen D'Angelo. Leaf had a full contingent from the factory including Marshall Leaf, Rolfe Lobell, Jane Mason, Leo Leary and Les Shankman.

If any prize would be given for most attractive exhibit booth, Leaf would have to walk off with the honors. The booth was fitted in an

and a peanut machine on the other.

Wilkerson had a wholesale candy route before he went into the vending business and operated a repair shop when not occupied with his route. He said he now expects to return to some form of merchandising on a truck route job in the city.

attractive and original island motif, featuring native hats. The theme was a "Hat Full 'O Gum," with the hats used as horns of plenty, giving endless quantities of gum.

PEARL RINGS

SUNBURST
Beautiful, large, lustrous Single Pearl Ring. Brilliantly plated in gold and silver.
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5 m and up 13.75 per thous.

WITH GOLD PLATED TEETH
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SUPER-100 CONSOLE MODEL

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| <ul style="list-style-type: none"> ■ Logan Distr. Co. 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wls., Mich., Ky. | <ul style="list-style-type: none"> ■ Northwestern Sales & Service Co. 446 W. 36th St. N. Y. 18, N. Y. LONgacre 4-6467 New York State | <ul style="list-style-type: none"> ■ Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del. | <ul style="list-style-type: none"> ■ Standard Specialty Co. 1028 44th Ave. Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands | <ul style="list-style-type: none"> ■ Veedco Sales Co. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J. |

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Op Has What He Wants From Route Income Plus Some Time to Enjoy It



BUD VOGAN, of Bud's Vending Service, Los Angeles, sought out bulk vending because it afforded the most money for the least investment. Today he operates a route of more than 500 machines, but can take off eight to 10 days at a time to enjoy camping, rock hunting and other outdoor pleasures.



VOGAN also finds time to collect, buy and sell firearms. His Western States Supply Company, operating under a federal firearms license, is a paying hobby. Here he holds an 1851 silver-plated, engraved Colt .36, cap and ball. This sidearm and others like it were used during the war between the States by

door locations and then on a rare basis.

Vogan works his route alone and covers an area that extends about 15 miles from his home in each direction. Altho this may seem quite a large section for one man, he has it down to a science. In fact, one of the things he likes about bulk vending is that he can go away for 10 days any time that he wants, providing he knows about it two days before departure.

"We like to camp out and have taken trips for eight and 10 days without the route suffering," Vogan said. "I have to have two days to get my route in order. It takes fast preparation and just before I leave I service the machines that are on the 10-day schedule. Once they are set for 10 days, it is safe to stay away for eight. That gives me a margin of safety."

Gun Hobby

In addition to vending, Vogan has what he calls the Western States Supply Company. To conduct this activity, he holds a federal gun dealer's license for he buys and sells firearms. One gun in his collection is an 1851 silver plated, engraved "Navy" Colt .36 for cap and ball. Sidearms of this type were used quite a lot by the Confederates during the "War Between the States." There are no records on them, as Vogan explains, they were destroyed when the Colt plant burned in 1855.

Altho he was born in Ohio, Alfred L. (Bud) Vogan spent most of his life in Chicago, where he resided for more than 25 years. After completing high school, he attended the University of Chicago, where he had two years of pre-medical and two years of medicine. As he was a reserve, the Air Force called him into service in 1941. The following year, the plane he was piloting was shot down in Africa not far from the site of the ill-fated "Lady Be Good" that was found recently in the Libyan desert. After spending more than a year in the hospital, Vogan was assigned to Army Intelligence in the China, Burma, India theaters. He was discharged in 1945 with the rank of First Lieutenant.

He moved to California in 1946 and operated a garage, which he sold to enter vending. When he entered this new field, he had definite ideas: (1) He would not vary his commissions beyond a flat percentage upon which he had decided; (2) he would try at all times to upgrade his locations on the basis of

By **SAM ABBOTT**
LOS ANGELES — Bud Vogan gets what he wants in bulk vending.

As the operator of Bud's Vending Service here, he has a business that affords the necessities of life along with time to enjoy his hobbies of gun collecting, rock hunting and camping with his wife Gladys. Recently, the Vogans purchased a home in the San Fernando Valley—and to the list of things from vending may be added, security.

Vogan, who was born in Warren, O., in 1920, was attracted to bulk vending in this area after selling a garage in 1954 that he had operated for eight years. He picked bulk vending for it represented the least investment for maximum return. He also believes that when acceptable equipment is purchased and worked properly, one can not lose. But, if he had it to do over, he would do it differently—beyond a point.

Start Different

While he would stick to bulk vending, he would change his way of getting into it. When he started in 1954, he purchased part of a route which was about one-third of the more than 500 machines he has on location today. Then, he began building, hiring only "locaters," but no employees. This would be changed were he buying today. He would decide how many machines he eventually wanted to operate, and this is what he would buy at the start.

"I would buy to the point that I planned to grow," Vogan explained. "It appears on the surface to be cheaper to build a route but I think this is false economy. What is gained in theory is lost in reality."

Vogan today devotes approximately 70 to 75 per cent of his route to penny machines. "I look upon the nickel machine as a necessary evil," Vogan declares. "Contrary to popular belief, penny and nickel machines bring in about the same amount of gross revenue. On the basis of cost, the 5-cent item is higher—thus the margin is less."

Nuts

Altho Vogan prefers the penny item, he eliminates one that is popular with most operators—peanuts. He does sell peanuts but only when the location requests that he add them. His biggest volume is done in bulk gum squares in restaurants with jelly beans and novelties following. Another item that he stays away from is sugar covered chocolates, except for in-

revenue and his location-owners on the basis of disposition; (3) never pull a machine from one location to serve another—buy another machine.

Life

This philosophy has worked well for Vogan. He enjoys life and recently told a friend that, moving to a new home, he preferred to "work a little uncomfortably to live comfortably." This seems to sum up his views. The camper in which he and his wife, known affectionately as "Punkin" take trips has been outfitted with shower, toilets, kitchenette, and self-sustaining butane and electric power.

Had Vogan continued with his medical studies, he would have made a good surgeon for he knows how to operate.

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CIGARETTE \$150.00
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All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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PRIVATE EYE, PRIVATE EYE

The Wild, Exciting, Sizzling Gimmick that is the Sensation of the Industry.

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F.O.B. Direct from Factory or at Eppy Distributors.

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WEIGHT 1¢ AND HOROSCOPE 5¢

No cards, capsules or tickets to buy.

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Serving the entire Delaware Valley area since 1927

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Exclusive Vending Distributor WALnut 5-2676

H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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We handle complete line of machines, parts & supplies.

"A NEW OPPORTUNITY IN VENDING" of CRACKER JACK

Now for the first time this famous product that has been on the market for 63 years is available to the public in vending machines. This is one of few confections that has always been popular with young and old alike. Millions and millions of packages sold retail in 1959. Every city, town and village in America have locations waiting for some operator to install a vendor for CRACKER JACK.

DISPENSES THE NEW FULL SIZE FOILED-WRAPPED PACKAGE

This Could Be You

Be the first with the best, remember that this is a non-competitive product, there is only ONE CRACKER JACK, compare this with any other vending item and judge for yourself the vast number of profitable locations for this automatic merchandiser.

Direct shipments of CRACKER JACK to selected distributors of the CRACKER JACK VENDING MACHINE.

Specifications—Model 50, 60" High—17" Wide—8 1/2" Deep. Capacity, 50 Boxes. Shipping Weight, 64 Pounds.

C. J. VENDORS, INC.
Exclusive Manufacturers and Distributors of Vending Machines for
CRACKER JACK
P. O. Box 476 Rialto, California

Music Operators of America Convention Program

Exhibit Hours

Monday and Tuesday, 2:30 to 8 p.m.
Wednesday, 2:30 to 6 p.m.
(Exhibits closed during general meetings)

MONDAY, MAY 9

- 9:30 a.m. Forum meeting, Venetian Room, 2d floor.
- Problems of New Operators Entering Full-Line Vending.
 - Full-Line Vending, Its Future and Its Problems.
 - Maintenance of Vending Equipment, Hygiene and Health Laws.
 - Vending Product Control and Commission Rates.
 - Candy and Cigarette Vending.
 - Kiddie Rides.
 - Miniature Bowling.
- Moderated by J. Harry Snodgrass. Panelists include Louis Casola, plus representatives from Rowe Manufacturing Company, Continental Vending Machine Company, Bally Vending Corporation, National Vendors, Inc., Bally Manufacturing Company and Chicago Dynamics Industries, Inc.
- Depreciation, Travel and Entertainment Expenses.
 - Sales, Personal Property and Cabaret Taxes.
 - Copyright Legislation.
 - Your Social Security.
- Moderated by Louis Casola. Panel includes Leo Kaner, J. Harry Snodgrass, George Miller, Nicholas Allen and Sam Jasper.
- Door prize—Official Jumbo Shuffle Alley contributed by Bally Manufacturing Company. Tickets given out until 9:30, must be present at 12 drawing to win.

Recess for Lunch

- 1:30 p.m. Forum Meeting, Venetian Room, 2d floor.
- Record Programming, 100-Play and 200-Play Machines.
 - Record Purchases.
- Moderated by Norman Gefke. Panelists will include two operators, a record distributor and a one-stop dealer.
- Amplifiers, Remote and Stereo Installations.
 - Relays and Steppers.
 - Maintenance of Playing Surfaces.
 - Coin Rejectors and Coin Changers.
- Moderated by Ted Nichols. Panelists include representatives from Automatic Music, Inc.; Williams Manufacturing Company, United Music Corporation, Bally Manufacturing Company and National Rejectors, Inc.
- Door prize—Magnus Chord Organ contributed by Williams Manufacturing Company. Tickets given out until 1:30. Must be present at 3 drawing to win.

TUESDAY, MAY 10

- 9:30 a.m. General Meeting, Venetian Room, 2d floor.
- Pledge of Allegiance to the Flag.
- Invocation by Father Thomas Maher of St. Margaret Mary Church, Chicago.
- George A. Miller, MOA, President, Opening Address.
- Herbert M. Kraus, Public Relations Counselor.
- Sen. Albert Bodkin, Grass Roots Public Relations.
- William Blatt, Local and State Public Relations.
- Sam Jasper, Social Security Administrator.
- Paul E. Jorgensen, National Licensed Beverage Association.
- Door prize for the meeting—Fiesta Pool Bumper Billiard Table, donated by Fischer Sales & Manufacturing Company, and two U. S. government bonds, contributed by Music Operators of America.

