

The Billboard

SIXTY-FIFTH YEAR

PRICE:
50 CENTS

MARCH 16, 1959 (APB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

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Cap Snares 47; Victor Runner-Up With 36 Total; Sinatra Heads Artist Field

By LEE ZHITC

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Altho the Committee isn't expected to arrive at a decision for several months, the constant increase in experimental stereo broadcasting activity by stations across the country has resulted in extensive exposure for stereo records, both pop and classical.

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Circus Special Section	67	Singles Reviews	52
Coming Events	64	Outdoor	60
Classified Ads	87	Parks & Pools	66
Coin Machine	89	Pipes	86
Fairs & Expositions	80	Radio	2
Final Curtain	65	Rinks	66
Hot 100	46	Routes	65
Letter List	88	TV-Music-Radio	2
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Stereo Plays Big LP Role

NEW YORK — Altho the singles record business is slow, distributors across the country report that LP sales are "holding," with stereo playing an important part in the album sales picture.

Distributors estimate that stereo albums currently account for as much as 20 per cent of over-all LP sales. Meanwhile, manufacturers continue to pour out new stereo product. Since the first of the year, The Billboard has received 273 stereo LP's for review.

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Newsstand Album Outlets Burgeon

Third News Distrib Readies Newest Showcases for Low-Price Disks

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Kable is currently handling the Decca low-pricer, Vocalion, on a 90-day text basis in 25 towns. George Davis, of Kable News, told The Billboard: "We told the Decca people we thought we could sell a lot of records for them this way, probably a lot more than they sell through some of their rack operations. Right now, we're testing, but I don't think there's any doubt about the future. We'll do fine and one day we'll probably be moving the

records out thru all 850 of our wholesalers."

Earlier this year, the Acme News Company of New York, broke the ice on disk newsstand sales via a deal for the Columbia low-price subsidiary, Harmony. Acme Record Distributing Corporation, to handle its disk operations and the firm has since added Richmond and Wing Records to its line. The disks are acquired direct via manufacturers' sales corporations.

Recently a new firm, Harland Corporation, operated by Phil Landwehr and attorney Lew Harris, moved in to the field in a deal with the Dell Distributing Corporation, a subsidiary of Dell Publishing Corporation. Harland is handling Lion, a subsidiary of M-C-M and its own label, Coronet. Originally, Harris said he expected to be shipping in six figure quantities within 30 days. (The Billboard, February 23.) This week, Harris said the goal had already been reached and it was going even higher.

The Harland-Dell combine is on the verge of wrapping up deals for newsstand sales of additional labels, with contracts expected to be signed within the week.

Col. Unites 4 Artists, 4 Hits on EP

NEW YORK — Columbia Records is releasing an EP this week containing four current hits by country-pop artists Johnny Cash, Marty Robbins, Johnny Horton and Charlie Walker. Titles are "Don't Take Your Guns to Town," "The Hanging Tree," "When It's Springtime in Alaska" and "Pick Me Up on Your Way Down." As potent as this release is, there's more to it than meets the eye, and if it goes well Columbia will issue many more EP's of the same order.

Reason the label is releasing this EP is because it has noted that artists that appeal to the country market (as well as the pop market in most cases) sell almost as well EP-wise as they do on LP. For instance, the Johnny Cash EP's from his album "The Fabulous Johnny Cash" are selling 90 per cent as well as the LP. Straight pop EP's, according to the diskery, rarely sell as well as this, even EP's taken from hot albums.

Theory is that the country music purchaser (and artists like Cash, Robbins, Walker and Horton got their start as country favorites), is thrifty enough to desire the EP for \$1.29 as against a single record for 98 cents. In addition, the firm has learned that dealers will stock country-pop EP's with the above named artists, and others such as Ray Price, even tho they won't usually handle many pop EP's. And, of course, the EP with the above names is a solid rack item. Columbia has also noted that collections of LP's featuring hits by top country-pop singers, have a long sales life, much beyond the average life of a straight pop tune collection.

TALENT FOR GRASS ROOTS CONCERT SET

NEW YORK—Alan Lomax has already set most of the talent for "Folksong '59," which the noted author and folklorist will present at Carnegie Hall April 3 at 8 p.m. and midnight. Lomax, who has written the script, will also be singing emcee. The program will encompass the grass roots influences which have enriched the main stream of pop music in the past several years, including blues, gospel, rock and roll, citybilly, work and field songs, folk and folk-pop and bluegrass music. Latter has never been presented in New York, according to Lomax.

Talent includes Jimmy Driftwood who accompanies himself on the mouthbow, pianist Memphis Slim headlining a rhythm and blues group; Pete and Mike Seeger, who will match banjo techniques; a five-piece bluegrass band, the Stony Mountain Boys; the Selah Jubilee Quartet, a 70-voice gospel choir, etc. Muddy Waters, great Southern-styled blues artist, will appear thru courtesy of Chess Records. Others are still to be set.

United Artists will record the concert and put it out in a two-disk LP package.

Radio-ASCAP War Still Status Quo

NEW YORK—Meetings bringing together representatives of the All-Industry Radio License Committee, the radio license committee of the American Society of Composers, Authors and Publishers and Federal Judge Sylvester J. Ryan, have produced no tangible agreements, tho a plan for what was called "dollar saving," was outlined. The broadcasters committee filed for a petition for the fixing of rates for ASCAP music usage, under terms of the 1950 ASCAP consent decree in the U. S. District Court here last February 27.

The broadcasters are seeking an over-all 30 per cent reduction of ASCAP license fees and have documented their case in a 37-page brief which notes an increase in ASCAP radio income of 230 per cent and a net drop in radio revenue of 30 per cent for individual stations since the setting of current fees in 1941. A March 4 hearing on an ASCAP motion to continue

current rates until a new formula was arrived at brought about considerable discussion of the basic issues. This week, another informal meeting took place on Thursday (12) in the Embassy Room of the Gotham Hotel. It was this meeting which brought about the statement regarding "dollar saving" but it was further noted that no formula had been proposed for reaching this goal.

A spokesman for the All Industry committee noted that as a result of the meetings with Judge Ryan, some areas of agreement had been found, but these were not defined.

Meanwhile, ASCAP general counsel, Herman Finklestein declined comment on the negotiations with the statement that "we're in court now." "We're very much at home in court as you know," he added. In general, Finklestein noted that ASCAP would like to see rates much the same as in the past, except a more flexible formula should be worked out which would take into account the changing practices of the music business since 1941.

Finklestein added that ASCAP had been prepared to negotiate for a year to arrive at "the correct formula," but that since the matter had been placed in litigation, the Society would take a tougher stand on the matter.

Disk Rack Jobbers Set Nat'l Assn.

NEW YORK — A new rack jobber association has been formed which is of particular interest in that it is strictly for rack merchandisers who handle records. Called The National Association of Record Merchandisers, it now numbers 24 members who, on the recent "Chipmunk Song" sold approximately 10 per cent of the total records sold. Their membership boasts 10,000 retail record displays which accounts for \$40,000,000 of retail record sales.

At a recent meeting of the Board of Directors, held in New Orleans, one associate member — Picwick Sales Corporation of Brooklyn, New York—and four new active members were accepted for membership.

Record manufacturers are invited to join NARM and study the merchandising problems of the rack industry. A general membership meeting is slated for June to be held in Chicago, Ill. Its purpose will be a school and workshop meeting to solve most of the problems currently facing the rack jobber who handles records in large quantities.

Decca '58 Net \$1 Mil Under Peak '57 Year

NEW YORK — Decca Records, Inc., and subsidiaries chalked up a net income for 1958 of \$2,776,382 (including income attributable to the undistributed earnings of Universal Pictures) as compared to the undistributed earnings of \$3,972,514 in 1957.

Prexy Milton R. Rackmil, in a report to stockholders last week, said the general business recession in 1958 adversely affected sales of the record division, resulting in lower earnings than in the peak year of 1957.

However, he pointed out that Decca had the No. 1 record last year (Domenico Modugno's "Nel Blu Dipinto di Blu" ["Volare"]), Decca and its subsidiary labels—Coral and Brunswick — released a total of 421 albums during 1958 as compared to 377 the previous year.

McKenzie Bows Out in 'Formula Radio' Protest

DETROIT — Veteran deejay Ed McKenzie resigned from station WXYZ here last week in protest of the station's "formula radio" programming policy.

Rallying to McKenzie's side was his long-time competitor and another veteran Detroit spinner, Robin Seymour, of WKMH who came out strongly last week for McKenzie and against "formula radio." Seymour stated: "It's a crime and a shame when one of the true deejays—one of the men who made the jockey a major factor in broadcasting—has to bow to the dictates of a program director."

Altho Seymour and McKenzie—two of Detroit's key deejays—have vied for audience ratings for the past 11 years (they occupied the same afternoon time slot) Seymour said they have remained friends — their friendship dating back to the time McKenzie gave Seymour his first radio job at WJBK here.

Seymour has asked McKenzie to appear on his WKMH show this week to discuss the whole formula radio situation and his reasons for leaving WXYZ. Seymour said they will explore the jockey's need for freedom of programming and spec-

ulate on whether the advent of "formula radio" has anything to do with the fact that no new name (Continued on page 59)

BMI Renews All Air Contracts On Old Terms

NEW YORK — Broadcast Music, Inc. has wrapped up music use agreements with all TV stations and all but 19 of its 3325 radio licensees. All individual station renewals, including those of owned and operated network outlets are for a five-year term.

NBC and ABC executed five-year blanket renewal agreements for their TV webs and three-year blanket renewals for thier radio networks. CBS made a three-year blanket pact for its TV network and a five-year contract for the radio network. The Mutual radio web executed a five-year contract.

Terms of the new contracts are the same as those of the old contracts, calling for a sliding scale of fees from .75 to 1.2 per cent of gross income, depending on the volume of the station's revenue.

VICTOR STEREO PRESS KIT HOT

NEW YORK — RCA Victor's stereo press kit is getting strong acceptance — with the diskery reporting a commendable interest on the part of educational groups as well as newspapers. Last week, New York University requested 25 copies of the kit for classroom use—referring specifically to the kit's lead story: "What's This Stuff Called Stereo."

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Victor Stereo Pitch Tops Expectations

NEW YORK — RCA Victor's "Save - On - Stereo" promotion, which has already exceeded all initial expectations, is but a foretaste of what the dealer can expect in the way of creative merchandising ideas during 1959, according to Jack Burgess, commercial sales and merchandising department chief. Dealers who moved quickly on the stereo promotion sold out rapidly, Burgess said, and they are finding that the stereo potential is even larger than they had thought. The diskery is keeping the merchandise rolling so as to create

(Continued on page 20)

'TIME' PROFILES COLUMBIA PREXY

NEW YORK — Goddard Lieberman, president of Columbia Records, was the recipient of a two column profile in Time Magazine last week (March 16 issue). The profile, which was titled "The Musical Businessman" covered Lieberman's career with Columbia Records starting from the time he joined the firm up to his elevation to the presidency in 1956. Two interesting new items were mentioned in the story. One was that the Columbia Record Club now has more than 1,000,000 members (other estimates have placed the membership as high as 1,500,000). The second was that Columbia would bring out 200 stereo albums this year.

Cap Exec Skeds N. Y. Huddles

HOLLYWOOD — Capitol's vice-president in charge of artists & repertoire, Lloyd Dunn, left over the weekend for New York where he will devote the next two weeks to a.&r. matters. High on list of affairs to get his attention will be Capitol's new classical headquarters in New York, recently transplanted from its former base in the Capitol Towers here.

Dunn has scheduled meetings with Leo Kepler, director of Angel repertoire, and Richard Jones, head of Capitol-EMI repertoire. He will also huddle with pop a.&r. producer Andy Wiswell and Manny Kellum.

During his stay in New York, Dunn has planned meetings with key music publishers.

S-F Ads Point Way to Dealers

NEW YORK — In a move to give dealers some "tangible help" in their battle against the record clubs, Stereo Fidelity Records is pinpointing the problem in a half page ad in Life Magazine this month, ballyhooing the label's new 101 Strings LP release for March.

The copy, which henceforth will be used in all Stereo Fidelity consumer mag ads, reads, "Available at better record shops everywhere. No clubs or coupons. Buy where you can hear what you buy at your local music counter." Sales veepee Joe Martin said the move was prompted by The Billboard's recent editorial "Plain Bedside Talk," (The Billboard, March 2, *(Continued on page 18)*)

Roosevelt Sees Decree Due Soon

WASHINGTON — Negotiations on the amending of the ASCAP consent decree are "approaching their final stages," Rep. Roosevelt (D., Calif.) believes. Roosevelt, chairman of the House Small Business Subcommittee which heard complaints of small business members of the licensing Society last session, has had a "complete report" on the status of negotiations between the American Society of Composers, Authors and Publishers' and Justice attorneys, he announced last week (12).

Roosevelt does not gloss over the nine long months since last July, when the amending of the ASCAP decree got underway, but he feels progress has been steady, if slow, considering the complications involved.

"It must be recognized that this particular proceeding is somewhat unconventional when compared

with the usual type of antitrust case handled by the Antitrust Division. The evidence which must be analyzed and used to support an amended decree is complex and intricate, which development, of course, requires expenditure of a greater amount of time by the Government attorneys than would otherwise be the case."

Also, "the report of the Antitrust Division discloses that the negotiations have explored the entire field, and appear to include all of

(Continued on page 18)

SEASON'S TOP SCRAMBLE

Dot Snares Sandy 'Tell Him No' Master With Capping 12G

By BOB ROLONTZ

NEW YORK — Dot Records purchased the Sandy Record of "Tell Him No" by Travis and Bob for a sum reputed to be \$12,000 this week, and this capped what may have been the wildest scramble over a record, covers, distribution and deejay plays so far this year. The story also involves another milestone in the career of Steve Brody, the head of Best Distributing in Buffalo and the breaker of such hits as "Tragedy" and "Tell Him No" as well as "Ballad of a Girl and Boy."

Dot Records has taken over the Sandy Record for national distribution, but will distribute it under the Sandy label. However, a number of the current distributors handling the Sandy Record will continue to do so, even tho they do not handle Dot. And according to

Brody, he still remains the national representative for the Sandy line.

"Tell Him No" started its wild career when it was cut on Sandy with Travis and Bob by Paul Du-boise, down in Mobile, Ala. Du-boise, owner of the label, made Brody his national sales rep for the label, and Brody started plugging the record. Other companies heard about the record and rushed to cover. Woody Henderling cut it on Bullseye with Dean and Marc and Lieber and Stoller cut it for Hill and Range's Big Top label with the Jackson Brothers. The Bullseye label, in which publisher Gene Goodman has an interest, got their record out very quickly and handed the Sandy Record potent competition. Big Top, for a reason not yet known, decided not to issue their record and sold it to Atlantic who issued

it, belatedly, on Liberty but recalled

Liberty and Cameo, it is understood, offered sum reputed to be between \$5,000 and \$10,000 for the Sandy disk, but Dot won out with its higher offer. It is reported that Du-boise and Brody will split the sum offered by Dot for the disk. Meanwhile, it was reported that intense pressure was being placed on key disk jockeys to play one or the other of the competing versions, with some jockeys working out a compromise by playing all three.

And Steve Brody, who started

(Continued on page 20)

A&P Racks \$1.33 Promotional Classics

NEW YORK — More than 500 A. & P. supermarkets in the East are now selling a promotional line of classical LP's for \$1.33 each. Total number of items in the line is 16, with the first classical LP in the series available for 33 cents, if the customer purchases food items totaling \$2.50 or more. The selections on the classical albums are all standard warhorses, ranging from works by Beethoven to Wagner. The 16 albums are being marketed under the title of "The Standard Treasury of the World's Great Music," and they were created for the A. & P. chain by the Standard Reference Publishing Company of New York, a publisher of books and music folios.

This promotional line of records for the A. & P. chain is similar to the one created about a year ago by Standard Reference and sold in Kroger and Safeway Stores throughout the country. That promotional LP line was called "The Basic Library of the World's Great Music." This line contained 24 classical LP's which retailed for \$1.37 each, with the first LP available for 37 cents with the purchase of a minimum quantity of foodstuffs. More than 1,000 supermarkets carried these records, and it is understood that in the past 12 months more than a million and a half

LP's were sold of this basic library.

The new 16 album set now selling via the A. & P. chain contains stories about the composers and their music and there is a loose leaf folder available for an additional \$1.33 into which the 16 albums will fit.

This promotional line is being

(Continued on page 18)

Frey Winner in Baton Suit

NEW YORK — Symphony conductor Alfred Wallenstein lost a battle in New York Supreme Court today (13). The baton-wielder was fighting to keep Audio Fidelity, Inc., from releasing four albums in the label's highly touted "First Component Series."

Wallenstein's contract with Audio Fidelity provided that he was to have approval on the finished product. But, the contract read, the approval was not to be withheld "unreasonably." The contract also made approval depend entirely on "artistic merit." Judge Aaron

(Continued on page 20)

NBC Sticks Out Both Necks in Chi

By BERNIE ASBELL

CHICAGO — NBC's owned-and-operated outlet here, WMAQ, this week began to broadcast from both sides of the street, on one side with a low-keyed juke box, and on the other with denunciations of "juke box programming."

The new combination of sounds may turn out to be more intriguing than stereo.

For about six hours a day the station is fed by the NBC net, of which the vice-president-in-charge, Matthew J. (Joe) Culligan, has been the country's outstanding foe

of straight-record programming. The phrase "juke box radio" as a criticism of "Top 40" stations has all but been copyrighted by him.

But in the past week WMAQ overhauled its remaining schedule of local programming in the image of the top independent station in town, WIND.

Last Monday WIND's hit-making powerhouse, Howard Miller, was given the 9:05 to 11 a.m. swath on WMAQ in a hefty contract that allows Miller to retain his WIND connection. Next Monday (23), another WIND figure, John Doremus, moves over to the NBC station for powerful chunks of time, 4:05 to 5:30 p.m. daily and 9:05 to 10:30 p.m. four nights a week.

To make room for Miller, the station is taping NBC Bandstand for replay in the afternoon, adjacent to soap operas, and to open time for Doremus, the station summarily bounced two long-established deejays who have eschewed top 40 material, Jim Mills and Wed Howard. Each man did his final show Friday (6) with no knowledge he had been dumped. Immediately after their shows, radio program director Dick Johnson presented the pink slip and severance pay. The manner of the dismissals drew fire from the local press.

Miller, long known for his hit-conscious programming approach, has been given free rein by the NBC station to do his own record picking. He reached an informal understanding with the station, however, about laying off the "most raucous" samplings of rock-and-roll items. During one 15-minute seg caught late last

(Continued on page 18)

COMING NEXT WEEK

- The chart the entire industry has asked us for
- Reliable weekly data vital to every facet of the industry—

BEST SELLING RECORDS ON THE RACKS

Watch for IT—Starting Next Week in
The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

Victor Special On 'Gioconda'

NEW YORK — RCA Victor is making a special offer on its complete stereo version of "La Gioconda." The set of four LP's will be offered for the nationally advertised price of three stereo LP's, according to an announcement by Jack Burgess, RCA Victor commercial sales and merchandising chief.

Cast, one of the label's all-star line-ups, includes Zinka Milanov, Rosalind Elias, Belen Amparan, Leonard Warren, Giuseppe de Stefano and Giorgio Tozzi.

LIST OF NOMINEES FOR NARAS AWARD HONORS

HOLLYWOOD — Following is the complete list of nominations winners in each category of Awards, as voted by the members of the Academy of Recording Arts & Sciences (see separate story on page one). Balloting for the top Awards will take place later this spring.

The nominees are named here in the same order in which they appeared on the original ballot. They are not listed according to number of votes received.

- RECORD OF THE YEAR**
 Catch a Falling Star—Perry Como—Victor
 The Chipmunk Song—David Seville—Liberty
 Fever—Peggy Lee—Capitol
 Nel Blu Dipinto Di Blue (Volare)—Domenico Modugno—Decca
 Witchcraft—Frank Sinatra—Capitol
- ALBUM OF THE YEAR**
 Ella Fitzgerald Sings the Irving Berlin Song Book—Ella Fitzgerald—Verve
 Come Fly With Me—Frank Sinatra—Capitol
 Peter Gunn—Henry Mancini—Victor
 Only the Lonely—Frank Sinatra—Capitol
 Tchaikovsky Piano Concerto No. 1—Van Cliburn—Victor
- SONG OF THE YEAR**
 Catch a Falling Star
 Fever
 Gigi
 Nel Blu Dipinto Di Blue (Volare)
 Witchcraft
- BEST VOCAL PERFORMANCE FEMALE**
 Ella Fitzgerald Sings the Irving Berlin Song Book—Ella Fitzgerald—Verve
 Everybody Loves a Lover—Doris Day—Columbia
 Eydie in Love—Eydie Gorme—Am-Par
 Fever—Peggy Lee—Capitol
 I Wish You Love—Keely Smith—Capitol
- BEST VOCAL PERFORMANCE MALE**
 Catch a Falling Star—Perry Como—Victor
 Come Fly With Me—Frank Sinatra—Capitol
 Hawaiian Wedding Song—Andy Williams—Cadence
 Nel Blu Dipinto Di Blue (Volare)—Modugno—Decca
 Witchcraft—Frank Sinatra—Capitol
- BEST PERFORMANCE BY AN ORCHESTRA**
 Burnished Brass—George Shearing—Capitol
 Peter Gunn—Henry Mancini—Victor
 Billy May's Big Fat Brass—Billy May—Capitol
 Other Worlds, Other Sounds—Esquivel—Victor
 Westside Story—Manny Albam—Coral
- BEST PERFORMANCE BY A DANCE BAND**
 Basie—Count Basie—Roulette
 Baubles, Bangles and Beads—Jonah Jones—Capitol
 Peter Gunn—Ray Anthony—Capitol
 Patricia—Perez Prado—Victor
 Tea for Two Cha-Cha—Covington-Dorsey—Decca
- BEST PERFORMANCE BY A VOCAL GROUP OR CHORUS**
 Baubles, Bangles and Beads—Kirby Stone Four—Columbia
 Tom Dooley—Kingston Trio—Capitol
 Imagination—King Sisters—Capitol
 Sing a Song of Basie—Henricks, Lambert and Ross—Am-Par
 That Old Black Magic—Prima-Smith—Capitol
- BEST JAZZ PERFORMANCE (INDIVIDUAL)**
 Baubles, Bangles and Beads—Jonah Jones—Capitol
 Burnished Brass—George Shearing—Capitol
 Ella Fitzgerald Sings the Duke Ellington Songbook—Ella Fitzgerald—Verve
 Jumpin' With Jonah—Jonah Jones—Capitol
 Dixieland Story—Matty Mallock—Warner Bros.
- BEST JAZZ PERFORMANCE (GROUP)**
 Basie—Count Basie—Roulette
 Baubles, Bangles and Beads—Jonah Jones Quartet—Capitol
 Burnished Brass—George Shearing—Capitol
 Sing a Song of Basie—Basie Rhythm Section, Dave Lambert Singers—Am-Par
 Four Freshmen in Person—Four Freshmen—Capitol
- BEST COMEDY PERFORMANCE**
 Best of Stan Freberg—Stan Freberg—Capitol
 Chipmunk Song—David Seville—Liberty
 Future Lies Ahead—Mort Sahl—Verve
 Green Christmas—Stan Freberg—Capitol
 Improvisations to Music—Nichols and May—Mercury
BEST C.W. PERFORMANCE
 All I Have to Do Is Dream—Everly Brothers—Cadence
 Bird Dog—Everly Brothers—Cadence
 Tom Dooley—Kingston Trio—Capitol
 Oh, Lonesome Me—Don Gibson—Victor

- Oh, Oh I'm Falling in Love Again—Jimmie Rodgers—Roulette
BEST R.&B. PERFORMANCE
 Belafonte Sings the Blues—Harry Belafonte—Victor
 The End—Earl Grant—Decca
 Looking Back—Nat Cole—Capitol
 Patricia—Perez Prado—Victor
 Tequila—The Champs—Challenge
- BEST ARRANGEMENT**
 Come Fly With Me—Frank Sinatra, Billy May—Capitol
 Fever—Peggy Lee, Jack Marshall—Capitol
 Peter Gunn—Henry Mancini—Victor
 Witchcraft—Frank Sinatra, Nelson Riddle—Capitol
 Billy May's Big Fat Brass—Billy May—Capitol
- BEST ENGINEERED RECORD (CLASSICAL)**
 Duets With a Spanish Guitar—L. Almeida—Capitol
 Gaite Parisienne—Felix Slatkin—Capitol
 Moussorgsky—Ravel—Pictures at an Exhibition—Chas. Munch—Victor
 Prokofieff—Lieutenant Kile, Stravinsky: Song of the Nightingale—Fritz Reiner—Victor
 Stravinsky—Rite of Spring—Bernstein—Columbia
- BEST ENGINEERED RECORD (OTHER THAN CLASSICAL)**
 Chipmunk Song—David Seville—Liberty
 Come Fly With Me—Frank Sinatra—Capitol
 Billy May's Big Fat Brass—Billy May—Capitol
 Other Worlds, Other Sounds—Esquivel—Victor
 Witchcraft—Frank Sinatra—Capitol
- BEST ALBUM COVER**
 Come Fly With Me—Frank Sinatra—Capitol
 For Whom the Bell Tolls—Ray Heindorf—Warner Bros.
 Ira Ironstrings Plays Music for People With \$3.98—Warner Bros.
 Julie—Julie London—Liberty
 Only the Lonely—Frank Sinatra—Capitol
- BEST MUSICAL COMPOSITION (Over five minutes in length)**
FIRST RECORDED & RELEASED IN 1958
 Barber: Benessa—Victor
 Cross-Country Suite—Nelson Riddle—Dot
 I Want to Live—Johnny Mandel—U-A
 Rodgers: Victory at Sea, Vol. II—Victor
 Kurt Weill: Mahogany—Columbia
- BEST ORIGINAL CAST ALBUM (BROADWAY OR TV)**
 Flower Drum Song—Original Cast Album—Columbia
 Jamaica—Original Cast—Victor
 The Music Man—Original Cast—Capitol
 Sound of Jazz (From CBS TV's "Seven Lively Arts")—Columbia
 Peter Gunn—TV—Henry Mancini—Victor
- BEST SOUND TRACK ALBUM**
 The Bridge on the River Kwai—Columbia
 Gigi—M-G-M
 I Want to Live—U-A
 Sayonara—Victor
 South Pacific—Victor
- BEST DOCUMENT OR SPOKEN WORD PERFORMANCE**
 Best of Stan Freberg Shows—Capitol
 Green Christmas—Stan Freberg—Capitol
 Improvisation to Music—Nichols & May—Mercury
 Lady From Philadelphia—Marian Anderson—Victor
 A Lincoln Album: Carl Sandberg—FOR CHILDREN
 Children's Marching Song—Cyril Stapleton—London
 Fun in Shariland—Shari Lewis—Victor
 Mommy, Gimme a Drink of Water—Danny Kaye—Capitol
 Tubby the Tuba—Jose Ferrer—M-G-M
 The Witch Doctor—David Seville—Liberty
- BEST CLASSICAL PERFORMANCE—ORCHESTRAL**
 Barber: Meditation and Dance of Vengeance—Chas. Munch Boston Symphony Orchestra—Victor
 Beethoven: Sixth Symphony—Bruno Walter, Columbia Symp.—COLUMBIA
 Stravinsky: Le Sacre du Printemps—Bernstein—Columbia
 Offenbach: Gaite Parisienne—Prokofieff: Fifth Symphony—Ormandy—Columbia
 Rimsky-Korsakoff: Scheherazade—Monteaux—Victor
- BEST CLASSICAL PERFORMANCE—CONCERTO**
 Bartok: Violin Concerto—Stein, Bernstein—Columbia
 Brahms: Piano Concerto No. 2—Emil Gilels, Fritz Reiner—Victor

AGAC Royalty Note Draws Pubber Snubs

NEW YORK — "We won't fight them, there's no need to. Like the great Mahatma Ghandi, we'll just quietly offer our passive resistance." This was the reply of one publisher to a curt letter released this week by the American Guild of Authors and Composers.

The letter was sent to a number of publishers this week in connection with the AGAC's recently inaugurated royalty collection service for writers. The letter stated: "The statements and royalty payments due February 15, 1959 to our members whose names appear in the lists sent you, have not as yet been received by us. We would, therefore, appreciate being advised promptly when these statements and payments will be forwarded." The letter was signed by executive director, Miriam Stern.

A number of publishers in the Brill Building, 1650 Broadway, and other haunts, indicated an intention to ignore the letter. Others were mulling before speaking.

One stated: "I'm going to continue sending the money to my writers until they tell me themselves to send it elsewhere." An-

(Continued on page 59)

Jimmie Rodgers Day Dates Set

MERIDIAN, Miss.—The Jimmie Rodgers Day Celebration, held here for five consecutive years in the past to honor the late country music singer and disbanded several years ago for various reasons, including the failure of the local city dads to properly support the venture, is being revived this year by a group of civic-minded citizens spearheaded by Victor Skinner, member of the Meridian Chapter of the Mississippi Restaurant Association.

The celebration this year will be billed as the Meridian Country Music Festival and Jimmie Rodgers Day, and the dates selected are June 15-18.

Skinner, who has been named chairman of the general committee made up of members of the various civic clubs in Meridian, recently arranged a meeting here of representatives of the various civic orgs, Mrs. Jimmie Rodgers, Hank Snow, Ernest Tubbs and other mem-

(Continued on page 59)

HOT 100 ADDS SEVEN

- NEW YORK — Seven new sides appear for the first time on this week's Hot 100 Chart. These are:
- 68. The Happy Organ—Dave "Baby" Cortez, Clock
 - 84. Sorry, I Ran All the Way Home—The Impalas, Cub
 - 87. As Time Goes By—Johnny Nash, ABC-Paramount
 - 96. Heavenly Lover—Teresa Brewer, Coral
 - 98. Come to Me—Marv Johnson, United Artists
 - 99. Teenage Heaven—Eddie Cochran, Liberty
 - 100. Class Cutter—Dale Hawkins, Checker

NEWS MAG COMMENTS ON BRITISH DISK MARKET

PARIS — March edition of the monthly "Economic Review" of the Paris edition of The New York Herald Tribune devoted considerable space to statistics in re. platter production, sales and exports, of England. A few excerpts follow:

Output of 78 rpm records, during 1958, was 45 per cent less than in 1957, which was only 40 per cent of the total number of records produced, against 66 per cent in 1957. Output of 45 rpm records more than doubled and production of 33 1/2 rpm platters jumped to 22 per cent of the total production, from 18 per cent in 1957.

Production of 45 rpm platters during December, 1958, was 175 per cent higher than in December 1957, and 23 per cent more of 33 1/2 rpm platters were produced. Output of 78 rpm's was less than half.

Platter sales for 1958 were \$38,649,000, or 2 per cent under 1957. Exports were \$9,800,000, or 4 per cent less than 1957. Sales by platter makers, in December, were up 1 per cent over December, 1957. Exports were up 5 per cent, same period.

At approximately the same time The Herald Tribune (Paris) carried an ad of Decca Record Company, Ltd., London, in which E. R. Lewis, presiding at annual meeting, made following statements:

"Balance from Trading Account for the year to 31st March, 1958, amounted to \$8,267,109.20, an increase over the previous year of

\$1,576,878.80. The net profit amounted to \$2,606,755.20, an increase of 60 per cent.

"Consolidated turnover at \$58,660,000 was \$9,800.00 greater, having increased by 20 times since 1940.

"Exports reached the record total of \$14,896,000 including \$3,780,000 to the U. S. A. and Canada.

"Production and sale of records were greater than in any previous period, the company maintaining its share in total industry production.

Current Year

"Despite somewhat lower sales in the record industry the company had managed to keep its sales slightly ahead of those of the previous year.

"The radio and television department had made further progress." Lewis also reported excellent business in the firm's "Radar" and "Navigator" departments.

Col. to Push Stereo 'Lady,' New Singer

NEW YORK — Columbia Records intends to come thru with two of the most intensive publicity and promotional campaigns of the season on a new album and a brand new artist. The album is the stereo version—at long last—of "My Fair Lady" the biggest selling monophonic LP the company has ever had and one of the top-selling LP's to date. The artist is a California lad named Billy Storm.

The feeling at Columbia over the "MFL" stereo set is bullish. There have been constant demands for a twin-track version of the hit show, requests that have increased as stereo sales have increased—at Columbia stereo records are selling about 12 per cent of all album product. The stereo cutting of "MFL" was made in London about a month ago, with Rex Harrison, Stanley Holloway and Julie Andrews.

Billy Storm is a new singer discovered by a.&r. chief Mitch Miller on a recent visit to the Coast. He will make his debut on the Dick Clark TV show on March 24th, for which he is flying in from the Coast. He will introduce his first Columbia recording on the show. In addition to Storm, Columbia Records recently signed the Coronados, previously on the Vik label.

MIL ORDERS FOR NEWEST PRESLEY

NEW YORK — Elvis Presley's new single, "I Need Your Love Tonight" backed by "A Fool Such As I," has already passed the million mark on orders two days after it was released, according to Ray Clark, RCA Victor's manager of planning and merchandising for singles.

Presley, who already has 19 Gold Records, is currently represented on the EP charts with two packages, "King Creole, Vol. 1" and "Elvis."

Victor Names D.J. Winners

NEW YORK — Winners of the RCA Victor deejay contest, predicted on the best radio program or six "Holiday Abroad" albums have been announced by Bill Alexander, diskery manager of advertising, publicity and promotion chief. Winners include W. O. Barry, WFMB, Nashville; Frank Bell, WOAI, San Antonio; Bill Carlton, WNNJ, Newark, N. J.; Jerry Chapman, WIRE, Indianapolis.

(Continued on page 59)

- Rachmaninoff: Concerto No. 2—Rubinstein, Chicago Symphony—Victor
- Saint-Saens: Piano Concerto No. 2—Rubinstein, Wallenstein—Victor
- Tchaikovsky: Piano Concerto No. 1—Van Cliburn—Victor
- BEST CLASSICAL PERFORMANCE—INSTRUMENTAL (NON-CONCERTO)**
 Art of the Harpsichord—Landowska—Victor
BEETHOVEN: Violin Sonatas Nos. 8 and 9—Milstein—Capitol
 Segovia and the Guitar—Segovia—Decca
 Horowitz Plays Chopin—Horowitz—Victor
 Segovia Golden Jubilee—Segovia—Decca
- BEST CLASSICAL PERFORMANCE—CHAMBER MUSIC**
 Beethoven Quartet 13—Hollywood String Quartet—Capitol
 Beethoven E Flat Trio—Heifetz, Primrose, Platigorsky—Victor
 Beethoven Trios in E Flat and D Major—Casals, Istomin, Fuchs—Columbia

- Beethoven Trios in G and C Minor—Heifetz, Primrose, Platigorsky—Victor
- Ravel quartet in F—Budapest String Quartet—Columbia
- BEST CLASSICAL PERFORMANCE—VOCAL SOLOIST**
 Cherubin: Medea—Maria Callas—Mercury
 Duets for Spanish Guitar—Sallie Terri—Capitol
 Eileen Farrell as Medea—Eileen Farrell—Columbia
 Operatic Recital—Renata Tebaldi—London
 Wagner: Prelude and Liebestod, Tristan & Isolde, etc.—Farrell, Munch—Victor
- BEST CLASSICAL PERFORMANCE—OPERA OR CHORAL**
 Barber: Vanessa—Victor
 Rossini: Barber of Seville—Maria Callas—Angel
 Donizetti: Lucia De Lammermoor—Rome Opera House—Victor
 Pucini—Madam Butterfly—Rome Opera House—Victor
 Virtuoso—Roger Wagner Chorale—Capitol

NOTE: The above list are the nominees as voted by members of the Academy. Eligibility based on release dates is still to be checked out, making it possible that there will be some changes in the final voting list.

SENSATIONAL HIT FOLLOW-UP TO "16 CANDLES"

BILLBOARD SPOTLIGHT

CASH BOX DISC OF THE WEEK

VARIETY BEST BET

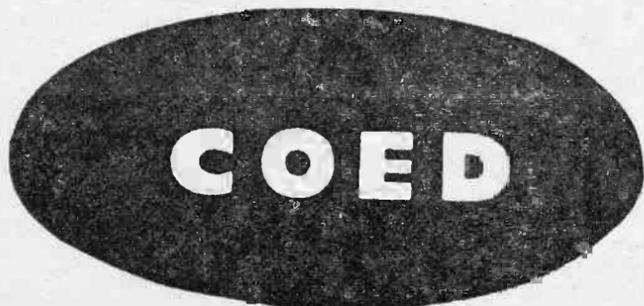
SIX NIGHTS A WEEK

ALL AREAS SELLING UP A STORM!

THE CRESTS

Featuring the Exciting Voice of Johnny Mastro

COED # 509



THE HOT **COED** LABEL
RECORDS 1619 Broadway, New York, N. Y.

**STORM
BREAKING
ON**

COLUMBIA

Columbia, Mercury and A Division of Columbia Broadcasting System, Inc.



**A STORM OF
TALENT!**

Rene Joins Imperial as LP A.&R. Chief

HOLLYWOOD — Henri Rene will join the ranks of Imperial Records in the dual capacity of recording artist and artist & repertoire chief in charge of albums effective April 1. He was signed last week by Imperial prexy Lew Chudd following Rene's amicable settlement of his still existing contract with RCA Victor.

Rene had been associated with Victor for approximately 20 years. He first joined Victor's International Department in 1940. In 1947, he moved into the pop department. He was appointed head of West Coast artists repertoire in 1950, a position he held until 1957. During that time, Rene served Victor both as artist and artist-repertoire exec. Also, during that period, he interrupted his coast a.&r. duties to return to New York for a brief period, handling a.&r. assignments at the label's Eastern headquarters.

Rene as a composer, arranger and conductor in addition to his a.&r. talents, will become a key addition to Imperial's exec staff. His move to Imperial marks his first label change in his recording career.

Europe to Get 1st R&R Unit

NEW YORK — The first U. S. rock and roll stage unit to tour Europe starts a three-week schedule of appearances in England on April 22.