Recess

- 1:00 p.m. Election of Officers (for MOA members only).
- Luncheon and Floorshow, Terrace Casino Room.
- Door prizes—Mink fur piece and stereophonic phonograph.

WEDNESDAY, MAY 11

- 9:30 a.m. Forum Meeting, Venetian Room, 2d floor.
- Stereo and EP Records.
 - Soft Jackets for Operators.
 - Types of Product Offered.
 - What Can the Operator and Manufacturer Do to Improve the Business?
- Moderated by Dan Collins, The Billboard, and Joe Orleck, Cash Box.
- Panelists include two phonograph manufacturers, two phonograph operators, two record manufacturers, two record distributors and two one-stop dealers.
- Door prize—Two U. S. government bonds contributed by Music Operators of America. Tickets given out until 9:30 a.m. Must be present at 12 drawing to win.

- 7:00 p.m. Banquet and Floorshow, Terrace Casino Room.
- Door prizes—Phonographs contributed by Automatic Music, Inc., and United Music Corporation. Only those with exhibit badges eligible.

THURSDAY, MAY 12

Final board of directors meeting in evening, time to be announced.

Plant Tours Help Boost Business For Colorado Juke Box Operator

AURORA, Colo. — American manufacturers, distributors and other businessmen found long ago that plant tours which give the public an idea of how their products are made or distributed are definite prestige and goodwill builders.

The same situation applies to large-scale phonograph operation, according to Jack Arnold, president of American Amusement Company here.

Possessor of one of the most modern and well-equipped operating headquarters buildings in the Colorado industry, Arnold regularly takes his established location owners and prospective location owners on a tour of the building.

Located out of the Aurora business district, the building includes such features as hardwood paneling thruout office, showroom, entrance hallway, completely modern business machines and record-keeping equipment. The offices themselves are usually a surprise to location owners who are accustomed to thinking of coin machine headquarters as old, musty buildings full of musty parts and machines awaiting repair.

Shop Area

Behind the partition which separates the office from the shop still another surprise which Arnold designed himself.

Flanked with two large work

benches, given the benefit of brilliant fluorescent lighting many foot candles above the average, the shop incorporates such features as a high-pressure air system for spray painting and solvent cleaning operations; deck after deck of metal drawers accommodating parts, tools and supplies; complete power tool equipment for repair efficiency, plus locked rooms for valuable parts, tools, merchandise, etc.

Arnold is a practicing electronics expert, with long experience in all phases of custom design of speakers, wiring and multiple tone columns, and doesn't mind exhibiting his electronic test equipment, samples of public-address systems, etc., which he has built. He frequently loans public-address systems for use in civic events, without charge, a pointer which has led to much good will in recent years.

Invariably, Arnold reports, visitors leave American Amusement Company thoroughly impressed, sure that they will benefit not only from excellent new equipment, but, likewise, from swift, reliable service on every type of machine used in the location.

"The important thing is that every potential location owner will remember us when they open up new locations," Arnold summed up.

CMC Set for MOA Confab

CHICAGO—Executive committee members of The Coin-Machine Council, the industry's public relations representative, met with members of the Herbert M. Kraus Public Relations Agency here Tuesday (26) to discuss plans for CMC participation in the annual convention of the Music Operators of America, to be held in the Morrison Hotel here May 9-11.

Attending the meeting were Ed Ratajack, AMI; Lou Casola, MOA director and Rockford, Ill., operator; Herb Oettinger, United Manufacturing Company, and Herb Kraus, Merrill Schwartz and Art Perböhner, all representing the PR firm. The CMC will operate a booth at the MOA convention and will launch an intensive drive for membership.

West German Coinmen Fight ECM Speed-Up

By OMER ANDERSON

BRUSSELS—West Germany's coin machine industry has swung its support to Economics Minister Ludwig Erhard in the bitter controversy over acceleration of the European Common Market.

The controversy is over the so-called "Hallstein proposal," the plan put forward by Walter Hallstein, of West Germany, president of the Common Market, to speed up the razing of economic frontiers among the six Common Market partners.

Hallstein is being supported in West Germany by Chancellor Konrad Adenauer and the Foreign Office. He is opposed by Erhard and the Economics Ministry.

Trade War Risk

The issue is whether West Germany should commit itself to Hallstein's proposed acceleration, and thereby increase the risk of a trade war between the Common Market six nations and the "Outer Seven" nations of the European Free Trade Association.

Erhard says no, and the coin machine men are backing the pudgy economic "miracle man." The coin trade argument is similar to Erhard's: "It is precisely the Outer Seven market which offers the biggest trade field for German coin machine producers: The British and Scandinavian markets.

In the sharp competition now heating up with the United States, West Germany's coin industry fears that the triggering of a trade war with the Outer Seven would be tantamount to serving up the British and Scandinavian markets on a platter to the U. S. competition.

The coinmen, in this issue, have the backing of German agriculture, labor and a major section of heavy industry.

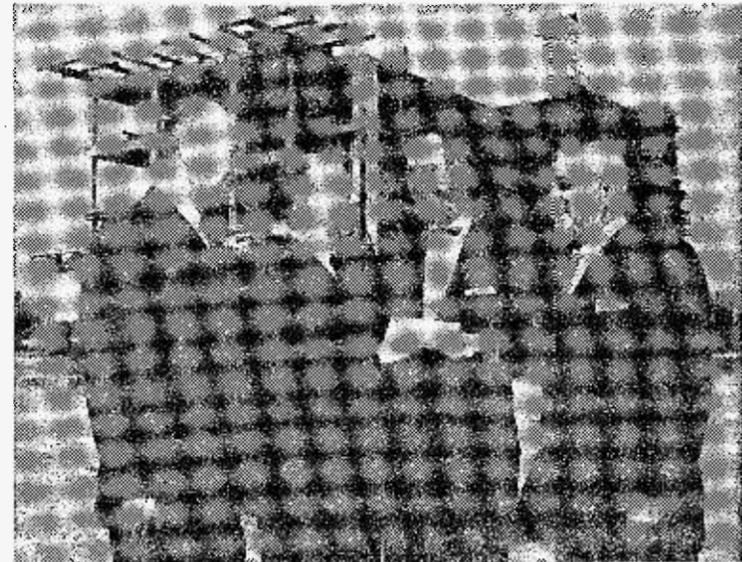
The 1957 Treaty of Rome laid

Proposes 1-Cent Hike in Cig Tax

TRENTON, N. J.—Gov. Robert B. Meyner last Monday (25) proposed that the tax on cigarettes be increased 1 cent per pack to finance an \$80 million construction program for State institutions.

Meyner made his proposal in a special message to the Legislature that called for a pay-as-you-go financing of the construction program.

The present State tax on cigarettes is 5 cents a pack. Meyner said the extra penny would mean \$8.5 million a year to the State in additional revenue.



A \$213,000 CHECK FOR THE GOTTLIEB MEMORIAL HOSPITAL is handed Louis Zahn, president of the hospital association, by Jerome V. Ray, chief of the Illinois State Department of Public Health, Bureau of Hospitals. Looking on are John Mattmiller, chairman of the hospital industrial division, and David Gottlieb, pioneer coin machine manufacturer, whose family contributed \$750,000 to the hospital construction.



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing music machines with columns for model number, year, and price. Includes models like D-40, E-80, F-40, etc.

ROCK-OLA

Table listing Rock-Ola music machines with columns for model number, year, and price. Includes models like 1438, 1442, 1446, etc.

SEEBURG

Table listing Seeburg music machines with columns for model number, year, and price. Includes models like M100B, M100C, 100W, etc.

WURLITZER

Table listing Wurlitzer music machines with columns for model number, year, and price. Includes models like 1250, 1400, 1500, etc.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling and shuffle machines with columns for model name, year, and price. Includes models like ABC Bowler, ABC Bowling Lanes, etc.

Table listing Chicago Coin bowling and shuffle machines with columns for model name, year, and price. Includes models like Lucky Alley, Magic Bowler, etc.

CHICAGO COIN

Table listing Chicago Coin bowling and shuffle machines with columns for model name, year, and price. Includes models like All Star Team, Bowler 11/55, etc.

UNITED

Table listing United bowling and shuffle machines with columns for model name, year, and price. Includes models like Ace Shuffle Alley, Advance 6/59, etc.

PINBALLS

BALLY

Table listing Bally pinball machines with columns for model name, year, and price. Includes models like Ballerina 6/59, Balls-A-Poppin', etc.

GOTTlieb

Table listing Gottlieb pinball machines with columns for model name, year, and price. Includes models like Ace High 2/57, Add-A-Line 7/55, etc.

ARCADe & NOVELTIES

Table listing arcade and novelty machines with columns for model name, year, and price. Includes models like All-Star Baseball, Aqua Duck, etc.

Table listing pinball machines with columns for model name, year, and price. Includes models like 2 Toreador, Twin Bill, etc.

UNITED

Table listing United pinball machines with columns for model name, year, and price. Includes models like Brazil 9/56, Caravan 1/56, etc.

WILLIAMS

Table listing Williams pinball machines with columns for model name, year, and price. Includes models like Arrow Head 7/57, Big Ben 9/54, etc.

ARCADe & NOVELTIES

Table listing arcade and novelty machines with columns for model name, year, and price. Includes models like All-Star Baseball, Aqua Duck, etc.

Table listing pinball machines with columns for model name, year, and price. Includes models like Bull's Eye, Ranger, etc.

UNITED

Table listing United pinball machines with columns for model name, year, and price. Includes models like Brazil 9/56, Caravan 1/56, etc.

WILLIAMS

Table listing Williams pinball machines with columns for model name, year, and price. Includes models like Arrow Head 7/57, Big Ben 9/54, etc.

ARCADe & NOVELTIES

Table listing arcade and novelty machines with columns for model name, year, and price. Includes models like All-Star Baseball, Aqua Duck, etc.

Table listing pinball machines with columns for model name, year, and price. Includes models like Quarterback, Meteor, etc.