Packaged by GAC - Super Productions, the bill spotlights Bobby Darin, Conway Twitty, Duane Eddy, Dale Hawkins, and the

ASCAP MEET TO HONOR HERBERT

NEW YORK — American Society of Composers, Authors and Publishers will hold its 45th annual membership meeting at a dinner Monday (30) at the Hotel Aster here. Business meeting will be held at 2:30 p.m. in the North Ballroom. This will be followed by the dinner which will take the form of a centennial affair in honor of the 100th Anniversary of the birth of Victor Herbert, co-founder of the Society. Vincent Lopez and his band plus singer Johnny Nash and others will entertain.

Riverside to Deb 300th LP

NEW YORK — Riverside Records will observe the release of its 300th LP next month by launching the first in its new "300" contemporary jazz series. Initial release in the new series will be the live recording of Thelonious Monk and his new band at its recent Town Hall concert here.

Coincidentally, Riverside entered the LP field in 1956—also with a disk by Monk, who on that occasion played the music of Duke Ellington. The label's catalog now includes folk, specialty, sports car, spoken word and jazz archive lines. In the new "300" series, virtually all sets will be released in both monaural and stereo form.

Poni Tails. Cliff Richards, one of the most popular young British disk artists, will join the troupe in London.

DISTRIBUTOR NEWS

By HOWARD COOK

NEW YORK—Morty Klein of Melody Distributors, Inc., called to say that Melody is celebrating its 16th anniversary this year, and according to Klein, this looks like it will be the firm's best year to date. Current hot items at Melody include "The White Magnolia Tree" by Helen Hayes on Design. There has also been strong initial action on "Tammy Grimes" and "Julius Monk," two LPs on the new Off-Broadway label. Ted Feigin has been added as full-time deejay promotion contact. Melody plans a large-scale national advertising campaign to promote its Living Language albums.

George Weiss of Superior Record Sales reports heavy action on "Oh, Mary Don't You Weep" by the Caravans on Gospel. He mentions that the sacred record is selling in the quantities of a pop disk. Also hot are "Tell Him No" by Travis and Bob on Sandy, "Mama, Can I Go Out Tonight," by Jo-Ann Campbell on Gone, "This Should Go On Forever," by Rod Bernard on Argo, "Chapel of Dreams" by the Dubs on Gone, "Wishful Thinking" by Little Anthony & the Imperials, "Bad Luck" by Sanford Clark on Jamie and "So Fine" by the Fiestas on Old Town.

Jay-Gee Record Company, comprising Jubilee, Josie, Port and Jane Records has made the following changes: Leonard Smith, Albany, N. Y.; Metro Distributing Company, Buffalo, N. Y.; Trinity Distributing Corporation, Hartford, Conn.; H. W. Daily, Houston and All South Distributing Corporation in New Orleans.

Latest newsletter from 20th-Fox Records plugs Al Martino's first release for the label, "I Can't Get You Out of My Heart."

CLEVELAND: Tony Dercole, King Records, sends word that "What Makes You So Tough" by Teddy Humphries is making it big. "Guitar Picking Fool," the flip, is also getting action. Hal Neely is the firm's new general manager.

MADISON, Tenn.: Don Pierce in his latest Starday Records bulletin advises that Starday Sales Company is handling manufacturing, distribution and promotion of the Crest record of "Three Stars" by Tommy Dee, a San Bernardino disk jockey. The tune was penned in memory of Ritchie Valens, Buddy Holly and the Big Bopper.

BALTIMORE: Stan Hoffman, former promotion manager of General Distributing, is now general manager of Marnel of Maryland.

MILWAUKEE: Benn Ollman, Billboard correspondent reports the following wrap up of distrib doings in that city during the past month: At Tell Music the strongest disks are, according to Rolf Veoglin, "It Doesn't Matter Anymore" by Buddy Holly, "Apple Blossom Time" by Tab Hunter and "77 Sunset Strip" by Don Ralke. Harlyn Herriges is now handling promotion for Tell. Lieberman Distributing Company, Mercury distrib, list "The Answer to a Maiden's Prayer" by June Valli, "I Kneel at

(Continued on page 8)



A CALL FOR...

all my friends in show business...

25 years ago this month, Milton Biow walked into the New Yorker Hotel and asked me to page a certain Philip Morris. I didn't find Philip Morris that day, but Philip Morris Inc. found me, and for 25 years I've been the happiest employee they have.

At one time or another I have had the privilege of working or appearing with almost everyone in show business.

You people have been so very nice to me. And from the bottom of my heart, I thank you.

This thanks is something I have felt every minute of these 25 years, and this anniversary gives me the opportunity to say it publicly.

Johnny

P.S. Thursday evening, March 19th at 8:05 (E.S.T.) on NBC radio, we're going to pick up a few of the high spots in my 25 years on radio... hope you'll listen.

LET'S SELL STEREO!

Now Mercury offers you another sparkling sales plan to stimulate your stereo customers' buying appetite.

Mercury STEREO

SAVE-O-RAMA

LET'S SELL
STEREO!
LET'S SELL
STEREO!
LET'S SELL
STEREO!
LET'S SELL
STEREO!

Effective immediately your customers may choose a Mercury Stereo Long Play Record for \$1.00 with the purchase of another Mercury stereo record at the regular price.

Your stereo customers now have the opportunity to quickly build a quality stereo library at a fantastic saving. There is no limit to the number of records your customer may purchase and he may select from the entire Mercury stereo record catalog.

This offer is limited, so call your Mercury distributor now for all details, merchandising aids and Mercury stereo records.



**STORM
WARNING
AT**

COLUMBIA

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**A STORM OF
TALENT!**

New Fair Trade Bills in Hopper

WASHINGTON—Record dealers and other small businessmen will welcome new bills to make "loss-leader" and any "unreasonably low" pricing tactics a federal offense under the Sherman and Clayton Acts. Small business champion Sen. Hubert Humphrey (D., Minn.), is author of these and other bills.

Humphrey is also pushing to have consent decree terms made public 30 days before entry, to prevent increasing cases of "antitrust violators getting away with minor punishment," he told the Senate last week.

The loss leader bill would make it unlawful "for a retailer to sell any commodity at less than his delivered cost." Anyone damaged by a loss leader practice in interstate commerce could bring court action. Exception would be made for bona fide cases of damaged, discontinued goods, etc.

Even broader are terms of the bill to prohibit sales at "unreasonably low prices." A new clause added to the Clayton Act would penalize such pricing when it had the effect of "destroying competition or eliminating a competitor."

Humphrey hopes that his bill to make publication of consent decree terms mandatory before the decree is finalized "will enable the general public to put a brake on the light punishments so often meted out to antitrust violators." The Small Business Committee has found that in 1957, consent decree settlements were made in 83 per cent of Justice Department's antitrust cases.

Humphrey has also authored a bill to lower small business taxes, and to provide "disaster loans" to those who may be hurt by the

WAXED PRIMER FOR BATONEERS

NEW YORK — Attention would-be and frustrated conductors! RCA Victor has packaged a smart item that allows for do-it-yourself conducting. The set contains selections conducted by Arthur Fiedler, Morton Gould and Robert Russell Bennett that are also designed for listener conducting.

Also included is an illustrated booklet with the essentials of conducting and brief descriptive notes by Deems Taylor. Highlights of the packaging is a baton.

Lengsfelder Vienna Deal

NEW YORK—Hans J. Lengsfelder, in his capacity as general manager of Pleasant Musical has taken over the music publishing rights of the Ludwig Doblinger Company of Vienna for all English speaking countries. Musik Verlag Doblinger, one of the oldest firms in Austria and Europe, is the original publisher of many works by Franz Lehár, Leo Fall, Ralph Benatzky, Oscar Strauss and others and the catalog contains choral and chamber works, plus a large part of the music played in the wine gardens of Vienna. The original and the German version of the operetta "Blossomtime" is in the catalog.

march of the new Federal Highway program. The national highways "may force out as many as 50,000 American businesses" from their current sites, in the next few years, Humphrey said.

DISTRIBUTOR NEWS

• Continued from page 6

"Your Throne" by Joe Medlin and "Walking Through My Dreams" by the Big Bopper.

Vern Sherkow of Sherco, Inc. has added Warren Keats to his staff. Keats will call on the firm's Southern Wisconsin accounts. Strongest platters for Sherco are "Trumpet Conga" by Danny Davis on Cabot, "The Harmonicats," an LP on RKO-Unique and the Monitor folk series albums. At Garmis Distributing, Johnny O'Brien lists "Venus" by Frankie Avalon on Chancellor and "Tragedy" by Thomas Wayne on Fernwood. Top LP is "Exciting Sounds From Romantic Places" by Leo Diamond.

Decca Records' Ken Wendel reports strong action on "I Got a Woman" by Bill Haley & His Comets. Other hot Decca items are "Ciao, Ciao, Bambino" by Domenico Modugno and "Evening Rain" by Earl Grant. Strongest Columbia platters are "Springtime in Alaska" by Johnny Horton, which is showing pop action and "The Chicks" by Lee and Paul and "It Must Have Been the Easter Bunny" by Little Cindy. "Still More Sing Along With Mitch" is the leading LP.

Audrey Remus has joined the Capitol Records staff. Bob Thompson mentions "Catch a Little Moonbeam" by the Rinky Dinks, "French Foreign Legion" by Frank Sinatra and "Peter Gunn Theme" by Ray Anthony. Strongest, newer albums are "The Joy of Living" by Nelson Riddle and "Swingin' Pretty" by Keely Smith. Top disks at James H. Martin are "The Shag" by Billy Graves on Monument, "Pink Shoe Laces" by Dodie Stevens on Crystalette and "The Third Man Theme Cha Cha" by Edmundo Ros on London. "Billy Vaughn Plays the Million Sellers" on Dot is the top-selling album. Don Smith, Records Unlimited, Inc., has "It's Late" by Ricky Nelson on Imperial, "I Never Felt Like This" by Jack Scott on Carlton and "Come Softly to Me" by the Fleetwoods on Dolphin. RCA Victor distributes, Taylor Electric Company, shows "I Go Ape" by Neil Sedaka, "Who Cares?" by Don Gibson and "Love Eyes" by Pat Suzuki.

WESTBROOK, Me.: Event Records has just completed re-arranging their distrib set-up in most major marts. Event's current top disk is "Playboy" by Johnny Houston. New talent, recently signed by the label include the Della Sisters, the Al Natalie Ork, the Arvaks, Susan Capone, Ricky Coyne and the Guitar Rockers and Danny Harrison.

DETROIT: Dave Hollis, promotion head of the RCA Victor Distributing Corporation pens the following info: "Chip Off the Old Block" by Eddy Arnold is beginning to make it. "Hip Couple" by Jeff Barry is starting. "Only Your Love" by the Ames Brothers and "Home" by Jim Reeves are showing good signs. Perry Como's "Tomboy" is big.

PHILADELPHIA: Stereo-Fidelity Records has changed to Onodago Distributors in Buffalo, N. Y.

BETTY

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JOHNSON

"YOU AND ONLY YOU"

b/w "DOES YOUR HEART BEAT FOR ME"

2019

Atlantic Recording Corp. 157 West 57th St., New York 19



Dot's

PARADE of BEST SELLERS

- 15914 FOR A PENNY—THE WANG DANG TAFFY-APPLE TANGO—Pat Boone
(724 CRYSTALETTE) PINK SHOE LACES—Dodie Stevens
- 15909 YOU CAN'T BE TRUE DEAR—BEAVER—The Mills Brothers
- 15900 HAWAIIAN WAR CHANT—TRADE WINDS—Billy Vaughn
- 15908 BILLY BOY—THIRD MAN THEME—The Fontane Sisters
- 15891 ST. LOUIS BLUES—IDA, SWEET AS APPLE CIDER—Steve Allen
- 15912 BUTTONS AND BOWS—YOU'RE THE ONLY STAR IN MY BLUE HEAVEN—Carol Jarvis
- 15890 PETITE FLEUR—Bob Crosby
- 15907 SWEET LORRAINE—SOUTH—Bob Crosby
- 15888 WITH THE WIND & THE RAIN IN YOUR HAIR—Pat Boone

DOT NEW RELEASES

- | | |
|---------------------------------------|---|
| SANDY 1017 TELL HIM NO—Travis & Bob | 15913 THE SAD HORSE—CAN I CARRY YOUR BOOKS
—David Ladd |
| DITTO 120 TIJUANA JAIL—Johnny Bond | 15917 BEAUTIFUL BROWN EYES—STORY OF MICHAEL
—The Belvedere Chorale |
| 15928 JUST ANOTHER LIE—Jackie Shannon | 15918 GIGOLETTE—RHOMM BA-CHA—Lew Douglas |
| 15915 HUNGER—GAZEBO—Jayne Meadows | 15919 THEY CALL IT THE VOUT—DOWN BY THE STATION
—Slim Gaillard |

MONAURAL BEST SELLING ALBUMS STEREO

- | | | |
|--|--|-----------|
| DLP-3158 PAT BOONE SINGS | | DLP-25156 |
| DLP-3156 BILLY VAUGHN PLAYS | | DLP-25164 |
| DLP-3164 MR. MUSIC MAKER—Lawrence Welk | | DLP-25157 |
| DLP-3157 THE MILLS BROTHERS' GREAT HITS | | DLP-25170 |
| DLP-3170 PETITE FLEUR—Bob Crosby | | DLP-25150 |
| DLP-3150 AROUND THE WORLD—Steve Allen | | DLP-25118 |
| DLP-3118 STAR DUST—Pat Boone | | DLP-25119 |
| DLP-3119 BILLY VAUGHN PLAYS THE MILLION SELLERS | | DLP-25121 |
| DLP-3121 YES INDEED!—Pat Boone | | DLP-25140 |
| DLP-3140 LA PALOMA—Billy Vaughn | | DLP-25137 |
| DLP-3137 THE CLARK SISTERS SWING AGAIN | | DLP-25131 |
| DLP-3131 DIXIELAND BLUES—Johnny Maddox | | DLP-25122 |
| DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS | | DLP-25155 |
| DLP-3155 WHEN YOU'RE SMILING—Eddie Peabody | | DLP-25103 |
| DLP-3103 MMMMM . . . —The Mills Brothers | | |
| DLP-3104 SING SING SING!—The Clark Sisters | | |

BEST SELLING EP's

- | | |
|---------------------------------------|---|
| DEP-1075 MARDI GRAS—Pat Boone | DEP-1068 THE LORD'S PRAYER—Pat Boone |
| DEP-1074 GALE'S GREAT HITS—Gale Storm | DEP-1072 SAIL ALONG SILV'RY MOON—Billy Vaughn |
| DEP-1066 FOUR BY BILLY VAUGHN | DEP-1071 BILLY VAUGHN PLAYS THE MILLION SELLERS |
| DEP-1069 STAR DUST—Pat Boone | DEP-1073 MMMM . . . —The Mills Brothers |

Dot

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ELVIS PRESLEY

RCA VICTOR

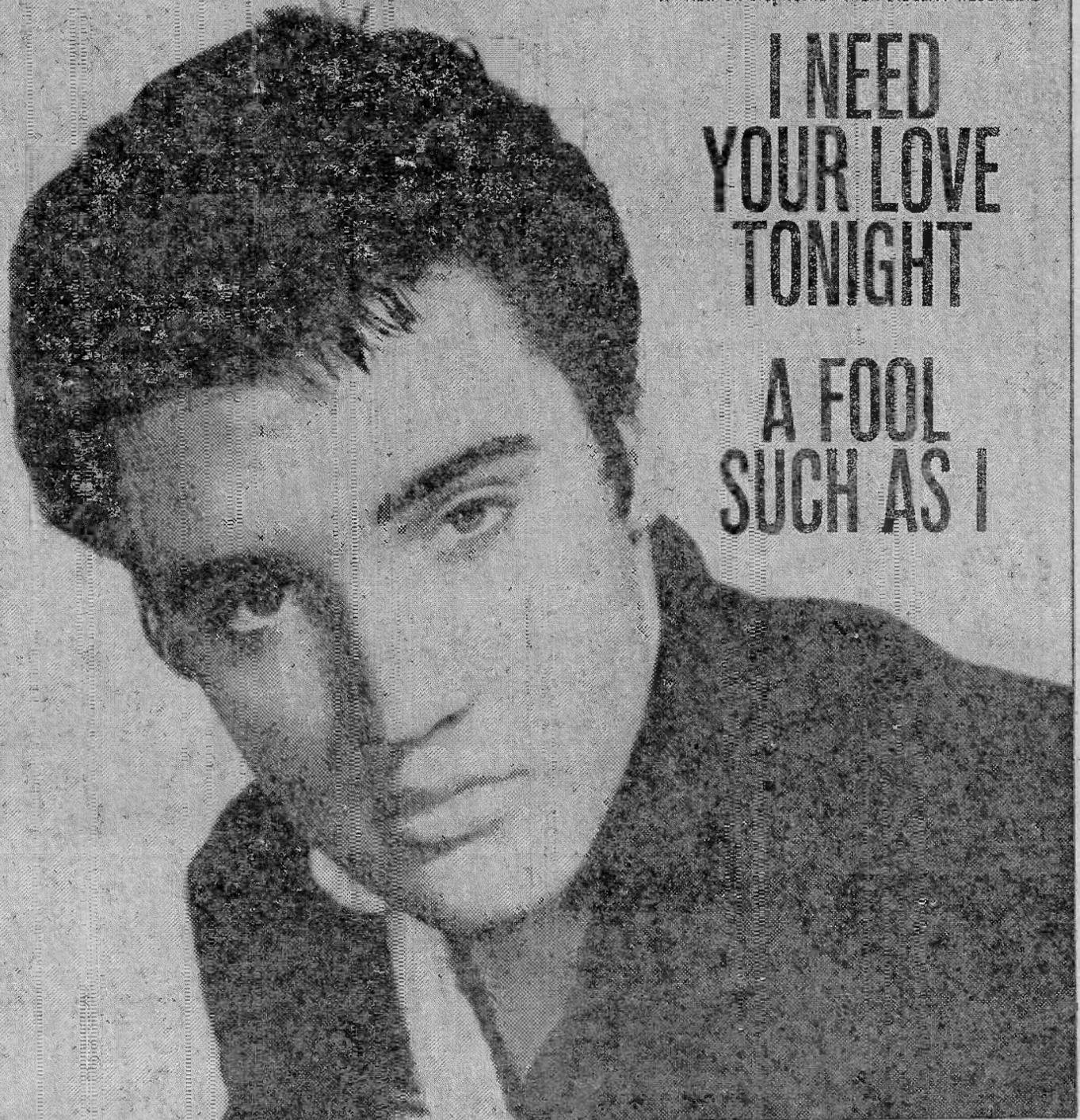
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A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING

**I NEED
YOUR LOVE
TONIGHT**

**A FOOL
SUCH AS I**



**Today's the day to order BIG.
Call your RCA Victor distributor now!**



RCA VICTOR
RADIO CORPORATION OF AMERICA





BELAFONTE means BUSINESS



RCA VICTOR
LPM-1927
A "New Orthophonic" High Fidelity Recording

love
is a
gentle
thing

LPM/LSP-1927

"...with these great selections!"

- Fifteen • I Never Will Marry • I'm Goin' Away • Small One • Bella Rosa • All My Trials • Green Grow The Lillacs • Times Are Gettin' Hard • Turn Around • Go 'Way From My Window • Della's Gone • Walkin' On The Green Grass

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TRADE MARK RADIO CORPORATION OF AMERICA



AVAILABLE ON REGULAR L.P. OR IN LIVING STEREO. WHEN ORDERING STEREO, SAY...RCA!



VOX JOX

By JUNE BUNDY

LOUNSBURY ON ROAD: Jim Lounsbury, who emcees a weekly Saturday afternoon record hop show over WBKB, Chicago, is presenting live talent-dance parties, where kids may either listen or dance. The jocks will head up a package show, featuring Bill Parsons, which will play dates in Chicago, Waukegan, Ill., and Joliet, Ill. And another show unit, headlined by Fabian, with bookings in Chicago and Waukegan later this month. Fabian appeared on Lounsbury's local Saturday video program last week an hour-and-a-half before he guested (via tape) on Dick Clark's Saturday night network telecast.

GIMMIX: Lou Miller, KOMA, Oklahoma City, is offering 10 free Easter rabbits for the 10 best "Funny Bunny" pictures received between now and Easter. . . . Ray Curtis' second "birthday" for his show (3-7 p.m.) on KPHO, Phoenix, Ariz., was celebrated last Monday (9) via a special station contest. Listeners were asked to make birthday cards for Curtis. First prize for the most original entry was free copies of all the records making the station's local record survey chart that week—40 "top hits," plus five "hit picks," and three albums.

GAB BAG: Sid Knight, program director, WASK, LaFayette, Ind., writes "The music business, radio, and record companies have been subjected to a great deal of abuse lately ranging from the halls of Congress to national and local publications. It's time we fought back. Here's my pitch: There's a dangerous trend starting in new releases condoning and glorifying the high school 'no goods'."

"Please Mr. Songwriter, and Mr. a.&r. man, let's get off this kick. The kids hear these records and figure if it's good enough to play on the radio, then it's the thing to do. No one is closer to the kids of today than the deejay. Give us the tools to really wage a full scale war on the terrible spectre of ever increasing juvenile delinquency that is sapping the strength of our country."

"I know that we have many clever writers that can turn out tunes about the nice kids in the class. The ones that dress neatly, get good grades and are the secret envy of the 'punks' and the 'hoodlums.' Make 'em good rock and roll tunes with a message. We can't guarantee a million sales, but we can guarantee a million air plays by all sensible, serious deejays all over the country." . . .

CHANGE OF THEME: Jerry Jerome, formerly with WSAY, Rochester, N. Y., has joined WGVA, Geneva, N. Y., in the 6:10 p.m. to 12:30 a.m. time period. . . . Terrell Metheny (Ronn Terrell) has switched from KUTL, Tulsa, Okla., to the early morning slot at WKDA, Nashville, Tenn. . . . New staffers at KRIZ, Phoenix, Ariz., are Bob Scott and Don Lincoln. Latter takes over the 6-9 a.m. show.

CHANGE OF THEME: John Spragg has taken over the 9 a.m. to noon show on CHUM, Toronto, Canada, replacing Jay Harvey Dobbs. . . . Mal Morse, formerly program director at WICH, Norwich, Conn., has joined WSUB, Groton, Conn., in the same capacity. . . . Bill Clark ex-WHOO, Orlando, Fla., is the new program director at KING, Seattle, replacing Jack Link who will become station manager of KIDO, Boise, Idaho.

Doo Johnson has been named program director of WBIR, Knoxville, Tenn. . . . Record librarian Ronnie Grainger, WINS, New York, is planning a June wedding with Yvonne Taylor. . . . Roy M. Schwartz, promotion manager of WIBG, Philadelphia, appointed to additional post of program manager. He succeeds Grady Edner, recently promoted to national radio program manager of the Storer Broadcasting Company, Miami Beach, Fla.

Guy S. Harris, program manager of KDKA, Pittsburgh, joins WERE as program director April 1. . . . New spinner at WMAQ, Chicago, is John Doremus, who starts an afternoon and evening show on the station March 23. He will be heard week nights from 9 to 10:30 p.m., and from 4 to 5:30 each afternoon. (See feature story elsewhere in this issue for provocative report on new programming lineup at WMAQ.)

Starting March 30, Johnny Bell, heretofore all-night jock on KYW, Cleveland, will join WINZ, Miami, in the Monday thru Friday 1-4 p.m. slot and the Sunday noon to 6 p.m. spot. . . . Cutex is buying a schedule of spots for various cosmetic products on Dick Clark's "American Bandstand" ABC-TV show. . . . Lee Holiday, program director of KWJB, Globe, Ariz., is moving to KCKY, Coolidge, Ariz., as morning deejay, plus an afternoon stint from 1 to 3 p.m.

Ron Paul, ex-spinner at WIBR, Baton Rouge, La., has moved to WJET, Erie, Pa., where he will use the name of Ronnie Cash on the air. . . . John B. Gambling, who celebrated his 34th year with WOR, New York, last week, will retire in December '60 at the expiration of his current five-year contract. Gambling, who made between \$300,000 and \$400,000 on his two morning strip shows last year, is grooming his son, 29-year-old John A. Gambling, to take over his shows—station willing of course. The son currently hosts "Music From Studio X" and an afternoon ainer on WOR.

The "Big Four" jockey lineup at WCAE, Pittsburgh, is as follows: Pete Shore, Jim O'Neill, Jay Michael and Bill Nesbit. O'Neill, formerly with WKY, Oklahoma City, Okla., will sign on at 5:45 a.m. and run to 10:30 a.m.; while Pete Shore will be heard from that time to 2:30. Michael retains his late afternoon slot until 6:45 p.m., while Nesbit moves in at 8:30 and runs until sign-off at 1:30 a.m. Michael also adds a Saturday show in the 2:30-6:45 p.m. time segment, starting this week.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Midnight Oil' Burns Bright for Blackwell

During his freshman year in high school, Seattle-born Charlie Blackwell was struck by a car, which broke both his legs and his back. During a long, slow convalescence, he first became interested in jazz thru radio. His favorite was Gene Krupa. When his legs mended, Blackwell began to study percussion. His studies continued at the University of Washington, where he played in the orchestra and sang.

His professional career began with Jerry Tucker's band. Touring Lionel Hampton heard him, and got him the drum chair with Benny Carter. Since then, he's played with Stan Kenton, Count Basie, Kid Ory, Fletcher Henderson and many others. The Warner Bros. artist now leads his won combo, and is climbing the charts with "Midnight Oil."



Fleetwoods Hit First Time at Bat

Barbara Ellis, Gretchen Christopher and Gary Troxel met last year, when they were seniors at Olympia High School in Washington State. Since they shared a common interest in songwriting, they collaborated on "Come Softly to Me." Bob Reisdorff, an associate of a Seattle record distributor, set up a recording session for the teen-agers. So with their very first attempt released on the Dolphin label, the Fleetwoods have a hit on their hands.

The girls are both slim, blue-eyed blondes. Miss Ellis likes cooking and athletics. Miss Christopher's hobby is fashion design. Troxel, who stands 5' 11" and weighs 125 pounds, says his favorite pastime is competitive auto racing. The trio hopes that their first waxing has launched them on a permanent music career.

YESTERYEAR'S TOPS—

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

MARCH 12, 1949

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

MARCH 13, 1954

1. Secret Love
2. Make Love to Me
3. Oh, Mein Papa (Oh, My Papa)
4. Stranger in Paradise
5. Changing Partners
6. Young at Heart
7. That's Amore
8. I Get So Lonely
9. From the Vine Came the Grape
10. Heart of My Heart

ON THE BEAT

By REN GREVATT

"The Yoga is a way of life," explained Luigi Creatore, one half of the team of Hugo and Luigi, recently departed from Roulette Records to set up their own producing wing of RCA Victor. "In this business, honestly, nobody ever relaxes. And that's where you go wrong. If you press and try too hard you can't make good records. Hugo and I have found the answer to this problem lies in practicing the art of the yoga."

"We were going to the West Coast on a train last year. As you know we never fly," said Hugo Peretti. "We got into a conversation with some parties on the train about yogis and we learned that a teacher of yoga is called a guru. We got to thinking about this and decided we better see one of these fellows. When we got to California we wired our secretary to set up an appointment with a guru. The poor girl must have been mixed up at first. But she found out what that meant and found a guru for us."

"It's the greatest," remarked Luigi. "Since that first meeting with our guru, we've been working very religiously. The yoga consists of at least eight separate stages of development. The first is the idea of developing the body thru exercise. The second is the stage of meditation, where you learn thru control of the mind to conserve your resources. By doing this you can focus everything on the great creative effort. We're still on these first stages."

Hugo added: "We've taken an unused section of the sixth floor down at Victor and we're setting it up as our gym. Body control depends on learning to assume various positions and hold them. During the time you hold a position you are training muscles but you are also meditating. We've been working on the lotus position lately. This is standing on your head. Luigi is very good at this but I've had a terrible time with it. Another that we're working on is what we call the lion pose. In this you sort of sit on your haunches like a lion. Your tongue is hanging out and your eyes are bulging. These two things are very important to doing this particular pose properly."

What can these practices do for a man? "Well," says Luigi, "I had a lot of trouble with a disk condition in my back. Those yogi positions took care of it for me. I've also found that the shoulder stand position gets rid of headaches fast. I tell you there's nothing like this stuff. We see our guru once a week and we work out for 15 or 20 minutes every day. We really feel this is going to help us make even better records. And we've had some pretty hot ones in the last couple of years."

"As far as the records go, we're looking strictly for real talent, the kind that can last. We're not interested in the overnighters and the one-shotters. We don't want to see any managers who come on with a story about how their act is as good as the next. We want 'em better than the next. We want to find artists who have a willingness to become a record act. The world is overloaded with club acts who figure they will take a crack at making a record because maybe a record will raise their going rate in the clubs. That's the greed aspect of the business. Give us acts who will really work to make hits, not just one but a lot of them."

"I don't go along, for example, with the theory one of my neighbors in Rockville Center has. He honestly believes the world is about to end. He's knocking himself out at 'living' and spending money and going wild because he figures he'll cash in his chips tomorrow. We're interested in the future. That's why we spend time looking for good acts and going in for the yogi bit. This will all pay off in the future. (Edit. note. It's no secret that others in the disk field have resorted to forms of meditation as an aid to the better life. Gary Kramer of Atlantic Records, for example, is a student of the Bhuddist faith and from time to time visits a Bhuddist Temple in Manhattan to restore himself.)"

Lloyd Nelson, formerly on Abbot Records, has written, questioning the use of the term "desperate" by a Billboard reviewer on a record several years ago. "Altho I was disappointed in the wording," he says, "It was so true." I had cut the one side, "All Day Long," one after another for three and a half hours, so it was desperate as I had fever and nerves and I guess everything else. I'm 19 now and on Sue Records and my release is due any day. Suppose you could say this one is desperate also." This reporter may point out that in the world of pop records, the terms "desperate," "frantic," etc. can actually be quite complimentary. Mr. Nelson should take heart. All may not be lost.

Peak Records of Philadelphia has added Joey Saso and Nick Therry for East and West Coast promotion respectively on "Rock Around the Clock," by Jimmy DeKnight. . . . Lucien Ades, prexy of the French Vega Records has returned to Paris following signing of deals here to handle 20th Fox and Paris Records (U. S.) in France. The label already has ABC-Paramount in its home territory. . . . Sammy Tanner, 18-year-old champ motorcycle racer, known in racing circles as "The Flying Flea," has cut his initial disk for KCM Records, a subsidiary of Shelter Music, Kansas City. Sides are "The Flying Flea" and "No One," the former of which has sounds of the cycles. The disk is causing a stir in motorcycle shops who want the record for the cat's fans.

Al Duckett, recently editorial topper for the Harlem weekly, New York Age, will direct and emcee a variety radio seg on WLIB, New York. The "Search for Talent," showcase will spotlight new gospel, pop, rock and roll and blues acts. . . . Chancellor's Fabian was named "most promising vocalist of 1958," by 8,000,000 viewers of Dick Clark's American Bandstand show. . . . Circle Artists has signed Jerry Lee Lewis. The agency has also re-signed Larry Williams. . . . Bobby DeWitt of Atlanta has been signed by Ridgecrest Records of LaGrange, Ga. . . . Billy Maxted, cleder of "Manhattan Spiritual," is appearing with his Manhattan Jazz Band at the Crest Lounge, Detroit.

DORIS DAY

doris



ONCE AGAIN, DORIS DAY IS SINGING. THE SUN IS SHINING AND IT'S A GRAND TIME TO BE ALIVE, PARTICULARLY IF YOU'RE PROGRAMMING A D. SHOW OR SELLING RECORDS.

*“love me
in the
daytime”*

b/w "He's So Married" 4-41354 on high-fidelity records by

COLUMBIA



BREAKING OUT IN EVERY TERRITORY!

**come
to me**

b/w
WHISPER
UA 160

MARV JOHNSON ■ **UNITED ARTISTS RECORDS UA**

DIAHANN CARROLL'S

**opening at the
PERSIAN ROOM
added another
bright star to
her crown of
successes... It
was nothing short
of a triumph!**

Max E. Youngstein
President of United Artists Records

FOLK TALENT & TUNES

By BILL SACHS

STORM BREWING AT



A STORM OF TALENT!

Around the Horn

Chaw Mank, of Blue Ribbon Music, Box 30, Staunton, Ill., is agenting Bobbie Jean Ferandes, 11-year-old singer who is making appearances on WOKZ, Alton, Ill. He advises that the youngster will soon cut a new tune titled "I Don't Want a Bunny or Dolly (I Just Want Elvis Instead)" for the Blue Ribbon label. Professional copies may be had by writing to Mank at the above address. . . . Yucca Records, a new label, has as its initial release "The Ballad of the Travelin' Kid" b/w "Thank You for the Invitation," by Hal Smith, a new c.&w. artist. DeeJay copies are available by writing to Ron Chrisco at Station KHEY, El Paso, Tex.

Hank King will soon become a regular on "World's Original Jamboree," heard via WWVA, Wheeling, W. Va. . . . Rudy Thacker, member of the staff band at WWVA, has formed his own combo and will soon cut a session for the Blue Hen label. . . . Hal Smith, of Curtis Artist Productions, Nashville, has taken the managerial reins on Rita Faye, more or less inactive the last three years, and will record her on the firm's Cullman label. . . . DeeJay copies of Skeeter Davis' new RCA Victor release, "Set Him Free," may be obtained by writing to Hal Smith, Gaylord Music, 4705 Gallatin Road, Nashville.

Jimmy Newman, whose newest on MGM is "So Soon" b/w "Watcha Gonna Do," is presently gathering material and working out arrangements for an MGM album

to be released in the spring. It'll be his first album since entering the recording field. Jimmy, now working under the guidance of Tom Kelly, Nashville, appeared on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network March 14. . . . Pee Wee King joined the Johnny Cash show in Jacksonville, Fla., for three days, March 13-15. On February 27-28 King played two Southern Wisconsin ballrooms with Clarence Zahina's band, of Dubuque, Ia., and March 3 made a TV guest appearance in Cedar Rapids, Ia. . . . Mildred and Ross Burks, of Springfield, Mo., are the writers of Hawkshaw Hawkins' latest RCA Victor release, "I've Got It Again."

Barbara (Bobbie Vaughn) is doing a series of guest appearances thru March on the daily Buddy Starcher and His All-Star Band half hours over WWSA-TV; Harrisonburg, Va. . . . Jim Reeves, Jimmy Dickens, Jean Shepard, Marvin Rainwater and Hank Locklin begin a tour for Hap Pebbles March 29 in Kansas City, Kan. The unit is set for Peebles' Western dnace club, the Playhouse, in Wichita, Kan., April 4. . . . Country Records, new c.&w. diskery with headquarters in Tacoma, Wash., has as its first release, "If I Knew Then" b/w "Tired of Livin'," by Rollie Webber, formerly on the Pep label. The firm is interested in hearing from deejays who would like to be placed on its mailing list. Address is P. O. Box 241, Puyallup, Wash.

First it was "All American Boy," by Bill Parsons on Fraternity, then followed last week Billy Adams with "Return of the All-American Boy" on the Nau Voo label, and now comes Smiley Monroe with "All-American Girl" on the Vita label. A post card to Vita Records, 1486 N. Fair Oaks, Pasadena, Calif., will fetch deejays a sample. Monroe has been keeping busy on one-nighters and TV and radio work in Southern California in recent weeks. . . . Gerry Gentle and the Gospel Ramblers, of Station WROS, Scottsboro, Ala., have signed with Ralph E. Stevens' new Ridge Climber Records, La Grange, Ga. Their first release couples "Springtime in Heaven" and "Our Home Will Be Lonesome Tonight." Recently signed to wax for Stevens' Ridgecrest Records are Brother Elmo and the Soul Winners, of St. Louis. Their first side couples "The Lord Has Built an Avenue of Prayer" and "Last Night."

After an eight-month hitch in the Army, Ray (Curly) Sanders is back in the country music business with his own band, the Santones, playing the Kentucky-Tennessee sector. Before the Army call last June, Sanders worked with his combo out of El Paso, Tex. Band manager is Reedy Hall, with J. Hal Smith, of Nashville, handling the personal management. . . . The gospelsinging Blackwood Brothers Quartet are routed as follows: Carlsbad, N. M., 16; Tucson, Ariz., 17; Phoenix, Ariz., 18; Yuma, Ariz., 19; Los Angeles, Calif., 21; Palo Alto, Calif., 22; Hayward, Calif., 23; Sacramento, Calif., 24; Fresno, Calif., 25; Tulsa, Okla., 28; Berryville, Ark. 28, and Canton, O., 30-April 5.

Texas Bill Strength, who has been hopping hither and yon for the last 10 months, reports from Hollywood that the breaks are finally coming his way, with MGM slates to issue its first release on him almost any day now. On Monday (16), Strength begins a six-week stand at Brady's, Minneapolis

and the first week in June he hops to Alaska for a 10-day trek. He recently appeared with Hank Penny and Wade Ray's band at the Golden Nugget, Las Vegas, and on March 5 played the Manger Club, El Monte, Calif. On March 8 Texas Bill did a live broadcast at Riverside Rancho, Hollywood, with the Squeekin' Deacon Moore show over KXLA, and March 9 showed his wares at the Crow's Nest, Oxnard, Calif. Last Friday (13) he played Laramie, Wyo.

Red Blanchard, formerly for several years deejay at WLS, Chicago, and emcee of the station's "National Barn Dance," is now co-owner of KSMN, Mason City, Ia., and president of the Land o' Corn Broadcasters, Inc. "I would welcome a visit from any of my friends in the country and western field," typewrites Red, "and will give free room and board to any who might want to come to this part of the country to try out fishing or pheasant hunting, in season, of course. Also would like to say that The Billboard will play a big part in our programming."

Buck Benson, one of Pennsylvania's busiest country deejays, with programs daily on WLBR, Lebanon; WORK, York, and WGAL, Lancaster, has taken over operation of Himmelreich's Grove, Womelsdorf, Pa., and opens the season May 3 with a policy of c.&w. music. He has been associated with Himmelreich's many years. He has already begun lining up attractions for the new park season. Talent may contact him at 356 Spring Street, Reading, Pa. . . . Arlo Johnson, prexy of Timberland Publishing Company, Forest City, Ia., reports having two of his firm's tunes cut recently by the Andy Doll band on the Audio Deluxe label. One, "The Butterfly," is an old ballroom fave rejuvenated with a pop flavor. The other, a c.&w. tune titled "Sandy-Haired Stranger," is a follow-up to Doll's "Have I Lived."