UNITED

Table listing United pinball machines with columns for model name, year, and price. Includes models like Brazil 9/56, Caravan 1/56, etc.

WILLIAMS

Table listing Williams pinball machines with columns for model name, year, and price. Includes models like Arrow Head 7/57, Big Ben 9/54, etc.

ARCADe & NOVELTIES

Table listing arcade and novelty machines with columns for model name, year, and price. Includes models like All-Star Baseball, Aqua Duck, etc.

Table listing pinball machines with columns for model name, year, and price. Includes models like King Car, Meteor, etc.

UNITED

Table listing United pinball machines with columns for model name, year, and price. Includes models like Brazil 9/56, Caravan 1/56, etc.

WILLIAMS

Table listing Williams pinball machines with columns for model name, year, and price. Includes models like Arrow Head 7/57, Big Ben 9/54, etc.

ARCADe & NOVELTIES

Table listing arcade and novelty machines with columns for model name, year, and price. Includes models like All-Star Baseball, Aqua Duck, etc.



here's the new self-aligning
pulse converter that
helps make the

“K”

such a trouble-free
money maker

Front accessibility . . . split-second removal
or replacement . . . positive and automatic
alignment of pulse converter with selector pins
combine to reduce service costs
and eliminate possibility of misalignment
and player dissatisfaction. One
of many new AMI features that make the
“K” your better buy . . .

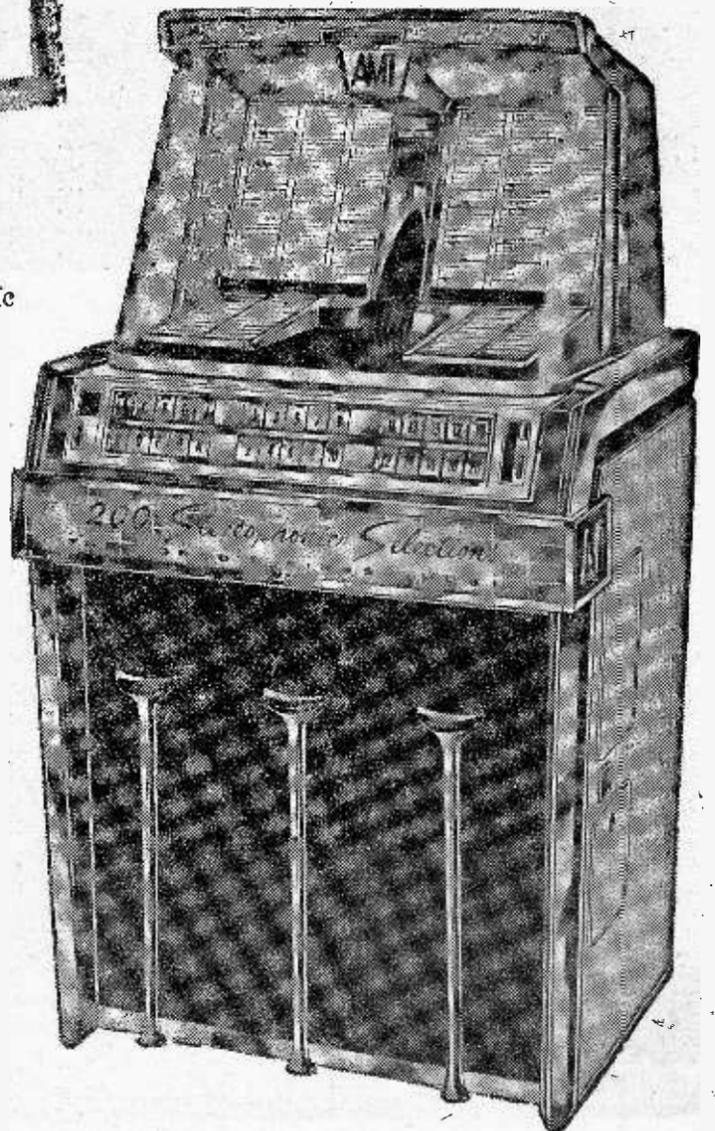
SEE YOU AT THE M.O.A. CONVENTION
MAY 9, 10, 11—MORRISON HOTEL, CHICAGO
AMI BOOTHS NO. 6 and 7

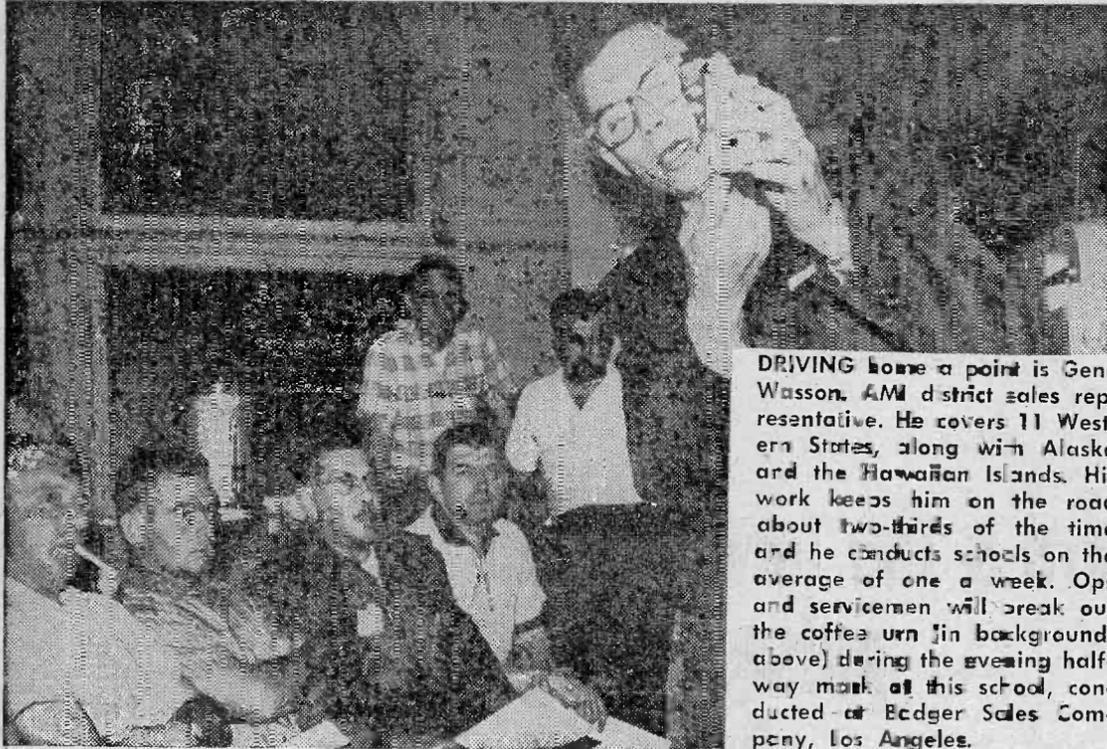
AMI

and its family
of distributors
in the
United States
and Canada

AUTOMATIC MUSIC, INC.

Affiliate of **AUTOMATIC CANTEEN COMPANY of AMERICA**
1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN. SINCE
1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-
MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY





DRIVING home a point is Gene Wasson, AMI district sales representative. He covers 11 Western States, along with Alaska and the Hawaiian Islands. His work keeps him on the road about two-thirds of the time and he conducts schools on the average of one a week. Ops and servicemen will break out the coffee urn (in background, above) during the evening half-way mark at this school, conducted at Badger Sales Company, Los Angeles.

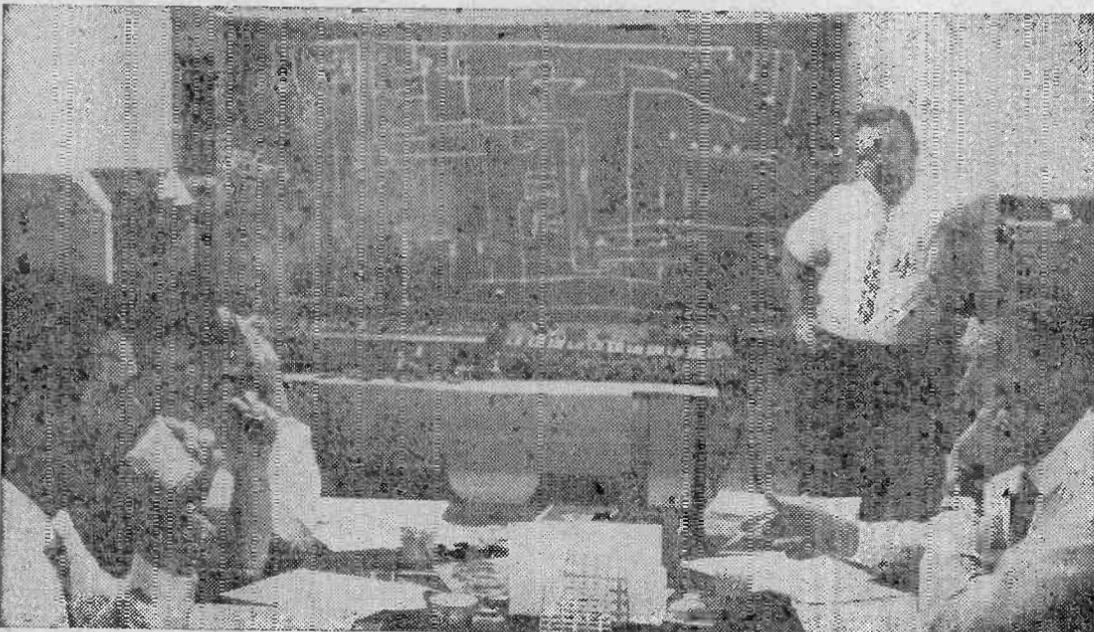


YOU PUSH, AND I'LL PULL. Jess Blake (right), of BBC, an operating firm discusses one part being passed around, with one of his men. Scene is Badger Sales Company, Los Angeles, where an AMI school was in session.

The Service School... What's In It for Ops?



NOW YOU SEE IT, NOW YOU DON'T. Instructor C. B. Ross, Wurlitzer field engineer, holds forth during a recent three-day service school in Milwaukee, hosted by local distributors, United, Inc. "The tough part about teaching phonograph equipment service and maintenance," says Ross, is getting the fellows in the class to ask questions. Too often they hesitate to talk up because they feel their questions may appear elementary. But I try to encourage them to ask about anything that may be puzzling them."



ANY QUESTIONS? Jack LaRue (standing) Seeburg factory service representative, discusses the mechanism of the E2 cigarette machine at a school for operators sponsored by the R. F. Jones Company in San Francisco. At left, drinking coffee, is Nick Paris, and seated across from him is Jack Corder.

SERVICE schools for operators and mechanics, traditionally in the coin machine business, are drawing more and more attention from manufacturers, distributors and operators.

Manufacturers have found a touch of irony in their efforts to expand and popularize the school idea: With the increase in service to the distributor and operator has come increasing demands for more frequent and more effective instruction in mechanical and electrical details. Perhaps this is the proof of the pudding.

But, in addition, the schools in some areas, while striving to bring operators and their local distributors closer together, seem to have parted them instead into two camps. Operators are heard to complain that distributors don't put on a good enough school, and distributors, in turn, charge that good schools are offered but that operators have to be horse-whipped into attending. No doubt there is some argument worth considering on both sides.

Hot Boston Topic

Boston is an example of an area where something needs to be done to improve the service school climate. The operators here feel neglected, and the distributors think the operators don't care and just won't come when a school is held. Operators claim they don't have time to attend during the day and believe that the whole thing is apt to be over their heads even if the schools are held at night. The subject seems to be a surprisingly explosive one in the area.

Boston operators claim that there are fewer and fewer schools as time goes by and they feel that the distributors are neglecting them for greener pastures, such as expanding in background music. They also feel music machines have advanced so far that a man has to

have a knowledge of electronics to cope with them, and they say "you can't make engineers out of mechanics in a couple of easy lessons." Almost all the operators want nighttime schools. They say not enough time is given them in advance to reschedule their work to attend daytime schools.

Operators in Boston even charged that schools are a waste of time since "all the distributor does is give a pitch for a new machine." The suggestion was made by one operator that they themselves (the operators) should conduct schools where the men could be taught the techniques of all makes of machines.

List of Gripes

Other Boston gripes: Operators do not have electronic test panels and actually don't understand the science of electronics anyhow... sparing a man to attend schools is expensive. The man who is running a single operation just can't take time and would gain very little since he is more or less a "kitchen mechanic" to begin with... the operator who has a few men working for him can't afford to pay the kind of money necessary to get a man who understands electronics and who would want to increase his knowledge at service schools... The schools were fine a few years ago when the machines were simpler, but nowadays the subject is too deep.

Distributors in Boston countered these charges by saying that there was a general lack of operator interest in schools. One said his firm had gone to considerable expense and time to run schools, but that a mere handful of men would show up. "So what's the point in trying?"

The distributors are well aware of the complicated nature of the new machines and admit, "a man has to know something about elec-

(Continued on page 90)



WHO DROPPED THAT PIN? Operators and servicemen listen intently to school lecture staged at Badger Sales Company, Los Angeles. Turnouts run as high as 50 to 60 at Badger's monthly meetings.

DO'S & DON'TS FOR ARCADES

Ops Give Pointers on What Clicks, What Misses in Arcade Portfolio

By KEN KNAUF

(The final in a series of five articles on the modern amusement Arcade.)

CHICAGO — "The time has come," as the Walrus said, "to talk of many things"—of the little things that, put together, can make or break an Arcade.

We won't include shoes, ships or sealing wax (as would the Walrus), but we will touch on such things as: community relations, promotions, safety, equipment, food service, tournaments, machine layout, and types of amusement facilities that blend well with an Arcade.

We've taken the liberty in this series of grouping a variety of coin amusement set-ups under the Arcade heading because they use the same equipment and share many of the same operational experiences. Whether they be genuine Penny Arcades, funspot facilities, kiddielands, department store play-

lands, miniature bowling centers, teen-age recreation centers, or bowling alley game-rooms—what is good (or bad) for one, most often works the same for the others.

Case History

The heights and depths that can be struck by a single Arcade are noted in the exploits of one Springfield, Mass., operator. The tale was unusual enough for the Springfield Daily News to pick up and headline: "Games of Skill Outdraw Penny Arcade Peep Show." The story went on to pay tribute to the Arcade. It was a surpriser in that only a bit more than a year before, the operator of the Arcade which was now receiving public recognition was being hounded and investigated and was receiving some extremely poor publicity.

Pete Slepchuk has pulled his Arcade out of a section of town where the "better people" never

went, and took over a large store on the main street of the shopping district. He managed to get a permit from the mayor and opened a new, modern Arcade with a wide front and a collection of new machines. Care was taken to put in constructive types of machines such as Steam Shovel, Bulldozer, Auto Test and Airplane Trainer. For good measure he put in several target games which gave the kids a thrill when the wild animal targets "roared" as they were hit.

Slepchuk wanted a good, clean operation, so he kept away from the peep-show format featured in some of the other Arcades in town. Despite this, city officials and the public roared louder than the animals, and the newspaper was soon hot on his trail with unfavorable editorials.

Invited Inspection

Slepchuk was investigated and people demanded that the mayor take back the license. But the operator remained calm and invited officials to take a look at the



BIG FRONT is featured on Arcade building at Palisades Amusement Park in New Jersey. Building, on the midway, is 100 feet deep and houses several hundred amusement machines.

ACT NOW, MR. OPERATOR!

The Coin-Machine Council FOR PUBLIC RELATIONS

75 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

YES . . . we want to see a positive and permanent public relations program for the coin-machine industry. Enroll us as a Member of The Coin-Machine Council. Enclosed is our check for annual membership fee indicated by

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- SUSTAINING MEMBER \$25
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- CONTRIBUTING MEMBER \$ 5

(Distributor's annual fees range from \$100 to \$200. Manufacturers' fees are from \$300 to \$10,000, depending on sales.)

Company _____

Street Address _____

City, Zone, State _____

Authorized by _____

Make checks, payable to: THE COIN MACHINE COUNCIL. Membership fee is a business expense deductible from gross income for income-tax purposes.



ABOVE: Another Arcade building at Palisades Amusement Park in New Jersey is located on a separate midway on the other side of the park. It is only a fraction of the size of the main Arcade, but is convenient to crowds.

BELOW, RIGHT: Young married couples and family groups participate in miniature bowling on coin-operated alleys at University City, Mo., recreation center.

This week the first issue of

The Billboard

OVERSEAS EDITION

(MAY 2)

will bring to readers in all parts of Western Europe all of the most significant chart data and news of the music and coin machine industries at the very same time that this information is being received by Billboard readers in the United States. Months of detailed planning, plus the speed of jet plane delivery, has made this unusual publishing service possible. For free sample copy . . . or subscription rates . . . or full advertising information . . . write Dept. OE3, The Billboard Overseas Edition, 1564 Broadway, New York 36, N. Y.



spot. He even ran ads in the paper inviting the public to come and see if it was a fit place for its children.

Plenty of spit and polish went into the maintenance of the Arcade. Loitering was discouraged and after a while the younger customers learned that the Playland Arcade was a spot where a good time could be had—if they minded their manners.

This "new" approach to running an Arcade began to make an impression. Parents would drop in with the kids, and father and son contests became the order of the day on the Sidewalk Engineer and other games of skill. Biggest satisfaction for Slepchuk came when the other operators in town began to see that a wholesome operation could mean better business.

OK'd by Mayor

The crowning achievement came when the license came up for renewal. Because of the favorable impression the Arcade had made on the public, a new mayor renewed the permit without quibbling.

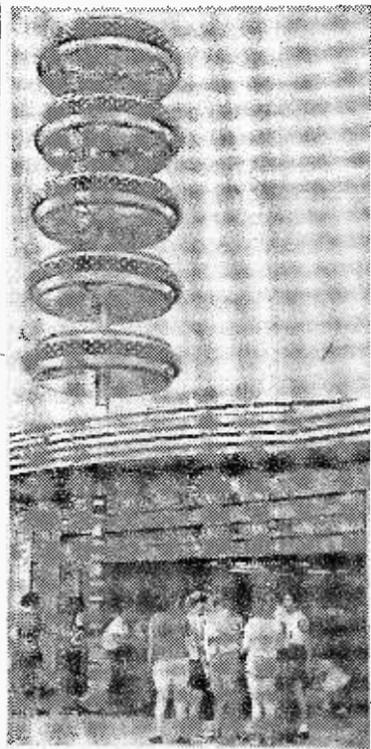
But the happiest moments in Slepchuk's life came when the newspaper article, extolling the virtues of his Arcade, was published. It was a satisfaction and a vindication. And it also proved his point—that an Arcade can be run as a very respectable business.

But social acceptance is only the first step in the operation of a successful Arcade. It needs much more to constitute a going business.

Food Service

Availability of food and refreshment, for instance, can often make the difference between success and failure to the Arcade. Such service need not be available in the Arcade itself, but if a snack bar or lunch counter is not at hand, the Arcade should at least include some beverage and food vending machines. Many operators have found that a lunch counter adjacent to or combined with an Arcade is a great asset—that the two types of operations complement one another.

Some Arcade operators deem it a necessity to have sandwiches and soft drinks, and even hot drinks and hamburgers at the location. Vending machines simplify the situation where counter service is not provided, and they also blend easily



EYE-CATCHER. Decorative light pole fronting Arcade building at Pontchartrain Beach, New Orleans, serves to draw attention up close or at a distance. Arcade is teamed with many other amusement facilities at the funspot.

with the Arcade layout. Cigarette machines are good, too, but are definitely taboo for spots catering to youngsters.

What other types of facilities go well with an Arcade operation? Park and funspot management has found Arcades mix well with miniature golf and golf driving ranges, archery ranges and most types of participation amusements. They go well with souvenir concessions, Skee Ball concessions and resort facilities including beaches and boardwalks. A bowling alley establishment with 16 lanes or more is considered very good for an Arcade. Drive-in theaters have not done too well Arcade-wise, but movie theater lobbies have clicked as Arcade locations in some cases.

Arcade on Own

There is one school of operators that goes so far as to say that, except in a resort area or amusement park, an Arcade standing alone without mini golf or other services or attractions, is a poor business risk. But, if we include such Arcade set-ups as those in teen-age rec centers and bowlettes, it must be admitted that, where handled and promoted correctly, an Arcade can indeed stand on its own. Added attractions seldom hurt, however, and almost always add to rather than detract from Arcade patronage.