With the Jockeys

Texas Jim Turfle, who spins the c.&w. wax on WTRR, Westminster, Md., complains of poor reception of c.&w. late releases from artists and diskeries alike. "Out of the Top 30 releases now on the c.&w. charts," writes Texas Jim, "I have only nine. I get lots of off-brand labels, but I can't promote c.&w. music, which I have been doing for about 25 years, with this kind of service from the record companies and artists. Please help me!" . . . Cowboy Howard Vokes, of Vokes Music, New Kensington, Pa., sings gospel songs in a new live show presented each Saturday, 4-6 a.m. over WAVL, Apollo, Pa. Bruce Spangler takes care of the station's platter spinning.

After eight years of c.&w. deejaying, Nervous Ned Needham (Ward Goodrich) has given up record twirling to cast his lot with the Washington Senators' baseball farm system as business manager of the Sanford Greyhounds, Sanford, Fla., in the Florida State League. When time permits, he'll continue racing Micro Midgets in the Florida area. Needham attributes his switching from turntables to baseball to "the extreme lack of c.&w. music forming in the minds of most radio managers." "Radio has panicked thru automation," he says. Goodrich and his wife, Rosella, are celebrating the recent arrival of their first child, a son, Clint Carlyton.

Buck Wayne Johnston, deejay at Station XERB, 50,000-watter at

San Diego, Calif., waxes enthusiastically over the strong comeback country music is making in radio programming in that area. "For several months now," typewrites Johnston, "this station has been programming the Top 40 tunes, but we are now programming some eight hours daily of strictly country music. This station has for some 12 years been known as the country station of Southern California, and when we went pop last September we received literally thousands of cards and letters complaining about it. We received petitions from country music lovers in this area with some 8,000 names attached. We are happy to be going country again and invite country artists to send records, photos and any information of interest to our listeners." Spinning the c.&w. records at the station with Johnston is Smokey Rogers. All material should be addressed to P. O. Box 1190, San Diego 12.

After 10 years spent in Iowa, Illinois and Georgia, Uncle Ezra Hawkins is back home at Station WIBW, Topeka, Kan., where he is spinning the c.&w. wax from 1:30-5:40 a.m., six days a week. The reception to the early-morning airings has been surprisingly good, says Ezra, who also puts in a request for sample platters from the artists and diskeries. He calls his early-morning seg the "Wee Hours Country-Style Jamboree."

Jimmy Bolton, East Coast distributor for Razorback Records, typewrites that he has deejay copies on "Why Do I Keep on Crying?" b/w "Four-Leaf Clover," by Billy Parks, for those who may have been missed in the mailing. Bolton's address is 425 Filmore Street, Riverside, N. J. . . . Recently we mentioned here that Shane Wilder, now doing a daily four-hour stint of c.&w. platter spinning in the Hollywood area, was in need of wax for his show. We neglected, however, to give his address. It is Flying W Productions, 312 S. Westlake Avenue, Los Angeles 57. He has made a number of appearances in TV Western emanating from the Coast during the past year.

Ted Daigle, who has his own band in the Bathurst, N. B., sector, now spins two hours of c.&w. music daily over CKBC, that city, and says he's always on the lookout for new wax. . . . Johnnie Gee has recently moved from High Point, N. C., to Richmond, Va., to spin a country music session on WXGI each afternoon. Zag Pennell holds down the morning country music slot on the same station. Gee appears frequently on "New Dominion Barn Dance" in Richmond.

From Sydney, Australia, comes thanks from Reg Lindsay for publishing his recent request here for tapes and material for his radio shows. "Have had lots of letters," postals Lindsay, "and appreciate your help. Have just returned here from a month's tour of one-nighters with my own show and am back here to appear with 'Grand Ole Opry' at Sydney Stadium. Have also received lots of disks from the U. S., and the artists and diskeries there should receive lots of mail from over here, as have been paying them plenty." . . . Happy Hank Henry has signed to present his c.&w. deejay program, the "Happy Hank Show," over WHKK, Akron, Saturdays from 5-6 p.m. "Country and western music has been off the air in this area for the last two years," writes Happy Hank, "and any help you can give will be appreciated. The station has a fine library of c.&w. music compiled when it was using that type of program, but nothing since. We'll be needing the latest c.&w. records." Hank's address is 284 E. Cuyahoga Falls Avenue, Akron.

FOLO-UP TO "HERE I STAND"

WADE FLEMONS
"HOLD ME CLOSE"
 b/w "YOU'LL REMAIN FOREVER"
 veejay 309

"LOVELY ONE"
THE IMPERIALS
 abner 1025

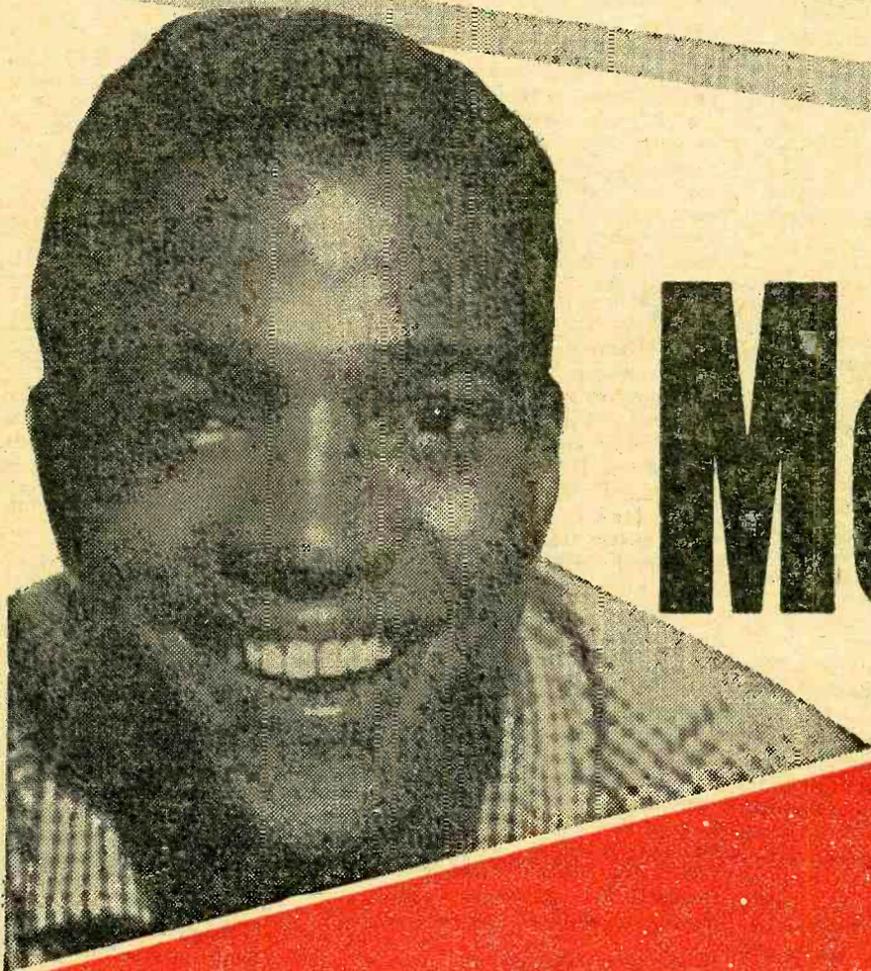
ALREADY A HIT IN CHICAGO!
"A ROCKIN' GOOD WAY"
PRISCILLA BOWMAN
 abner 1018

"SHOMBALOR"
SHERIFF and The Ravels
 veejay 306

HEADED UP
"LOST"
JERRY BUTLER
 abner 1024

veejay-abner, 2129 S. Michigan, Chicago 16. CA 5-6141

**HIS FIRST ON M-G-M
and a SURE SMASH**



**Clyde
McPHATTER**

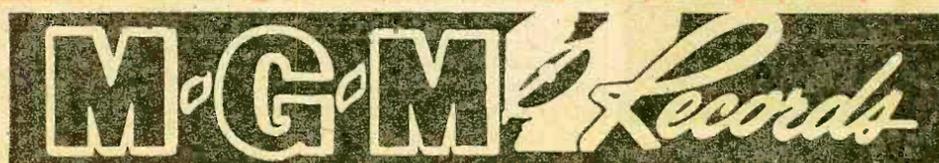
**200,000
SOLD IN
2 DAYS!**

SINGS

**I TOLD MYSELF
A LIE**

B/W (I'm Afraid)
**THE MASQUERADE
IS OVER
K 12780**

Orchestra and Chorus under the
direction of RAY ELLIS



MGM Records
12th ANNIVERSARY CELEBRATION

CONNIE FRANCIS
IF I DIDN'T CARE
MGM K12769

TOMMY EDWARDS
PLEASE MR. SUN
MGM K12757

CONWAY TWITTY
THE STORY OF MY LOVE
MGM K12748

DEBBIE REYNOLDS
THE MATING GAME
(From the MGM Picture)
MGM K 12761

RAY ELLIS
SWEET KENTUCKY BELLE
MGM K12770

PICKED BY CASH BOX & VARIETY

SPOTLIGHT ALBUM OF THE WEEK

Headed for the Academy Award

"GIGI"
E-3641
Stereo 3641

MGM Records has the only original cast Sound Track album

A NATURAL FOR HAVANA

PARIS — The publishers of the "Annuaire du Spectacle," a well-documented "annual" covering all forms of entertainment in France, received the following letter, recently, from a booking agent in Cuba:

"While looking thru your publication I noted there existed in France a quartet of eccentrics named the "Four Bearded Ones" (Quatre Barbus). As since Fidel Castro has come into control any one with a beard has great success here, I would like to have them come over here."

Twitty LP Tops MGM Birthday Pop Release

NEW YORK — M-G-M Records observes its 12th Anniversary shortly with the release of 14 new packages, including five pop, four classical, two on Metrojazz and three on the low-priced Lion line.

Highlight pop item is "Conway Twitty Sings," which will also be available in three one-pocket EP editions. Others in the group are Edie Admas, Skop Martin, Phil Moore and LeRoy Holmes. All are available in stereo and monaural form.

Top classical item is a performance of Stainer's oratorio, "The Crucifixion." This portion of the release also includes performances of the Mozart Serenades, the Beethoven String Trio and Haydn's Concertos for piano and cello.

On the Metrojazz scene, the big guns will be focussed on the deluxe two-LP "Seven Ages of Jazz," set, produced by Leonard Feather. This will be tied in with the Washington Jazz Jubilee at the Sheraton Park Hotel today (16). The album is a recording of a live concert staged by Feather and Dick Hyman in September of last year. Lion sets include kiddie material by Arlene Francis and Greer Garson (monaural only) and the recording of music from "Peter Gunn," in stereo and monaural. An extensive promotion and ad campaign backs the entire release.

Carlton Sets 2-Way Radio Album Service

NEW YORK—Carlton Records this week offered radio stations an LP album programming service via two basic plans. One, called plan A, offers stations all Carlton LP's released this year at a price of \$45 for monaural or \$55 for stereo. Plan B guarantees stations a minimum of 50 albums per year. Plan B offers any Carlton LP to stations for the price of \$1 per monaural album and \$1.10 per stereo set.

Carlton Records is following up its album promotion of a few weeks ago with a four color easel that can be used for counter display. It shows the six new Carlton sets plus six other Carlton albums, and states in bold type that "These records are sold only in retail record stores. They are not available thru record club or book clubs."

In line with the firm's expansion policy Carlton Records has signed Dewey Bergman to a.&r. the label's pop albums, as well as handling album merchandising and promotion.

Craft Helms New Diskery, United Telefilm Records

NEW YORK — Morty Craft, colorful diskery, officially became a record company president this week, with signing of final papers establishing United Telefilm Records, Inc. The new Craft set-up aligns him with the Canadian firm, United Telefilms, Ltd., of Toronto, which owns 85 per cent of the stock of the new diskery with Craft holding the balance of 15 per cent. There will be two labels, Tel Records and Warwick Records.

Deal was spearheaded by Cass McCarfield, long a top exec of the Canadian wing of Loew's. When McCarfield learned that his friends in the United combine were interested in moving into the State-side disk scene, he recommended Craft. Oddly enough, Craft ran into McCarfield's friends while all were vacationing at the Fontainebleau Hotel in Miami Beach.

Principals of the Canadian combine include Elliot Hyman, Lou Chesler, Max Goldfar and Ken Kalman. Chesler is also operator of General Development Corporation, a realty giant currently involved in the construction of 20,000 homes in the South Florida

area. Final papers were signed Thursday (12) in Toronto by Craft and Ken Kalman, United prexy.

Craft will have complete latitude in operating the diskery and already has two singles on the market and an album ready to go. Initial release on Tel features Bill Farvell, while the Harptones have the first Warwick sides. Shortly, Craft will go to Mexico to cut three albums, feeling that the opportunities there are just as good for recording as those in Europe.

Craft's deal is for five years, under which is included a profit sharing arrangement and stock option plan in the parent Canadian firm. Thirty-eight distributors have already been lined up for the new company. Freddie Mendelsohn, formerly of King and Savoy, joins Craft in the new firm as does Gordon Gray, his lieutenant in his former M-G-M post. Martin J. Machat is general counsel. Other staff announcements are expected shortly.

A&P Racks

Continued from page 3

used by the A. & P. stores as a traffic builder. It is expected that once a customer starts buying the albums they will pick up another one every week. Since the A. & P. chain has more than 4,500 stores and is heavily promoting the LP's, it is believed that they will move close to 2,000,000 disks over the next year of this promotional line.

Chain store execs claim that instead of the promotional line hurting the sales of national brand records on their racks, that these low-priced promotional disks actually increase sales of higher priced records. Chains say that the inexpensive promotional LP's help create new customers for classical music. For this reason displays of the promotional LP's are usually placed right next to, or in the same row with, the standard brand labels.

The Standard Reference Works Publishing Company, which publishes the Funk and Wagnalls Encyclopedia, dictionaries, etc., merchandises its promotional record line thru its associate company, Unicorn Corporation. The records were recorded for Unicorn by the New York firm, Bource Productions, the record and TV producing organization headed by George Simon, E. Alan Silber and Fred Grunfeld. They produced both the "Basic Library of the World's Greatest Music" and "The Standard Treasury" series.

S-F Ads Point

Continued from page 3

1959) wherein manufacturers were urged to utilize their "best merchandising and promotional brains" to "bring traffic and business to the retailer. If national advertising is so effective at the club level," queried the editorial, "why not try more of it at the retail level?"

In addition to the Life ad, Stereo Fidelity is pushing its March release, via a full page ad in Playboy magazine and a two page ad in Esquire. Special display material will be made available, including a cardboard three-tier floor display which holds 90 LP's; divider cards for browser boxes; "Authorized Stereo Fidelity Dealer" window signs, and blowups of the Life ad.

The March release spotlights three new 101 Strings albums—"Russian Fireworks," "Opera Without Words" and "The Rivas." Stereo Fidelity's March promotional forces are keyed to these three packages, plus 14 other items from the catalog.

NBC Sticks Out

Continued from page 3

week, Miller spun two sides by the Platters.

Doremus, comparatively new at WIND, will not be given record-picking liberties at WMAQ, but his previous identification has been as a top 40 personality.

One of the strange contradictions of the overhaul is that a top WMAQ official said its purpose is to encourage "less talk and more music." Both Miller and Doremus are champion chatter artists. Neither has ever been accused of limiting a thought to 10 words if it could possibly be expressed in 50.

Program Director Johnson denied that hiring Miller and Doremus represents a change in music policy but called it "merely a change in personalities." He allowed, however, that the station will lean more in the direction of a "popular flavor with the better top 40 tunes." He said the whole station's tempo "will be picked up somewhat."

The station's programming, under the new look, will feature record shows from 5:30 a.m. solidly until noon, punctuated only by ABC news on the hour. Then soap operas and NBC Bandstand will take over from the net until 3, under the aegis of anti-juke box Joe Culligan; a return to local shows until 5:30, more news and network feed until 9 when Doremus hosts records until 10:30.

Local record promotion men, undismayed by the station's anti-r.&r. stance, welcomed the news of the overhaul.

Roosevelt Sees

Continued from page 3

those factors which are important to the smaller publishers and composers."

As brought out in last session's hearings, these factors included complaints against the Society's weighted vote; logging and survey methods; lack of clear records; slow and ineffectual grievance procedures; and the seniority-heavy distribution formulas.

"It was to be hoped, of course, that decision by the Antitrust Division would have been reached prior to this date, but I am satisfied that negotiations are approaching their final stages, and that the attorneys in the Antitrust Division are now concentrating their full effort toward bringing this matter to a decision, and that this will be accomplished within a short period of time," Roosevelt said.

THEIR ABSOLUTE GREATEST YET!



THE PLATTERS

Enchanted

The Sound
and
The Fury

from Jerry Wald Production -
20th Century-Fox picture.

Mercury 71427



The BIG Hit Trademark

Victor Stereo

Continued from page 3

the maximum excitement and build store traffic. The promotion, good for 30 days, offers consumers a Victor stereo disk for one dollar when one is bought at the nationally advertised price of \$5.98.

Advertising in all media is being used to back up the pitch—including color film commercials on the Steve Allen and "Ellery Queen" programs; spots via Monitor, transcribed spots for local radio, etc. Point of sale kit includes in-store aids, streamers, counter merchandisers, etc. There are also shopper ad mats and a press kit with news and feature stories.

Victor execs who lined up the

stereo promotion pitch include George Marek, Bill Bullock, Burgess, Bill Alexander, Dave Finn, George Parkhill, Sal Peruggi and Irwin Tarr.

Burgess, commenting on the fact that Victor is preparing a consistent flow of promotions designed to create excitement at the retail level, noted that the dealer has always made his normal gross on these promotions, and some can make more.

The recent "Gaité Parisienne" promotion was also very successful at the dealer level, Burgess said. "The idea is to keep the year popping with ideas which will build store traffic and move product. By so doing we create a more stable economic picture."

'Tell Him No'

Continued from page 3

only a few months ago as a Buffalo distributor, and the owner of Masters Releasing Corporation, a company that takes over national distribution of any indie label record that shows action, started swinging again with a new disk firm called Label Records. Brody handles Shan-Todd Records, the label owned by Buffalo deejays Phil Teder and Tommy Shannon, and Fernwood Records, of "Tragedy" fame. "Tell Him No" was written by E. Pritchard, and is being published by Burnt Oak and Lowell Music on a 50-50 basis.

NARAS Tabs '58 Award Nominations

Continued from page 1

Verve led the independent field with four.

In the singles field, Capitol far out-distanced all other contenders, totalling almost as many nominations as all other labels put together. Capitol won 18 nominations, RCA Victor was next with five, followed by Decca with four, Cadence and Liberty each receiving three, with one each going to Challenge, Columbia, London and Roulette.

RCA Victor showed an impressive lead over all others in the classical field with 17 nominations against Columbia's nine, Capitol's seven, Decca's three and one each for Angel and Mercury.

It is interesting to note that the independent labels showed considerable strength against the major firms in individual categories. Indies held their own within specific groups and in a number of instances topped the bigger companies. Fact that the majors were able to rack up a greater total of nominations was largely due to their presence in all categories. Indies, for the most part, restrict their activities to specific fields.

The complete list of nominees in the 28 categories appears within the Music department in this issue.

Frey Winner

Continued from page 3

Steuer decided that Wallenstein hadn't sufficient reason to withhold approval.

In all, the conductor led the Virtuoso Symphony of London in six LP's for the label. Two, Tchaikovsky's "Pathétique" and a coupling of Ravel's "Bolero," and "Carmen Suite," are already on the market and "selling beyond expectations," according to peppery Audio Fidelity Prexy, Sid Frey. The label's release of these LP's was not contested by Wallenstein.

Judge Steuer's decision pointed out that Frey asked the conductor to put his objections to the recordings in writing. Wallenstein interpreted this as meaning that, if he put it in writing, that would be the same as approval. And, after Frey made mechanical adjustments in the tapes, Wallenstein refused to listen to them.

The ruling applies to two LP's Frey wishes to release right away; Berlioz' "Symphony Fantastique" and Tchaikovsky's "Romeo and Juliet Overture" and "Nutcracker Suite." The final two LP's will still have to be decided upon.

The decision was an important one for Frey. He has a quarter of a million dollars tied up in the Wallenstein disks.

COPENHAGEN — The Nordis Polyphon record firm has been made Denmark's representative of the Fontana label, made in Holland. Fontana presses pop and jazz platters, as well as classics. Among American talent making recordings for the label have been Miles Davis and Dave Brubeck.

LET US HEAR YOUR RECORD MASTER

We can handle a couple of good bets for commercial pop success. We will return unusable masters. Wide contacts in Philadelphia record manufacturing business. Honest deal. Box 206, The Billboard, 1564 Broadway, New York 36, N. Y.

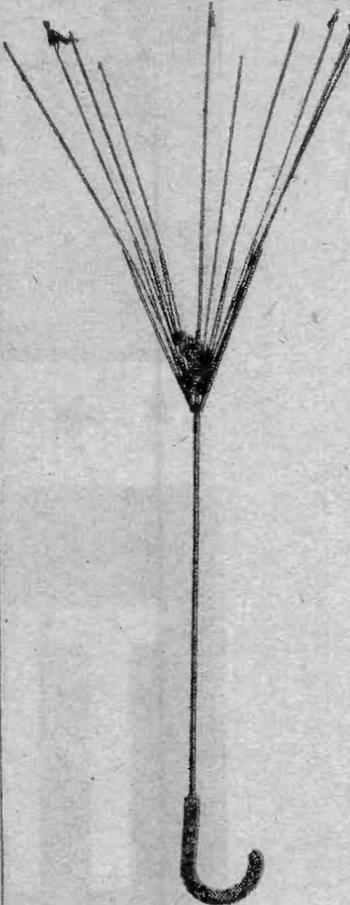
WANTED

Top National Sales Representative for established record company. Salary plus commission. Opportunity. Replies confidential. Reply
Billboard, Box #207
1564 Broadway New York City

STORM RAGING ON

COLUMBIA

Columbia is a division of Columbia Broadcasting System, Inc.



A STORM OF TALENT!

Mills HIT REMINDERS

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

MILLS MUSIC, INC.

"I KNEEL AT YOUR THRONE"
Joe Medlin—Mercury

"THE BEAT OF MY HEART"
Harry Simeone Chorale—20th Fox

"ARE YOU LONESOME TONIGHT?"
J. P. Morgan—MGM

FOR SEASONAL PROGRAMMING:
"WHEN THE RED, RED ROBIN"
"SWINGIN' IN A HAMMOCK"

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

3 BIG ONES FROM MPHIC

DEARER THAN DEAR
ROGER WILLIAMS KAPP

THE HANGING TREE
MARTY ROBBINS COLUMBIA

TRADE WINDS
BILLY VAUGHN DOT

AUDITION

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



his greatest!!!

"ALMOST GROWN"
CHUCK BERRY

CHESS 1722

NO 86 ON "HOT 100" 1st. WEEK

"THIS SHOULD GO ON FOREVER"
ROD BERNARD

argo 5327

"YEAH YEAH"
DALE HAWKINS

checker 916

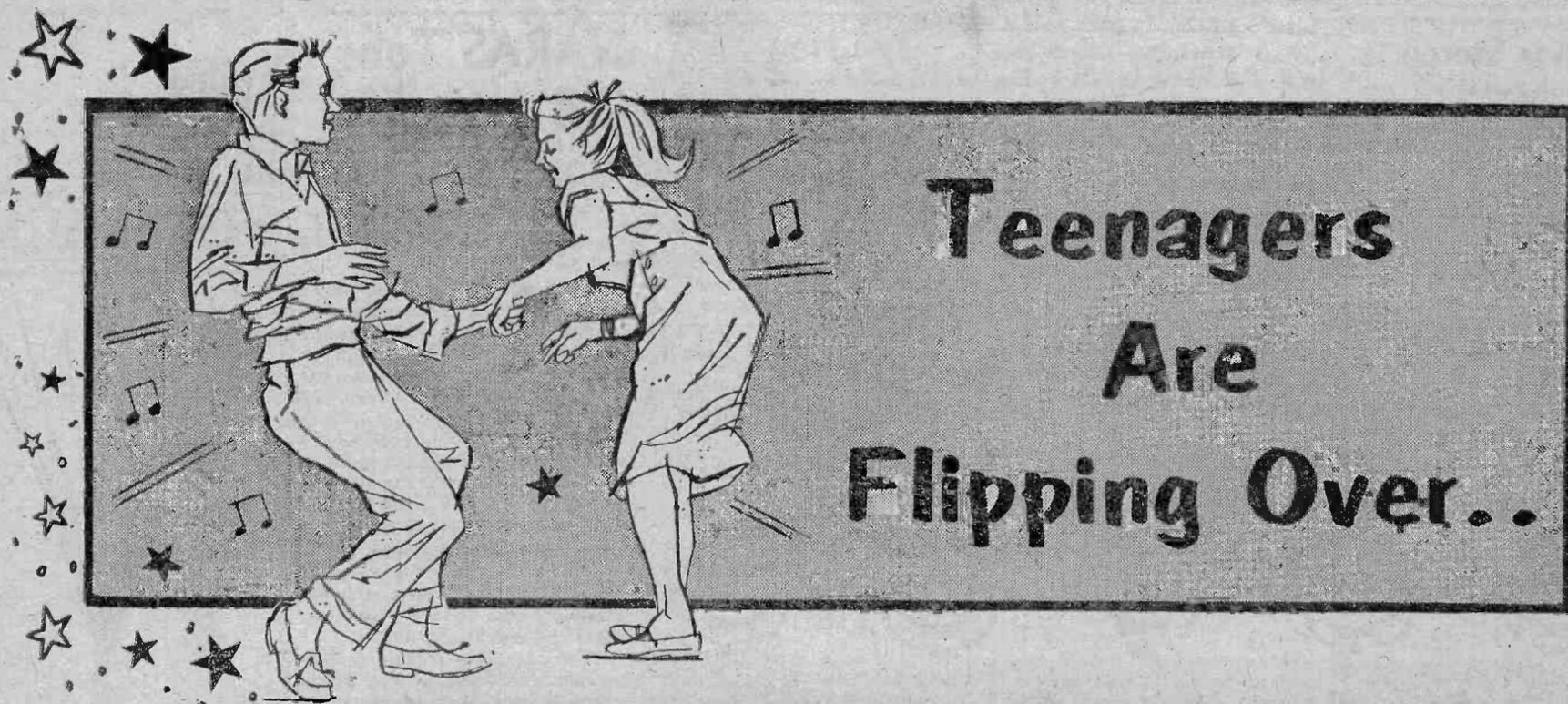
STOCK "SUE CITY SUE"
THE BROTHERS

argo 5329

CHESS PROD. CORP.

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





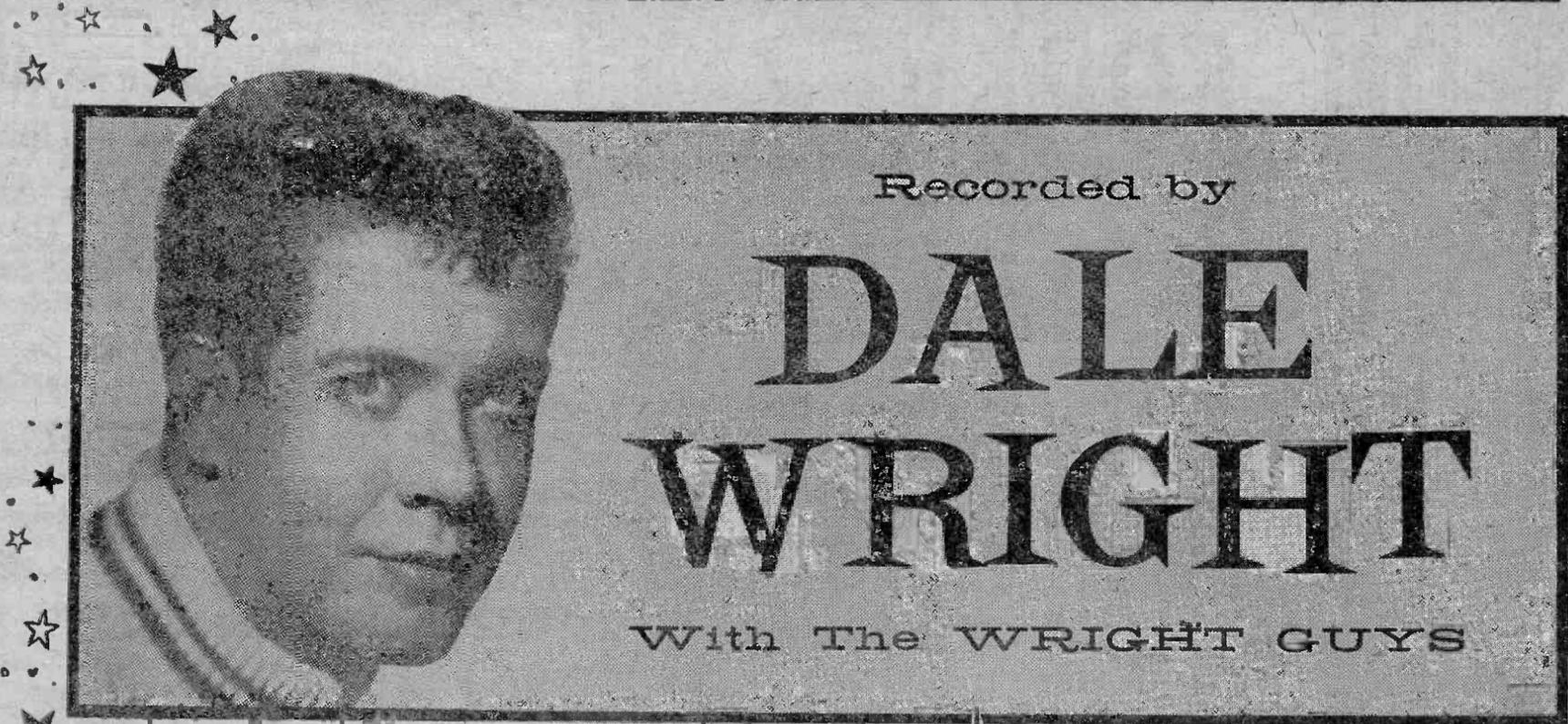
THE INFECTIOUS ROCK-A-BILLY BALLAD

THAT'S MY GAL

backed with

THE BIG NOVELTY HIT

THAT'S SHOW BIZ



on **fraternity** No. F-837
 RECORDS
 413 RACE ST., CINCINNATI 2, OHIO

17 SYSTEMS SUBMITTED

EIA Panel Ponders Stereo Broadcasting Proposals

• Continued from page 1

TV-FM) over ABC-TV; and the February 28th broadcast of "The Perry Como Show" on NBC-TV, utilizing Bell Labs system. Some traders are of the opinion that the advent of stereo in TV will ultimately restore the popularity of musical programs on TV, now dominated by Westerns and adventure series.

Stereo broadcasts carried by many stations across the country have already been described in past issues. (See The Billboard, December, 15, 1958.) However, among those stations also active in stereo broadcasting—but previously unmentioned by The Billboard—are the following:

Station KGNC, Amarillo, Tex., broadcasts AM-FM stereo broadcasts seven nights a week from 10 p.m. to midnight, and an hour and a half of "Symphonic Stereo" on Sunday afternoons. Former show utilizes both tape and disks, while latter uses disks only.

Asbury Park, N. J., station WJLK airs an AM-FM stereo show from 3:30 to 4 p.m., Monday thru Saturday and from 10:30 to 11 p.m. on Monday nights, utilizing disks only.

Hub Pioneer

Boston area outlet WCRB was a stereo pioneer, and, according to station manager Richard L. Kaye, has had the "most-listened-to-stereo programs in the Boston market for the past four and a half years." The station broadcasts 25 hours weekly in stereo, plus live shows featuring the Boston Symphony and ABC's stereo simulcast of the Lawrence Welk Show. Stereo sponsors at WCRB include Zenith, Mercury, Capitol, Angel, and the Plymouth Savings Banks.

Also active in stereo is WTOL, (AM-FM) Toledo, O., which launched a weekly stereo show (11 a.m.-noon) last October with an extensive "Stereo Week" promotion in co-operation with the local Grinnel Bros. Department Store.

Now in its third year of stereo broadcasting, KBEE (AM-FM) Modesto, Calif., is currently devoting 15 hours a week to stereo tapes—standards, show tunes, semi-classical and classical—and plans to extend this schedule in the near future.

Also programming 15 hours a week of stereo is KIEM (AM and FM) Eureka, Calif., while a live stereo show was aired recently by WGST-radio and WLW-A-TV in Atlanta, Ga.

Two Fort Worth, Tex., stations are currently offering listeners four hours a week of stereo programming. Station KIXL (AM and FM) broadcasts stereo from 4 to 5 p.m. on Saturdays and 4:30 to 5 p.m. on Sundays; WBAP (AM-FM) airs stereo from 10 to 10:30 p.m. on Saturday and 6-8 p.m. on Sunday. Both stations use tape and disks, and feature both jazz and classical music.

Among the first stereo commercials were those produced by N. W. Ayer for the Ohio Oil Company. These spots, aired for the first time over WFIN, (AM-FM) Findlay, O., were scheduled on WFIN's weekly hour and a half stereo program on Sunday and its monthly two-hour "Stereo Spectaculars."

WASHINGTON — Stereo FM programming pulled so much more comment than any other use for subsidiary multiplex operations, in response to an FCC inquiry, that the Commission has extended time for more comment on the stereo programming—and has put off consideration of other uses of multiplex service on FM for a later date.

In July, 1958, the Federal Communications Commission launched its inquiry into the additional uses

for FM multiplexing (broadcast of more than one program or service by means of several channels). The FCC intended a broad inquiry, but mentioned the use of multiplex for stereo programming as an improved broadcast service, and also a subsidiary service similar to the music storecasting now permitted under SCA's (Subsidiary Communications Authorizations).

Interest Widespread

Stereo comment ran away with the inquiry. FCC says the widespread interest among broadcaster, equipment manufacturers, trade associations and listeners on the stereo aspect of multiplex service, has decided the commission to extend time for comment to June 10, 1959. Those who have already said their piece on stereo, need not re-submit—their views will be given consideration in the complete stereo file of comment.

Here are the main questions the commission would like to have answered: should stereo broadcasting by FM on a multiplex basis be allowed as a regular thing; as a public broadcast, or only on a subscription basis—or both? Should quality and performance standards for the stereo programming be the same as those for the parent FM broadcast channel—or could they be less exacting? Should compatibility be required, for the benefit of listeners tuned monaurally, on the main channel only, when stereo broadcasts are going on?

Comment should have original and 14 carbons for filing at FCC.

CMA Lou'ville C. & W. Show Snags \$9,500

LOUISVILLE — The country and western music extravaganza presented Sunday (8) in Freedom Hall at the Kentucky State Fair Coliseum by the recently formed Country Music Association attracted some 8,000 payees in two performances for a gross of around \$9,500. On the advance sale, tickets were pegged at \$1 for adults and 50 cents for children. Adult prices were upped to \$1.50 at show time.

This was the first in a series of c.&w. shows to be sponsored by the CMA to raise funds to promote and finance the work of the association. Appearing in competition in the East Wing of the same building Sunday afternoon and night was Preacher Oral Roberts, who attracted 5,500 in two revival sessions. His audience contained many to whom country music might have appealed and possibly accounted for the CMA show failing to attract the 10,000 patrons expected.

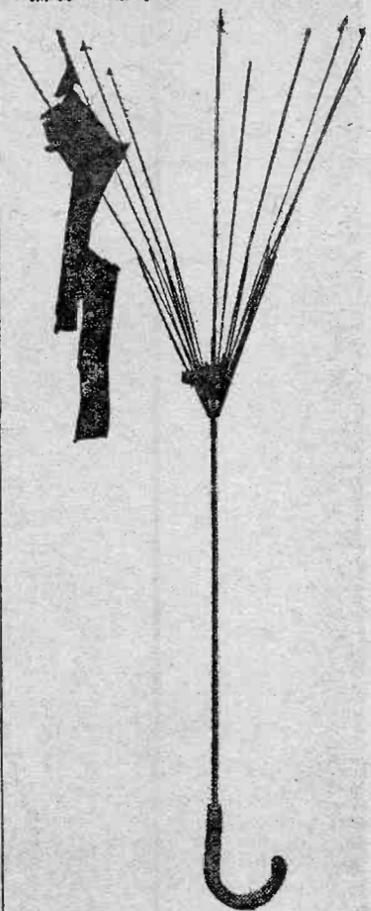
The talent array, all of whom donated their services, comprised T. Tommy Cutrer, ensue; Johnny Cash and the Tennessee Two, Ernest Tubb and His Texas Troubadours, Minnie Pearl, Jean Shepard, Don Gibson, Lester Flatt and Earl Scruggs and the Foggy Mountain Boys, Grandpa Jones, Carl Smith, Charlie Walker, and the Jordanaires. Laryngitis kept Ray Price out of the line-up.

Among the spectators at the Sunday afternoon performance was Gov. A. B. Chandler, who brought down the house with his statement: "I'm appearing here in the interest of country music—my music. And when I say that, I'm not electioneering. I'm not running for anything."