From the safety angle, it is a good idea to have a wooden floor in the Arcade. If you don't, rubber mats are needed to minimize electrical danger, especially under gun games and pinballs. Even a slight shock is enough to hurt patronage, and more than that could ruin your business, to say the least. With wooden floors, grounding isn't considered necessary. Cement floors call for rubber matting on rainy days, and require more extensive grounding of machines.

Who are the Arcade's patrons?

(Continued on page 93)



George A. Miller
General Chairman

**"OF COURSE . . .
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Williams Adds Vending Line: Takes Schroeder Coffee Unit

CHICAGO — Williams Electronic Manufacturing Corporation here added to its already diversified production activities last week when it took over the coffee vending machine business of Schroeder Industries, Inc., Woburn, Mass.

The new coffee vending machine production and sales organization is the Schroeder IVI Company, to headquarter next month in Niles, Ill. Otherwise, Schroeder Industries Inc. remains intact.

Until the Niles plant is readied for production, output of the IVI coffee-machine will continue at the Schroeder Industries plant in Massachusetts, headed by George A. Schroeder.

Same Staff

The same Schroeder sales, service and administrative personnel will continue to handle the IVI machine, under direction of George A. Schroeder.

Sam Stern, Williams president, said Schroeder IVI Company expects to expand in full-line vending by either:

1. Further acquisitions.
2. Development of additional types of vending machines from its Niles, Ill., plant.

Details on the organizational relationship of Williams and Schroeder Industries in the newly created Schroeder IVI Company were not made available at this time.

Williams, manufacturers of a wide line of coin amusement machines, and especially of five-ball pin games, was acquired by Consolidated Sun Ray, Inc., in July, 1959. Williams is operated as a

division of Consolidated, a large organization of varied holdings listed on the American Stock Exchange.

Williams makes the Maggus Chord organ at its Chicago plant, and expects to introduce some new products of its own in the near future. It is currently producing the organ, a new coin baseball game, Official Baseball, and is developing new five-ball pin games.

Teamster Boss Freed Of Extortion Charges

MINEOLA, N. Y. — East Coast Teamster boss, John J. O'Rourke, on trial here on charges of conspiracy and extortion in the Long Island juke box industry, has been freed by a directed verdict of acquittal. Four of his co-defendants were also freed. Coin industry figures in the Long Island-New York area were shaken by the news.

The wind-up of the case with this result was not entirely unexpected in view of a decision last week by the presiding judge Paul J. Widlitz which barred the use of wiretap evidence in the case.

Judge Widlitz ordered the acquittal after dismissing 16 counts of an indictment charging extortion, attempted extortion, coercion and conspiracy against O'Rourke, Charles DeForte, Anthony Pafumi, Kenneth Ciazza and Pasquale Cattroppa. The judge also dismissed a number of counts against 10 other co-defendants, who opened

their defense Thursday (28). The trial started last February 1.

Judge Widlitz' anti-wiretap decision was based on a unanimous opinion handed down by the U. S. Court of Appeals for the Second Circuit, which was issued last week. Widlitz noted that "the Court is unanimous and unequivocal in its opinion that the introduction of wiretap evidence would constitute a violation of a federal criminal statute."

Motions for directed verdicts of acquittal were made by the defendants' four attorneys Friday (22). Arguments were held Monday (25) and the Judge deliberated two days following the arguments.

The defendants, who included officials of Teamster Local 266 and members of the associated Amusement Machine Operators of New York, were indicted last May 29 by a Nassau County Grand Jury.

Penn. Group Skeds MOA Open House

HARRISBURG, Pa. — The Amusement Machine Operators' Association of Pennsylvania will hold an open house during the MOA convention in Chicago next week, according to Leon Taksen, manager.

He said the year-old Pennsylvania group will have a suite of rooms in the Morrison Hotel—headquarters for the convention—and extended an invitation to all coinmen in the State to drop in.

The three-day convention will open Monday (9).

Keeney Skeds Hotel Showing

CHICAGO—J. H. Keeney & Company will exhibit its popcorn machine at the LaSalle Hotel during the Music Operators of America show here next week. The Keeney display will be in Suite 209-210.

Gottlieb Sets Michael Dist'g In Northwest

CHICAGO—Michael Distributing Company, Seattle, was appointed last week to handle the Pacific Northwest sales territory for D. Gottlieb & Company, Nate Gottlieb, sales manager of the game manufacturing firm announced.

The Michael firm is headed by John Michael and also has offices and facilities in Portland, Ore.

Appointment negotiations were conducted for Gottlieb by Elky Ray, Los Angeles, West Coast regional man for the Chicago-based firm.

Ray stated, "Michael Distributing has joined the Gottlieb distributing family at a very opportune time, as Gottlieb is delivering a new four-player five-ball game, Texan. We are happy to welcome them aboard and are sure it will be a long and pleasant relationship."

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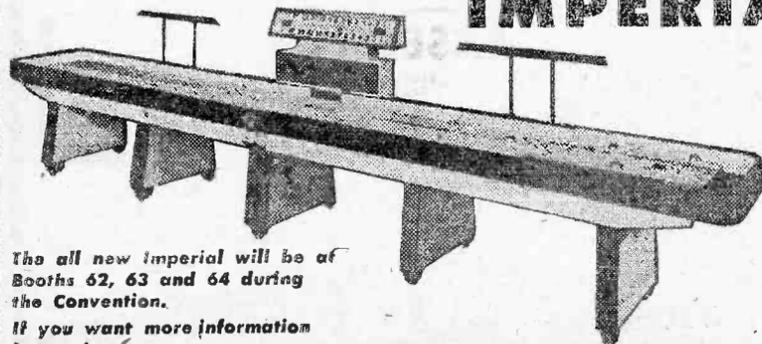
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CHICAGO — Coinmen in certain sections of the Midwest and East will be hit with additional freight charges effective May 12. Briefly, a \$3 charge on all order bills of lading will be in force. This charge is in addition to all other charges. The area involved includes parts of Michigan, Wisconsin, Illinois, Iowa, Missouri, Kentucky, West Virginia, Pennsylvania, New York, Ohio and Indiana. The charge was set by the Central States Motor Freight Bureau, a federal regulatory body.

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Bulk Banter

• Continued from page 79

few pleasant days, sunning and seeing sights, before driving back to Chicago. For many, the island's social activity was a high-spot. There were numerous dance contests, the last being won by a supple young lady named **Bobbie Frase**, a guest of **Mr. and Mrs. Everett Graff**, Dallas. Bobbie did the "Limbo" better and lower than anyone but the natives, which for the un-initiated means dancing under a horizontal pole which is lowered progressively until both pole and limbo dancer are practically touching the floor.

Another Graff guest, **Barbara Eldon**, took her life in her own hands when she accompanied The Billboard correspondent on a sailing trip around the reefs (the ocean is so much rougher than Lake Michigan) but emerged with nothing worse than a slight sunburn and a wet swimsuit. Deep sea fishing was also one of the favorite pastimes.

Biggest fish honors, if there is such a thing, would have to be shared between **Bob Kantor**, **Herman Eisenberg** and **Delores Becker**. Kantor caught a giant wahoo which was decorated and took the place of honor at the Leaf Brands Saturday night buffet table. Eisenberg, who said he "never catches anything but a cold," changed his luck with a huge wahoo and several good sized grouper.

Delores Becker latched on to an amberjack that took two people to haul in. The fish weighed in at over 35 pounds—quite a feat since Delores was using a 25-pound test line at the time. Delores didn't catch the first fish on her boat tho, that honor went to the convention's hardest working booster and spark-plug, **Jane Mason**, who was too busy to do anything except listen to complaints and work until the convention was over Sunday. Jane's first day off, Monday, was spent in a morning of fishing where she landed the boat's first catch—a foot long mackerel, and promptly followed with some snapper, grouper and trigger fish.

Jane previously had been awarded a trophy by NVA for her efforts on behalf of the convention—judging from the applause as she accepted—none was harder earned or more deserved. Awards also went to **Rolfe Lobell**, convention chairman and **Everett Graff**, president. Lobell was re-appointed

New Charm Lines

• Continued from page 79

plastic with metal reed, \$2.10 per gross; (8) small polyethylene dolls, multi color, \$1.25 per gross; (9) poker hand trading cards for card vending machines, no price announced.

Ringmaster Charms showed: (1) Movable turtle, plastic, multi color and plated, \$13.50 to \$14.50 per 1,000; (2) TV action flicker pictures, pictures of cowboys and circus characters in action, \$14.50 for plastic and \$15 for plated per 1,000; (3) lipstick, red top, plated case, two piece, opens and closes, plated only, \$14.50 per 1,000.

(4) Series of seven different pin-on charms, plated, including horse, ship, anchor, dog, donkey, fawn and elephant, \$11.50 per 1,000, patent has been applied for on the pins; (5) baseball ring, plated with flicker action top, five different player positions, 16 different team names, also rings with Major League stars in flicker action poses, priced \$16.50 per 1,000.

(6) Three Stogie flicker action pins, plastic, multi color with three different pictures, priced \$15.50 per 1,000; (7) baseball action pins, multi color, plastic, same poses and characters as item (5) above, \$14 per 1,000.

convention chairman to serve for the 1961 conclave in Chicago.

For **Mrs. Richard Rollins**, the Bahama trip was the first time she accompanied her husband on a business convention of any type—her report, very enjoyable. A sad note at the meeting occurred when **Paul Guynes** had to cut his stay short on news of the death of his brother in an automobile accident. On the somewhat happier side, many friends of **Sam Eppy** were reassured to hear of his continued recovery from a recent illness that prevented him from attending the meeting. The firm however was ably represented by brothers **George and Sidney**.

No story of the convention would be complete without mention of the voyage to the island on the yacht, **Huckster**. An original contingent of some 37 conventioners got on board full of hope and happiness but emerged on the island some 10 hours later somewhat shaken. The trip was, to say the least, a disagreeable crossing, with rough seas more than doubling the expected time of the trip. Since the **Huckster** was one of the convention's only snafus and hence the topic of no little joking, it bears repeating.