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ACCORDIAN REVERIES, VINCENT GERACI. Magio in the Moonlight, The Breeze and I, others. CS-38



SILK, SATIN & STRINGS, CAESAR GIOVANNINI AND THE RADIANT VELVET ORCHESTRA. Laura, Blues in the Night, others. CS-36

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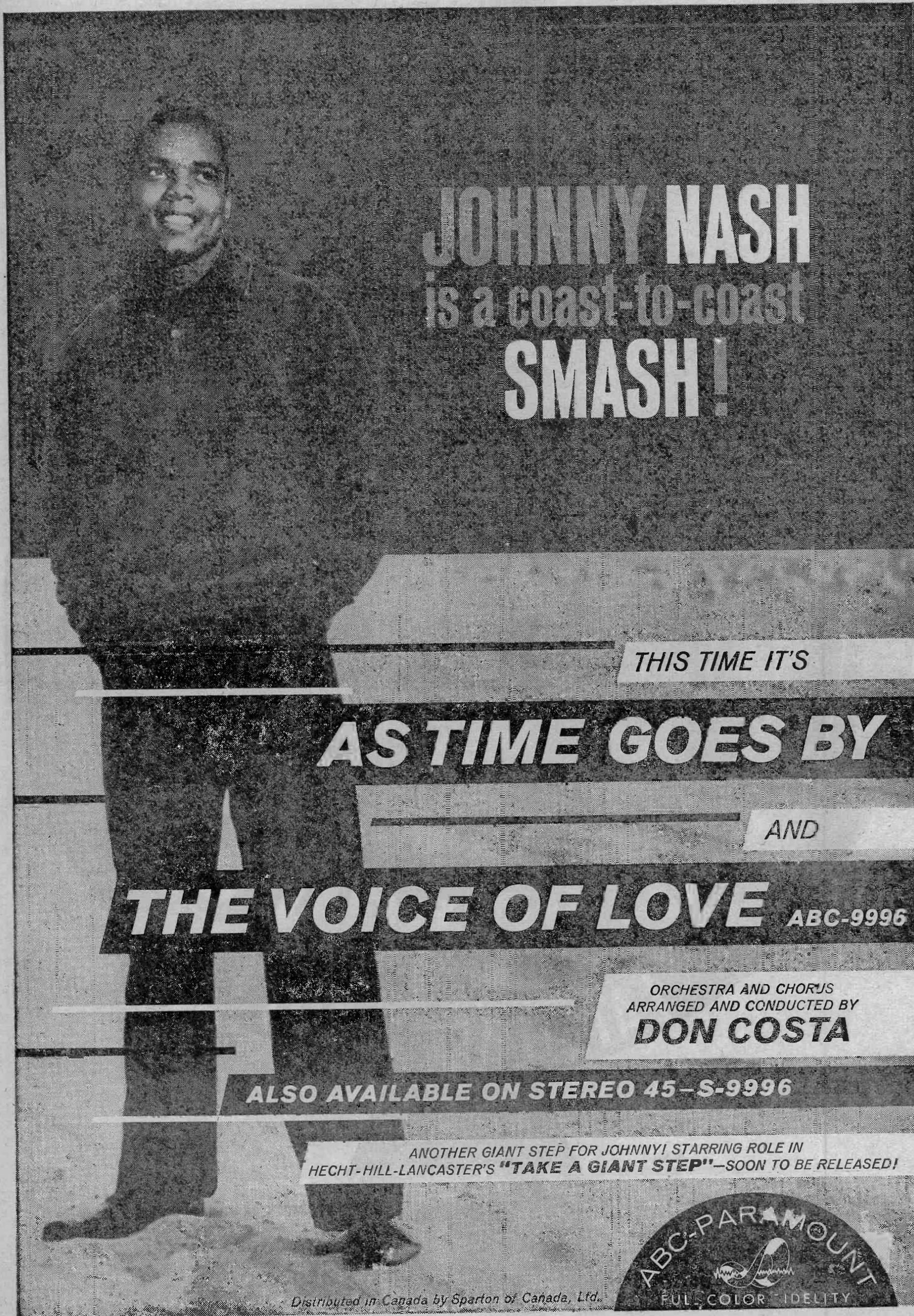
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BULL'S-EYE
FROM

PAUL ANKA

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LATE LAST NIGHT

b/w

ORCHESTRA AND CHORUS
ARRANGED AND CONDUCTED BY
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ANNETTE... IN HER FIRST ALBUM
VISTA RECORDS' FIRST ALBUM
HEADED FOR FIRST ON THE CHARTS:... BV-3301

plus

A Follow-up
Single Taller Than
TALL PAUL

JO-JO

(The Dog Faced Boy)

b/w

LOVE ME FOREVER

Vista F-336



Charles Laufer (Editor)

TEEN MAGAZINE says:

...
"She is one of our most
popular young person-
alities."
...

plus

ANNETTE'S FIRST EP

Jo-Jo (The Dog Faced Boy)
Lonely Guitar
Love Me Forever
My Heart Became of Age

BV EP 3301 A



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EDITORIAL

Home Demo Power

NEW YORK—One of the audio salesman's strongest tools is the free home demonstration. This point was hammered home by the following recent experience.

A young couple we know has been building an audio system, slowly as budget will allow. They started with an inexpensive automatic changer fed into a table radio via phono jack. In time, they picked up a Leak pre-amp and amplifier and an AR-2 speaker system and, naturally, wouldn't go back to their old system under any circumstances.

Their salesman was smart. He "lent" them a Rek-O-Kut turntable with stereo arm and a monophonic Grado cartridge and told them to use it for a week to see how they liked it. The difference between that old changer and the new turntable was substantial, to say the least. In fact the change was so great that they said they "never realized a turntable could make that much difference."

Their present budget is tight. But there is a 90 per cent certainty that they'll find the money somehow—more than \$100 in this case—to hold on to that turntable, arm and cartridge.

It's easy to anticipate the salesman's next step. He'll bring them a stereo cartridge (the arm is already wired for it), another amplifier and speaker and a couple of outstanding stereo records.

"Play with it for a week," he'll say, "just to see how you like it."

He knows darned well they will. And a couple of hundred dollars additional sales will be added to his total.

Don't underestimate the power of the free home demonstration when you're selling today's phonographs and record-playing equipment.

Magnecord Prices De Luxe Stereo Center at \$1,295

TULSA, Okla. — Magnecord debuted last week its Stereo Center, a five-piece matched furniture set of tape deck, control panel, dual matched speakers and enclosures, cabinet unit and low-boy stand. Each piece may be purchased separately or the entire set goes for \$1,295 list.

The six-foot long and five-foot high complete unit, when purchased as a complete set, carries a sales bonus of a \$50 gift certificate

for that amount of either LP's or tape.

The control center, located at the top of the modern contemporary styled low-boy buffet styled cabinet, lists at \$788.30 and contains reel-to-reel stereo and monaural tape recorder plus matched 12-watt output power amplifiers. A sliding door covers the control when not in use.

A pair of matched speaker enclosures at \$92.31 each contain eight-inch extended-range speakers, with crossover network and three-inch tweeters in each. The speakers are set beside a cabinet which contains six drawers, two each on either side to store tape and LP's respectively. Two large middle drawers could house tuner and record changer. The record-changer drawer is a pull-out type for convenience. The matching low-boy table, on which the other four units may be set, lists at \$123.81.

Hugh Daly, sales manager of Magnecord, said the Stereo Center is initially produced only in walnut but may be produced in other wood finishes soon.

Every Clerk Can Win in Pilot Contest

NEW YORK—Pilot Radio is about to begin its annual dealer sales contests. One contest is for packaged phono dealers and the other is for those who handle components.

The principle of both contests is the same. Each unit, phono or component is assigned a point value. The sales person who accumulates 20 points in selling phono consoles wins a Pilot 1065 console free. Those who accumulate a total of 25 points in selling stereo components win a Pilot 245-A Stereophonic Control Amplifier free.

Contest period is from March 14, 1959 to midnight June 13, 1959. Only retail sales personnel employed by authorized Pilot dealers are eligible to enter.

Pilot points out that everyone can win. Those who do not get the required number of points to win the equipment outright may apply the number of points they have to buy the equipment at a nominal cost.

In addition to winning the console amplifier, the salesman who gets the highest number of points will be the guest of Pilot in New York for the entire week of the Music Industry Trade Show which starts June 22d. All expenses, including transportation, will be paid by Pilot.

Robins Bulk Tape Eraser Makes Bow

NEW YORK — When the customer buys his first tape recorder, he learns quickly that after erasing there is often background noise left on the tape which can make itself heard over a new recording.

Others, whose recorders are geared to stereo, may not have stereo erase heads. Normally, they would have to send the tape thru the single-track erase head twice, a time consuming job.

The easiest way to eliminate this problem is with a bulk tape eraser, according to Herman Post, Robins Industries' topper. Robins has just put a new bulk tape eraser on the market, the Robins 99, which erases a full reel of tape in moments.

By simply placing the reel on the paddle and rotating it, the tape recordist immediately erases the

MAN, THAT PALACE IS GONNA SWING!

NEW YORK — You'll find hi-fi addicts wherever you go.

Latest testimony to that premise is offered by Jack Gilbert, ad and publicity man for the Glaser Steers Corporation, the people who turn out the GS-77 record changer.

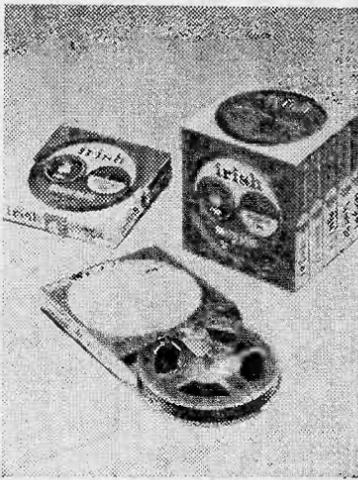
Gilbert tells us that His Imperial Highness, Prince Sahle Selassie, son of Emperor Haile Selassie, recently ordered a GS-77 changer. The unit left New York aboard the SS Explorer for the port of Djibouti, from there to be shipped overland to the ancient imperial city of Addis Ababa, in Ethiopia. The order, placed with M. Simons & Company, Glaser-Steers' expert agent, specified the FS-77 along with several other components for the system of hi-fi enthusiast Prince Sahle Selassie.

It was not learned, says Gilbert, whether the Prince is a jazz or classical music fan.

Correspond by Tape, 'Irish' Tells Public

NEW YORK — Good way to sell more magnetic recording tape is to aim at users who correspond via tape recordings. That's the theme of a new campaign undertaken by ORRadio Industries, makers of "Irish" brand tape.

The firm has created two Irish Tape Correspondence Packs. They consist of five three-inch reels of



tape in a special sleeve wrapper. Each individual reel is in a three-color mailing package. Up-to-date postage rates are printed on the package for added convenience. One pack, with 1-mil DuPont Mylar, lists for \$5.00. The other, with 1½ mil acetate, lists for \$3.50. Each is packaged three packs, or 15 reels, to the carton.

According to Nat Welch, sales veepee, the idea of the packs has been well received at recent hi-fi shows. But, Welch points out, the market isn't limited to people who want to correspond by tape. There are a lot of people who find the shorter reel convenient for different reasons, he says.

signal, lowering the background noise level by as much as 3 to 6 db below normal erase head levels. It can handle reels up to 10 inches and erases tapes up to ½ inch wide. It operates on ordinary house current, 50-60 cycles. Price is \$33 list.

HI-FI MERCHANDISING

How to Get Sales Into High Gear

WILMINGTON, Del. — Two unusual "gimmicks" are helping Keil's, electronics retailers to sell an exceptional volume of stereo phonic tape recorders, phonographs, and conversion kits.

Before Keil's went aggressively into this field, and built a new 800 square foot showroom for the purpose, Brinton LeCompte, manager, made a study of the factors which slow up sales progress in the stereo field, and "lick each problem in advance." While making arrangements to handle Westinghouse, General Electric, Pilot, Ampex, Magnavox, and other top-notch lines, almost every problem which was normally proven an obstacle to stereo profits was overcome.

Back to School

First, five veteran salesmen on the staff "have been sent to school" right in Keil's own showroom. Well aware that stereo was just as new a subject to the sales crew as to customers themselves, Keil's set aside six two-hour periods for "classroom training" on the subject, with all sales personnel required to attend. One representative from each of the major stereo lines to be carried in the new showroom acted as instructor at each classroom session, first introducing the class to the basic concepts of stereophonic high fidelity, and going on into the components, the particular sales points of the equipment represented, and sales approach. In total, over a period of two months, the five-man sales staff underwent 50 hours of training in this way.

"There is scarcely any point in attempting to sell a customer who knows more about the subject than the salesman," Mr. LeCompte said. "We found that the general attitude of stereo customers who find that the salesman who waits on them is unsure of his ground is definitely one of displeasure, in some cases, even contempt."

Next, every salesman was put thru some practical instruction, along with the "theory" taught in the store's impromptu classroom. Each learned to hook up pre-amplifiers, amplifier speakers, pickups, cartridges, how to handle balancing of speakers, and other points. Included were such subjects as matching impedance of speakers to amplifiers, the methods of selecting one component to match up with another for best output, and other more advanced work. This, as expected, proved to be somewhat difficult, and salesmen were simply re-trained "time and time again" until all of the information was thoroly stored in their minds.

Using plenty of newspaper advertising as primary promotion, Keil's has since made heavy use of

direct mail, thruout Wilmington, to bring in interested high fidelity prospects. For example, all employees of a large manufacturing plant nearby received personal invitations to drop in, and relax, listening to "this new miracle of sound reproduction."

To lend extra appeal to the invitation, prospects were invited to have a cup of coffee while listening to the music, and brought not only a heavy response but led directly into one of the most unusual merchandising gimmicks. This is a daily "coffee break" demonstration carried out from 10 o'clock until 11 o'clock each morning. During this hour, when many employees from neighboring industrial buildings, stores, etc., take time off for coffee, the showroom is jammed with people, listening to stereo, having their coffee "with Keil's compliments" and learning something about stereo in the process.

With a healthy advertising budget based on expected gross sales, Keil's got into "high gear" much more rapidly than is the usual experience. Stereo sales volume was some 10 per cent above expectations during the first two months, and the store paid its advertising costs, the promotional expenses attended to the "coffee break," on the sales of conversion kits, which convert high-quality monaural tape recorders into stereo units.

SOME ITEMS JUST DON'T MAKE SENSE

NEW YORK — You never know what the hi-fi flacks are going to come up with next.

Max Cooper Associates, who do publicity for Jensen Needles and the National Association of Music Merchants, among others, have fertile imaginations. Latest communique from the firm says Jensen's been recruiting salesmen for space travel.

The firm placed the following classified ad in the Wall Street Journal:

"Electronic Representatives: Territory: The Moon. Can offer crater to crater distribution. Representative must have rocket and be willing to travel. In reply, please state preference for near or far side of the moon. Interested persons should contact Mike Remund, Jensen Industries, Inc. Forest Park, Ill."

Alright, it takes up a couple of column inches and it's not an especially newsworthy item but how can you not print it?



THE CONNOISSEUR, a transcription-type turntable made in England and distributed thru New York's Ercona Corporation. The unit features a precision motor and has an internally lighted stroboscope. Before it leaves the factory, the Connoisseur is subjected to a 10-hour continuous break-in run.

Transphonic, New Line Of Phonos, Sets Debut

ATLANTA — Transphonic Industries, Inc., newly formed electronic audio maker, last week announced April 1 delivery on its first seven all-in-one stereo speaker enclosures and a future that includes console-type playback units and the more expensive home-entertainment complete audio units, featuring both tape and record playback. Gene Russell, formerly associated with Panoram, the coin-operated visual and audio unit of the 40's and more recently Southeast regional rep for Ampex, heads the new firm.

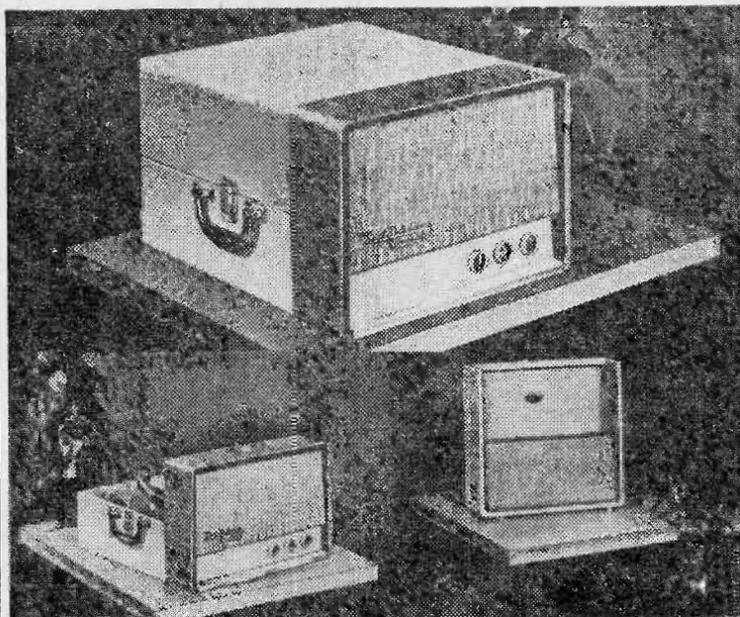
The seven Russell speaker enclosures, available in seven different wood finishes, feature all-in-one cabinet stereo speaker systems. Utilizing what is termed Panaphonic Sound, the two separate speaker systems in each enclosure vary in transmission of sound by from 8 to 50 milliseconds. Similar to a system of delayed-sound reproduction utilized by

Radio Craftsman, a Coast outfit, in transmitting monaural sound about two years ago, this Russell-developed feature utilizes the two stereo channels with delay principle between the two speaker systems housed in one enclosure.

Prices of the all-in-one speaker systems starts at \$149.95. Russell stated that his delay mechanism correlates with the recent Bell Laboratories' stereo broadcasting and Westinghouse two-channel airing methods.

Future plans call for production of console disk-playback units and a complete home music system, utilizing record playback, AM-FM tuner and a Magnequad tape deck at \$1,295 list.

In addition, Russell, veteran engineer in the field of coin-operated music machines, says he will develop a coin-operated juke box under the name, Panaphonic, which will incorporate a new transistorized amplifier which he'll



OLYMPIC'S NEW stereo phono, the Crandall. At top it is pictured in the closed position. Below, the speaker lid is removable and may be separated from other speaker by 15 feet.

also use in his consumer playback sets. Transphonic is manufactured in Dublin, Ga.

Level Stereo Channels Via Visual Aid

NEW YORK—If your customers can't trust their ears to balance channels in their stereo systems, they can use their eyes. Park Products of Cleveland, O., has just produced what they call a "Stereo Monitor" unit, a visual indicator of proper balance between speakers.

The "Stereo Monitor" uses a needle indicator to show proper balance. If the needle leans to one side or the other, the user simply adjusts the volume control until the needle is smack in the middle.

Unit is available in cases to match dark or light cabinet woods and it can be either rack or panel mounted. Installation is made in a matter of minutes. No power loss occurs with the insertion of the meter and the frequency response is not disturbed up to 150,000 cycles. The meter is capable of handling 30 watts on either side of the system.

Firm also recommends it for serviceman use. As tubes and other components age and wear, balance needs adjustment. The serviceman can use the "Stereo Monitor" to show the customer that his system is checked.

The "Stereo Monitor" has been adopted and used by original equipment manufacturers. Panel assemblies can be gotten from system component manufacturers.

Olympic Has New Stereo \$79.95 Phono

NEW YORK — An addition to their phonograph line has just been announced by the Olympic Radio and Television Company. It's a stereophonic portable called "The Crandall" (Model SP-59).

The unit contains dual channel amplifiers and dual speaker systems. Its features include stereo cartridge and automatic 4-speed changer permitting over four and a half hours of continuous play. The dual channel amplifiers have a combined 8-watt peak output and feature loudness, balance and tone control. A detachable second speaker in the removable top cover can be positioned up to 15 feet from the main unit for full stereo separation. The cartridge has dual sapphire styli.

Available in two-tone combinations of white with blue or tan, the Crandall is 9" high, 15" wide and 12½" deep. Suggested list price is \$79.95. Shipping weight is about 28 pounds.

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Audio Feedback

By RALPH FREAS

"BEAST IN A BOX"

To promote their new "First Component Series" of stereo recordings, Audio Fidelity has been holding a series of meetings for the press and public across the country. The firm maintains that their new recordings will not—repeat, not—play on any but the finest equipment. They name names and recommend specific components on which the records should be played.

They don't however, name the equipment on which their records will not play. Part of the demonstration of their new disk series is the playing of a record on low cost equipment. Sure enough, the needle jumps the grooves. It won't track. So as not to embarrass any manufacturer, the phonograph that won't play is hidden in a trunk. Audio Fidelity refers to it as a "beast in a box." Attempts to find out the name of the unit have met with failure.

STEREO POWER

It's interesting to examine a field report on Magnavox, prepared by the Investment Research Department of A. G. Becker & Company, stock exchange members. The underwriting firm opens their report and spends almost two pages on "the miracle of stereophonic sound." They state that Magnavox stock affords unique participation in stereophonic sound—"Heralded by some as the greatest advance in entertainment electronics since TV."

The report further states that a rise in stereo sales from 750,000 units in 1958 to 3,000,000 in 1959 and 5,000,000 to 6,000,000 in 1960 is predicted. It is conceivable, the report states, that Magnavox could garner \$10,000,000 business in this equipment alone within the next five years.

STEREO ENTHUSIASM

Climbing down from that high corporate level of stereo sound to the rather earthy atmosphere of a New York disk shop, we'd like to report one dealer's opinion. Willie Lerner who runs the Music Master's store—"walk up one flight and save"—on Manhattan's 47th Street, is a late-comer to the ranks of stereo enthusiasts. Since stereo's beginning, Lerner has pooh-pooed the idea that stereo is any "miracle." He has, in fact, been vociferously anti-stereo. In words of one syllable, the larger portion of stereo record output "stinks," in Lerner's lexicon.

But the recent debut of a large choral work in two-channel sound has changed all that and converted Lerner into an enthusiastic, if not rabid, stereophile. And it has been good for his business. His enthusiasm infected his customers to the point where he was able to sell five fancy stereo component conversions in a few days. All of which simply proves that enthusiasm for a product can produce results in the cash drawer. Too bad the stuff can't be bottled and given an injection when needed. That large choral work mentioned above is Handel's "Messiah" on Stereo Fidelity.

DISTRIBUTOR DOINGS

The Western Supply Company, Inc., has been named new distributor for Motorola products in Salt Lake City and surrounding area including all or part of five states. Western Supply replaces Salt Lake Hardware Company. The firm is located on 357 W. Second South Street in Salt Lake City.

The Brightman Distributing Company, Admiral Distributor in St. Louis and Springfield, Mo., will now also function for Admiral in Kansas City and the surrounding marketing area. A display room, warehouse, sales and service department will be set up in Kansas City. Address will be announced later.

EXECUTIVE CIRCUIT

Richard Lipsey has been named assistant to the manager of distribution at Motorola. . . . Electro-Voice has added a couple of new people to its staff. Arthur Robinson Jr. has joined the company as traffic control manager and O. H. Ziembra has gone with the firm to "assist with all activities involving distributor sales." . . . Hoffman Electronics has named John Slayton regional sales manager in a territory resulting from realignment of Midwest marketing areas. His territory includes Milwaukee, Minneapolis, Wichita and Sioux Falls. . . . Granco Products has a new public relations and advertising counsel. It's the Robert D. Eckhouse and Associates firm. . . . At Admiral, the following appointments were recently made: Vincent Barreca has been made executive vice-president, Thomas Lloyd was named vice-president—government electronics, L. H. Moos was made president of Midwest Manufacturing Corporation and Stuart Brownlee was named president of Canadian Admiral Corporation, Ltd. . . . Shure Brothers, Inc., has a new vice-president and controller. He is Stewart Edgerton.

SALESMEN—SECRET WEAPON

Carl E. Lantz, vice-president for Admiral, says American salesmen can be the answer to Soviet economic aggression. But first, Lantz said, they have to develop courage and imagination to put excitement back into selling. The order-taking lethargy of the typical American salesman is in direct contrast to the new enthusiasm of the Russians for selling on the world market.

"Nothing moves unless somebody makes a sale, and nobody makes a sale unless somebody gets excited," Lantz said. He could have said the same thing about retailers (see "Stereo Enthusiasm" above).

EMERSON SCHOLARS

An employe educational benefits plan has been announced by Emerson. The program will underwrite in amounts up to 100 per cent, tuition and lab fees for courses of study pursued by qualified participants. A special five-member Educational Benefits Committee has been set up to administer the program.

60-WATTER

Fisher Has New Stereo Amplifier

NEW YORK — Fisher Radio has introduced a 60-watt stereo power amplifier. Designated the Model SA-300, the unit comprises two identical 30-watt amplifier channels to drive every type of stereo or multi-speaker monophonic system.

The SA-300 has a number of important features, says the manufacturer. It has an input for controlled frequency response in each channel, designed for electrostatic speakers which may over-emphasize high frequencies. The response is uniform over the 20 to 20,000 cycle frequency range.

The SA-300 has an aluminum chassis with brushed brass slotted cage for ventilation. The dimensions of the SA-300 Power Amplifier are 16 1/8 inches wide, 6 1/2 inches high, 7 1/4 inches deep, in-

PHILLY LIKES THE CLASSICS

PHILADELPHIA — Who says longhair music isn't popular? WPEN's Red Benson has a three-hour show every morning. His middle hour features "middle brow and high brow" music and his first and third hours feature popular music.

Red received several letters saying "Why not play popular music all three hours?" So he went on the air and made a half dozen announcements saying, "What's your preference, three hours of popular music or keep the middle hour of middle brow and high brow."

The results: 2,186 listeners wrote in to say keep the semi-classics and classics and 29 voted for all popular music.

cluding projecting controls and four rubber mounting feet. The shipping weight is 36 pounds.

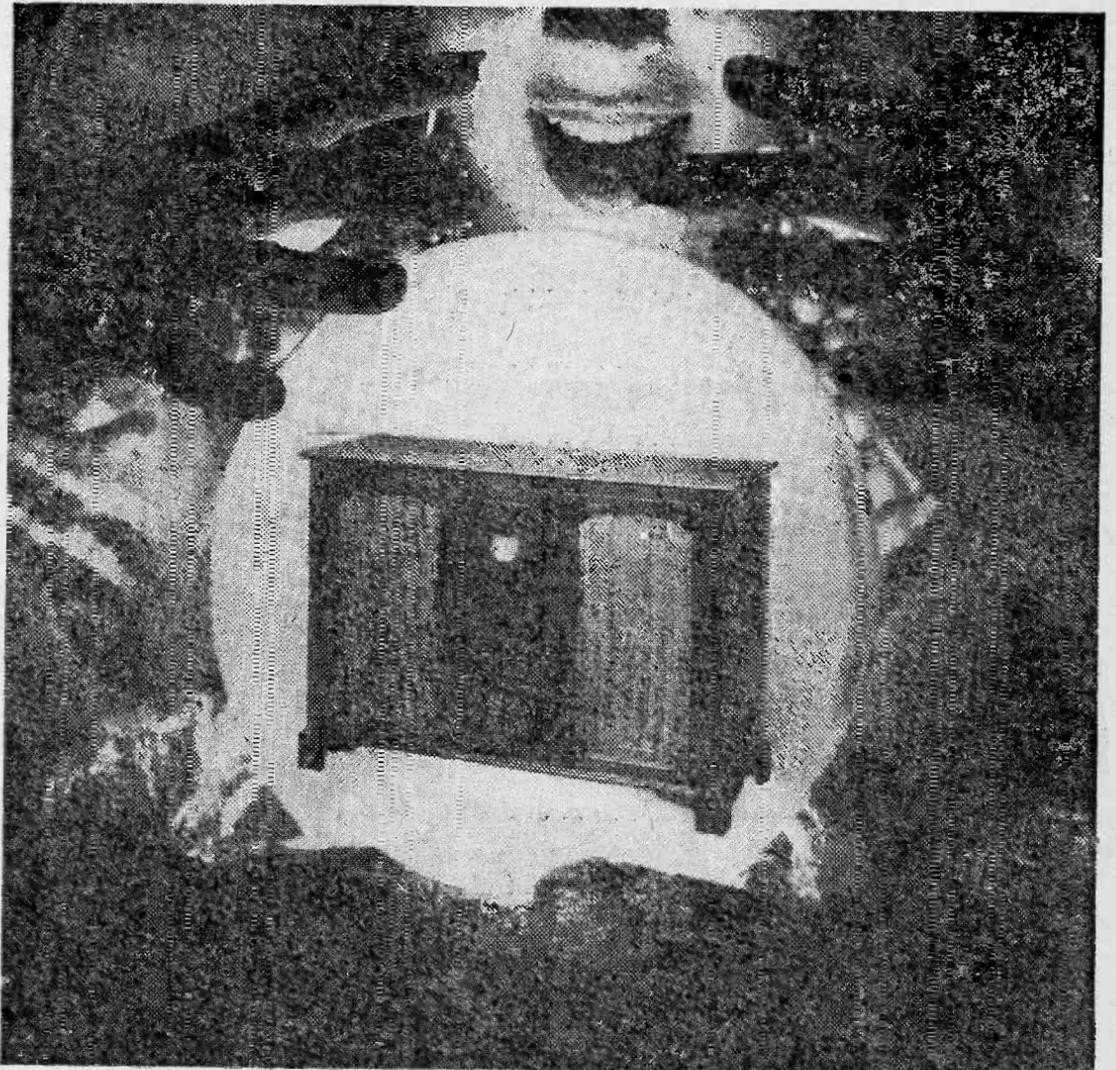
Now available, the new unit is priced at \$169.50, slightly higher on the West Coast.

Harman-Kardon Offers New Stereo Tuner

NEW YORK — A new stereo tuner, the Madrigal (Model ST 350) is now under production at the Harman-Kardon plant. A versatile instrument, the Madrigal can be used as a monaural tuner and it has separate sections for reception of simulcasts on AM and FM. It also provides signal and power supply to drive the new Harman-Kardon multiplex adapter (Model MA 350). It has the physical space to accept the adapter within its enclosure.

The manufacturer points out that the ST 350—along with their T250 and F250—are the only completely integrated tuners for receiving Crosby compatible multiplex broadcasts.

The price of the ST350 is \$199.95. Cage, optional, is \$12.50.



PREDICTION

before mid-year of 1959

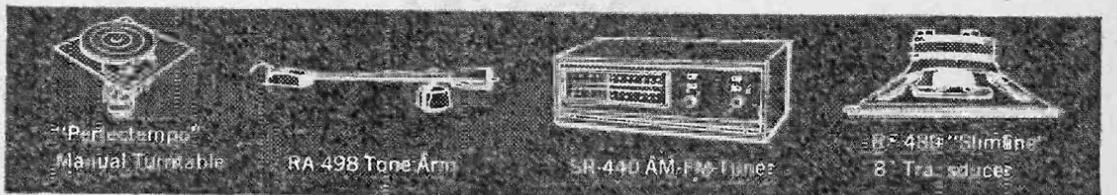
the simple, fresh, wonder-working concept of an integrated line of components and consoles will make stereophonic products of this brand the most jealously sought

franchise in high fidelity retailing.

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The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING MARCH 7

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

This Week	Last Week	Weeks on Chart
1. Peter Gunn	1	6
Henry Mancini, RCA Victor LPM 1956		
2. Come Dance With Me	2	6
Frank Sinatra, Capitol W 1069		
3. Flower Drum Song	3	10
Original Cast, Columbia OL 5350		
4. Sing Along With Mitch	4	36
Mitch Miller, Columbia CL 1160		
5. South Pacific	5	51
Sound Track, RCA Victor LOC 1032		
6. Open Fire, Two Guitars	7	6
Johnny Mathis, Columbia CL 1270		
7. From the "Hungry i"	6	5
The Kingston Trio, Capitol T 1107		
8. Gigi	8	37
Sound Track, M-G-M E 3461 ST		
9. Tchaikovsky: Piano Concerto No. 1	10	33
Van Cliburn, RCA Victor LM 2252		
10. The Music Man	11	55
Original Cast, Capitol WAO 990		
11. The King and I	13	129
Sound Track, Capitol W 740		
12. Near You	14	4
Roger Williams, Kapp KL 1112		
13. Have Twangy Guitar, Will Travel	17	7
Duane Eddy, Jamie JLP 3000		
14. Ricky Sings Again	15	7
Ricky Nelson, Imperial IMP 9061		
15. More Sing Along With Mitch	9	19
Mitch Miller, Columbia CL 1243		
16. The Kingston Trio	12	18
Capitol T 996		
17. My Fair Lady	16	154
Original Cast, Columbia OL 5090		
18. Gaite Parisienne	19	7
Boston Pops (Fiedler), RCA Victor LM 2267		
19. Tchaikovsky: 1812 Overture	—	1
Minneapolis Symphony Orch. (Dorati), Mercury MG 50054		
20. Only the Lonely	21	25
Frank Sinatra, Capitol W 1053		
21. The Fabulous Johnny Cash	22	9
Columbia CL 1253		
22. Ahmad Jamal	23	6
Argo LP 636		
23. Billy Vaughn Plays the Million Sellers	24	9
Dot DLP 3119		
24. The Eddy Duchin Story	—	88
Sound Track, Decca DL 8289		
25. Around the World in 80 Days	—	84
Sound Track, Decca DL 9046		

The chart listings include both monophonic and stereophonic sales.



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

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

Pop Albums

SONG HITS FROM THEATERLAND Mantovani Ork—London PS 125 STEREO & MONAURAL

Combination of the Mantovani name and the program of hits from Broadway's top musicals gives this disk strong potential. Arrangements are typical lush slow tempo with emphasis on soaring strings. Mantovani fans won't be disappointed. Sound, particularly in stereo, is superb.



SWINGIN' PRETTY Keely Smith with Nelson Riddle Ork— Capitol ST 1145 STEREO & MONAURAL

As usual, the gal is in splendid voice and Nelson Riddle offers some of his very best backing effects, superbly recorded in stereo. As the title suggests, Miss Smith swings pretty and the vehicles for her swinging include a collection of fine tunes like "It's Magic," "You're Driving Me Crazy," and "There Will Never Be Another You." This one could step out quickly and monaural jocks will find some great programming in these grooves.



JACKIE GLEASON PRESENTS THAT MOMENT Capitol SW 1147 STEREO & MONAURAL

Lush instrumental package by Gleason features the soft, velvet trumpet stylings of Bobby Hackett. It's an easy-listening item that should prove a strong lure for the orkster's many fans. Tunes include "That's All," "The Song Is You" and "Dansero." Attractive cover sketch by Gleason will help sell the set. The warm romantic sound is nicely captured in stereo.



SWINGIN' STEREO! WITH 10 BIG BANDS Various Artists—Capitol SW 1161 STEREO & MONAURAL

Powerful name appeal here and strong item for stereo addicts. Label offers a collection of solid sides in varied big band style by Billy May, Glen Gray, Ray Anthony, Paul Weston, Kenyon Hopkins, Les Brown, Harry James, Jackie Gleason, Stan Kenton and Alvino Rey.



SLEEP WARM Dean Martin with ork conducted by Frank Sinatra— Capitol ST 1150 STEREO & MONAURAL

Martin's relaxed, ingratiating delivery is at its persuasive best on a group of nostalgic bedtime themes—"Let's Put Out the Lights," "Dream," "Sleepy Time Gal," etc. Sock deejay programming and strong sales item name-wise.



PORGY AND BESS Sammy Davis Jr. and Carmen McRae— Decca DL 8854

This should prove one of the healthiest of the new flock of "Porgy and Bess" LP's. Davis, who stars as Sportin' Life in the coming pic version, displays versatility and warmth on the beautiful and rhythmic Gershwin melodies. Miss McRae is heard on a few of the numbers, and she also excels. Excellent backing is by Buddy Bregman, Morty Stevens and Jack Pleis. Sound is excellent, and the cover sketch will also attract. Top potential.



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

THAT'S ALL

Bobby Darin—Atco 33-104

With this package young Darin proves himself one of the brightest young talents in a long while. Initially blues-based (like so many great pop singers), Darin now presents a wide-ranging group of ballads, including a good sprinkling of great show tunes. "Mack the Knife," "Softly as in a Morning Sunrise" and "Some of These Days" are typical. Charming has style. What helps to give the package its class are the arrangements by Richard Wess, which are singularly devoid of trite musical phrases.



Pop Talent Albums

LITTLE GIRL BLUE

Nina Simone—Bethlehem BCP 6028

Nina Simone is a new talent who bears watching. She can sing a song—a swinger or a ballad—in a warm, affecting style that is all her own. Her fine piano has a touch of classical feeling thrown in with the jazz-pop style. She sells the title song and "Don't Smoke in Bed" with sparkle and feeling. If exposed, the set could easily become a strong seller. A good new talent here.



Low-Price Pop Albums

FLOWER DRUM SONG IN STEREO

Various Artists—Waldorf Music Hall MRK S. D. 1412
STEREO & MONAURAL

Here's a solid buy in the low-priced stereo field. Showmanly, professional performances by various artists (Trudy Richards, Lois Winter, Artie Malvin, Trudy Packer, Loren Becker, etc.) on tunes from the Rodgers & Hammerstein hit. Striking plush-type red cover.



Solo Instrumental Albums

BEETHOVEN: PIANO SONATAS 7, 9, 10, 11, 13 & 14

Walter Gieseking, piano—Angel 35652.3

With these two releases, the Gieseking-Beethoven sonata series takes us to the end of the composer's first sonata period. In the earlier works, the late pianist's reticence and restraint were beautifully fitting, but as Beethoven grows in force, the listener finds Gieseking still employing his objective style and minimizing all emotional effects. Resulting performances are mannered, tho exquisitely played.



Classical Albums

DAVID OISTRAKH ENCORES!

Vladimir Yampolsky, piano—Angel S 35354

STEREO & MONAURAL

Oistrakh's own selection of romantic late 19th century trivialities that form a delectable light soufflé after the heftier courses. The violinist's perfect technique and warm tone are at home in these shorter works of Debussy, De Falla, Tchaikowsky and Wieniawski among others. Stereo sound is very natural. Fine cover shot of artist.



**MENDELSSOHN: ITALIAN SYMPHONY;
HAYDN: LONDON SYMPHONY**

**New York Philharmonic Orch. (Bernstein)—
Columbia ML 5349**

Under the baton of Leonard Bernstein the New York Philharmonic Orchestra turns in two expressive readings of the familiar Mendelssohn and Haydn works. They have been recorded many times before but this new recording and the name value of the Philharmonic should assure a healthy sale.



THE BELOVED CHORUSES

**The Mormon Tabernacle Choir (Concie) with the
Philadelphia Orch. (Ormandy)—Columbia ML 5364**

A fine idea for a package, this group's famous oratorio chorus selections and anthems in a single set. The Tabernacle Choir is in excellent form, and the Philadelphia Orchestra backs them in a stirring manner. Included are Haydn's "The Heavens Are Telling" and "The Hallelujah Chorus" from Handel's "Messiah" among the group of nine. Notes provide good background on each selection. Rewarding and inspiring listening. Good seasonal item.



(Continued on page 35)

ALBUM COVERS OF THE WEEK



VIVALDI: SIX CONCERTOS FOR FLUTE, STRINGS AND CONTINUO, Epic LC 3541. A lovely photo by Bernard Friedman of a wooden cherub makes for an interesting study in light and shade. It's an attractive cover that sets the classic mood and will no doubt encourage sales.



CONTRASTING COLORS, Capitol ST 1158. A smart cover of two different aspects of femininity will go a long way toward helping put over this album by Kenyon Hopkins. The lurid gal on top and the sophisticate on bottom are a real eye-catcher.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 7

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1. RICKY SINGS AGAIN—Ricky Nelson.....Imperial EP 159
2. PETER GUNN—Henry Mancini.....RCA Victor EPA 4333
3. THE FABULOUS JOHNNY CASH.....Columbia EPB 12532
4. THE LONELY ONE—Duane Eddy.....Jamie JEP 100
5. STARDUST—Pat Boone.....Dot DEP 1069
6. SING ALONG WITH MITCH—Mitch Miller.....Columbia EPB 11601
7. NEARER THE CROSS—Tennessee Ernie Ford.....Capitol EAP 1-1005
8. DETOUR—Duane Eddy.....Jamie JEP 301
9. KING CREOLE, VOL. 1—Elvis Presley....RCA Victor EPA 4319
10. ELVIS—Elvis Presley.....RCA Victor EPA 992

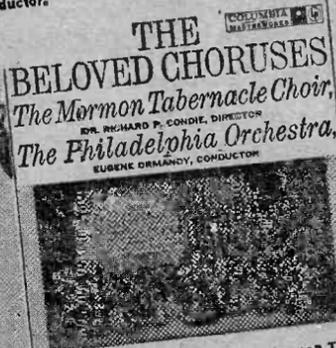
MASTERWORKS



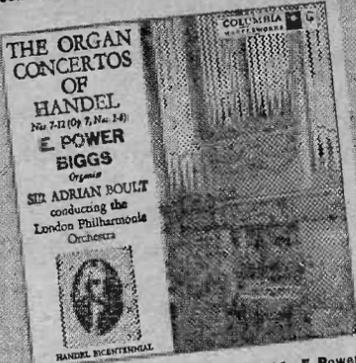
LEONARD BERNSTEIN
MENDELSSOHN: ITALIAN SYMPHONY
HAYDN: LONDON SYMPHONY
NEW YORK PHILHARMONIC



BIZET: Carmen Suites Nos. 1 and 2—The Philadelphia Orchestra, Eugene Ormandy, Conductor.



THE BELOVED CHORUSES—The Mormon Tabernacle Choir, Dr. Richard P. Condie, Director; The Philadelphia Orchestra, Eugene Ormandy, Conductor.



HANDEL: Organ Concertos Nos. 7-12—E. Power Biggs, organist, with Sir Adrian Boult conducting the London Philharmonic Orchestra.



FOLK SONGS BY THE EASY RIDERS
WANDERIN—The Easy Riders CL 1272 CS 8102 (stereo)



GESUALDO: Canzonette, Madrigals, Galliards, Sacrae cantiones, Psalms—Solists and String Quartet conducted by Robert Craft.



MARC BLITZSTEIN: "Regina" (complete)—The New York City Opera Company, with Brenda Lewis



SIR JOHN GIELGUD: Shakespeare's "Ages of Man" (based on George Ryland's Shakespeare Anthology).

POPULAR



LOVERS' LUAU—Les Paul and Mary Ford CL 1276



HOT-CHA-CHA-CHA—Chaquito and His Orchestra CL 1293



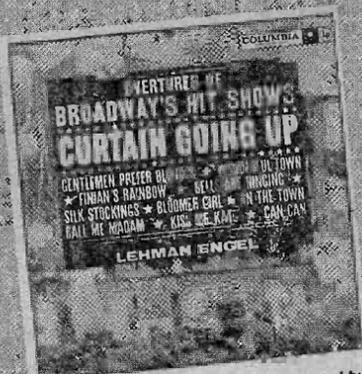
THE "GO" SOUND—The Kirby Stone Four CL 1298 CS 8097 (stereo)



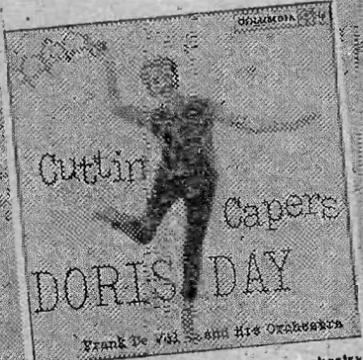
POLKA HOP, YANKOVIC STYLE—Frankie Yankovic and His Yanks. CL 1281

MARCH ON COLUMBIA...

22 GREAT NEW POPULAR AND CLASSICAL ALBUMS FROM THE INDUSTRY'S LEADER IN ALBUM SALES



CURTAIN GOING UP—Orchestra conducted by Lehman Engel CL 1279, CS 8094 (stereo)



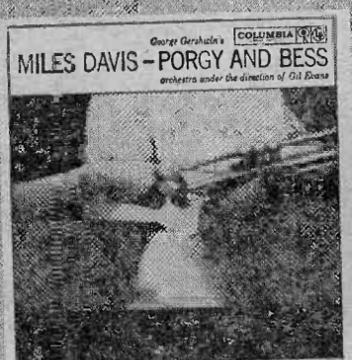
CUTTIN' CAPERS—Doris Day with orchestra under the direction of Frank DeVol CL 1232 CS 8078 (stereo)



IN PERSON!—Tony Bennett with Count Basie and His Orchestra CL 1294 CS 8104 (stereo)



WOOD BY THE FIRE—Gloria Wood CL 1286



PORGY AND BESS—Miles Davis with orchestra under the direction of Gil Evans CL 1274 CS 8085 (stereo)



BARBER SHOP!—The Buffalo Bills With Banjo CL 1288



FANFARE!—NATO Tattoo Arnhem WL 147 WS 301 (stereo)



ONE HUNDRED GUITARS—Orquesta Popular de Madrid de La O.N.C.E. directed by Rafael Rodriguez Albert WL 143



VIVA LOS PANCHOS—Trio Los Panchos WL 141



BALLARE! Italy's Most Popular Songs for Dancing—Eduardo Lucchina and His Orchestra WL 145



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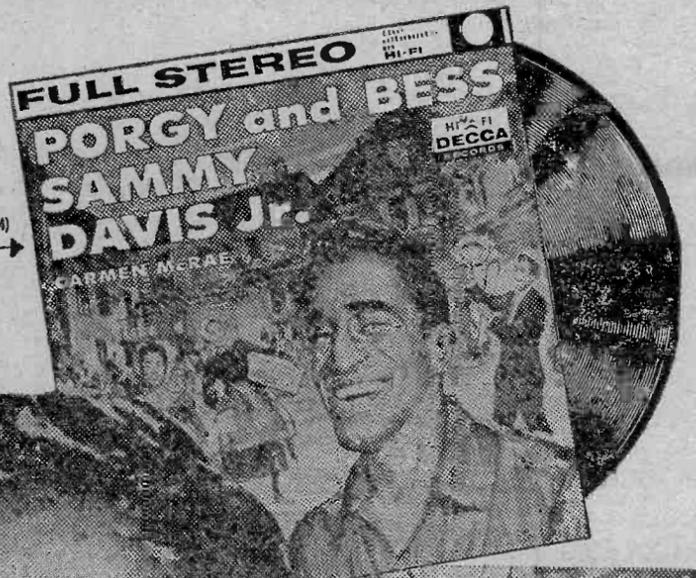
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GEORGE GERSHWIN Score

PORGY and BESS

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AND STEREO (DL 7854) →



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

• Continued from page 31

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

BIZET: CARMEN SUITE
The Philadelphia Orch. (Ormandy)—
Columbia ML 5356

Bizet's instrumental suite is played in colorful fashion by the famed orchestra. The familiar work should attract interest despite other available versions. Sound is excellent and the Ormandy name will prove a big draw. Good cover shot of models in poses suggestive of the opera's main characters.



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

COPLAND: A LINCOLN PORTRAIT; SCHUMAN: NEW ENGLAND TRIPTYCH; BARBER: INTERMEZZO FROM VANESSA

Carl Sandburg, Narrator with the New York Philharmonic Orch. Kostelanetz—Columbia MS 6040 & ML 5347

STEREO & MONAURAL

A package of distinguished American music, capturing some of the flavor of great historical periods. There is much here for the student of musical Americana and for the general listener interested in the American spirit, as exemplified by these fine composers. The narration by Sandburg is a highlight.



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

MOZART: LE NOZZE DI FIGARO HIGHLIGHTS
George London, bass-baritone; Elisabeth Schwarzkopf, soprano; Various Artists with the Vienna Philharmonic Orch. (Von Karajan)—Angel 35326

A one-disk collection of highlights from Mozart's "Marriage of Figaro" which provides top-notch performances from an outstanding cast under the baton of Herbert von Karajan. The principals, who can stand comparison with any cast on or off disks, render a total of 14 solo and ensemble numbers. Despite competition, this version will have a substantial quota of supporters, because of its cast, which includes Erich Kunz, Sena Jurinac, Irmgard Seefried, George London and Elisabeth Schwarzkopf.



MOZART: THE ABDUCTION FROM THE SERAGLIO (2-12")
Various Artists with Beecham Choral Society and the Royal Philharmonic Orch. (Beecham)—
Angel 3555 B-L

Sir Thomas Beecham long ago proved himself a master in the bringing out of Mozart's nuances. Despite liberties taken in the order of some arias, this beautifully packaged two-disk set points up his interpretation of the opera's varying moods with clarity and affection. Stereo aids in positioning the performers, and should also help sales, altho infrequency of live performances has prevented this becoming one of the most popular of operas. Complete German and English libretto included in lavish booklet of notes.



-----**Children's Albums**-----

PICCOLO, SAXIE AND COMPANY
Narrated by Victor Borge with Andre Popp Ork—
Columbia CL 1233

Good introduction to some of the musical instruments for children ages four thru 10. Charming tales narrated in the inimitable Borge style. The music, composed and conducted by Andre Popp, complements the story lines well. Text by Jean Brousolle accompanies the album. Excellent potential.



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

THE BLUEBIRD HOME PLAYHOUSE STARRING YOU AND YOUR FAMILY IN "PINOCCHIO" AND "CINDERELLA"
RCA Victor LBY 1201

Here's a charming album that will give young thespians a chance to try their wings and provide a family with laughter and amusement. Three skillfully dramatized versions of each of the two famous tales are presented; first with all the parts acted out, then with the starring role omitted and finally with both star and co-star parts left out. Complete scripts with ample directions are enclosed. Bright, jolly cover and low price will add to sales appeal.



(Continued on page 54)

WHO AM I?

A THOUGHT-PROVOKING GAME

Hints to my identity:

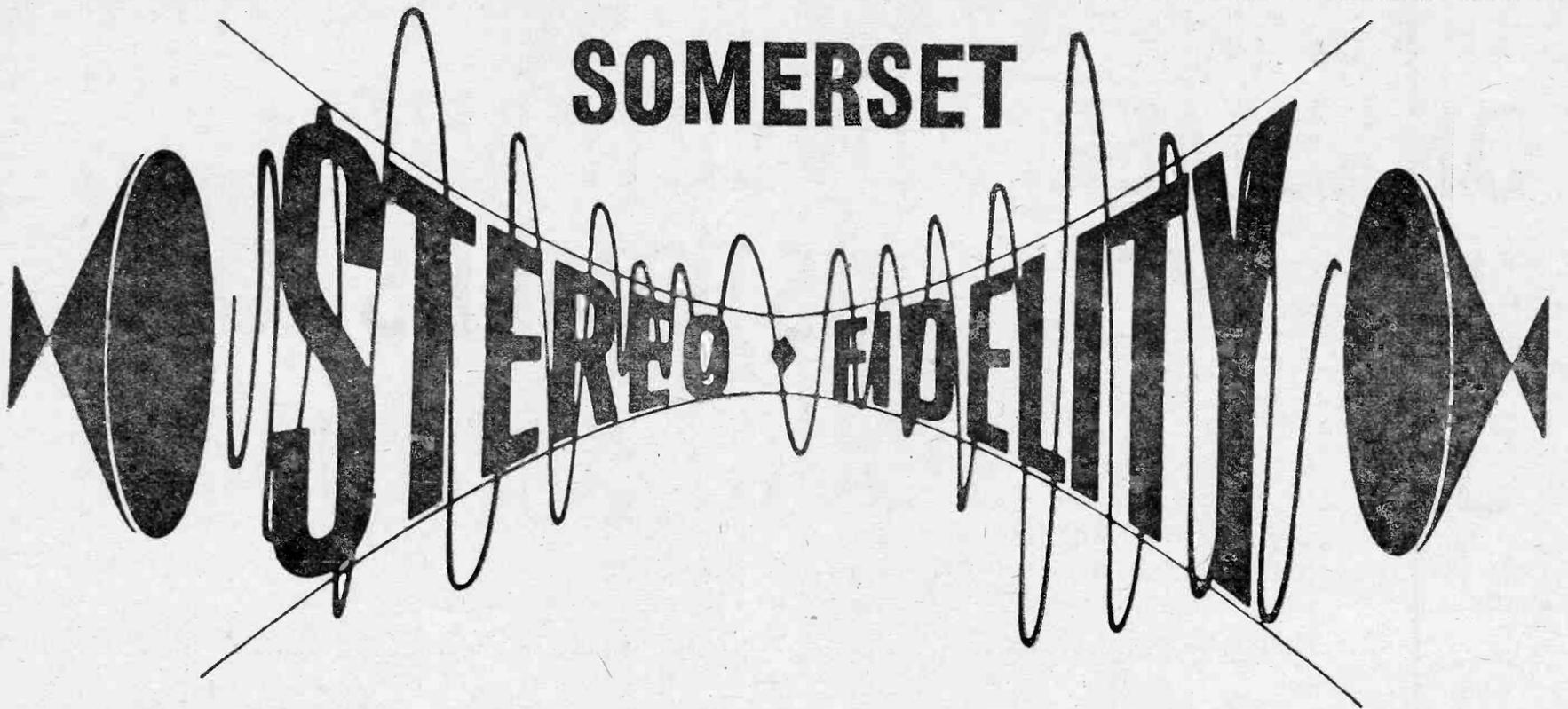
1. "They Kick Me With the Shoes I Buy Them"
2. "They Load Me Without Compassion—Break My Legs—and Then Tell Me to Run With the Load"
3. "They Use My Good Efforts to Finance Competition Against Me"

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- B A BOHEMIAN IN INDUSTRIAL SOCIETY
- C A RECORD RETAILER

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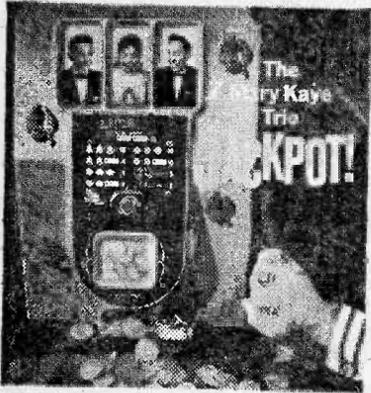


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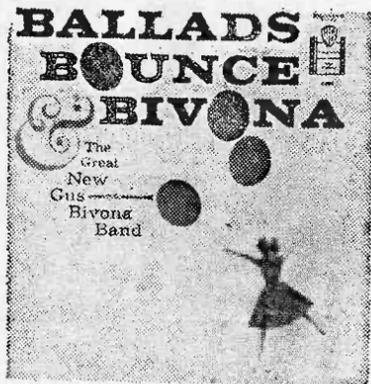
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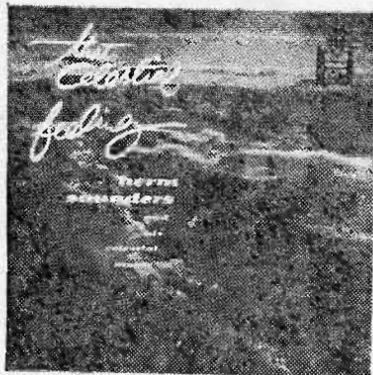
ESCAPE
TO THE MAGIC MEDITERRANEAN
JOHN SCOTT TROTTER
W 1266 • WS 1266



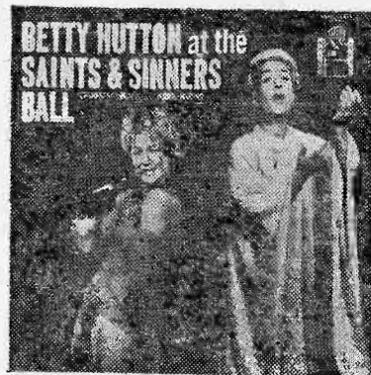
SUNDAY MEETING
THE VICTORY BAPTIST CHOIR
W 1270 • WS 1270



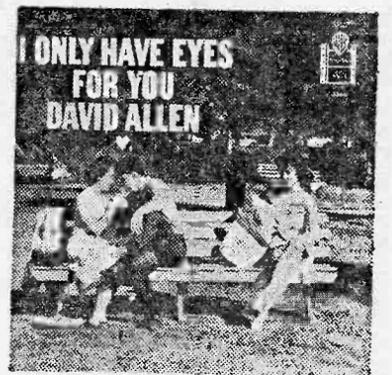
SLEEPY TIME GAL
BUDDY COLE
W 1265 • WS 1265



THAT CELESTIAL FEELING
HERM SAUNDERS
W 1269 • WS 1269



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DAVID ALLEN
W 1268 • WS 1268

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PIANO CONCERTOS.....George Greeley—W/WS 1249

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BALLETS USA.....Robert Prince—B/BS 1240

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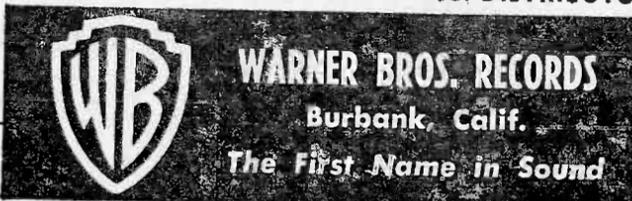
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BECAUSE OF YOU.....The Mary Kaye
Trio #5050

MIDNIGHT OIL.....Charlie Blackwell
#5031

77 SUNSET STRIP.....Don Ralke #5025
Pete Candoli #5039

APPLE BLOSSOM TIME.....Tab Hunter #5032



Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

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

★—For dealers who stock all merchandise.

POPULAR ★★★★★

★★★★ CUTTIN' CAPERS

Doris Day with Frank De Vol Ork. Columbia CL 1232

Popular songster assisted by the swinging Frank De Vol ork is in excellent form in this set of favorites. Tempos are varied, with bright and bouncy versions of "Stepping Out With My Baby," and "I'm Sitting on Top of the World" and such smooth ballads as "Why Don't We Do This More Often" and "Get Out and Get Under the Moon." Good disk jockey programming plus wide appeal to the thrush's many fans.

★★★★ MORE STARS IN STEREO

Various Artists. Capitol SW 1162

STEREO ONLY

Once again the label puts together a smart selection of previously hot selling singles and favorite album bands into one strong potential package. Set features cuts by Judy Garland, George Shearing, Freddy Martin, John Raitt, Joe Bushkin, Peggy Lee, Jonah Jones, June Christy, Jackie Davis and Dakota Staton. Names can draw here tho in some cases the stereo makes no real difference. Set is a follow-up to SW 1062 which also featured a brace of top names.

★★★★ ANTHONY ITALIANO

Ray Anthony Ork. Capitol ST 1149

STEREO & MONAURAL

A lovely set of extremely danceable Mediterranean favorites by the popular ork leader. The excellent stereo sound gives fresh sound to such favorites as "Carnival

of Venice," "Arriverderci, Roma," and "O Sol Mio." Salable stereo.

★★★★ MUSIC FOR DREAMING

Paul Weston. Capitol ST 1154

STEREO & MONAURAL

Romantic, lush sound is applied by the orkster on a lovely set of tunes. It's a soft programming package for late hour listening. Stereo adds to the appreciation of the beautifully-arranged selections. Those who like their music sweet and easy will go for this. Numbers include "Laura," "I'm in the Mood for Love," and "If I Love Again." Sound is excellent.

★★★★ FLOATIN' LIKE A FEATHER

Paul Weston Ork. Capitol ST 1153

STEREO & MONAURAL

Lightly swingin' arrangements by Paul Weston on a fine array of standards adds up to a fine terp or listening package. Jocks have a wealth of programming material in the sparkling set which includes "It's a Lovely Day Today," "You Took Advantage of Me" and the album title tune. Various jazz soloists are featured thruout. Good prospects. Stereo is nicely balanced and brings out the inventiveness of the treatments.

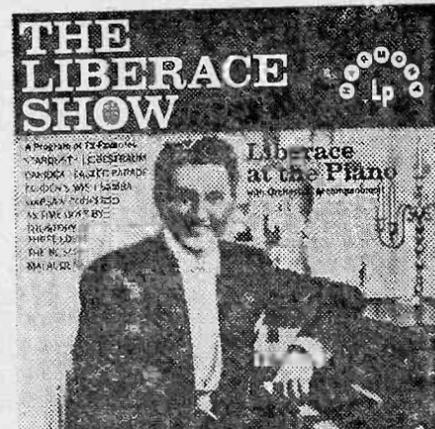
★★★★ FINGERS AND THE FLAPPER

Joe "Fingers" Carr. Capitol ST 1151

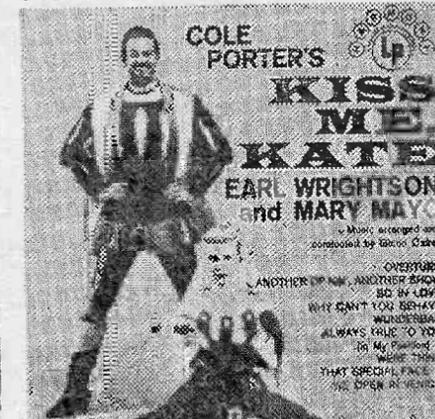
STEREO & MONAURAL

Recommend to anyone who remembers
(Continued on page 54)

HARMONY'S PRICE \$1.98 MAKES SALES LEAP!



LIBERACE—Liberace at the Piano HL 7154



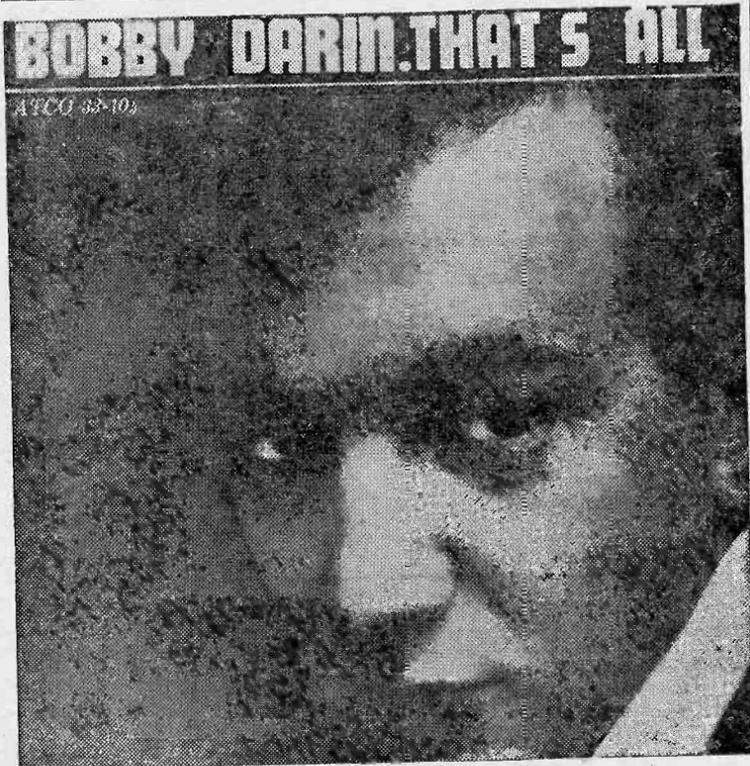
EARL WRIGHTSON AND MARY MAYO—Kiss Me, Kate HL 7155



JOSE MELIS—Jose Melis at the Piano HL 7150



GOOD HOUSEKEEPING'S PLAN FOR REDUCING OFF-THE-RECORD HL 7143



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- FRANK PARKER—Frank Parker Sings Irish Songs HL 7160

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- THE GREAT SARAH VAUGHAN—Sarah Vaughan HL 7158
- THEME SONGS OF GREAT NAME BANDS—Harry James—Elliot Lawrence—Woody Herman—Tommy Tucker—Charlie Spivak—Claude Thornhill—Les Brown—Gene Krupa—Kay Kyser—Frankie Carle HL 7153
- ROSEMARY CLOONEY IN HIGH FIDELITY—Rosemary Clooney HL 7123

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending March 7

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Venus		1 4	6. It's Just a Matter of Time		13 4
By Ed Marshall—Published by Rambled-Lansdale (BMI)			By Brook Benton-Hendricks-Otis—Published by Eden (BMI)		
BEST SELLING RECORD: Frankie Avalon, Chancellor 1031.			BEST SELLING RECORD: Brook Benton, Mer 71394.		
2. Charlie Brown		4 6	7. I've Had It		9 5
By Leiber-Stoller—Published by Tiger (BMI)			By Carl Boumura-Raymond Ceroni—Published by Brent (BMI)		
BEST SELLING RECORD: Coasters, Atco 6132.			BEST SELLING RECORD: Bell Notes, Time 1004.		
3. Alvin's Harmonica		5 4	8. Hawaiian Wedding Song		8 9
By Ross Bagdasarian—Published by Monarch (ASCAP)			By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP)		
BEST SELLING RECORD: David Seville and the Chipmunks, Liberty 55179.			BEST SELLING RECORD: Andy Williams, Cadence 1358.		
4. Stagger Lee		2 10	9. The Children's Marching Song		7 8
By Price-Logan—Published by Sheldon (BMI)			By Sharp-Arnold—Published by Miller (ASCAP)		
BEST SELLING RECORD: Lloyd Price, ABC-Paramount 9972.			BEST SELLING RECORDS: Mitch Miller, Col 41317; Cyril Stapleton, London 1851.		
5. Donna		3 13	10. Petite Fleur		6 6
By Ritchie Valens—Published by Kemo (BMI)			By Sidney Bechet—Published by Hill & Range (BMI)		
BEST SELLING RECORD: Ritchie Valens, Del-Fi 4110.			BEST SELLING RECORD: Chris Barber's Jazz Band, Laurie 3022.		
			RECORDS AVAILABLE: Sidney Bechet, Brunswick 55114; Bob Crosby, Dot 15890; Joe Darensbourg Quintet, Lark 4510; Wilbur De Paris, Atco 2011; Wally Fawkes-Sandy Brown Quintet, London 1858; Lloyd Glenn, Aladdin 3446; Gene Krupa Quartet, Verve 10162; Scamps, Arlan 502; Bob Wilber Jazz Quartet, Cub 9021.		

Second Ten

11. Peter Gunn Theme		12 8	16. Candles		10 12
By Henry Mancini—Published by Northridge (ASCAP)			By Dicson-Khent—Published by January (BMI)		
BEST SELLING RECORD: Ray Anthony, Cap 4041.			BEST SELLING RECORD: Crests, Coed 506.		
RECORDS AVAILABLE: Embers, Wynne 101; George Kelly, Winley 237; Henry Mancini Ork, Vic 7460; Shelly Manne and His Men, Contemporary 367.			17. Tall Paul		16 7
12. Tragedy		19 3	By Bob Roberts-Bob Sherman-Dick Sherman—Published by Music World-Wonderland (BMI)		
By Burch-Nelson—Published by Bluff City (BMI)			BEST SELLING RECORD: Annette, Disneyland 118.		
BEST SELLING RECORD: Thomas Wayne, Fernwood 109.			RECORD AVAILABLE: Judy Harris, Surf 5023.		
13. I Cried a Tear		11 8	18. All American Boy		15 9
By Al Julla—Published by Progressive (BMI)			By Bill Parsons-Orville Lunsford—Published by Buckeye (ASCAP)		
BEST SELLING RECORD: LaVern Baker, Atlantic 2007.			BEST SELLING RECORD: Bill Parsons, Fraternity 835.		
14. May You Always		17 9	19. Come Softly to Me		- 1
By Larry Markes-Dick Charles—Published by Hecht-Lancaster & Buzzell (ASCAP)			By Troxel, Christopher, Ellis—Published by Cornerstone (BMI)		
BEST SELLING RECORD: McGuire Sisters, Coral 62059.			BEST SELLING RECORD: Fleetwoods, Dolphin 1.		
15. Never Be Anyone Else But You		23 2	20. She Say (Oom Dooby Doom)		24 5
By B. Knight—Published by Eric (BMI)			By Mann-Anthony—Published by Stratton (BMI)		
BEST SELLING RECORD: Ricky Nelson, Imperial 5565.			BEST SELLING RECORD: Diamonds, Mer 71404.		

Third Ten

21. Pink Shoe Laces		- 1	26. It Doesn't Matter Anymore		- 1
By Mickie Brant—Published by Pioneer (BMI)			By Paul Anka—Published by Spanka (BMI)		
RECORD AVAILABLE: Dodie Stevens, Crystalette 724.			RECORD AVAILABLE: Buddy Holly, Coral 62074.		
22. My Happiness		14 13	27. Gotta Travel On		20 15
By Peterson & Bergantine—Published by Happiness (ASCAP)			By Paul Clayton—Published by Sanga (BMI)		
RECORDS AVAILABLE: Ella Fitzgerald, Dec 24446; Connie Francis, MGM 12738; Mulcays, GNP 131; Pied Pipers, Cap 1628; Ron Roth Trio, Cardinal 1003; Jon Steele & Sandra, Coral 65516; Townsman, Cardinal 1032.			RECORDS AVAILABLE: Harry Belafonte, Vic 7445; Billy Grammer, Monument 400; Janet and Eileen, Testa 103; Bill Monroe and His Blue Grass Boys, Dec 30809.		
23. It's Late		- 1	28. I Got a Wife		27 5
By D. Burnette—Published by Eric (BMI)			By Mascari-Wenzloff—Published by Pure (BMI)		
RECORD AVAILABLE: Ricky Nelson, Imperial 5565.			RECORDS AVAILABLE: Pee Wee King, Todd 1009; Mark IV, Mer 71403.		
24. Smoke Gets in Your Eyes		18 16	29. With the Wind and the Rain in Your Hair		22 6
By Harbach-Kearns—Published by Harms (ASCAP)			By Jack Lawrence-Clara Edwards—Published by Paramount (ASCAP)		
RECORDS AVAILABLE: Richard Barrett, MGM 12616; Harry Belafonte, Jubilee 5035; Earl Bostic, King 4570; Connee Boswell, Dec 25055; Carmen Cavallaro, Dec 24185; Dennis Day, Cap 1610; Jerry Gray, Dec 27450; Gordon Jenkins, Dec 27166; Guy Lombardo, Dec 23996; Platters, Mer 71383; Tab Smith, Argo 5323; Fred Waring, Dec 23728.			RECORD AVAILABLE: Pat Boone, Dot 15888.		
25. Lonely Teardrops		21 14	30. Goodbye Baby		26 11
By Barry Gordy Jr & Tyrano Carlo—Published by Pearl (BMI)			By Jack Scott—Published by Starfire (BMI)		
RECORD AVAILABLE: Jackie Wilson, Brunswick 55105.			RECORD AVAILABLE: Jack Scott, Carlton 493.		

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

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"COME SOFTLY TO ME"
The Fleetwoods ... DOLPHN #1

"TEENAGE HEAVEN"
Eddie Cochran #55177

"QUIET VILLAGE"
Martin Denny #55162

"THAT'S THE WAY IT GOES"
Wally Lewis #55178

"YOUR LOVE"
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JULIE IS HER NAME
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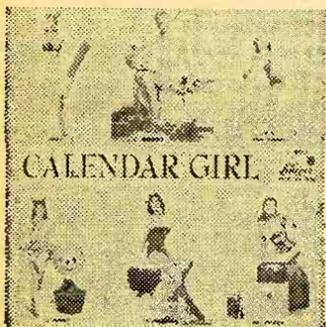
JULIE
stereo LST 7004
monaural LRP 3096



ABOUT THE BLUES
stereo LST 7012
monaural LRP 3043



LONDON BY NIGHT
LRP 3105



CALENDAR GIRL
SL 9002



LONELY GIRL
LRP 3012



MAKE LOVE TO ME
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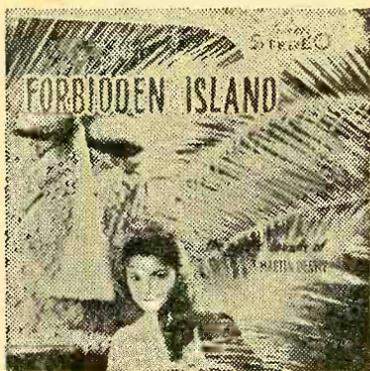
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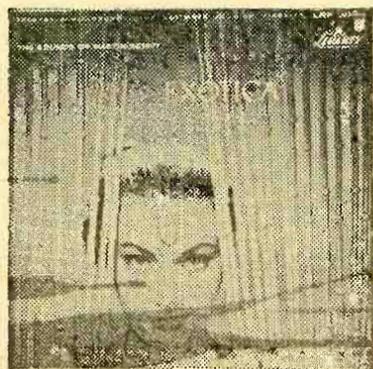


PRIMITIVA stereo LST 7023 monaural LRP 3087

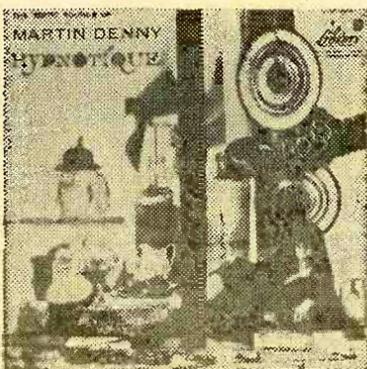


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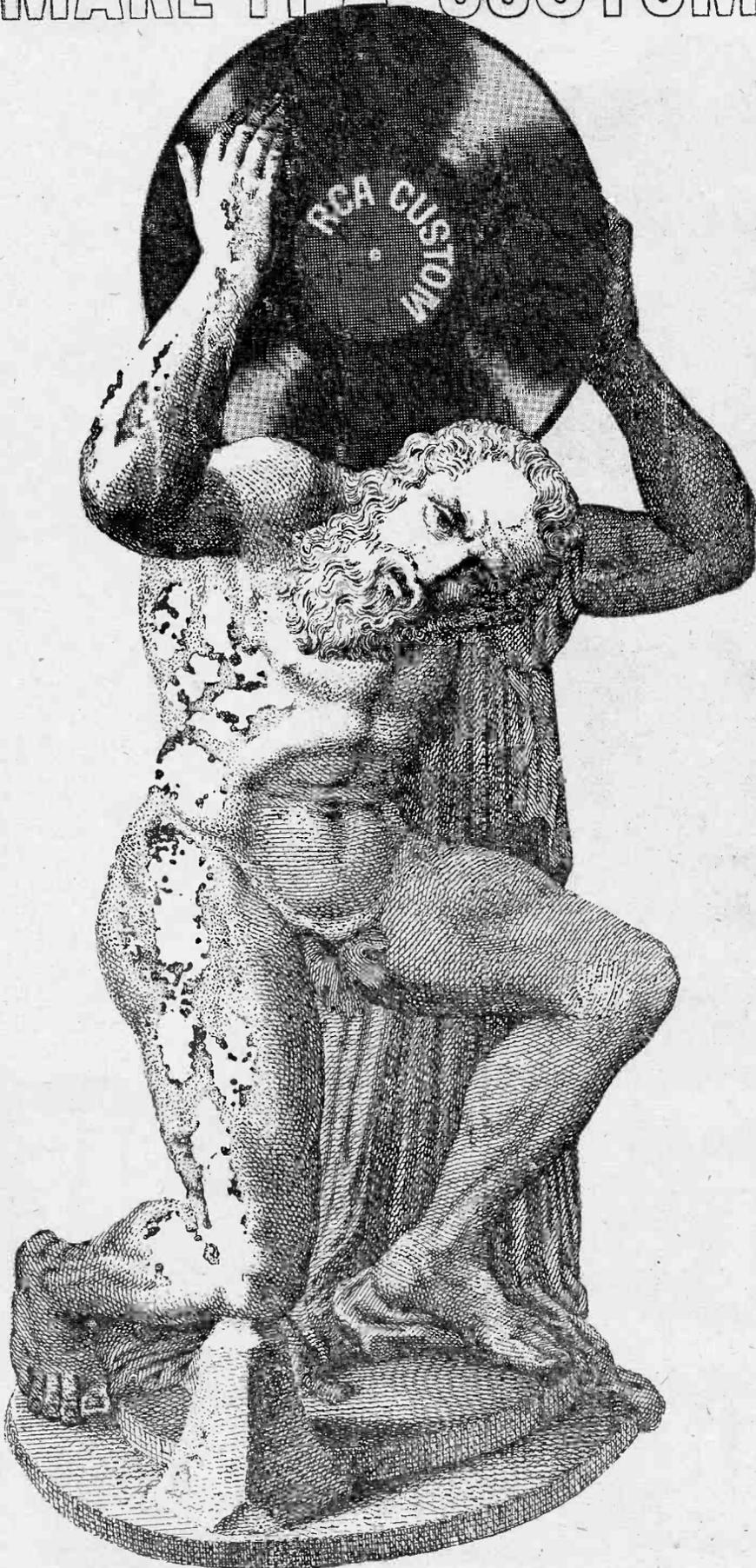


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• Best Selling Sheet Music in U. S.