Virtually no one aboard with the exception of hardy sailors, **Dick Gibbs**, **Ed Jordan** and **Mrs. Sid Bloom**, had anything good to say about the trip. The latter three seemed oblivious to the roller-coaster antics of the ship and danced, frolicked and drank as if they were on a sunny millpond. Not so the other passengers.

Most were stretched out in chairs with green expressions, not daring to move except for calls of emergency, of which there were too many. Some were in the ship's head below, some were over the rail and some just didn't make it at all. Prostrate bulk vending traders were stretched on the floor, a few covered by blankets that some good samaritan had thought to throw over them. Those without blankets couldn't care less.

Bulk Traders

• Continued from page 78

Raynor and Arthur Silbert, Standard Financial Corporation.

Guynes stressed the role of the distributor in serving as a link between manufacturers and operators.

Mitchell pointed out the importance of operators keeping NVA posted of legal developments throughout the country. He cited recent problems in Pittsburgh, Florida and Ohio that NVA, with the co-operation of local operators was working to correct. **Silbert** revealed his firm currently had \$15 million outstanding in vending equipment loans and was ready to share in the industry's future.

Officer Election

At the election and installation of officers, **Everett Graff**, **Roger Folz** and **Bert Fraga** were re-elected to the offices of president, vice-president and treasurer respectively. **Irv Katz**, St. Louis operator, was elected to replace **Elliott Levy** as secretary. **Levy** has retired from the bulk vending business.

New directors named were **Lyle Becker**, **Brillion**, Wis.; **Bob Raleigh**, Indianapolis; **Herman Eisenberg**, Cleveland; **Dalton Wick**, San Antonio, and **Paul Feingold**, Miami.

Other association business to come out of the convention was the establishment of an executive committee empowered to act on association business. The committee is to be made up of the four officers and three ex-officio past presidents. The motion was proposed by **Max Hurvich** and cut short lengthy floor discussion that had taken place on the matter.

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Bally ALL STAR BOWLER	125	Bally SKILL ROLL	75
United 2-PI. SHOOTING STAR	125	Evans SADDLE & TURF	75

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Auto Photo #14	2,850	Drivemobile	150	Ex. Six Shooter	95
Balloon-O-Mat	125	Quizzer	95	Ex. Shooting Gallery	150
Midget Movies	95	Set Shot Basketball	195	Ex. Sportland Gallery	125
C.C. Basketball	150	Shoe Shine Machine	150	Ex. Sky Gunner	125
C.C. 4-Pl. Derby	125	Kay's Team Hockey	225	Ex. Nite Fifer	125
C.C. Goalee	95	Tungo	125	Ex. Super Bomber	150
C.C. Twin Hockey	225	Sidewalk Engineer	150	Ex. C.C. Midget Skee Alley	240
Genco 2-Pl. Basketball	195	Williams Pepp	195	Un. Bonus Gun	220
Genco Gypsy Grandma	195	Williams Ten Strike	195	Un. Pirate Gun	245
Genco Motorama	250	Bangorama	150	Rifle Gallery	165
Cap. Panoram	325	Tungo	150	Keeney Air Raider	150
Mills Panoram	350	Bally All Star Bowler	195	Vanguard Gun	395
Muto. Photomatic	295	Stan. Metal Typer	250	Jet Pilot, new	395
Muto. Sky Fifer	125	Hole in One	125	Red Ball	295
		Jack Rabbit	195	Toboggan	300
		ABT Gun Range	395	Jungle Joe	125
		Undersea Raider	125	Gen. Horoscope	225
		Bull's-Eye Shooting	195	Peaks	35
		C.C. Pistol	75	Love Meters	35
		Ex. Dale Gun	60	Heavy Hitter, Jr.	50
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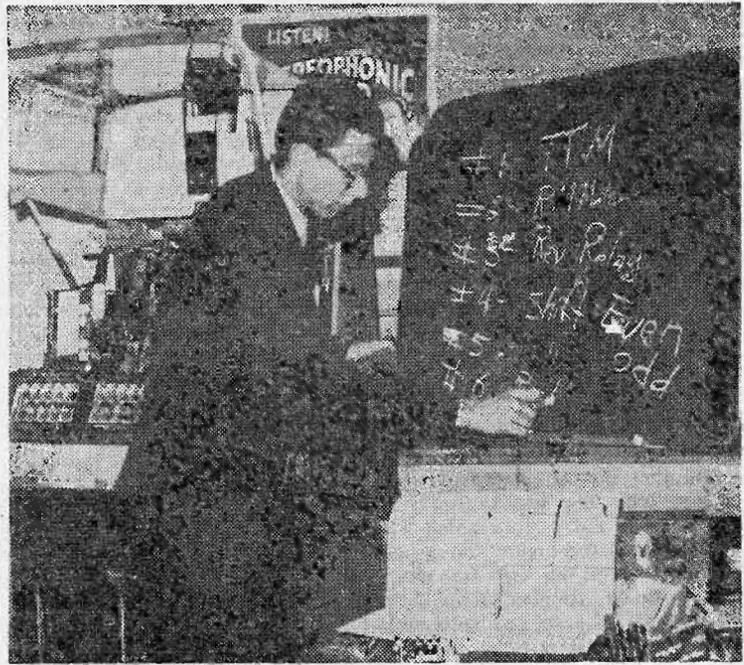
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What's in a Service School?

Continued from page 85



CHALK TALK. Gene Wasson, instructor at Badger Sales Company AMI school sessions in Los Angeles, takes to the blackboard to make a lasting impression on the function of the juke box record changer mechanism.

tronics to get any good out of a school and the small operator can't be expected to be an expert in electronics." At the same time, they point out, the bigger operator firms can afford men good enough so that they don't need the schools.

Game Interest Nil

The Boston distributor remarked that they hadn't held any service school on games for some time and aren't planning any because his firm had done "a good deal of inquiring" and had received no replies to questionnaires sent operators. He was also of the opinion that most operators know how to repair games and that there isn't enough new blood operating games to warrant schools.

The service school picture in the Los Angeles area is a much happier one. One reason may be that the schools are held, for the most part, at night. But, oddly enough, where Boston operators complained about day schools, Los Angeles operators sometimes beef about having to drive long distances at night.

Los Angeles music and game operators feel schools are helpful, but most of all appreciate the availability of distributors to help them at any time with their servicing problems. Los Angeles operators point out that the factory engineers conduct schools on a spasmodic basis and often at a time when the operators are not confronted with the problems discussed. The fact that good servicemen are on duty five days a week in the distributors' shops affords them ample opportunity to solve their problems. The shopmen are available during the day as contrasted to the evening classes conducted by the engineers.

Long Drive Home

Jack Neel, of G. F. Cooper Music, in Riverside, Calif., said that he has found the factory schools most helpful. But, he says, he has to drive 70 miles to Los Angeles to attend, and since the schools are held mostly in the evening, he has to drive back at a late hour or stay in Los Angeles for the night. He's solved the travel problem by sending his routemen to Los Angeles to confer with the mechanical staffs at Seeburg Distributors, Badger Sales (AMI), and Paul A. Laymon, Inc. (Rock-Ola).

"When the factory rep comes to town, we get a lot of information that we couldn't get otherwise," Neel says. "We're out in the country and can't always get to the city for scheduled sessions. The fact that the distributors have good men in their shops, however, is most helpful."

Walt Hemple, of First National Music, in San Frenando, just out-

side Los Angeles, has held his own school, with his routemen in attendance as well as those of other operators. He recently gave a dinner, following which Nick Lanzy, of American Coin Machine Company, a servicing and repair firm, talked on the mechanics of phonographs. Lanzy is an all-round music machine mechanic, but specializes in Seeburg.

Stereo Phase

"The service school is more important today than at any other time," Hemple declared. "With stereo coming in and sure to advance, one has to know what he is doing to make this type of installation. We have held schools and paid for the services of an instructor, for we felt it was worth it to us."

Walter Cook, of Palos Verdes Estates, said that he had recently purchased several new Wurlitzer phonos and he planned to attend the series of schools now under way. "You can always learn something," he said. "If you pick up only one point, it has made the time worth while."

While most Los Angeles distributors have schools at night, Ed Wilkes, of Paul A. Laymon, Inc., said his firm approached the matter on a most informal basis. "We Jack Barabash, of the Chicago factory, is on hand as instructor. Laymon also makes its staff of mechanics available at all times to help operators.

Cut School Sessions

Badger Sales has conducted schools on the AMI for the past four years or so, Rocky Nesselroad, factory-trained mechanic on the Badger staff, said. The schools were at one time held twice a month but are now on a monthly schedule. The "classroom" is the firm's warehouse. Schools start at 7 p.m. and run to about 10:30 p.m.

When C. A. Robinson Company holds a school on United equipment, Al Thoeke comes from Chicago to instruct the operators. Hank Tronick, Robinson executive, said the mechanics on the staff are available for teaching and instruction all the time, and fill in between the two schools a year that Thoeke conducts. Tronick thinks the get-togethers are helpful to the operators and serve as a contact between them and the company.

At Seeburg Distributors, the classes are conducted by Jack LaRue. Wayne Davis of the firm said that when a school is planned cards are sent ahead to notify the operators. "Phonograph equipment today is well made," Davis said. "Now and then there are some tricky parts or situations where the operators need help, and these

things are generally the highlight of the discussions."

Conducts Series

Altho it only recently opened, Wurlitzer's branch is already into a series of eight schools with six more to come, Ray Barry, man-



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ager, said. The classes are held in the evening under direction of Walter Peteet, veteran serviceman. Attendance runs from 30 to 50 at each session.

In the Cleveland area, factory-

sponsored schools are well attended and nearly all operators report that the schools are worth while. The only problem is scheduling them more frequently and at times when most can attend.

All agree that timing is important. "Scheduling a school on days when service calls are heavy disrupts our operation and hurts school attendance," said Helen B. Dugan, head of Dugan Music.

Day and Night

Larry Hornbeck, Shaffer prexy there, believes that scheduling classes during both the day and night boosts attendance. Some like frequent brush-up schools. Others, like Joseph Abraham of Lake City Amusement, prefer schools specially timed with introduction of new equipment.

Norman Goldstein of Monroe Coin bemoans the difficulty in scheduling schools at a time convenient to all. Indiscriminate scheduling hurts attendance, he feels. Solutions: Careful timing and setting of schools to operators' convenience.