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

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

• Best Selling Sheet Music in Britain

(For week ending March 7)

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

As I Love You—Macmelodies (Northern)	Gigi—Chappell (Chappell)
Side Saddle—Mills (Mills)	The Wonderful Secret of Love—Leeds (Leeds)
A Pub With No Beer—Good Music (St. Lawrence)	Apple Blossom Time—Francis Day (Vogel)
Smoke Gets in Your Eyes—Sterling (Harms)	To Know Him Is to Love Him—Bourne (Warman)
The Little Drummer Boy—Bregman, Vocco & Conn (Bregman, Vocco & Conn)	Last Night on the Back Porch—Keith Prowse (Skidmore)
Kiss Me, Honey Honey—Lakeview (Leeds)	Trudie—Henderson (Kassner)
Does Your Chewing Gum Lose Its Flavour—Feldman (Mills)	My Happiness—Sterling (Belasco)
The World Outside—Keith Prowse (Chappell)	A Certain Smile—Robbins (Robbins)
The Day the Rains Came—John-Fields (Garland)	Petite Fleur—Greenwich (Hill & Range)
	Problems—Acuff-Rose (Acuff-Rose)
	Baby Face—Francis Day (Remick)

• Best Selling Pop Records in Britain

(For week ending March 7)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's foremost musical publication.	Last Week
1. AS I LOVE YOU—Shirley Bassey (Philips).....		1
2. SMOKE GETS IN YOUR EYES—Platters (Mercury).....		2
3. A PUB WITH NO BEER—Slim Dusty (Columbia).....		3
4. LITTLE DRUMMER BOY—Beverly Sisters (Decca).....		9
5. KISS ME, HONEY HONEY, KISS ME—Shirley Bassey (Philips).....		5
6. PETITE FLEUR—Chris Barber (Pye-Nixa).....		6
6. SIDE SADDLE—Russ Conway (Columbia).....		8
8. DOES YOUR CHEWING GUM LOSE ITS FLAVOUR?—Lonnie Donegan (Pye-Nixa).....		4
9. I GOT STUNG/ONE NIGHT—Elvis Presley (RCA).....		7
10. MY HEART SINGS—Paul Anka (Columbia).....		12
11. MY HAPPINESS—Connie Francis (MGM).....		13
12. PROBLEMS—Evelly Brothers (London).....		10
13. TO KNOW HIM IS TO LOVE HIM—Teddy Bears (London).....		11
14. LITTLE DRUMMER BOY—Harry Simeone (Top-Rank).....		16
15. GIGI—Billy Eckstine (Mercury).....		18
16. IT DOESN'T MATTER ANY MORE—Buddy Holly (Coral).....		15
16. BABY FACE—Little Richard (London).....		14
18. TOM BOY—Perry Como (RCA).....		-
19. WONDERFUL SECRET OF LOVE—Robert Earl (Philips).....		19
20. STAGGER LEE—Lloyd Price (HMV).....		17

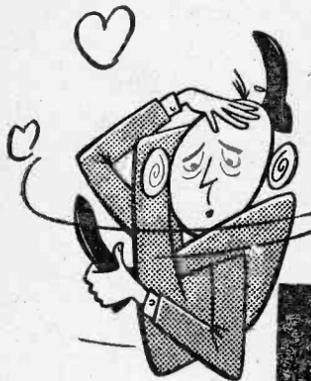
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The Billboard

HOT 100

FOR THE WEEK
ENDING
MARCH 22

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
28	7	1	1		VENUS	Frankie Avalon, Chancellor 1031	6
5	3	2	2		CHARLIE BROWN	Coasters, Atco 6132	7
30	10	5	3		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	5
24	15	7	4		IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	8
1	1	3	5		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	15
18	13	6	6		I'VE HAD IT	Bell Notes, Time 1004	9
2	2	4	7		DONNA	Ritchie Valens, Del-Fi 4110	17
32	22	15	8		TRAGEDY	Thomas Wayne, Fernwood 109	18
65	41	19	9	★	NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	4
10	8	12	10		PETER GUNN THEME	Ray Anthony, Capitol 4041	11
8	5	8	11		PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	10
6	6	9	12		I CRIED A TEAR	LaVern Baker, Atlantic 2007	15
13	11	11	13		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	12
7	12	13	14		TALL PAUL	Annette, Disneyland 118	11
3	4	10	15		16 CANDLES	Crests, Coed 506	17
—	—	55	16	★	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	2
76	49	33	17	★	PINK SHOELACES	Dodie Stevens, Crystaletta 724	5
22	21	20	18		SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	8
4	9	14	19		ALL AMERICAN BOY	Bill Parsons, Fraternity 835	13
82	45	36	20	★	IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	4
—	91	44	21	★	IT'S LATE	Ricky Nelson, Imperial 5565	3
23	19	16	22		MAY YOU ALWAYS	McGuire Sisters, Coral 62059	11
17	20	18	23		THE CHILDREN'S MARCHING SONG	Mitch Miller, Columbia 41317	10
27	25	27	24		I GOT A WIFE	Mark IV, Mercury 71403	8
53	39	37	25	★	PLEASE, MR. SUN	Tommy Edwards, M-G-M 12757	5
9	14	17	26		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	17
47	55	43	27	★	RAWHIDE	Link Wray, Epic 9300	8
16	24	26	28		GOODBYE BABY	Jack Scott, Carlton 493	14
21	26	31	29		WITH THE WIND AND THE RAIN IN YOUR HAIR	Pat Boone, Dot 15888	10
19	23	23	30		THE CHILDREN'S MARCHING SONG	Cyril Stapleton, London 1851	10

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
20	29	29	31		(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 9987	13
29	28	30	32		THE STORY OF MY LOVE	Conway Twitty, M-G-M 12748	8
58	43	35	33		SEA CRUISE	Frankie Ford, Ace 554	6
33	31	34	34		APPLE BLOSSOM TIME	Tab Hunter, Warner Bros. 5032	7
26	30	32	35		THE LONELY ONE	Duane Eddy, Jamie 1117	9
15	18	22	36		GOTTA TRAVEL ON	Billy Grammer, Monument 400	17
11	17	21	37		MY HAPPINESS	Connie Francis, M-G-M 12738	15
83	71	60	38	★	THE HANGING TREE	Marty Robbins, Columbia 41325	7
14	27	24	39		MANHATTAN SPIRITUAL	Reg Owen Ork, Palette 5005	15
12	16	25	40		SMOKE GETS IN YOUR EYES	Platters, Mercury 71383	18
44	37	28	41		LA BAMBA	Ritchie Valens, Del-Fi 4110	12
39	40	47	42		NOLA	Billy Williams, Coral 62069	8
85	83	45	43		SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	5
67	62	48	44		TOMBOY	Perry Como, RCA Victor 7464	4
46	42	42	45		FIRST ANNIVERSARY	Cathy Carr, Roulette 4125	8
—	70	54	46		NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	3
—	93	79	47	★	THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	3
37	36	41	48		PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	12
34	33	38	49		DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	9
68	56	56	50		WHEN THE SAINTS GO MARCHING IN	Fats Domino, Imperial 5569	5
62	52	49	51		MATILDA	Cooke and His Cupcakes, Judd 1002	9
—	—	81	52	★	GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	2
25	32	40	53		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	22
40	34	39	54		THERE MUST BE A WAY	Joni James, M-G-M 12746	9
—	75	64	55		IF I DIDN'T CARE	Connie Francis, M-G-M 12769	3
91	68	58	56		MIDNIGHT OIL	Charlie Blackwell, Warner Bros. 5031	6
—	72	65	57		WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	3
—	—	90	58	★	I GO APE	Neil Sedaka, RCA Victor 7473	2
43	58	59	59		TELLING LIES	Fats Domino, Imperial 5569	5
—	—	86	60	★	THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	2

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

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

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

THE BILLBOARD'S BEST BUYS

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	66	61		EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	2
92	76	67	62		I'M NEVER GONNA TELL ON YOU	Jimmie Rodgers, Roulette 4129	4
38	38	51	63		PLAIN JANE	Bobby Darin, Atco 6133	8
31	35	46	64		LITTLE SPACE GIRL	Jesse Lee Turner, Carlton 496	11
55	50	57	65		NOLA	Morgan Brothers, M-G-M 12747	6
52	54	53	66		WIGGLE, WIGGLE	Accents, Brunswick 55100	12
59	57	68	67		BLAH, BLAH, BLAH	Nicola Paone, ABC-Paramount 9993	6
—	—	—	68	★	HAPPY ORGAN	Baby Cortez, Clock 1009	1
56	53	69	69		THE SHAG	Billy Graves, Monument 401	8
54	59	61	70		LOVERS NEVER SAY GOODBYE	Flamingos, End 1035	9
45	46	63	71		NOBODY BUT YOU	Dee Clark, Abner 1019	16
41	48	62	72		I'M A MAN	Fabian, Chancellor 1029	10
36	47	71	73		THE DIARY	Nell Sedaka, RCA Victor 7408	15
64	64	52	74		AMBROSE (PART 5)	Linda Laurie, Glory 290	8
35	44	72	75		LUCKY LADYBUG	Billy and Lillie, Swan 4020	13
90	89	80	76		MOONLIGHT SERENADE	The Rivelras, Coed 508	6
42	51	77	77		IT'S ONLY THE BEGINNING	The Kalin Twins, Decca 30807	10
94	78	70	78		BUNNY HOP	The Applejacks, Cameo 158	4
—	100	87	79		THE ANSWER TO A MAIDEN'S PRAYER	June Valli, Mercury 71421	3
66	65	73	80		ARE YOU LONESOME TONIGHT?	Jaye P. Morgan, M-G-M 12752	6
—	—	85	81		BALLAD OF A GIRL AND BOY	Graduates, Shan-Todd 0055	2
—	87	74	82		NO OTHER ARMS, NO OTHER LIPS	Four Aces, Decca 30822	3
87	95	78	83		MISS YOU	Jaye P. Morgan, M-G-M 12752	5
—	—	—	84	★	SORRY, I RAN ALL THE WAY HOME	The Impalas, Cub 9022	1
—	—	93	85		I KNEEL AT YOUR THRONE	Joe Medlin, Mercury 71415	2
60	74	76	86		ANTHONY BOY	Chuck Berry, Chess 1716	5
—	—	—	87	★	AS TIME GOES BY	Johnny Nash, ABC-Paramount 9996	1
—	—	94	88		BECAUSE YOU'RE YOUNG	Jimmie Rodgers, Roulette 4129	2
78	81	—	89		HURTIN' INSIDE	Brook Benton, Mercury 71394	3
—	—	91	90		NO REGRETS	Jimmy Barnes, Gibraltar 101	2

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

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

POP

- THE HAPPY ORGAN Dave (Baby) Cortez
(Lowell, BMI) Love Me As I Love You (Lowell, BMI) Clock 1009
 - I GO APE Neil Sedaka
(Aldon, BMI) Moon of Gold (Aldon, BMI) RCA Victor 7473
 - THE HANGING TREE Marty Robbins
(Witmark, ASCAP) The Blues Country Style (Advanced, ASCAP) Columbia 41325
 - MOONLIGHT SERENADE The Rivelras
(Robbins, ASCAP) Neither Rain Nor Snow (Winneton, BMI) Coed-508
- The above are previous Billboard Spotlight picks
- THIS SHOULD GO ON FOREVER Rod Bernard
(Jamil, BMI) Pardon, Mr. Gordon (Jamil, BMI) Argo 5327

C&W

- FOREIGN CAR Hank Locklin
 - WHEN THE BAND PLAYS THE BLUES
(Western Hills, BMI) (Cedarwood, BMI) RCA Victor 7472
- A previous Billboard Spotlight pick

R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	100	91		OH WHY	Teddy Bears, Imperial 5562	2
43	58	59	92		WHO CARES!	Don Gibson, RCA Victor 7437	9
—	—	95	93		TEARDROPS ON YOUR LETTER	Hank Ballard and the Midnighters, King 5171	2
—	—	96	94		I CAN'T SIT DOWN	Marie and Rex, Carlton 502	2
98	84	82	95		SHIRLEY	John Fred, Montel 1002	4
—	—	—	96		HEAVENLY LOVER	Teresa Brewer, Coral 62084	1
—	—	99	97		CHIP OFF THE OLD BLOCK	Eddy Arnold, RCA Victor 7435	2
—	—	—	98		COME TO ME	Marv Johnson, United Artists 160	1
—	—	—	99		TEENAGE HEAVEN	Eddie Cochran, Liberty 55177	1
—	—	—	100		YEAH YEAH	Dale Hawkins, Checker 916	1



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The Billboard HOT R & B SIDES

FOR WEEK ENDING MARCH 15

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
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4	3	1	1	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	6
2	2	2	2	I CRIED A TEAR	LaVern Baker, Atlantic 2007	13
13	7	4	3	CHARLIE BROWN	Coasters, Atco 6132	5
1	1	3	4	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	14
3	4	5	5	LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	18
10	8	6	6	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	13
—	—	10	7	TEARDROPS ON YOUR LETTER	Hank Ballard, King 5171	2
5	5	8	8	TRY ME	James Brown, Federal 12337	19
8	9	9	9	THE RIGHT TIME	Ray Charles, Atlantic 2010	11
—	—	14	10	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 32018	2
12	11	11	11	DONNA	Ritchie Valens, Del-Fi 4110	7
6	6	7	12	16 CANDLES	Crests, Coed 506	10
—	—	23	13	TELLING LIES	Fats Domino, Imperial 5569	2
7	10	12	14	SMOKE GETS IN YOUR EYES	Platters, Mercury 71363	14
—	—	20	15	COME TO ME	Mary Johnson, United Artists, 160	2
—	19	15	16	VENUS	Frankie Avalon, Chancellor 1031	3
—	—	28	17	LOVE'S BURNING FIRE	Beverly Ann Gibson, Deb 506	2
22	14	13	18	PETER GUNN THEME	Ray Anthony, Capitol 4041	4
—	—	—	19	I'VE HAD IT	Bell Notes, Time 1004	1
17	20	18	20	ALL AMERICAN BOY	Bill Parsons, Fraternity 835	6
—	—	29	21	PLEASE, MR. SUN	Tommy Edwards, M-G-M 11134	2
—	—	—	22	WHAT MAKES YOU SO TOUGH!	Teddy Humphries, King 5182	1
9	12	16	23	NOBODY BUT YOU	Dee Clark, Abner 1019	18
15	18	26	24	NO REGRETS	Jimmy Barnes, Gibraltar 101	5
—	—	—	25	SINCE I DON'T HAVE YOU	Skyliners, Calico 103	1
11	13	22	26	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	22
—	22	17	27	LOST	Jerry Butler, Abner 1024	3
—	—	—	28	I'M SORRY	Bo Diddley, Checker 913	1
—	21	21	29	TRAGEDY	Thomas Wayne, Fernwood 109	3
14	16	24	30	MY HAPPINESS	Connie Francis, M-G-M 12738	10

Her Triumphant Return
To the Hit Field!

Little Esther

"IT'S SO GOOD" b/w
"DO YOU EVER THINK
OF ME"

#1563

Another Smash on the
Blues-y Sidel

Nappy Brown

"A LONG TIME"
b/w "ALL RIGHT NOW"

#1562

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and

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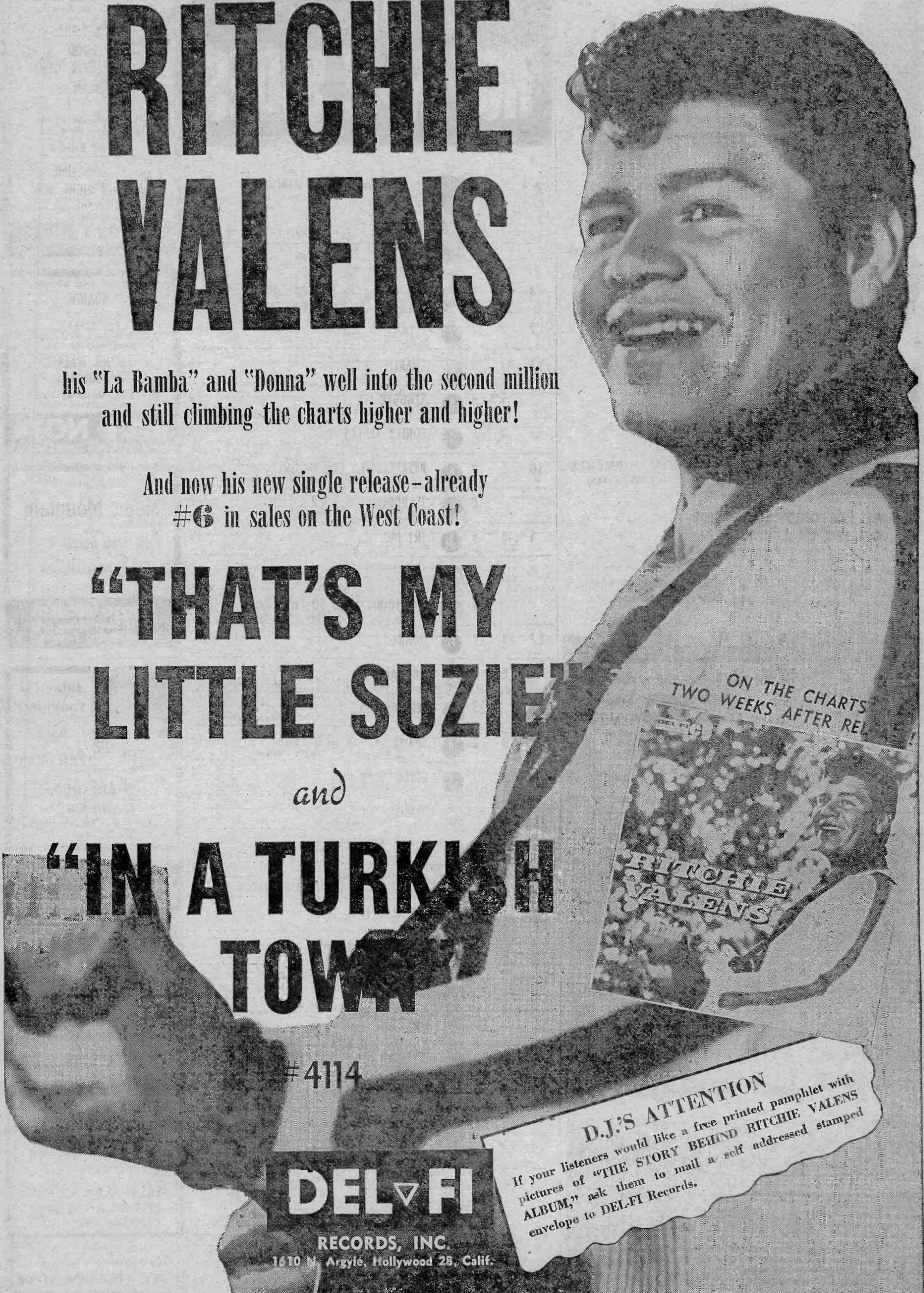
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The
Billboard
HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
			1	DON'T TAKE YOUR GUNS TO TOWN... 9	Johnny Cash, Columbia 41313	
			2	WHEN IT'S SPRINGTIME IN ALASKA... 10	Johnny Horton, Columbia 41308	
			3	WHO CARES? 7	Don Gibson, RCA Victor 7437	
			4	BILLY BAYOU 19	Jim Reeves, RCA Victor 7380	
			5	COME WALK WITH ME 14	Wilma Lee, Stony Cooper, Hickory 1085	
			6	COUNTRY MUSIC IS HERE TO STAY... 20	Simon Crum, Capitol 4073	
			7	I'VE RUN OUT OF TOMORROWS 16	Hank Thompson, Capitol 4085	
			8	WHICH ONE IS TO BLAME? 11	Wilburn Brothers, Decca 30787	
			9	WHITE LIGHTNING 2	George Jones, Mercury 71406	
			10	I'M IN LOVE AGAIN 5	George Morgan, Columbia 41318	
			11	THAT'S WHAT IT'S LIKE TO BE LONESOME 10	Ray Price, Columbia 41309	
			12	DARK HOLLOW 9	Jimmy Skinner, Mercury 71387	
			13	THAT'S WHAT IT'S LIKE TO BE LONESOME 11	Bill Anderson, Decca 30773	
			14	LIFE TO GO 20	Stonewall Jackson, Columbia 41257	
			15	GOTTA TRAVEL ON 3	Bill Monroe, Decca 30809	
			16	GOTTA TRAVEL ON 11	Billy Gramer, Monument 400	
			17	MOMMY FOR A DAY 3	Kitty Wells, Decca 30804	
			18	ALL THE TIME 2	Kitty Wells, Decca 30804	
			19	CHIP OFF THE OLD BLOCK 1	Eddy Arnold, RCA Victor 7435	
			20	A LONG TIME AGO 7	Faron Young, Capitol 4113	
			21	BEYOND THE SHADOW 4	Browns, RCA Victor 7427	
			22	HANGING TREE 2	Marty Robbins, Columbia 41325	
			23	KNOXVILLE GIRL 4	Louvin Brothers, Capitol 4117	
			24	WALKING MY BLUES AWAY 8	Jimmy Skinner, Mercury 71387	
			25	I TRADED HER LOVE 3	Roland Johnson, Brunswick 55110	
			26	BEST YEARS OF MY LIFE 9	Carl Smith, Columbia 41290	
			27	DOGGONE THAT TRAIN 1	Hank Snow, RCA Victor 7448	
			28	MY BABY'S GONE 21	Louvin Brothers, Capitol 4055	
			29	MY REASON FOR LIVING 5	Ferlin Husky, Capitol 4123	
			30	SO MANY TIMES 11	Roy Acuff, Hickory 1090	

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b/w
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THAT'S
ALL I
WANT

#245



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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

DEAN MARTIN

★★★★ Rio Bravo

CAPITOL 4174—Pretty new ballad from the flick "Rio Bravo" is handed a warm performance by the chanter. It should get lots and lots of plays and much loot. (Witmark, BMI)

★★★★ My Rifle, My Pony and Me

A nature study type of tune is sung with the proper feeling by Martin over typical Western support. Both sides, due to the picture push, have a real chance. (Witmark, BMI)

THE JOHNNY OTIS SHOW

★★★★ Castin' My Spell

CAPITOL 4168—The Latin-tinged rocker tells how a cat makes a mojo to cast a spell on his baby. The ingredients are interesting. Pretty wild side with a chance. (Moonbeam, ASCAP)

★★★★ Telephone Baby

Side starts with a phone ringing and a sexy fem voice answering. A boy-girl duo then renders the rhythm ditty about two lovers who just had to talk to each other. (El Dorado, BMI)

BILLIE & LILLIE

★★★★ Aloysius Horatio Thomas, the Cat
SWAN 4030—The duo who are still scoring with "Lucky Ladybug" have a cute novelty about an amorous feline. Tune is Latin-tempo. (Conley, BMI)

★★★★ Tumbled Down

Nice go by pair on a Latinish rocker. When love leaves the home it tumbles down. (Conley, BMI)

BETTY JOHNSON

★★★★ You And Only You

ATLANTIC 2019 — This starts in slow marching tempo and then moves into a slow rocking tempo. Miss Johnson gives it a mighty nice reading, part of which is in double track style. This one could go. (Aldon, BMI)

★★★★ Does Your Heart Beat for Me?

Betty Johnson revives the oldie attractively to good ork and chorus support. It's in a gentle rocking framework. A good coupling. (Mills, ASCAP)

THE SHEPHERD SISTERS

★★★★ (It's No) Sin

M-G-M 12766—The Shepherd Sisters revive the oldie in listenable shuffle-pace fashion. Male chorus and good ork backing help. It's their first on the label, and it bears watching. (Algonquin, BMI)

★★★★ Heart and Soul

Treatment here is similar to that on the flip. The gals treat the evergreen in smart fashion. It's a good coupling, and both sides have potential. (Carmichael, ASCAP)

LLOYD PRICE

★★★★ Lawdy Miss Clawdy

SPECIALTY 661—The old hit by Price is re-released and it still has a great down-to-earth and satisfying sound. This can get a lot of jockey action and should pull sales. (Venice, BMI)

★★★★ Mailman Blues

A re-issue of a fine older blues side by Price. Chick group assists. A lot of excitement here and it could garner spins. (Venice, BMI)

MOE KOFFMAN

★★★★ Shepherd's Hoedown

JUBILEE 5367—Koffman has a solid sound

on this which combines a rocking and a Latin beat. Flute carries the lead with a tenor in the background. A good, program-mable side. (Bennell, BMI)

★★★ Stroll Along With the Blues

Koffman has a nice, easy-going walkin' rhythm side here backed by the bass and the guitar. Another good offering which can catch spins. (BMI Canada, BMI)

TENNESSEE ERNIE FORD

★★★★ Code of the Mountains

CAPITOL 4173—The singer tells of the "Code of the Mountains" in this tale about a mountain feud. The story is dramatic and the arrangement is unusual. Watch this one. (Cole, BMI)

★★★ Blackeyed Susie

Snappy hoedown is sung with spirit by Ford, as he tells about a pretty lass named Susie. Flip side appears more potent. (Snyder, ASCAP)

SAM HAWKINS

★★★★ When Nobody Loves You

GONE 5054—Sam Hawkins, a fine new talent, comes thru with a potent reading of a listenable rockaballad that has a chance to go all the way with exposure. A strong disk. (Diana, ASCAP)

★★★ She Don't Notice Me

The lad handles this churchy effort mightily smartly over crazy backing, especially the piano. Flip side appears the money side. (Sidney, BMI)

THE FALCONS

★★★★ You're So Fine

UNART 2016—The group comes thru with the authentic church sound on this pulsating effort, sung with feeling by the strong lead with help from the group. It could grab coins. It was originally issued on the Flick label. (Alhika, BMI)

★★ Goddess of Angels

A celestial type ballad is sung tenderly by the high voiced lead. (Alhika, BMI)

RALPH MARGERIE AND HIS

CHARLORO MEN

★★★★ Compulsion
MERCURY 71424 — A good brash and brassy rendition of the jazz-styled theme material. Other disks are out by Lionel Newman and Jack Pleis but this can definitely compete. (Weiss & Barry, BMI)

★★ Words of Love

This has a concertoish feel and it spots an appealing chorus sound in the vocal. Margerie's trumpet comes in for a flourish here and there. Flip would be the action side. (Bregman, Vocco & Conn, ASCAP)

★★★★

BRIAN DAVIS

★★★★ When I'm Near My Girl

DOT 15910—Rockaballad is given a talk-sing vocal by the new chanter. Pretty tune is nicely handled by the artist. Smooth ork and chorus assist. (Sheldon, BMI)

★★★★ A Touch of Pink

Folkish-sounding tune is brightly sung by Davis with fine group support. Good programming side. (Southern, ASCAP)

FRANKIE MANN

★★★★ Toe to Toe

APT 25024—Rocker-type is belted with vigor by Mann with pounding ork support. It's a good danceable side with a chance, if plugged. (Whippoorwill & Mellin, BMI)

★★★★ Just Go 'Way

Driving blues-rocker is given a shoutin' treatment by the artist with rhythmic support.



Pop Records

ELVIS PRESLEY

A FOOL SUCH AS I (Leeds, ASCAP)

I NEED YOUR LOVE TONIGHT (Gladys, ASCAP)

The great rocker has two potent sides. Strong warbling on both adds up to a two-sided click. "Fool" is a ballad, while "I Need Your Love Tonight," is more on the swingin' side. Both should coast in.

RCA Victor 7506

JOHNNY MATHIS

VERY MUCH IN LOVE (Mathis, ASCAP)

SOMEONE (Cathryl, ASCAP)

Two class readings of two lovely ballads should place the disk high on the best-selling charts. Lush ork support accompanies on both, and the chanter's warm style should create huge appeal for both.

Columbia 41355

BILLY GRAMMER

THE KISSIN' TREE (Carlfred, ASCAP)

BONAPARTE'S RETREAT (Acuff-Rose, BMI)

Grammer could make it two in a row with either of these powerful sides. "Tree" is patterned closely after his "Gotta Travel On." "Bonaparte's Retreat" shows a rhythmic new styling of the old Kay Starr success. Both are good sides with an equal chance to score.

Monument 403

JIMMY CLANTON

MY LOVE IS STRONG (Ace & Figure, BMI)

SHIP ON A STORMY SEA (Ace & Figure, BMI)

Clanton is a strong threat to keep his hit string going with these strong sides. "My Love" is a rockaballad that is softly rendered with fem chorus backing. "Ship" is a rocker that is also given a strong warble. This has more of a gospel flavor. Both are contenders.

Ace 560

PATTI PAGE

MY PROMISE (Egap, BMI)

THE WALLS HAVE EARS (Shapiro-Bernstein, ASCAP)

"My Promise" is a most-winning side, delivered with the artist's usual appeal. Warm vocal with good backing makes for a strong entry. Flip, "The Walls" has a suggestion of a cha cha beat, and it appears an equally strong effort. Both can figure.

Mercury 71428

ROGER WILLIAMS

MEMORIES ARE MADE OF THIS

(Montclare, BMI)

MOCKIN' BIRD HILL (Southern, ASCAP)

Sparkling interpretations of the two oldies can provide hit sides for the artist. His choice pianistics are most pleasant and inventive. Good ork support on both helps.

Kapp 265

ANNETTE

JO-JO THE DOG-FACED BOY (Wonderland, BMI)

LOVE ME FOREVER (Disney, ASCAP)

Annette can click again with either of these hot contenders. "Jo-Jo" is a driving rocker on which she has quite a sound. The cute song is sung with plenty of zest. "Love Me Forever" is a bright adaptation of "Santa Lucia."

Bunea Vista 336

BILLY WARD

PLEASE DON'T SAY NO (Feist, ASCAP)

The Ward crew with a new lead, has a sock version of the standard. The dramatic vocal by the lead is supported with feeling by the rest of the group. They've had past similar clicks, and this also appears a hot bet. Flip is "Behave, Hula Girl" (Ward, BMI).

Liberty 55181

MARY SWAN

PRISONER OF LOVE (Mayfair, ASCAP)

Miss Swan, who did well with her last disk, could go all the way with her competent reading of this evergreen. The mild rock arrangement has a compelling sound, and her vocal is tasteful. Flip is "My Girl Friend Betty" (Bae, Ascap).

Swan 4028



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

EARL GRANT

IMITATION OF LIFE (Northern, ASCAP)
LAST NIGHT (Criterion, ASCAP)

Grant has likely winners with his latest sides. "Imitation of Life" is the pretty title tune from the coming movie. Grant sings it with heart over lush ork backing. On the flip, "Last Night," he is featured on organ, as well as belting the blues to good effect. Decca 30856



-----**Pop Talent**-----

CAROLE KING

BABY SITTING (Pamco, BMI)

Miss King has an exciting debut disk that should create quite a name for her. She tells all about her boy-friend on the swingin' side with fine support from a male group and the ork. Teens could easily take to this, if the side is exposed. Flip is "Under the Stars" (Pamco, BMI). ABC-Paramount 9986



HILLARD STREET

COMPRENDE (Mr. Music, BMI)
THERE'S NO ONE LIKE YOU (Shaw, ASCAP)

"Comprende" is an unusual theme, and Hillard, a strong new talent, belts the haunting song with feeling. Flip, "There's No One," is a rockaballad which is smoothly paced by the chanter. Both are good sides with a chance. Capitol 4162



-----**Pop Disk Jockey Programming**-----

NELSON RIDDLE ORK

DEGUELLO (Witmark, ASCAP)

The arresting, instrumental by the Riddle ork spotlights a trumpet in the Mariachi fashion. The theme is from the coming flick, "Rio Bravo." It's a haunting melody, and spins of the attractive side should please. Flip is "Blue Safari" (Weiss & Barry, BMI). Capitol 4175



SHAYE COGAN

HALF AS MUCH (Acuff-Rose, BMI)
YOUNG AND IN LOVE (Sequences, ASCAP)

Miss Cogan's first for the label is a plaintive reading of the Hank Williams oldie. The song is given a quality vocal, and the backing supports nicely. Flip, "Young and in Love," is a pretty ballad that is also nicely treated. Both sides rate spins and exposure. M-G-M 12771



TITUS TURNER

RETURN OF STAGOLEE (Jay & Cee, BMI)

Turner, the great r.&b. artist, has a side that can provide good programming for pop jocks in this "answer disk" to "Stagger Lee." The sequel is amusing, and he belts it for all he's worth with driving support. Flip is "Answer Me" (Wemar, BMI). King 5186

-----**Pop Juke Box Programming**-----

THE OMEGAS

RAZZAMATAZ (Rytvoc, ASCAP)
CRAZY BONES (Rytvoc, ASCAP)

Two fine sides by the group should chalk up heavy plays on the boxes. "Razzamataz" is a cute, '20's-styled item that is presented cheerfully by the gang. It's a perky, danceable side. Flip, "Crazy Bones," is an equally infectious polka-type that spots clicking bones and accordions. Chord 1305



-----**Spoken Word**-----

HELEN HAYES

THE WHITE MAGNOLIA TREE

When Miss Hayes performed the Helen Deutsch poem on TV last year, there were heavy requests for copies. Her warm, tender reading provides a strong item in its specialized field. Flip is a pastoral, instrumental setting by D'Artega and The Symphony of the Air - "The White Magnolia Tree Theme." Design 828



Note: We have no publishing info on either side.

-----**C&W Records**-----

NO SELECTIONS THIS WEEK.

-----**R&B Records**-----

NO SELECTIONS THIS WEEK

Flip appears to have an edge. (Whippoorwill & Mellin, BMI)

JOE MAPHIS

*** Moonshot
COLUMBIA 41353—Twangy guitar lends itself to an instrumental of the Bo-Diddley rhythm. Side also features tenor sax. (Laredo, BMI)

*** Short Recess

Instrumental rocker is treated in similar fashion to flip. Appeal appears similar. (Laredo, BMI)

BOBBY LORD

*** Party Pooper
COLUMBIA 41352—Fairly vigorous shout by Lord with moving chorus and ork support. The chanter handles it with gusto. (Daniels, ASCAP)

*** What a Thrill

Rockaballad is done with feeling by the artist. Popplish in approach, but it can also attract in c.&w. marts. (Alamo, ASCAP)

JACK JONES

*** When I Love I'll Love Forever
CAPITOL 4161—Smart tune is handled to good effect by the talented artist. Danceable and a listenable chorus outing assist on the attractive side. (Trinity, BMI)

*** Make Room for the Joy

The singer warbles the tune in the coming flick "Jukebox Jamboree." It's a pretty ballad on which he's given a smooth chorus and ork assist. It can move. (Famous, ASCAP)

TONY ALLEN AND THE WONDERS

*** Looking for My Baby
JAMIE 1119—Nice shout by Allen on a blues. Allen sounds somewhat like Ray Charles on this side. This can move. (Dandelion, BMI)

*** Loving You

JAMIE 1119—Soulful vocal by Allen on the rockaballad is supported by stomping piano and fine group wailing. Side can appeal in pop and r.&b. marts. (Dandelion, BMI)

THE SHARPS

*** Here's My Heart
JAMIE 1114—Cats are offering their hearts to their chicks. Tune is a pounding rockaballad that spots a good vocal by the lead with good group and ork backing. It has a sound. (Gregmark, BMI)

*** Gig-A-Lene

Tune sounds spiritual derived. Gig-A-Lene is a chick who likes to giggle. The novelty side should go as well as the flip. (Gregmark, BMI)

LITTLE ESTHER

*** It's So Good
SAVOY 1563—Feelingful reading by thrush on exuberant blues. Dual market entry. (Savoy, BMI)

*** Do You Ever Think of Me?

Expressive chanting on moving rockaballad. Fine programming for hip jocks. (Savoy, BMI)

DICK LEE

*** A Penny a Kiss—A Penny a Hug
Attractive vocal by Lee and group on catchy novelty. Should catch spins. (Shapiro-Bernstein, ASCAP)

*** Bermuda

Big band backing highlights Lee's dramatic warbling stint on tropical-styled theme. Spinable wax. (Goday, BMI)

RAY CONNIFF ORK & CHORUS

*** On the Street Where You Live
COLUMBIA 41349—From the album "Broadway in Rhythm" comes the single. An instrumental with a bright arrangement and a lot of drive. (Chappell, ASCAP)

*** Oklahoma!

Sparkling arrangement with pace and beat. Will get strong play. (Chappell, ASCAP)

TEDDI KING

*** Blue Tango
CORAL 62094—Warmly expressive piping on graceful Leroy Anderson theme. Nice jockey wax. (Mills, ASCAP)

*** River of Regret

Rich vocalizing by Miss King on pretty

ballad with mildly r.&r backing. Another good jockey side. (Opus, BMI)

GEORGIE SHAW

*** Once in a While
METRO 200019—Feelingful rendition of the great standard with mildly r.&r. backing and chorus. Effective jockey wax. (Miller, ASCAP)

*** Maybe You'll Be There

Lush backing in r.&r. tempo with big choral assist on oldie. Expressive chanting by Shaw. (Triangle, ASCAP)

JOHNNY DORELLI

*** Julia
20TH-FOX 134—Feelingful warble on a dramatic, rhythm ballad with big chorus and ork backing. The singer is good. (Hill & Range, BMI)

*** Boccuccia Di Rosa

Bouncy theme is done in Italian by the Italian artist. Catchy item that is smart enough to create interest. (Hill & Range, BMI)

ERNESTINE ANDERSON

*** I Don't See Me
in Your Eyes Anymore
MERCURY 71423—The gal gives this oldie a straight and easy reading. It's done to simple accompaniment with fiddle spots. Well produced side could generate some action. (Laurel, ASCAP)

*** Be Mine

The plea is voiced attractively by the thrush, tho the flip may have an edge at the start. (Actual, BMI)

MARVIN RAINWATER

*** Love Me Baby
M-G-M 12773—Rainwater turns rockabilly on this side. It's an upbeat side with chorus and Rainwater sings it with vigor. (Spook, BMI)

*** That's When I'll Stop Loving You

Marvin Rainwater offers a bright rancho type song. It's done to a nice guitar backing. Flip would have an edge. (Sook, BMI)

JOE HUDGINS

*** Where'd You Stay Last Night
DECCA 30854—Country blues of the traditional type. (Be-Are, BMI)

*** It's Hard to Go Home

A weeper, wherein the cat struggles with his conscience. Chanted in the traditional style. (Be-Are, BMI)

THE ROCKIN' R'S

*** The Beat
TEMPUS 7541—Instrumental with guitar simulating the rhythm and drive of a train. Moves right along, and is worth play. (Tempus, BMI)

*** Crazy Baby

Rockbilly reading of a bluesy item. Derivative in style, but good. Vocal is backed by funky guitar. (Tempus, BMI)

FRANK POURCEL'S FRENCH FIDDLES

*** Only You
CAPITOL 4165—Instrumental reading of the hit of a couple of years back. Arrangement is lush, but it has a rocking beat and a triplet figure behind the violins. (Wildwood, ASCAP)

*** Rainy Night in Paris

Lush instrumental, replete with singing violins. Fine sound, full of mood. (Beechwood, BMI)

THE BROTHERS

*** Sioux City Sue
ARGO 5329—The standard is handed a listenable reading by the Brothers, who are on an Everly Brothers kick here. Side has life and a chance for coins. (Morris, ASCAP)

*** Deep Sleep

On this side the boys tell about their dreams, and the dreams are about a girl, of course. (Arc, BMI)

TRINI LOPEZ

*** Rock On
KING 5187—Showmanly vocal interpretation by Lopez of catchy rhythm rocker with solid backing. Dual-market side. (Wiste, BMI)

(Continued on page 57)

Reviews and Ratings of New Popular Albums

Continued from page 39

those never-to-be-forgotten "vo-do-dod-do" days and the goodly crowd who wish they had been around. The pianist, backed by bass and traps, has a way with such Charleston era favorites as "Yes, We Have No Bananas," "Toot Toot Tootsie" and others. Solid sales potential.

★★★★ HAWAIIAN STRINGS
Various Artists. Capitol ST 1153

STEREO & MONAURAL

One of the really appealing aspects of this set is the sound of the waves on Waikiki Beach in stereo. It's magically real. After the surf intro, the singing guitars help weave a spell of the islands with such lazy, romantic tunes as "Low Moon at Waikiki," "Red Sails in the Sunset," "Now Is the Hour," etc. Extremely attractive mood wax that's handsomely cut in stereo. Can be leader in the increasing number of Island sets hitting the market.

★★★★ PEARL BAILEY SINGS PORGY & BESS AND OTHER GERSHWIN MELODIES
Roulette R 25063

STEREO & MONAURAL

The thrush, who appears in the Goldwyn pic, "Porgy and Bess," does six tunes from that folk opera in this package. These include "I Got Plenty of Nuttin'," "Summertime" and others. She has added six others from the Gershwin repertoire, such as "Someone to Watch Over Me," "Clap Yo' Hands," etc. Her style is as distinctive as ever.

★★★★ THE BUDDY HOLLY STORY
Coral CRL 57279—This package contains the great Buddy Holly hits—both from singles and albums. Included are sides he cut for Brunswick as well as Coral. "That'll Be the Day," "Peggy Sue," "It's Raining in My Heart," etc., are here. Should do very well indeed.

★★★★ THE "GO" SOUND
The Kirby Stone Four. Columbia CL 1290

The group shows itself a class act once again in this nicely paced selection of material that has something of a night club feeling. The boys sing their songs pretty much in unison but get the extra voice feel from a feminine chorus backing. Harmony is not really to be found but their readings plus the zingy backing of the Jimmy Carroll ork give the whole set an atmosphere of quality. Tunes include "You're My Thrill," "Don't Cry Joe," "S'posin'," etc. Set has an eye-stopper cover of the boys hanging precariously from the tower of a ski lift in Lake Tahoe.

★★★★ DANCING-SMOOTH 'N' EASY
Glen Gray, Guy Lombardo & Freddy Martin Orks. Capitol T 1156

The three bands alternate on such danceable pop standards as "Wonderful," "I'll Get By" and "Girl of My Dreams." Arrangements and tempos are smooth as silk. Nothing frantic here and likely to be of top interest to the over-30 group. Top dance band names are strong plus for sales.

★★★★ HEY BOY! HEY GIRL!
Sound Track. Capitol T 1160

That happy twosome, Louis Prima and Keely Smith, are featured here on sound track from their new movie, also heard in warbling stints are Sam Butera and the Witnesses. Sprightly novelty tunes dominate the package, but most spinnable efforts are those of Miss Smith on a couple of pretty ballads (with backing by Nelson Riddle) and Butera's exuberant "Fever."

★★★★ CURTAIN GOING UP
Lehman Engel Ork. Columbia CL 1279

Here's a nostalgic, sure-fire package for legit musical fans. Engel, well-known Broadway conductor, serves up overtures of 10 memorable show scores with verve and showmanship. Scores include "Call Me Madam," "On the Town," "Can-Can," "Finian's Rainbow," "Kiss Me Kate," "Gentlemen Prefer Blondes," "Wonderful Town," "Silk Stockings," "Bloomer Girl" and "Bells Are Ringing."

★★★★ THE JOE OF LIVING
Nelson Riddle Ork. Capitol ST 1148

STEREO & MONAURAL

Here's a sock package for jocks, dancers, and listeners in search of lighthearted, oiliest mood music. Riddle serves up gently swinging, happy instrumental treatments of such optimistic standards as "Life Is Just a Bowl of Cherries," "You Make Me Feel So Young," "Isn't This a Lovely Day," etc.

POPULAR ★★★

★★★★ THE SEASONS OF LOVE
Gordon MacRae with Van Alexander Ork. Capitol ST 1146

STEREO & MONAURAL

MacRae is in good form on this group of 11 ballads, chosen to tie in with a seasonal approach to romance. Thus we have "Indian Summer," "Spring Is Here," "June in January," etc. Supporting instrumental complement is nicely handled by Van Alexander. Cover, featuring drawings of seasonal symbols, is imaginative. Good packaging which can come in for a play.

★★★★ SOFT LIGHTS AND SWEET MUSIC
Victor Young Ork. Decca DL 8789

Another quality album of mood music from the late Victor Young. This set of foxtrot and waltz tempo tunes include, "How Deep Is the Ocean," "Say It Isn't So," "Always" and "Moonlight and Roses." Prime appeal for disk jockey programming.

★★★★ BARBER SHOP!
The Buffalo Bills. Columbia CL 1288

A neat performance by the Bills on their initial set on this label. Pleasantly enough, they drift away a bit from the traditional barbershop ballads and tackle new songs like "My Baby Just Cares for Me," "The Girl That I Marry," "Rose of the Rio Grande," etc. Dyed in the wool barbershoppers will frown at the rhythm and banjo backing on some numbers, but actually the addition makes for even more interesting listening. Top-notch production with a merchandiseable cover to match.

Review Spotlight on Albums . . .

Continued from page 35

Folk Albums

WANDERIN'

The Easy Riders—Columbia CL 1272

A fine package, particularly timely in view of the current vogue for folk material. There are some great sides here, drawn from the authentic sources of folk material. Included are blues, railroad songs, western songs, etc., such as "Wanderin' Blues," "John Henry," "I Ride an Old Paint," etc.



★★★ SWINGIN', MARCHIN' AND WHISTLIN'
Buddy Williams. Roulette R 25064

The Buddy Williams band, no stranger to college campuses, should please the student set again via this album. Oldsters as well as youngsters also could get a kick out of the arrangements of the numbers, nearly all famed college songs or standard marches. The Williams style involves brass band instrumentation with swinging arrangements and whistled choruses. The results are youthful and liting, and should provoke sales, especially via demonstrations.

★★★ GEORGE DEWITT SINGS THAT TUNE
With Ray Ellis Ork. Epic BN 531 & LN 3562

STEREO & MONAURAL

TV's "Name That Tune" emcee De Witt displays a pleasant baritone on a group of recent hits and standards—scoring best with a French accent-treatment of tunes from "Gigi." His fans will get their money's worth. Nice backing job by Ellis.

★★★ CONTRASTING COLORS
Kenyon Hopkins Ork. Capitol ST 1158

A striking cover, featuring contrasting-type beauties in provocative poses gives this package sock display value. Hopkins provides tasteful, listenable instrumental treatments of standards in contrasting moods—lighthearted arrangement of "Get Happy," quiet, haunting "September Song," etc.

★★★ DANCE MUSIC FROM THE BOSTON WORKSHOP
Earl Bostic. King 613

Standard merchandise for the Bostic fans is this package of Bostic originals, Bostic arrangements, and standards. Among the latter are "Sentimental Journey" and "Rose Marie," and the originals include "Gondola" and "The Key." Bostic's performance on the alto is as good as ever, which is plenty.

★★★ A NIGHT AT THE ASH GROVE
With Bud Dashiell, Travis Edmondson, Barbara Dane, Rolf Cahn, Lynn Gold & Various Artists. World Pacific WP 1254

This delightful album is sub-titled "An Evening of Coffee House Music" and that's just what it is. It features folk singers and stylists Bud Dashiell and Travis Edmondson (very similar to the Kingston Trio), Barbara Dane, Rolf Cahn and thrush Lynn Gold singing new and old folk tunes from Ireland, Israel, Scotland, Spain and American folk blues. Miss Dane's "Away! Away! With Rum, By Gum" is a treasure as is "Le Chanson De La Framboise" by Bud and Travis. A fine set for young coffee house aficionados.

★★★ FROM DAVID WITH LOVE
David Whitfield. London PS 151

STEREO & MONAURAL

Whitfield addresses himself to stereo in this set and the results should be pleasing to the singer's many fans. Romantic songs—particularly operetta ballads like "Lover Come Back to Me," "The Desert Song," etc., are the order of the day, and, tho one would never expect it, there is even a gentle piano triplet backing to some, casting Whitman in the unlikely showcase of rock and roll.

★★★ SONGS I'M SURE YOU REMEMBER
Bob Kames, Organ. King 612

There are many vintage songs packed into this set, songs that everybody likes to sing—"Whispering," "June Night," "After the Ball," "Somebody Stole My Gal," "Three o'Clock in the Morning," etc. Kames' organ sound is that most familiar sports palaces like Madison Square Garden, Chicago Stadium, or even a jai alai fronton. It's a familiar and happy sound and the quality of the recording is most effective. Listenable stuff.

★★★ HOT CHA CHA CHA
Chaquito Ork. Columbia CL 1293

Chaquito and the band turn in a set of more or less authentic cha cha selections—that is to say, these are not famous standard songs set to cha cha rhythms. For this reason the set is refreshing and furthermore, the group has a good, big band sound with

interesting flourishes from trumpet lead, a la earlier Prado sides. Fine for dancing and for Latin atmosphere music.

★★★ LOVERS' LUAU
Les Paul & Mary Ford. Columbia CL 1276

A good package of Hawaiian or island-styled melodies are presented by the duo. The set is basically instrumental with Miss Ford heard on some bands in multi-track chorus style. Their fans will like. Attractive cover.

★★★ HOLD IT!
Bill Doggett. King 609

A package of swinging sides with plenty of blues feeling and the typical Doggett beat on the organ. Included are several originals, like "Lone Star Blues." Others are "Tanya" and "Hold It." A run-thru of the titles indicates that stress is not placed on over-worked standards. This is a commendable idea.

★★★ JACK FASCINATO'S PALM SPRINGS SUITE
Capitol ST 1157

STEREO & MONAURAL

An interesting set of 12 rhythmic moods become the movements to this musical portrait of the many sides of the desert playground known as Palm Springs. Varying combinations of instruments turn the trick—such as guitar, harp, french horn, bowed bass, flute, oboe, etc. It might be called image music with an ever present but varying beat. An interesting experiment that has its jazzy hues and moderate stereo values. For those seeking something a little offbeat, but mighty interesting, this would fill the bill.

★★★ WALTZES
Jan Garber Ork. Decca DL 8824

A fine album of popular waltzes by the noted ork of the hotel routes. The smooth sounding LP contains such favorites as "When I Grow Too Old to Dream," "Meet Me Tonight in Dreamland," "Skaters Waltz" and "It Happened in Monterey." Wide appeal.

★★★ BROADWAY CHORUS CALL
The Merrill Staton Choir. Epic LN 3546 & BN 519—

STEREO & MONAURAL

A dozen songs from musicals, including "Seventy-Six Trombones," "There Is Nothing Like a Dame," "You'll Never Walk Alone," etc. Most of the songs were production numbers—and that is how they are presented on this disk, with fine arrangement and a big-voiced chorus.

★★★ SHADES OF NIGHT
Jack Teagarden. Capitol ST 1143

STEREO & MONAURAL

This is Teagarden not in a swing setting, but in a mood of lush sweetness. A woodwind choir is behind him as he does "Autumn Leaves," "Diane," "If Love Is Good to Me," etc. Package catches a mood. Excellent sound.

★★★ EMOTIONS OF JOSE DUVAL
Roulette R 25061

A strong voice and some classical training provides Joe Duval with a variety of approaches to a pop song. He can belt out a full-lunged version of such old faves as "It Ain't Necessarily So," "Guadalajara" or "El Vito," and he can turn in more subdued, romantically insinuating renditions of "Magic in the Moonlight," "Maria Dolores" or "When You Return." Voice is of legit comedy timber.

★★★ ARGENTINE TANGOS
Joe Basile, His Accordion & Ork. Audio Fidelity AFLP 1869

Another in the international series by the Basile group. This time the beat is tango and the most outstanding items in tango literature are here. The accordion, suited to interpretation of the tango by reason of its ability to produce rich swells of sound, is in the hands of an expert here.

★★★ VIENNESE WALTZES
Joe Basile, His Accordion & Ork. Audio Fidelity AFLP 1868

Basile's fine accordion adds an interesting sound dimension to the famous Vienna waltzes. The arrangements convey all the gaiety and charm of the legendary old city. Lovely versions of "Vienna City of My Dreams," "Waltz Time in Vienna" and "Waltz Dream."

POPULAR ★★★

★★★ HAPPY IN HAWAII
Sterling Mossman. Decca DL 8833
Sterling Mossman is a Honolulu police detective by day and a night club troubadour by evening. Here he sings in okay fashion some of the tunes familiar to the club patrons of Waikiki—"The Luau Song," "Maul Girl," "Don't Dig That Poi," etc.

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★★ **HARMONICA SPECTACULAR IN STEREO**
Alan Black. Grand Award G. A. 231 B. D.

STEREO & MONAURAL

Warm and lively approaches on a fine group of standards are presented by Black with rhythm accompaniment, and assistance from three other harmonica players. Wide separation stereo is effective. Fair chances.

★★ **ROCK 'N' ROLL RECORD HOP**
Frankie Lyman, The Cleftones, The Playmates, The Heartbeats, The Valentines & The Crows. Roulette R 25059

Some of the Groups here with the exception of the Playmates have a sound that's somewhat dated in today's market. "Don't Go Home," by the Playmates and "Why Do Fools Fall in Love," by Lyman, with the Teen-agers are among the hits included. The side "I'm Not a Juvenile Delinquent" by Frankie Lyman is one for the books. Some action possible but market holds strong competition.

★★ **SWEET SINGING SWING WITH THE BILL GANNON THREE**
Carlton LP 12-114

Affecting and appealing readings of a group of well-known standards by the talented Bill Gannon Three with Gannon on Piano, Larry Hovis on drums and Gerry Lloyd on bass. The boys sing and play with a refreshing style. Tunes include "What Is This Thing Called Love," "What's New," "Stars Fell On Alabama" and "Mood Indigo." Group has built up a following in and around Houston.

★★ **AND I THOUGHT ABOUT YOU**
Johnny Hartman. Roost LP 2232

STEREO & MONAURAL

Warm, rich baritone by Hartman on a set of standards with romantic ork support by Rudy Traylor. The artist has a distinctive sound, and if exposed, the set can appeal. Good cover shot of the artist and fine sound are additional lures. Selections include "To Each His Own," "I Thought About You" and "Little Girl Blue."

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LOW-PRICE POPULAR ★★★★★

★★★★ **SELECTIONS FROM THE MUSIC MAN**
Lion L 70091

STEREO & MONAURAL

The soloists render the songs in carbon copy fashion to the original cast recording. Economy buyers will find the set attractive fare. Wide channel stereo seems a bit distorted on some tracks, however, it should prove a strong rack item.

★★★★ **MAMBO PARTY**
Edmundo Ros Ork. Richmond B 20022

A somewhat abbreviated version of the disk the bandleader cut for London in the pre-cha cha era. As usual, Ros' rhythm section is a strong feature, with its smooth, danceable beat. Both the English and Spanish vocals and the instrumentals come across in fine style. Tho the mambo is less popular than it was, there are still enough enthusiasts to make this a good rack item.

LOW-PRICE POPULAR ★★★

★★★★ **LOVERS IN PAIRS**
Monia Liter Ork. Richmond B 20012

Formerly out on London, this set of romantic, lushly arranged mood fare should find a ready market in the low priced field. Ork highlights strings, somewhat in the Mantovani manner with sprightly sound of a harpsichord also featured. It's soft, liquid sounding stuff, and the tunes include "Lovers in Paris," "Valse Romantique," "Flying Carpet," etc. Sound is unusually good.

LOW-PRICE POPULAR ★★

★★ **ROMANTIC SERENADE**
Harry Farmer Ork. Richmond B 20018

Smooth, romantic readings of a group of standards by the Harry Farmer Ork is the feature of this new LP. Tunes include "Moonglow," "I'll See You in My Dreams," "I've Got You Under My Skin," and other standards. Low-priced disk will appeal to those who enjoy soft background music.

BAND ★★★★★

★★★★ **THE GRENADEER GUARDS**
(Harris), London PS 104

STEREO & MONAURAL

This is military band music in the grand style. Program includes such concert favorites as the March from "Aida" and Suppe's "Light Cavalry Overture." Interpretations are rousing and spirited. Sound is excellent. A good addition to the ranks of band music recordings.

COUNTRY & WESTERN ★★★

★★★★ **GOOD OLD COUNTRY BALLADS**
Don Reno & Red Smiley. King 621

Picking and singing in the authentic tradition is available on every band here. Vocals have the true hill sound. Backing is banjo and guitar and fiddles. Tunes include "Let's Live for Tonight," "Love Call Waltz," "Drifting With the Tide."

★★★★ **STANLEY BROTHERS & THE CLINCH MOUNTAIN BOYS**
King 615

One of the most authentic country sets in the business. Package will appeal to all who know the c.&w. field and appreciate the real thing in picking and singing. "How Mountain Girls Can Love," "She's More to Be Pitied," and "Train 45" are typical.

FOLK ★★★

★★★★ **SWINGIN' FOLK TUNES**
Freddy Jacobs with Sonny Weiss Ork. Westminster WST 15031

STEREO & MONAURAL

"Swingin'" in the title refers to the pop-type orchestral backing by the Sonny Weiss ork. Otherwise, most of the tunes are traditional oldies like "Venezuela," "Black Is the Color of My True Love's Hair," etc. Singer Freddy Jacobs has a sweet, pleasant voice in the folk tradition and should attract a following among folk fans.

★★★★ **MOLDAVIAN FOLK DANCES**
Monitor MF 314

Another set in a series released by arrangement with Leeds Music, this offers a spirited set of 17 dances in the rhythms of the hora, syrba, the zhok and the moldovenyaska, typical to his sector of the Soviet Union. Sound is very acceptable and the instrumental complement features various unusual solo instruments. A relatively strong set in its own rather limited market.

INTERNATIONAL ★★★★★

★★★★ **SONGS OF OLD NAPOLI**
Roberto Murolo & His Guitar. Epic LC 3544

Murolo has a vocal style somewhat reminiscent of Modugno, except that the artist here has a smoother approach. He accompanies himself most attractively on his guitar in the group of 12 songs of old Naples. Liner includes lyrics in Italian plus a rather free English interpretation of the story of each. Fine sound is another asset. Cover has charm and flavor.

★★★★ **AT HOME WITH THE BARRY SISTERS**

Roulette R 25060
The Barry Sisters enjoyed considerable sales success a while back with an album of Yiddish songs on Cadence, and this Roulette package of similar tunes should score similar success. The girls sing both in Yiddish and English on a group of moving Jewish melodies . . . "Have Negila," etc.

INTERNATIONAL ★★★

★★★ **CHA CHA ITALIANA**
The Di Mara Sisters. Roulette R 25062

STEREO & MONAURAL

The Di Mara Sisters chant smoothly in Italian and with a cha cha beat on a group of American and Italian standards. It's a well-executed, interesting package with off-beat spin appeal for jocks. Selections include "Tea for Two," "Come Prima," and "Sayonara."

LATIN AMERICAN ★★★

★★★ **MI AMIGO MACHITO**
Machito & His Ork. Tico LP 1053

STEREO & MONAURAL

Machito and his ork come thru with a fine album here that should appeal to his many followers. It features big ork readings of familiar material like "Cheek to Cheek," and new items such as "Santa Cruz" and "Cathy Cha Cha." Every tune is played in a Latin dance tempo, mainly cha chas, and a chorus or a vocal is offered on many tracks. A fresh-sounding set.

LATIN AMERICAN ★★

★★ **MUSICA DE BAILE**
Tico LP 1055

STEREO & MONAURAL

As suggested by the title, this is music for dancing, with the persistent Latin beat that encourages response. The band, called the Orquesta Super Colosal, runs thru numbers which are not from the familiar Latin repertory. Arrangements are somewhat on the genteel side associated with "typical" Cuban music, and make admirable backgrounds for terping.

POLKA ★★★★★

★★★★ **POLKA HOP, YANKOVIC STYLE**
Frankie Yankovic & His Yanks. Columbia CL 1281

Lively set of polkas are played in cheerful style by the Yankovic gang. The arrangements are interesting and colorful, and the LP adds up to a danceable item. Polka fans should flock to this. A few of the tracks have vocals.

RELIGIOUS ★★★

★★★ **MY SONG**
Dick Anthony Word W 3062-LP

The talented Anthony has a nice showcase for his singing, playing and arranging. Songs are religious and inspirational in character. Vocally, Anthony has a pleasing tenor and he's equally at home with his church styled piano playing. In other cases, a mixed chorus sings his scorings of the songs which include several which he wrote himself. Good wax for the market.

★★★★ **JOHNNY ANDREWS PRESENTS MOMENTS OF INSPIRATION**
Golden Crest CR 3050

The NBC-TV star has a sincere and reverent sound on these sincerely-rendered gospels. The set is introduced with a brief narrative. Exposure on various TV programs will help with sales. Tempos on the hymns are varied. Back cover of the album has the lyrics of the selections. The LP can do well in this market.

★★★★ **RONNIE AVALONE SINGING WITH THE CONCERT ORK OF LONDON.**
Word W 3058-LP

Avalone warbles with rich reverence on a group of sacred tunes. Selections vary widely in flavor—"Jesus Savior, Pilot Me," "Nobody Knows De Trouble I've Seen," etc. A solid item for the market.

RELIGIOUS ★★

★★ **IVORY PALACES**
Lew Charles, Organ. Word W 3054-LP

Lew Charles, organist for the "Voice of Calvary" radio program out of California a few years ago does a good job here with a fine group of religious tunes. Songs include "Beyond the Sunset," "The Old Rugged Cross," "Precious Hiding Place," etc. Should appeal to the religious market.

SPIRITUAL ★★★★★

★★★★ **NO MATTER HOW YOU PRAY**
Mahalia Jackson. Apollo LP 482

A collection of spirituals and gospels from the many Mahalia cut for this label. There are fine sides here, and many will relish having them. Material includes "My Story," "What Could I Do," "I Believe," "I'm on My Way to Canaan." Cover is effective.

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• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

★★★★ COUNT BASIE & JOE WILLIAMS MEMORIES AD-LIB
Roulette R 52021

STEREO & MONAURAL

Joe Williams, backed by Count Basie and rhythm, swings thru an easily-paced set of oldies. Solos by Freddie Green on guitar and Harry (Sweets) Edison on some tracks with Basie on organ are all listenable and provide a good setting for the chanter's smooth vocals. Set should appeal to their many fans. Good cover sketch and fine sound are assets. Strong potential.

★★★★ FREDDIE GAMBRELL WITH BEN TUCKER, BASS
World Pacific WP 1256

Freddie Gambrell, the West Coast pianist who debuted auspiciously a few months ago with the Chico Hamilton Quartet on the label, proves again on this album that he

is one of the bright new talents in the jazz world. On this set he gets a chance to play alone except for the supporting bass of B. Tucker. And Gambrell shows that he is a musician with a lot to say and a modern style that is his own. Selections include standards and two pieces of his own, "Summer House" and "Opus 116" that are delightful.

★★★★ ANNIE ROSS SINGS A SONG WITH MULLIGAN
World Pacific WP 1253

Annie Ross and Gerry Mulligan aided by jazzmen C. Baker, A. Farmer, D. Bailey, H. Grimes and B. Crow combine on this new set for smart, clever readings of a group of top pop-jazz standards. Miss Ross sells her songs with the technical vocal skill for which she is known, and Mulligan plays with his usual nonchalance. The results make for a listenable album that is tasteful tho on the slick side. Name value of the thrush and Mulligan should help this . . .

JAZZ ★★★

★★★ HARRY (SWEETS) EDISON SWEETENINGS
Roulette R 52023

STEREO & MONAURAL

Just good music might be the best way to describe this attractive new album by Harry Edison and his combo with J. Jones on piano, and J. Forrest on tenor. Edison, long on the Coast as a recording session man, proves he can still blow his horn with the best of them on these listenable tracks. Tunes include standards and originals from "Candy" to "If I Had You." Mainstream and modern jazz fans will be interested in this set.

★★★ WHY TRY TO CHANGE ME NOW
Cy Coleman Jazz Trlo. Westminster WST 15037 & WP 6105

STEREO & MONAURAL

The versatile Cy Coleman, who in addition to being both a concert and jazz pianist has collaborated on hit tunes such as "Witchcraft," returns to jazz again on this new, well recorded stereo set. He performs the standards herein, and the title song which he helped compose, in listenable

jazz-cocktail style helped by A. Bell on bass and E. Thigpen on drums. "This Time the Dream's on Me," "Little Darlin'," "Day in Day Out," and "Let There Be Love," are among the selections.

★★★ THE HIGH AND THE MIGHTY HAWK
Coleman Hawkins with Various Artists.
Felsted SJA 2005

STEREO & MONAURAL

The mighty Hawk gets a chance to shine again on this new album, part of English jazz critic Stanley Dance's new mainstream series on the label. The Hawk is heard here playing his warm, yet swinging tenor on "Bird of Prey Blues," "My One and Only Love," and "You've Changed," among others. With him are B. Clayton, J. Jones, (the pianist), R. Brown and M. Sheen. Stereo effect is pleasant but unobtrusive. Followers of the swing school of jazz will be interested in hearing the Hawk again.

★★★ DOROTHY DONEGAN LIVE!
Capitol T 1155

Dynamic Miss Donegan displays plenty of verve and drive in this energetic set. Even her slower tunes have an intensity. She is all over the keys in the unrestrained set. It was recorded during a recent appear-

ance at New York's Embers. Tunes include "Louise," "It's All Right With Me," and "After You've Gone." She's a talented and versatile artist, and her already large following will increase when this set hits the market.

★★★ JACKIE DAVIS MEETS THE TROMBONES
Capitol ST 1180

STEREO & MONAURAL

The jazz organist blends his swingin' style with support from a brass choir of trombones with a French Horn on some of the selections. Excellent arrangements are by Gerald Wilson. The artist could come into his own with this set. The versatility and imagination in his fine treatments of tunes that include "This Can't Be Love," "Falling in Love With Love" and "Yours Is My Heart Alone."

★★★ THE BLUES A LA DIXIE
Pee Wee Hunt. Capitol T 1144

Several classic blues tunes are given energetic Dixie treatments by one of the masters. Sound is excellent. Tempos are varied, and many types of the idiom are included in the set which includes "Wabash Blues," "Goodbye Blues" and "St. Louis Blues." Dixie fans have their meat here.

★★★ ANOTHER MONDAY NIGHT AT BIRDLAND
Various Artists. Roulette R 52022

STEREO & MONAURAL

The set has the spontaneity of a live performance. Personnel includes H. Mobley, tenor; B. Root, tenor; C. Fuller, 'bone; L. Morgan, trumpet; S. Wright, drums; R. Bryant, piano and T. Bryant on bass. On the four bands there is lots of free and easy blowing. Set can have wide appeal. Brief comments by "Symphony Sid" are heard. Mainstream and hard bop fans will find this to their tastes. "It's You or No One" is a fine demo track.

JAZZ ★★

★★ BONES FOR THE KING
Dicky Wells with Various Artists. Felsted SJA 2006

STEREO & MONAURAL

Strictly mainstream style is applied by Dicky Wells and crew. On side one Wells is augmented on trombone by three other trombone players and rhythm section that includes Jo Jones on drums. On the flip Buck Clayton assists on trumpet. The tunes are mainly originals. Wide separation stereo varies in effectiveness.

★★ RENDEZVOUS WITH REX
Rex Stewart with Various Artists. Felsted SJA 2001

STEREO & MONAURAL

Altho Rex Stewart on cornet is the featured soloist on this new mainstream jazz LP, such key jazzmen as H. Jefferson on alto and clarinet, E. Barksdale on guitar, H. Henry on baritone. W. (The Lion) Smith on piano, G. Kelley on tenor among others also get a chance to show off attractive work here. Stewart is the star, of course, and he dominates the tunes on this well-recorded stereo waxing. "Tillie's Twist," "Pretty Ditty," and "Danzon d'Amor" stand out.

★★ ALL ABOUT MEMPHIS
Buster Bailey Quartet & Septet. Felsted SJA 2003

STEREO & MONAURAL

Free-swinging, bright driving readings of a group of Memphis oriented jazz tunes are the theme of this new mainstream jazz set featuring clarinetist Buster Bailey. He plays tunes such as "Bear Wallow," "Beale Street Blues," "Memphis Blues" and "Chickasaw Bluff" with enthusiasm and warmth supported by V. Dickenson on trombone and J. Crawford on drums, among others. A real swinging jazz set, part of the label's new series, that should appeal to the older jazz fan. Good stereo sound here.

★★ SWINGING LIKE . . . TATE!
Buddy Tate Ork. Felsted SJA 2004

STEREO & MONAURAL

Buddy Tate is featured on tenor and clarinet on a lightly swinging series of jazz originals. Mainstream sound can have wide appeal. The Strollers, a vocal group are featured on one selection, "Walk That Walk," a slow blues. Fair prospects.

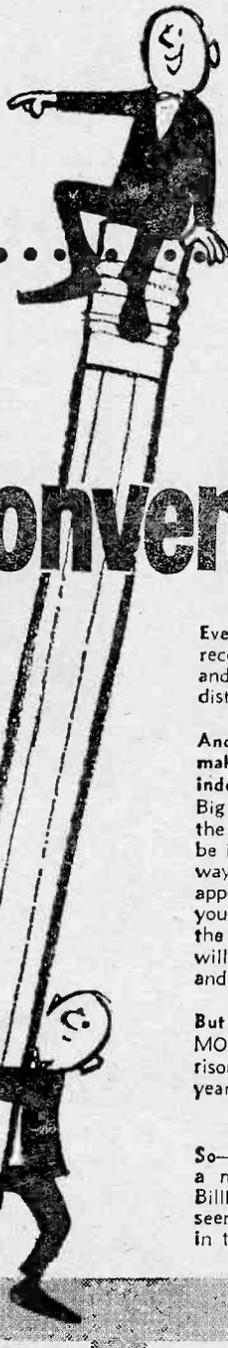
★★ BLUES A LA MODE
Budd Johnson Septet & Quintet. Felsted SJA 2007

STEREO & MONAURAL

The Budd Johnson septet and quintet breeze thru a lightly swingin' six track set that features some interesting solos. It's basically a tame approach and the set can appeal widely. The tunes are all Johnson originals.

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Reviews of New Pop Records

Continued from page 53

Since I Don't Have You
Wistful reading by Lopez and group on nice rockaballad. (Calico, ASCAP)

BERNIE WAYNE ORK
The Whistling Pixie
IMPERIAL 5575—This is basically a march instrumental with voices in a non-lyric role. In the middle there's a jazzy chorus with the swing back to the march. A light and happy side which could catch spins. It's Wayne's first on the label. (Marks, BMI)

Soft Shoe Rock
There's a suggestion of the conga rhythm to this pleasant bubbly instrumental featuring guitars, marimbas, etc. A danceable side. (Alan-Edwards, BMI)

ELLA FITZGERALD
Tear Drops From My Eyes
VERVE 10166—The fine tune, a semi-hit in the pop field sometime back, gets an easy-riding swingin' reading by the gal. Marty Paich handles the ork in nice style. (Simon House, ASCAP)

Little Jazz
A little far out scatting by the great thrush will have interest for jazz jocks and few others. This is out of the album "Ella Swings Lightly" and it rightly belongs here. (Godell, BMI)

JOHNNY ADAMS
Who Are You.
RIC 961—"Who are you baby and where did you come from?" That's the plea of Adams in this deeply emotional ballad reading. Side has a slow, triplet rhythm backing. Good performance. (Ron, BMI)

I Won't Cry
Adams has a fine style with a ballad despite the fact that his material is less than exciting here. A good cat who could go with the right song. (Ron, BMI)

CAROL JARVIS
You're the Only Star In My Blue Heaven
DOT 15912—The great Gene Stry song seems to fit this mild rock treatment nicely. Miss Jarvis gives it something of a Connie Francis approach and the side has a winning sound. Could gather plays. (Shapiro-Bernstein, ASCAP)

Buttons and Bows
The famous Dinah Shore hit gets the rocking, updated treatment by Miss Jarvis. Gal gives it a good ride. (Famous, ASCAP)

COLEEN LOVETT
Goodnight Sweetheart
BRUNSWICK 55127—Effective multi-track thrashing stint on the oldie with interesting triplet backing. (Robbins, ASCAP)

I'd've Baked a Cake
The catchy oldie is wrapped up in okay vocal treatment, but flip is better side. (Robert, ASCAP)

JODIE SANDS
Hold Me
THOR 101—The oldie is chirped in rockaballad fashion with triplets outstanding in the backing. Good chorus is behind the chick all the way. (Robbins, ASCAP)

What Does It Matter
Pretty Ballad with beat is given a quality vocal by Miss Sands with lush backing. (Aldon, BMI)

LIONEL NEWMAN ORK
Main Title "The Sound and the Fury"
DECCA 30863—This is the main title from the forthcoming flick, and it is a wild pounding, jazz-oriented item that could get a lot of jock play. (Feist, ASCAP)

Jason and Quentin
This tune, too, is from the flick "The

Sound and the Fury." It was penned by Alex North. Jockeys may spin. (Feist, ASCAP)

SCOTT STEVENS
Why, Why, Why?
APT 25031—Sprightly rocker is handed a forthright vocal by the boys over a pulsating beat. It moves and can get some action. (Walnut, BMI)

Sunday in May
Stevens sells this new rockaballad with exceptional fervor over typical support. (Walnut, BMI)

NICK ANTHONY
My Baby's Gone
ABC-PARAMOUNT 9985 — Anthony sells this hand-clapper with some spirit over rhumbas-blues backing. (Pamco, BMI)

Forbidden Love
The lad sings this rockaballad pleasantly over fair support. (Pamco, BMI)

MATT DENNIS
You Make Me Feel at Home
JUBILEE 5366—The nitery singer chants the smart ballad with appeal. Good programming side for adult segs. (Evergreen, ASCAP)

Show Me the Way to Go Home
Smooth approach on a medium-paced reading of the oldie. Potential appears about the same as for flip. (Campbell-Connelly, ASCAP)

GEN. DE ZASTA
The Spanish Marching Song (Part I & II)

ROULETTE 4141 — Bright, march-tempo tune is done by a chorus affecting Spanish accents. This is the first version with lyrics. If the tune catches on, this can figure. Side two is a lampoon of the song with amusing dialog in some spots. Ending is in bad taste. (Patricia, BMI)

DAVID LADD
Can I Carry Your Books
DOT 15913—Bouncy teen-appeal ditty is

wrapped up in okay delivery by Alan Ladd's young son, also an actor. Should pull play on basis of film following. (Creative, ASCAP)

The Sad Horse
Pleasant reading of slow-rocker. Same comment on potential. (Feist, ASCAP)

JOE LOCO
Ja Da Cha Cha Cha
IMPERIAL 5573—Cha cha reading of the oldie. Interesting beat, with a chorus chanting the lyric. (Feist, ASCAP)

Regalame Esta Noche
Instrumental with a romantic melody line and a subtle underlying beat. (Southern, ASCAP)

LORELEI LYNN & THE SPARKLES
Rock 'A' Bop
AWARD 128—Lorelei Lynn sings this driver with spirit, helped by a backing with a beat and a horn. A wild disk. (Bayside, BMI)

Bobby
On this side the thrush sings about her love, Bobby by name. A vocal group and combo support her. Thrush sings it well the flip is stronger. (Bayside, BMI)

RAY CAMPI
The Man I Met
D 1047—This tune is a tribute to the late Big Bopper who was killed in the tragic

plane crash a month ago. Campi tries hard, but the material is weak. (Glad, BMI)

Ballad of Donna and Peggy Sue
Campi pays tribute here to Ritchie Valens and Buddy Holly, the two singers killed in the crash with Big Bopper. The song is impressive and Campi sings it with feeling, going from the Donna ballad to a rocker for Sue. (Glad, BMI)

PETE VOTRIAN
We Have It Made
RENDEZVOUS 104—Votrian sings this ballad item, which has a rather confused lyric, with feeling over simple backing. (Foresite, BMI)

You Are My Girl
Again Votrian comes thru with a good vocal, this time too, on a ballad, helped by a vocal group. Boy can sing; he needs stronger material. (Lizain, BMI)

G. NOTES
Johnny Johnny Johnny
GUYDEN 2012—The G. Notes, a girls' group, come thru with a high pitched reading of a frantic rocker over organ and rhythm support. (House of Fortune, BMI)

Broken Down Merry-Go-Round
The young fem group chants this ballad sweetly, with the organ playing triplets behind them. Lassies sound about 12 years old. (Fairway, BMI)

(Continued on page 58)

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★
MOZART: TWO SYMPHONIES IN G MINOR (NOS. 25 & 40)
The Philharmonia Orch. (Klemperer). Angel S 35407

STEREO & MONAURAL
These two symphonies, perhaps more than any others by Mozart, lend themselves to the benefits wrought by stereo. Their drive, drama and stirring interplay between orchestral sections gain immensely from the twin speaker approach. This is especially true of the earlier work, which is given a slashing interpretation by Klemperer. The more famed No. 40 is offered in a rendition more pensive and autumnal, but genuinely affecting. A sure seller for the long haul, despite the tremendous mono competition.

CLASSICAL ★★★
DVORAK: NEW WORLD SYMPHONY
The Philharmonia Symphony Orch. of Hamburg (Walther). Grand Award G. A. 224 S. D.

STEREO & MONAURAL
Here's a beautiful new recording of the Dvorak warhorse by the Philharmonia Symphony of Hamburg that is updated by the excellent stereophonic recording. The stereo technique adds much new luster to this well-known work via good separation. Altho this is but one of a number of stereo recordings of the symphony it is certainly a good one.

CLASSICAL ★★★★★
BEETHOVEN: SYMPHONY NO. 6
The Philharmonia Orch. (Klemperer). Angel 35711
By now it's generally acknowledged that Klemperer is one of the greatest living interpreters of Beethoven. He has a complete grasp of the composer, and gets his effects within traditional means without striving for novelty. The Philharmonia responds nobly. The excellent reading cries out for a stereo treatment. Excellent natural sound.