What do operators want to know? George George, head of Monroe Coin, says, "Servicemen must understand the mechanism before attempting to make repairs. Each piece of equipment has its characteristic weak points. Servicemen must know how the machine works—are primarily interested in working knowledge."

Lot to Learn

"Our men want to know everything about a piece from the plugs to the platters," Abraham said. "You can never learn too much. Operators want to know the common problems that come up."

Hornbeck, of Shaffer, said: "Our operators want trouble shooting manuals, and we supply them. They seem to want cause-remedy information."

One operator boasted that his servicemen knew more than the factory engineers.

Too Much Theory?

What can be eliminated from schools? Cleveland operator Norman Goldstein says: "Schools sometimes deal too much with theory. Servicemen aren't interested in resistors and ohms. They're hungry for working knowledge."

Said Morris Gisser, of Cleveland Coin: "Operators and servicemen can't grasp everything. They want to learn the fundamentals."

All traders there strongly favor actual step-by-step demonstrations. Some believe that movies can be helpful, but few favored colored slides. Mrs. Dugan and Morris Gisser emphasized that it takes about three years to break in a serviceman. Experienced men can be taught by manuals and pamphlets while new men need personal direction in the school, they feel.

Two Levels

Some thought two school levels would be good: Advanced and primary instruction.

Larry Hornbeck favors direct demonstrations and wishes the groups were kept small so that more personal instruction is possible. Abraham, of Lake City, has a blackboard which comes in handy in diagramming mechanisms. Most effective tool in education is the question and answer period, all believe.

Where and how often should schools be held? All Cleveland distributors hold schools on their own premises. Most feel it is just good business to do this and all have adequate facilities. Some operators favor more central locations more easily reached, and with plenty of parking.

Review Needed

Said Abraham: "Too often, schools try to do too much. They can't hope to drill into a guy's head all the information at once. More frequent schools devoted to review and repetition would be helpful." Larry Hornbeck of Shaffer has a factory engineer on hand every six weeks.

Does the operator get personal help? Norman Goldstein of Mon-

roe Coin says: "Factory schools are a two-way street. Servicemen learn and they teach the factory service engineers, too. Problems come up in the field that never show up in the factory. If schools weren't held, weak spots which exist in all equipment would not be brought to the attention of the factory. In this way, engineering can be improved."

Distributors in Cleveland feel they do a good job in helping operators. They send out service bulletins and try to be a clearing house of information, passing out new ideas and innovations. Distributors say few operators can make all repairs. If some unusual breakdown occurs, the distributor is called on.

Solving Problems

"It may take time to solve a particularly tough breakdown," Monroe Coin explains, "but we then know how to handle it in the future. Thus, it's not necessary for every operator to arduously learn to solve every problem himself."

A check of operators in the New Orleans area indicates they don't feel factory-sponsored service schools are vital to their operations. On the other hand, several distributors there said they feel the schools have been useful to the operators. Some operators said the school incorporate "too much sell." Others feel that too often schools are not properly set up to do a real job.

Fletcher Blalock, F.A.B. Distributing Company (Wurlitzer), conducts a very extensive school set-up, staging schools in New Orleans, Jackson, Miss.; Clearwater, Fla., and elsewhere. Courses are broken down between lectures and do-it-yourself techniques. The lecturer (head mechanic) first goes thru the entire cycle with special comment, diagrams and other visuals on new machines. This is followed by a question and answer period. Then student mechanics go

thru the process themselves. This is found most expedient as students get know-how and "feel" of machines by actually working on them and at the same time have competent guidance. Blalock likes to keep instruction as practical as possible. He has found it is not a good idea to be heavy handed with advice. He maintains a full service

department and operators or mechanics are always welcome to free instruction.

J. H. Lynch, of Lynch & Zander Distributing Company, New Orleans, (Seeburg) had just received word of his firm's five-day course in Chicago. He said this course was fast-paced and he requested only

(Continued on page 92)



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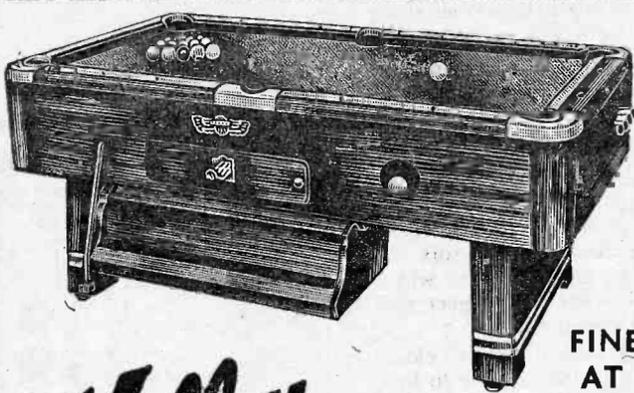


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What's in a Service School?

• Continued from page 91

those who had prior experience to attend, as it was staged for senior or head mechanics only. Lynch sends his top man to the course, and urges his operators to send their top mechanics. Lynch has no interest in running such a course at the local level, but feels that Chicago is not too far from New Orleans for anyone really interested to make the trip.

Lawrence Logarde, TAC Amusement Company, one of the biggest operators in the New Orleans area with 10 full-time mechanics, thinks schools are a waste of time, as "mechanics don't get much done." His reasons for this are two-fold: Groups get too large and classes generally disintegrate into bull sessions." Says Logarde: "There's always some crackpot who starts a discussion and nothing gets done."

Logarde feels that the practical experience his men gain by going out on servicing chores outweigh anything they can learn in schools. He does, however, send his routemen and mechanics to the MOA convention in Chicago, primarily "to find out what's going on in the rest of the country" and to check on new machines.

John Greco, of Three Star Novelty, normally has no problems handling his own repairs, but finds the school clinic at the local level does an adequate job of bringing his firm up to date on new models. Occasionally his men ask help in making repairs when a new model comes on the market and the factory has not yet covered it in a school class.

Drew Canale, Memphis operator, feels every factory should, thru its distributors, hold service schools twice a year in different sections of the country. Operators, he said, need to know of changes made in equipment. He said he or his men had opportunities to attend schools in Chicago or in

Tonnawanda, N. Y. (Wurlitzer) in the past two months, but that they could not leave because of their local duties. He thinks if schools are held in all cities of some size it would be a big help. This would also help rural operators able to travel into town for the schools.

Canale feels the greatest aid to operators is the guide manual put out by the factories with each new model. As to help from distributors, Canale takes a dim view. He says the distributors promise any and all help in selling machines, but once sold, "you'd better have a man who can fix it if it breaks down." He claims distributors give repair help reluctantly.

Wants Better Quality

Canale makes this point: He would like to see the factories make machines more trouble-free—simpler in mechanism, engineering and operation.

Canale says his men can make all repairs without outside help except on amplifiers. They are not yet schooled in this and it usually requires a specially-trained man to repair them, he says.

Edward H. Newell, Memphis distributor and operator, holds to a procedure of slating schools at the operators' own places of business, which means conducting many individual schools. Most helpful aid, he believes, is the machine itself with the instructor explaining it. He helps operators with repairs when needed and often sends out parts by bus to operators in the Mid-South.

Amplifiers Pesky

Newell says, too, that the only repairs operators cannot handle themselves is on amplifiers—they have to bring those in to the distributor. Newell feels the fact that the small operator has to know how to repair his own machines has made the juke box business difficult for the small operator to master. The operator must be a mechanic or become one, or be able to employ one.

George Sammons, Memphis distributor, observes that what most operators want to know at service schools is how to trouble-shoot—how to find what's wrong and diagnose the breakdown. Then, if they cannot fix it, they can call the distributor and at least tell him what's wrong. Sammons stages schools whenever something radically new comes out and operators must be made familiar with it. The average operator, he finds, can make most repairs.

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ARTHUR HAUSER, who was manager of National Rejectors New York office from 1950 to 1956, has rejoined the firm as general sales manager. For the last four years he had been vice-president and general manager of the Superior Meter Division of the Neptune Meter Company. Hauser is based at National Rejectors' St. Louis headquarters.

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N. Y. Coinmen Set for Annual UJA Banquet

NEW YORK — The 1960 coin machine division of the United Jewish Appeal was due for a highly successful climax as this edition went to press. Final arrangements had been completed for the annual Victory dinner which was set for last Saturday evening (30), at the Hotel Commodore here. (For details of the dinner, see The Billboard next week, May 9 issue.)

At a final campaign committee meeting, held Wednesday (27) in the Yacht Room of the Hotel Astor, it was noted that the fund total so far realized had already equalled last year's final total. Al (Senator) Bodkin, helming the meeting of

workers in the absence of chairman Irving Holzman, said there was every reason to expect a substantial total of last minute contributions and ticket orders. Bodkin read off a list of names to get the last minute, personal follow-up treatment by the committee.

Guests of honor for this year's dinner, Jack Wilson, prexy of the New York State Operators Guild; Carl Pavesi, prexy of the Westchester Operators Guild and Tom Greco, prexy of the New York State Coin Machine Association, all were present at the final campaign meeting and made brief comments to encourage the success of the last-minute drive.

What Clicks in an Arcade?

Continued from page 87

There's no maximum age limit, but most Arcades don't cater to youngsters under seven years of age. For this reason, most Arcades don't include coin-operated kiddie rides in their line-up. But kiddie rides do very well in other parts of the amusement park or funspot. There are, of course, some sharp exceptions to this rule. Department store playlands, for instance, make very good use of kiddie rides because the main idea of the store Arcade is to keep the kids entertained and to keep them urging their parents to return to the store for shopping.

As to Arcade layout, it is good to have a battery of coin bowling alley games (from 14 to 20 feet or more in length) lined up along one wall with at least seven feet of space behind for players and spectators. The bowling alley game is probably the most popular machine in Arcades today. In some spots, particularly the teen-age youth centers and bowlettes, seats similar to those in regular bowling establishments are placed behind the alleys. Smaller games, such as rifle units, baseball games, and others which take up relatively little space, can be strung out along the wall opposite.

Coin bowling games, particularly have served as an Arcade vehicle for a promotion idea that has been successful in other types of amusement enterprises—the tournament idea. Tournament play on coin bowling games has not yet been organized on a wide basis, but the tournaments that have been set up by Arcade operators, particularly in teen-age rec centers and miniature bowling spots, have met with good success and serve to bring in the family trade.

Some of these spots, such as the

Bowl-O-Fun in University City, Mo., have special tourneys for husband - wife, fiance - fiancee, father-son, and mother-daughter teams, as well as for men's, women's and children's leagues. Winning entries or teams win merchandise prizes, or special awards such as "scholarships" to university physical fitness and sport skill schools.

One Bowl-O-Fun tourney has each player purchasing "one share of stock" for a \$1 entry fee. The player bowls six games on the coin alleys, making him a "board member" and entering his name and score on the directors' chalk board and on the "stock certificate" or tournament record card kept by the management. When the board is full (32-member limit), other players may become directors by bumping the lowest director with a six-game bowling total higher than the lowest posted score.

When the "stock market" closes, final board members meet to bowl 12 games. The top 16 make up the "executive committee." These 16 then meet in a handicapped, double elimination play. Eight nominees continue the elimination until the slate is cut to two candidates. The final two roll six games to determine the "president" and vice-president." Prizes include sav-

(The "Modern Arcade" series, now concluded, began in the April 4 issue. Five weekly articles included: a comparison of the modern Arcade with the Penny Arcade of bygone days; new opportunities in Arcade operations; Arcade concessions; Arcade investment, costs and profits; and, in this issue, operational tips.)

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THREE GENERATIONS OF THE SILBERT FAMILY were on hand as trading in common stock of the Standard Financial Corporation began on the New York Stock Exchange last week. Previously the firm was listed on the American Board. Theodore H. Silbert, president, shows the first 100 shares, which he purchased for his seven-year-old grandson, Michael. Looking on are Arthur F. Silbert, vice-president of his father's firm and Michael's father, and Stock Exchange President G. Keith Funston.

Berlin, Conn., Sets Game-Juke Code

BERLIN, Conn.—An ordinance regulating games and juke boxes was adopted at a special town meeting by a vote of 33 to 11. Machine owners henceforth will pay a \$50 license fee for each

game or juke box operating in Berlin. Some opposition was vigorously introduced into the meeting, one local resident charging that the move represents nothing less than double taxation. Another taxpayer here asserted that the tax is discriminatory. Former State Rep. Robert Clapp, opposing the ordinance, contended

it was just another way "for politicians to get their hands on more money to spend." First Selectman Arthur B. Powers noted, however, that many of the surrounding towns already require licenses for the machines. The tax move, he said, will give the town greater control over the machines. An annual inspection fee of \$1 per machine will also be charged.

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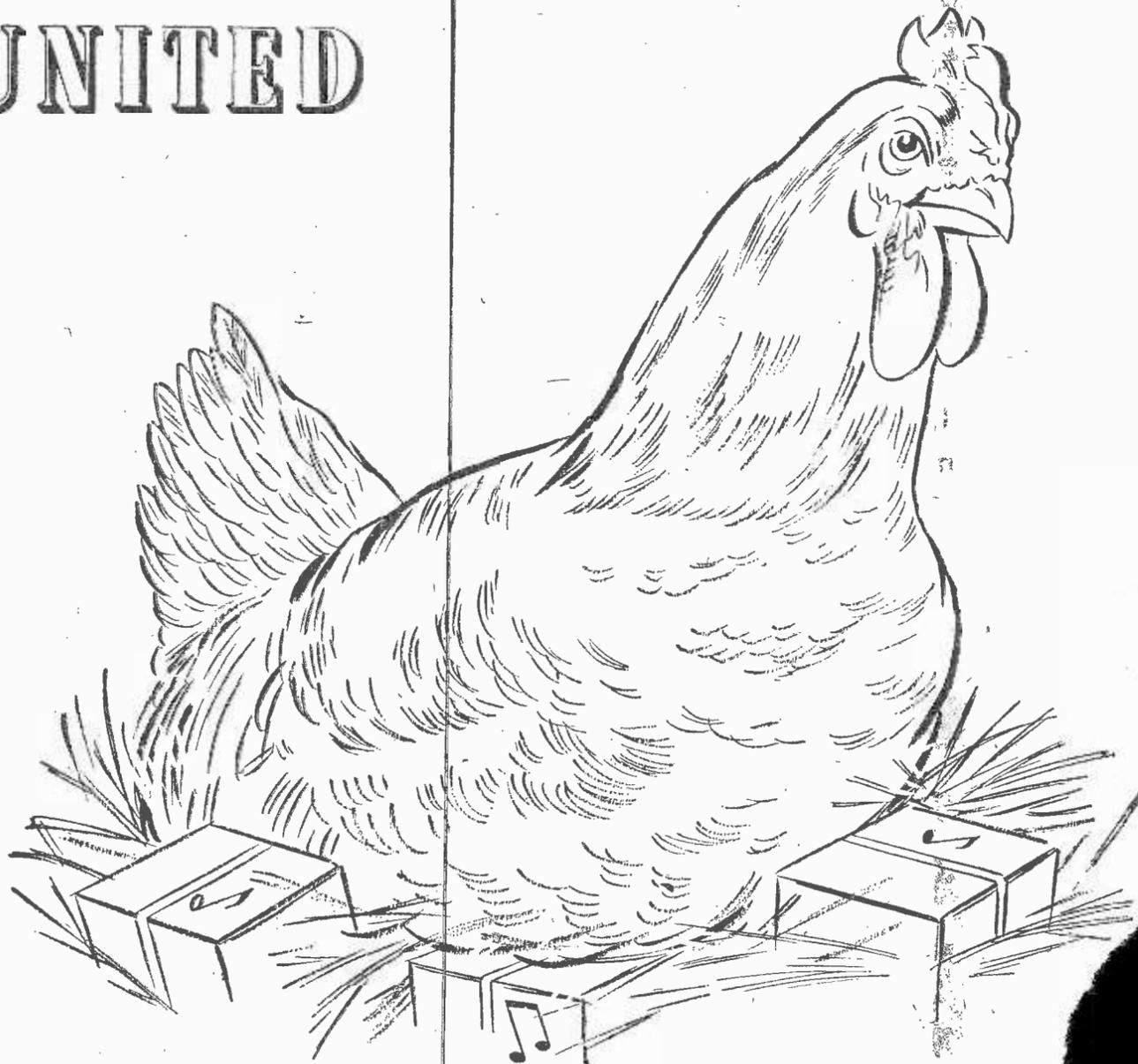


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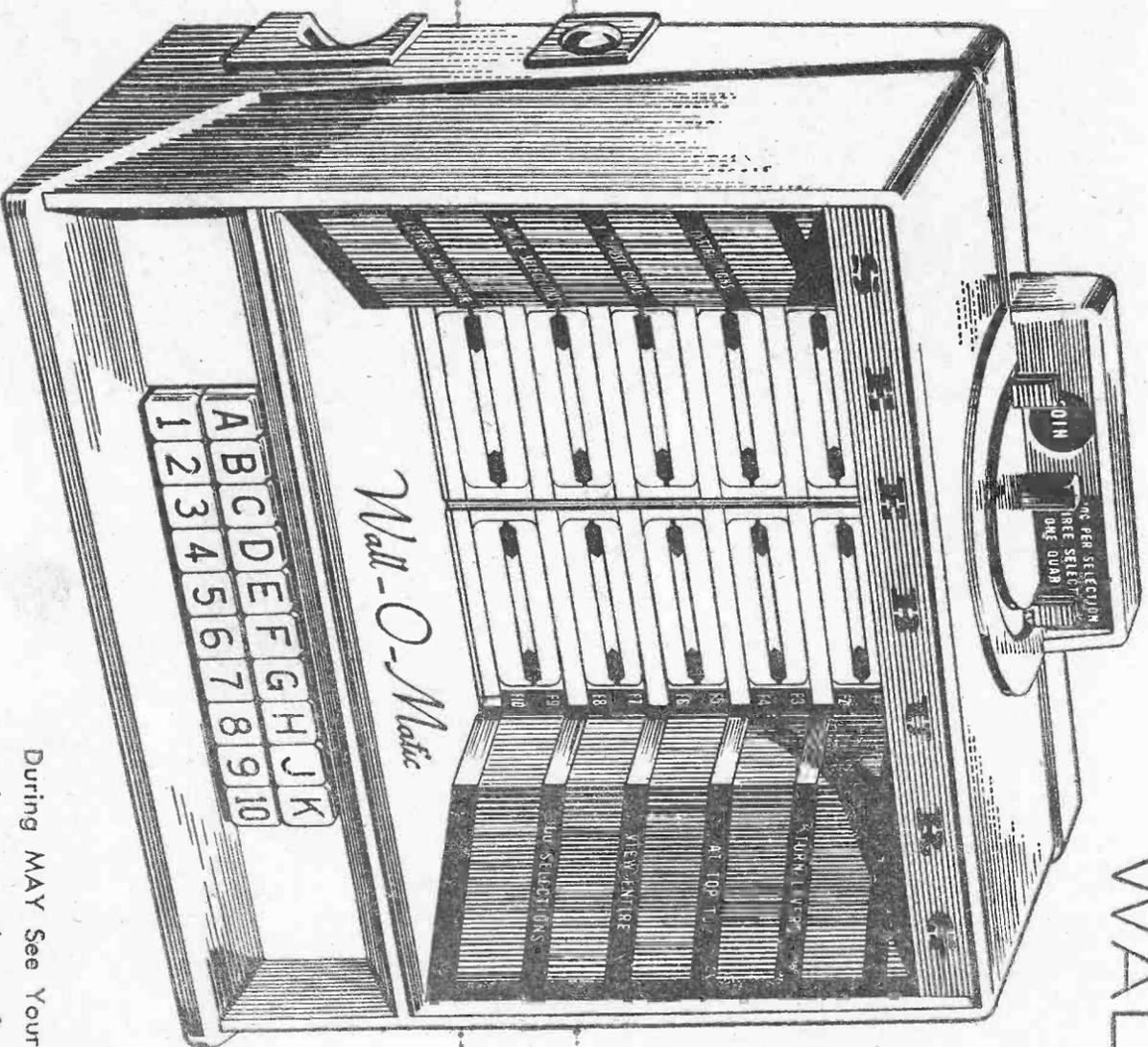
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