CLASSICAL ★★★★★
BEETHOVEN: ARCHDUKE TRIO
David Oistrakh Trio. Angel 35704
The essence of this trio is not the straightforward beauty of melody, but its over-all intellectual concept. In this version, the concept is lost. Oistrakh's associates are not up to him in technique. While disk is definitely inferior to many other available readings, violinist's name is sure to guarantee sales.

CLASSICAL ★★
SCHUMANN: PIANO CONCERTO; FANTASIESTUCKE

Sviatoslav Richter, Piano, with the State Radio Orch. (Gauk). Monitor MC 2026
This is the third album that the Russian pianist Sviatoslav Richter has had released on the Monitor label, and it again shows off his fine piano work. He is at his best on the "Fantasietucke," the six Schumann piano pieces, and he does a good job with the Schumann "Piano Concerto in A Minor." Set should appeal to fans of the pianist.

CLASSICAL ★★
VICTORIA: MASS FOR THE DEAD
The Netherlands Chamber Choir (De Noble). Angel 35668
The 18 a cappella singers, led by their founder, perform a mass by the 16th century composer with remarkably pure intonation. This is a supple group that molds phrases beautifully, with fine balance between male and female voices. Set is among the best of available versions. An intelligent moving interpretation. Fine reproduction of early Dutch painting on jacket.

CLASSICAL ★★
LISZT: LES PRELUDES; TASSO
The Philharmonia Orch. (Silvestri). Angel 35636
The two symphonic poems get satisfactory readings here. However, the "Preludes" have been done so often, and the "Tasso" is so lacking in brilliance even the Philharmonia does not make them interesting. Silvestri's conducting is precise. Excellent sound.

CLASSICAL ★★
VIVALDI: SIX CONCERTOS FOR FLUTE, STRINGS & CONTINUO
I Musici. Epic LC 3541
Outstanding performances and outstanding recorded sound on the six Vivaldi concertos for flute, strings and continuo with flutist Gastone Tassinari featured on the selections. The same opus with the same group is also available on a Vox recording. Altho the sale of this item will be limited, it should be of interest to collectors. The attractive cover makes it a strong display piece.

LOW-PRICE CLASSICAL ★★
CONCERTO IN STEREO
Berlin Concert Orch. (Kevchazy). Rondolette SA 47

STEREO ONLY
Gershwin's "American in Paris" is the main offering on this disk, which also includes a slapdash performance of "The Cornish Rhapsody" in the hands of an unidentified and uninspired pianist. The unbalanced orchestra is dominated in turn by the strings and brasses. Poor sound throughout. However, perennial popularity of material should insure some rack sales.

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Advertisement for Tony Middleton's 'I Just Want Somebody' on the Triumph label, with the address 224 W. 49th St., New York.

Advertisement for Jericho Jones' 'Blues Knocked On My Door' on the Secco label, with the phone number 45-1007.

Advertisement for Todd Records, located at 101 West 55th Street, New York, with phone number 5-9260-7.

Advertisement for Seeco's 'Easter Parade Cha Cha' by Joe Cain, with the address 39 West 60th Street, New York, N.Y.

Reviews of New Pop Records

Continued from page 57

MONORAYS

★★ Five Minutes to Love You
TAMMY 1005—The boys sing this ballad in all together style, sparked by an ear-catching, high voiced lead. Could get spins. (Flore, BMI)

★★ My Guardian Angel
Wild reading of a driving rocker by the Monorays. It's rather old fashioned for today's market. (Flore, BMI)

BOB CROSBY

★★ Sweet Lorraine
DOT 15907—Pleasant instrumental reading of the old favorite by the Bob Crosby Bobcats. (Mills, ASCAP)

★★ South
Same comment. (Peer, BMI)

BOB SPENCER

★★ The Girl by the Gate
APOLLO 531—Bob Spencer sells this smart hunk of material well over listenable backing by the Bugs Bower combo. (Republic, BMI)

★★ Open Arms
Rockaballad is sung with feeling by the chanter supported with a beat by a group. (Republic, BMI)

GAIL DAVIS

★★ Are You Ready
RCA VICTOR 7484—Slight rocker is sung in snappy fashion by the thrush over typical routine rock and roll backing. (Sherman, BMI)

★★ The Wabash Cannonball
The traditional country tune about the famous Wabash Cannonball is sung with spirit here by Gail Davis, TV's "Annie Oakley," over fine support. Should get spins. (PD)

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BONAPARTE'S RETREAT
Bernie Lowe Orchestra
Cameo #162
G.A.M.F. RECORDS
157 West 57th St. New York, N. Y.

The New Smash!
Stan Robinson
"BOOM-A-DIP-DIP"
#402
MONUMENT RECORDS
539 W. 25th St., New York 1, N. Y.

JOHNNY FULLER

★★ Heavenly Love
IMPERIAL 5580—Fuller sings with feeling and sincerity on bluesy, uptempo ditty. (Reeve, BMI)

★★ Whispering Wind
Tender reading by Fuller on plaintive rockaballad. A dual market item—both sides. (Reeve, BMI)

JOE NULL

★★ I Travel Alone
REQUEST 2005—Sincere vocalizing on dramatic theme with bluesy flavor. (Keltan, ASCAP)

★★ Peace of Mind
Philosophical lyric and gentle r.&r. tempo marks okay warbling stint by Null. (Guidance, BMI)

ANNE MC CREADY

★★ The Wages of Sin
CORAL 62095—Sweet-voiced thrashing on appealing country ballad with dual-market appeal. (Leeds, ASCAP)

★★ Foolish Rumors
Canary and group sing out on country-styled ditty with r.&r. type backing. Flip is better showcase for gal. (Kingway, ASCAP)

LAUREANNE LEMAY

★★ Take Me Back to My Boots and Saddle
METRO 20018—Bilingual (English and French) version of the western ditty with rock and roll backing. Something different for jocks. (Southern, ASCAP)

★★ Lover, Come Back to Me
Swing, upbeat version of the standard with French-accented thrashing by Miss Lemay. Another provocative jockey side. (Harms, ASCAP)

JOE (FINGERS) CARR

★★ Fan Tan Fanny
CAPITOL 4163—Here Carr's saloon type player piano sound is cast in an oriental role, in a tune from the current hit, "Flower Drum Song." Interesting sound gives this side the nod. (Chappell, ASCAP)

★★ 12th Street Cha Cha Cha
Carr's honky-tonk piano is applied to the cha cha rhythm here in a Latinized revival of the "12th Street Rag." It appears that no song can escape the cha cha treatment. Jocks may like this rather offbeat side. (Shapiro-Bernstein, ASCAP)

ANNIE LAURIE

★★ Lost Love
DELUXE 6182—The gal handles this medium blues in good but slightly old-fashioned style. Band backing is also a bit dated. Miss Laurie has a nice touch however. (Wisto, BMI)

★★ Since I Fell for You
A slow, deeply felt weeper ballad in the style of an earlier edition of Dinah Washington. Gal gets a good emotional sound. (Advanced, ASCAP)

THE DELA SISTERS & THE NIGHTWINDS

★★ Can You?
EVENT 4290—The gals are supported by a male vocal group on this song with nonsensical lyric. Still there's a certain charm to the side. Rhythm is bouncy. (Reis, BMI)

★★ Hesitate
A gimmick song, employing hesitation or breaks in the tune. Gals have a strong country feeling. (Reis, BMI)

BIG JAY McNEELY BAND

★★ Back Shack Track
SWINGIN' 614—Blues-rocker is shouted with vigor by McNeely. He sounds a bit like Little Richard here. It can attract in pop and r.&b. marts. (Mercedes, BMI)

★★ There Is Something on Your Mind
Bluesy rockaballad is chanted with verve. Potential and appeal appear similar to that of flip. (Mercedes, BMI)

CHARLIE FURY

★★ Reptile
A1-BE 167—Tune is based on folksy theme. Guitar is nicely handled by Fury. (Lan-den, BMI)

★★ Sump'n Else
Bluesy rocker features twangy guitar and honky tenor. It's a danceable side that rates spins. (Tan-den, BMI)

THE KINGLETS

★★ Pretty Please
BOBBIN 104—The lead singer of this new group turns in a good chant, as he pleads with his chick to let him love her. It has a beat and a chance for coins. (Southern Belle, BMI)

★ My Baby Don't Need Changing
On this side the lead struggles hard but the material overwhelms him and the group. (Southern Belle, BMI)

GLENN BAND

★★ When My Baby Passes By
SARG 164—Exuberant delivery on okay rockabilly ditty. A dual market side. (Fitch, BMI)

★ Darling, It's True
Pretty theme is wrapped up in gentle vocal by Bland. (Fitch, BMI)

JOHNNY HOUSTON

★★ Slick Chick
EVENT 4277—A rocker with echoes and typical rockabilly sound by Houston as he asks the slick chick for a date. Moderate potential. (Darleen, BMI)

★ Playboy
A slow, pounding rockaballad. Houston provides an okay reading. (Darleen, BMI)

NANCY DUPONT

★★ Weather Report Love
TRANS-CONTINENTAL 3000—This is something of a takeoff on the now well-known "Monitor" weather girl. Gal does the weather girl sexy approach using some of the slang of the jazz field. Side doesn't seem to really make it. (Brad-Mar, BMI)

★ After I Say Im Sorry
Relaxed vocal by the gal with a rather dull backing of the standard tune. Routine results. (Miller, ASCAP)

KEYNOTERS

★★ I'm Gonna Build a Mountain
PEPPER 896—Snappy folksy theme is given a bright belt by the fem group. Equally bright ork assistance accompanies. (Alpep, ASCAP)

★ Evergood
Swiftly rendered rocker comes off second to flip. (Alpep, ASCAP)

CONNIE AND THE CONES

★★ Let Us Pretend
NRC 5006—Lead vocal by a fem member is given okay group support on the rockaballad. Some coin possible. (Nu-Star & Marlow, BMI)

★ I See the Image of You
Intense piping on a rockaballad. (Nu-Star & Marlow, BMI)

(BIG BOB) DOUGHERTY

★★ Honky
GOLDEN CREST 517—Old-fashioned tune features honking tenor with rhythm backing. Danceable item with a fair chance. (Gornston, SESAC)

★ Squeezer
Cat mentions the title periodically thruout the side. Medium-tempo rocker with reeds carrying the melody. (Gornston, SESAC)

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

JIVIN' GENE & THE JOKERS: Up . . . Up . . . And Away/Going Out With the Tide—Jin 109

KEN HANNA: Wagon Wheels/Tumbling Tumbleweeds—Nostalgic 1002

JERRY JAYE: Going to the River/A Cottage for Sale—Label 2020

TED KIRBY: Nobody Loves Me/The Magic Secret—Gala 103

L' CAP-TANS: Homework/Say Yes—DC 0416

THE LITTLE ANGEL & THE SPARKLES: Come On 'N' Rock/Help Me, Baby—Award 126

ROCKIN' SIDNEY & HIS ALL-STARS: My Little Girl/Don't Say Goodbye—Jin 110

MIKE STREET: Hey, Little Girl/Joany—Tempus 1512

PERCY MAYFIELD: My Reward/One Love—Imperial 5577

TEEN-KINGS: That's a Teen-Age Love/Tell Me If You Know—Bee 1115

Country & Western

COUNTRY & WESTERN ****

RUSTY & DOUG

★★★ Kaw-Liga
HICKORY 1095—Strong performance of the big Hank Williams hit of a few years ago by Rusty and Doug. The boys sell the fine tune with spirit and it has a chance for much coin. (Milene, ASCAP)

★★ Never Love Again
Rusty and Doug sing this country weeper in good fashion over simple guitar and rhythm backing. (Acuff-Rose, BMI)

★★★

ROGER MILLER

★★★ A Man Like Me
DECCA 30838—Hill sound by Miller on a leisurely paced weeper. A male chorus assists on the philosophical tune. Good prospects. (Tree, BMI)

★★★ The Wrong Kind of Girl
Traditional-styled c.&w. waltz is given a feelingful vocal by the artist. This should also prove a good side. (Tree, BMI)

MITCHELL TOROK

★★★ Memories of You Haunting Me Night and Day
DECCA 30859—The cajun-type ditty is belted against country strings that feature steel guitar. Some pop appeal also. (Copar, BMI)

★★★ Go Ahead and Be a Fool
Weeper is belted with heart by Torok with traditional strings accompanying. Appeal appears similar to flip. (Copar, BMI)

GENE SULLIVAN

★★★ A-Sleepin' at the Foot of the Bed
SCULLY 102—Gene Sullivan, who is sort of a country old philosopher—tells how he always got the short end of the stick—and slept at the foot of the bed—when he was young. (Acuff-Rose, BMI)

★★★ Paul Revere O'Malley
Sullivan talks and sings about a modern-day Paul Revere who warned his moonshiner kinfolk that the revenue men were a-comin'. (Sonnet, BMI)

GENE PARSON BAND

★★★ Night Club Rock and Roll
SOUTHFIELD 4501—Kimble and Wanda Janes handle this country hoppedown side. It's bouncy and rhythmic in a traditional blues framework. Couple has the authentic hill sound. A good juke box record. (Parson, BMI)

★★★ Toy Guitar
Buck Buffalo and Smilin' Roger Perry are featured on the novelty vocal and guitar work on this side. More interest on the flip. (Parson, BMI)

JOHNNY NELSON

★★★ Alvin at the Crawdad Hole
UP TOWN 757—Showmanly vocalizing by Nelson with amusing Alvin-type voice gimmick on bouncy novelty based on folk ditty. (Bayou State, BMI)

JERRY DOVE

★★ I Love You Because
TNT 162—Dove sells a pretty ballad sweetly, backed in traditional country style. May get spins in the market. (Acuff-Rose, BMI)

★★★ Strange Love
On this side the country warbler sells an unusual weeper in fair fashion. (TNT, BMI)

CHUCK GODDARD

★★ A New Heart to Break
TNT 163—Whose heart are you breaking now, questions Chuck Goddard on this serious country weeper. (TNT, BMI)

★★ Living Myself to Death
I'm gonna live while I can is the message of this serious novelty sung brightly by Goddard. (TNT, BMI)

CARL BLANKENSHIP

★★ I'd Like to Set You to Music
RAZORBACK 105—Personable vocalizing on jaunty country ditty with good lyrics. (Razorback, BMI)

★★ I Can't Live to See Tomorrow
Multi-track warbling on attractive weeper-ballad. (Acuff, Rose, BMI)

BOBBY BARNETT

★★ Brother, I've Had It
RAZORBACK 106—Effective walling by Barnett on plaintive weeper. (Razorback, BMI)

★★ I Dreamed We're Saying Goodbye
Barnett walls wistfully on okay weeper. (Razorback, BMI)

LINA LYNNE

★★ The Waltz I Can Never Forget
RURAL RHYTHM 513—Lina Lynne, who can handle a country tune, sings about the waltz the band played for she and her ex-boy friend. (Sage Brush, BMI)

★ Please Be Mine
So so material is sung in fair fashion by the thrush. (Sage Brush, BMI)

EDDIE SKELTON

★★ Rebels Retreat
DIXIE 2015—Eddie Skelton, following the Duane Eddy kick, comes thru with a wild reading of a rocker on his guitar, accompanied by drums and bass. Good juke wax here. (Starday, BMI)

★ Love You Too Much
On this side the guitarist turns in a vocal reading of a mournful ballad over attractive guitar support. Flip side is stronger. (Starday, BMI)

DENVER DUKE & JEFFREY NULL

★★ I'm Jealous
GUITAR 101—Pleasant country-flavored item. Vocal is relaxed and swingy. (LaCour, BMI)

★ Tears in the Wind
A weeper in the traditional style. Lyric is somewhat forced in imagery. (Chickadee, BMI)

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

BILL GRIFFITH: Think About Me/Baby—Belfair 501
HORACE HELLER: Ed's Place/Hello, World—Doille 102

Rhythm & Blues

★★★

JOHN LEE HOOKER

★★★ Maudie
VEE-JAY 308—Deep South-styled blues with a walking rhythm. Hooker's vocal is excellent. Side will appeal to lovers of authentic blues. (Conrad, BMI)

★★★ I'm in the Mood
He's in the mood for love. Hooker explains this in authentic accents with funky guitar backing. In quality like the flip. For blues lovers. (Modern, BMI)

NAPPY BROWN

★★★ Allright Now
SAVOY 1562—The fine blues shouter belts this medium blues with lots of savvy. Cat has given his all to chick. Good appeal in r.&b. marts with some pop appeal also. (Planemar, BMI)

★★★ A Long Time
Pounding ballad is done in bluesy style by Brown with driving backing. Good side for the market. (Volunteer, BMI)

EDDIE LAND

★★★ Easy Rockin'
RON 320—A wild, primitive down to earth shoutin' blues side that's largely instrumental except for the hoots and shouts of Land. This could cause excitement in the southern territories. (Joey, BMI)

★★ On My Way
This has the low-down, minor blues sound of the swamps. Land has a good grass roots blues style that could catch attention in the traditional r.&b. markets. (Joey, BMI)

JIMMY ROGERS

★★★ My Last House
CHESS 1721—Rogers offers a fine talking blues with breaks. It's his last meal and he offers quite a crazy dish, including dinosaur eggs. Can catch novelty interest. (Arc, BMI)

★★ Rock This House
A good rockin' Southern type blues item is chanted for good effect by Rogers. (Arc, BMI)

BUDDY GUY

★★★ This Is the End
ARTISTIC 1503—Guy shows off a listenable vocal style on a popish funky blues that could get some coin down South. (Armel, BMI)

★★ You Sure Can't Do
Guy shouts out the lyrics to this tearful Southern blues. (Armel, BMI)

JOHNNY (GUITAR) WATSON

★★ The Bear
CLASS 246—Tune, reminiscent of "The Preacher and the Bear," is handed a good reading by the chanter. (Recordo, BMI)

★★ One More Kiss
Blues is sung in okay fashion by the artist. (Recordo, BMI)

LITTLE MILTON

★★ Long Distance Operator
BOBBIN 103—Fair southern blues is chanted energetically by Milton. (Lycy, BMI)

★★ I Found Me a New Love
A sad ballad is sung with some feeling by the chanter. (Lycy, BMI)

Children's

THE COTTONTAILS
★★★ Hippy Hop
RCA VICTOR WBY 109—The Cottontails are three rabbits with voices similar to the Three Chipmunks and a record format like the Chipmunks too. It's cute and could

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A BIG RECORD AND BREAKING BIG
Buddy Knox
I THINK I'M GONNA KILL MYSELF
R-4140
ROULETTE RECORDS
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A BIG RECORD AND BREAKING BIG

appeal to the very young set. (Brighton, ASCAP)

★★ The Three Funny Bunnies
On this side a vocal group sings about the three rabbits, Kenneth, Clarence and Waldo. It's very imitative of the three Chipmunks, idea, song and all. (Brighton, ASCAP)

International

ALDO GULINO

★★ La Luna Innamorata
VESUVIUS 1004 — Continental ballad. Lacks an American lyric, but the feeling and rhythmic feeling scores. (Camb)

★★ Per Sempre Ancor

Similar to flip, with an infectious bouncing rhythm. Chanter does a smooth vocal, sans gimmicks.

ALDO GULINO

★★ Ho Fatto Tante Serenate
VESUVIUS 1005—The Mediterranean-styled cat does a commendable baritone reading in a smooth voice. Nice—despite lack of American lyric. (Camb)

★ Al Chiar de Luna Porto Fortuna

Altho in Italian, this has an arrangement featuring a triplet figure. Nice tune and delivery. (Skidmore, ASCAP)

Novelty

JACK AND THE OP BIRDS

★★★★ The Op Song
DIANA 101—Jack and the Birds, who are closely related to David Seville and the Chipmunks, turn in a very cute reading of a neat little tune. It has a chance. (Diana, ASCAP)

★★ The Dreamy Dolls of Dusseldorf

Old-fashioned tune is played warmly by the ork. There's no vocal on this side. (Diana, ASCAP)

BOB McFADDEN

★★★ A. The Children Cross the Bridge
B. Inter: Colonel Bogey March
BRUNSWICK 55120—Funny novelty disk is a take off on the Children's march from "The Inn of the Sixth Happiness." The kids give him a hard time on their trek. The theme abruptly changes to "Colonel Bogey March" midway for hilarious results. (Northern & Boosey & Hawkes, ASCAP)

★★★ Frankie and Igor at a

Rock and Roll Party
McFadden uses Karloff and Lugosi voices in presenting this tale about two ghouls who are planning to go to a rock and roll dance. Also a good novelty effort. (Northern, ASCAP)

Polka

EDDIE HABAT ORK.

★★★★ Paint Brush Polka
DECCA 30847—Carefree polka is given a cheerful whirl by the group. Bright sounding disk should move well with lovers of this sort. (Lake Erie, BMI)

★★★ Mountain Flower Waltz

Danceable waltz is presented brightly by the crew. It should do well in the market. (TV, ASCAP)

Religious

BACK HOME CHOIR

★★★★ I Cried Holy
RCA VICTOR 7475—Packed with emotion is this performance. Lead singer's voice is full of dignity, and he's backed by a terrific group.

★★★★ Walk in the Sunlight of His Love

In contrast to flip, this one is gospel-flavored and moves right along. Performance by soloist and chorus is terrific. A hand-clapping sequence lends excitement.

Sacred

DON RENO & RED SMILEY

★★★★ Keep Me Humble
KING 5184—Expressive, sincere reading by boys on moving sacred tune. Both sides are strong entries for market. (Lois, BMI)

★★★★ Brighter Mansion Over There

Sprightly banjo playing and showmanly duo vocalizing on solid inspirational theme. (Lois, BMI)

THE STATESMEN

★★★★ Light of Love
RCA VICTOR 7476—A rousing religious side, full of pace and spirit. Good sound and recording technique. Will be liked by many deejays and buyers. (Singleton, BMI)

★★ Until You Find the Lord

In contrast to the gospel-flavor of the flip, this side is quieter in feeling and full of emotion. Solid vocal harmonizing. (Faith, SESAC)

MORRIS FAMILY

★★★★ He Never Complained
GOSPEL JUBILEE 507—Fervently rendered gospel by the Morris family. They have a sincere sound and are supported by hill-type backing. Fine offering. (Ralph's Radio Music, BMI)

★★★★ Wake Up Jonah

Folkish rendition of theme which deals with the Biblical narrative is also well-presented. Potential appears equal to flip. (Ralph's Radio Music, BMI)

Spiritual

BROOKLYN ALL STAR SINGERS

★★★★ Singing for the Lord
PEACOCK 1792—Fervent lead stint on moving religious item. Solid entry for market. (Lion, BMI)

★★★★ Meet Me in Galilee

Same comment. (Lion, BMI)

STAPLE SINGERS

★★★★ I'm Learning
VEE-JAY 870—Relaxed in tempo and with a haunting melodic quality, this side is quite impressive. Gradually builds with lead singer a standout. (Conrad, BMI)

★★★★ Going Away

The mixed voices produce a fine blend. Like the flip, a haunting quality pervades the side. (Conrad, BMI)

HARMONIZING FOUR

★★★★ In Jerusalem
VEE-JAY 871—Feelingful reading by lead singer and group on moving sacred theme. Strong item for market. (Conrad, BMI)

★★★★ Happy Home

Same comment. (Conrad, BMI)

FIVE SONS OF CAVALRY

★★★★ Make Myself at Home
X SPANN 404—Fervent chanting on feelingful sacred tune with standout solo work by lead singer. (Grasco, BMI)

★★★★ Traveling Shoes

Infectious rhythm and solid vocal performance mark this bouncy spiritual side. (Grasco, BMI)

THE STARS OF FAITH

★★★★ I Shall Wear a Crown
SAVOY 4113—Henrietta Waddy turns in solid lead vocal on this driving spiritual effort, which also features some fine work by the fem chorus. Good wax for the market. (Planemar, BMI)

★★★ Don't Stop Praying

Kitty Parham is the lead singer on this jubilee effort which moves all the way. Lead vocal and girls' answers are good. Lead vocal sparks the disk. (Planemar, OMI)

Jimmie Rodgers

Continued from page 4

bers of the Jimmie Rodgers Memorial and Health Foundation to discuss plans for the forthcoming celebration. Snow and Tubb were the founders of the original Rodgers day celebration and have been prime movers behind the project ever since.

All facets of the c.&w. music industry will be invited to participate in the four-day event. The first three days of the event will be devoted to talent contests, with the winners of these contests appearing in the finals on the big show Thursday night (18) at Ray Stadium. The winner of the finals will appear on Ernest Tubb's "Midnight Jamboree" network show from WSM, Nashville, Saturday morning, June 20, 10:30-11:30, CST. Owen Bradley, Nashville recorder and Decca rep, will audition the winner for a possible Decca contract. Prizes will also be awarded the runners-up.

Thursday Big Day
The Lamar Hotel will be headquarters for the conclave. The big day for the c.&w. talent will be Thursday (18), which will be designated Jimmie Rodgers Day. A get-together party for artists who will be donating their services to the Jimmie Rodgers Foundation at the Thursday night show will be held Wednesday night (17) at the Lamar Hotel.

Among the c.&w. talent who have already pledged their presence are Ray Price, Teddy and Doyle Wilburn, Skeeter Davis, Charlie Walker, Justin Tubb, Mac Wiseman, Ferlin Husky and, of

NAB ROSTER AT ALL-TIME HIGH

WASHINGTON — The National Association of Broadcasters radio membership has reached an all-time record. The association reports 1,503 AM, and 410 FM members. TV membership total is 334, and there are 309 subscribers to the NAB television code, according to William Carlisle, NAB manager of station relations.

Billy May Set To Trek West

BEVERLY HILLS, Calif.— Chuck Campbell, who took over the one-nighter bookings at the local C.C. office when the firm closed its Cincinnati office some nine months ago, last week arranged to bring the Billy May band, with Frankie Lester, thru from the East for a string of college dates opening April 11 at the Oregon State College, Corvallis, Ore.

Other dates already set are the University of Portland, Portland, Ore., April 17; University of Idaho, Moscow, 18; Idaho State College, Pocatello, 20; Boise Junior College, Boise, Idaho, 22; Brigham Young University, Provo, Utah, 24-25; Stanford University, San Francisco, May 1; Seattle University, Seattle, 6; Montana State University, Missoula, 8; Montana State College, Bozeman, 9; Carroll College, Helena, Mont., 11, and Central Washington College of Education, Ellensburg, Wash., 15.

The itinerary will also include numerous fraternal, club and military installation dates, Campbell says. Also set for the May ork is a solid week in Canada, starting May 18.

Campbell reports an improvement in one-nighter business in recent months in the area covered by the local GAC office, namely New Mexico, Arizona, Nevada, Montana, Oregon, Washington, Idaho, Wyoming, half of Colorado and three provinces in Canada.

AGAC Royalty

Continued from page 4

other added: "We've been sending out the checks to the writers regularly and they've been cashing them. Does that look as tho they want us to send it to AGAC?"

Another observer ventured that "Some of the AGAC council members themselves, who have publishing firms, haven't even authorized AGAC collection of their own royalties. Some of them are pretty big income boys. If a man gets \$40,000 a year in royalties, he's an important guy and he doesn't have to pay AGAC \$800 to collect it for him." Meanwhile, a meeting was on the docket for Wednesday (18) at the Hotel Edison, to which AGAC writers have been invited to get the real low-down on the royalty collection plan.

Victor Winners

Continued from page 4

olis, Ind.; Eddy Chase, CKLW, Detroit; Joe Flood, WUDY, Littleton, Colo.; Ed Perry, WTAO, Cambridge, Mass.; Mel Ryan, KITO, San Bernardino, Calif.; and Sam Taylor, KWJJ, Portland, Ore. Each deejay gets two round trip tickets and \$500 expense money from New York to Brussels, Paris and any one European city of his choice via Sabena Airlines.

course, Hank Snow and Ernest Tubb. All c.&w. deejays will be invited to attend and will be asked to plug the event on their programs.

McKenzie Bows Out in Protest

Continued from page 2

deejay (other than Dick Clark) has come up from the ranks in recent years.

Seymour said his station, WKMH, is now the only major Detroit station operating on a non-formula programming policy. The outlet did adopt a non-rock and roll format last year, but Seymour said the management dropped the policy last January, and put record programming back in the deejays' hands. As a result, the jock said WKMH's ratings are already showing a small rating climb—the first rating increase for the station in some time.

The WXYZ "formula," (featuring the Top 40 singles) was adopted by the station about a year ago, and WXYZ veepee in charge of radio, Hal Neal opined "Our interpretation of formula radio is that it is a step forward."

McKenzie on the other hand expressed his opinion that this "formula" did not jibe with his interpretation of radio as "being intimate and friendly." He stated that his ratings were dropping since the "formula" policy has gone into effect and that he would sooner "dig

ditches or sell hot dogs" than go back to formula radio because "I can't do something I don't believe in."

The radio station disagreed with McKenzie's use of bird calls on the air and his "on the air" comments on office typing and the programming. The station also found themselves in disagreement with McKenzie about their new policy to boost the station on his programs, which the jockey termed "unnecessary."

McKenzie's 3 p.m. to 6:15 p.m. spot is being taken over by Mickey Shorr, who will have another replacement for his own Night Train program. Reportedly making between \$60,000 and \$80,000 a year in his 29th year with radio, McKenzie was Jack the Bellboy at WJBK before he changed to WXYZ radio in 1952.

Magid Adds to Talent String

NEW YORK—Lee Magid, the peripatetic personal manager, came back from Europe last week and immediately signed the Keynoters, a new all-girl group whose first release is out on the Pepper label. The record is being distributed nationally by Jerry Blaine's Jubilee firm. In addition Magid, who was in London with thrush Della Reese, signed a new English warbler whilst there named Monty Babson, whose records will be released in the U. S. on the Jubilee label. Miss Reese, while overseas, made an album in Brussels with a large orchestra.

Ralph Young, another singer in Magid's extensive stable, was signed this week to a recording pact by Everest Records. Al Hibler renewed his contract with Decca Records for two more years and signed with the Shaw Agency for bookings. Mary Ann McCall, new addition to Magid's talent empire, signed with Coral Records, and is set to make an album with ork leader Johnny Richards.

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Irish Says Rodeo May Cancel in N. Y.

Mounting Costs, Declining Gate Are Cited; Decision Seen Within 30 Days

NEW YORK — This city "very likely may not" have a rodeo this year in Madison Square Garden, Ned Irish reported for the venerable sports arena this week. He told The Billboard the public's response over the last few years has been very disappointing and that this, coupled with spiraling production costs, has made the fielding of a cowboy classic economically unfeasible.

The next 30 days should tell the story, Irish stated. He said the rodeo is but a part of the over-all operation and that the new Graham-Paige ownership has been preoccupied with other matters such as the elections of directors.

Tommy Steiner, rodeo producer, and Eldred Stacy of Music Corporation of America, were in town last week. Irish said Steiner's stock was all booked for the Garden's traditional rodeo run so that "all we were able to do was shake hands and pass a few words." He said nothing at all developed from the meeting.

Irish cited the tremendous expense of framing the event, which has been held at the new Garden since 1925 after being established at the old Madison Square Garden in 1922. He said that prizes and other costs necessary to the contest events exceeded \$250,000 last year. Stock transportation and rental, dirt, chutes, basement corrals and other elements are part of the picture.

"There's no trouble finding talent," he said. "What we have to do is come up with the solution that will pull people into the building." He said the problem of continuance is definitely unresolved and the decision can go either way, but that hopes are dim.

The revenue and attendance decline has been steady, resisting all efforts to stem it, he said. In 1946 the production grossed about \$1,300,000 and by 1956 this figure had shrunk to \$600,000 while expenses have mounted. Costly name

Ohio Cowboy Assn. Obtains Charter

COLUMBUS, O.—Secretary of State Ted W. Brown issued a not-for-profit corporation charter last week to the Ohio Cowboys' Association, Inc., listing its principal location as Columbus.

Purpose is to encourage individuals who are rodeo cowboys and as such to engage in the sport as a hobby; to participate as an organized group and for their protection and benefit.

WYOMING FAIR INKS EVERLYS

CASPER, Wyo. — The Everly Brothers will be grandstand headliners at the Central Wyoming Fair here, opening July 29 and running thru August 1. The act will appear twice daily.

As a lure for teenagers the fair will build a "Jive Jungle" that will present three shows daily for that age group. Harry Knight Rodeo Company will again provide stock for the rodeo and Dick Cosgraves will bring in chuck wagons from Calgary. Brodbeck-Schrader will be back on the midway.

CONKLINS EYE 800G MIDWAY GROSS AT CNE

TORONTO—The Conklin midway at the '59 Canadian National Exhibition here has been budgeted to gross \$800,000, J. W. (Patty) Conklin disclosed last week. "With any kind of a break in the weather, I feel confident that we will easily reach our objective," Conklin commented. Last year the Conklin rides and shows at the CNE grossed \$707,515.70, a record to that point.

New Western Unit Plans May 1 Debut

NEW YORK—A new Western type traveling show will tour the East and possibly other parts of the country this year, it is reported, under the title, "Pawnee Wild West Congress of Rough Riders and Indians."

Source of the report is producer and manager of the unit, showman Louis Pasteur, known in outdoor circles in connection with various enterprises, most prominently with snake shows. Owner and backer of the show is reportedly Shirley Hawkins, prosperous ranch and oil figure of Claymore, Okla. This will be her first time on the road.

Pasteur said arena and ball park presentations are planned, and developments so far include the signing of the Sons of the Pioneers as the show feature. Dates being contracted by Roy Thompson of Kansas City, are reported as Washington, D. C. for a May 1 armory opening, Buffalo, Toronto, Montreal, New Haven and Hartford, Conn., Providence, and others which are pending. A 20-week season is envisioned.

Also named is Tom Rogers as secretary. Press is not assigned yet, nor have program and advertising plans been completed.

Eye N. Y. Armory Spot

One of the hopes is for a New York indoor date in May, possibly at the 96th Street Armory.

Pasteur said the Sons of the Pioneers have been signed thru the Jolly Joyce agency in Philadelphia, which will also provide other talent for the show. In personnel it is figured that 75-80 people will take part, including six trick riders, four trick ropers, and 12 Mexicans performing various Western skills.

Barnes Office Names Talent For A Circuit

CHICAGO—Acts to work in the Barnes-Carruthers grandstand revue at the Western Canadian A Fair Circuit, according to an announcement by Stu McClellan, of the B-C office here, are Eight Sons of Morocco, Arabian tumbler; Green's International Circus, animal acts; Tulara Lee, comedy; Deep River Boys, vocal quartet; Pompoff-Theady, comedy; Velanos, novelty hand-balancing; Kings and Queens of the Sky, high act; the Noble Trio, acrobatic act, and Nip Nelson, emcee.

On the stock side, the assorted animals will total 190, it is claimed, including 20 head of buffalo which will be ridden during the performance. Other events include calf roping, bronc riding, saddle bronc riding, and wild cow milking. Props include a stagecoach and prairie schooner for a mock holdup and posse routine, and a chuck wagon for moonlight "singing on the range."

Seven tractor trailers have been acquired and are being painted, Pasteur concluded, and various other units of equipment are being assembled at the Hawkins property.

Sydney Expo Views Another 1 Mil Session; Lighting Hyped

SYDNEY, N. S. W. — A face lifting has been given the Royal Easter Showgrounds for annual event which begins a 10-day, eight-night run on Friday (20).

Attendance is again expected to range around 1,250,000 people. The official opening takes place Wednesday (25) by the State governor, the timing chosen so he can present some of the more important prizes. Total premiums exceed \$70,000.

The fair's director is Sir Thomas Berryman, a retired Army general, who is also secretary for 40 societies comprising the New South Wales Sheep Breeders Association. Sheep, livestock and horses are the main animal divisions, and a number of major exhibit halls house the customary industrial, commercial and civic displays.

The show ground covers 71 acres including 10 acres of picnic areas and a five-acre main arena. Year-around staff numbers 100, which is supplemented to 700 during showtime. First show on the pres-

Palisades Musters Solid Circus List

Discount Tickets Selling Good for March 26 Debut; 6 Mil Comics Coupons

PALISADES, N. J. — A partial list of acts for the Palisades Amusement Park circus gives solid indication of the production's strength. Opening with a charity pre-venue performance on Thursday night (26), the park thus figures to have a goodly sprinkling of press coverage prior to the regular run which gets rolling the following day. Ringling also opens Friday night in New York.

Billing reads, Clyde Beatty-Cole Bros. and Hamid-Morton Combined 3-Ring Circus. It bids to be not only a mouthful, but also a tent-full. Set-up will be about four days ahead of the premiere, Irving Rosenthal reports from the park. Clyde Beatty, Emmett Kelly, the Zaccchini cannon act and a TV star to be named, will share feature mention.

National Comics' Superman magazine came out with 6,000,000 issues strong last week, carrying a coupon worth 90 cents at the park's circus. Kids get in free for every performance but Saturday and Sunday afternoons, when carrying the pass while accompanied by a paying adult. In addition, the Walter Hausser organization has succeeded in selling out nine days of circus shows, so far, on a group purchase discount basis.

Discounts work this way: 35-75 tickets, 15 per cent off the list

price; 76-200, 20 per cent; 500-1,000, 35 per cent, and 1,000-5,000, 40 per cent.

Coin Slenderizing
Around the park, paint schemes conceived by Jack Ray are being applied, with Ray visiting from California recently. A factory-new Rock-o-Plane has arrived and been erected. The Lustron home has been converted to a "Slim-A-Rama Health Center" working on a coin basis. There are 41 pieces of quarter-slot equipment installed. On the corner of the park mulled over last fall and winter as the possible site for a bowling alley or skating rink, the park will provide parking for an additional 300 cars.

Rosenthal said Joe McKee is planning a visit to Disneyland shortly. After the season's end this fall work is expected to start on a ski lift ride over the river frontage, and also a four-decked Dark Ride.

For the circus effort Rosenthal is taking advertising time on radio stations WINS, WNTA and ENVJ (Newark), and TV channels 4, 7, and 9. He claims 650 boards of 24-sheet size in New York and New Jersey, and an additional 100 New Jersey bus spectaculars covering the full length of the vehicles. Publicity will be handled by the Bert Nevins office, Seth Babbitt, and the Beatty staff, whose Frank Braden wintered in New York. Aiding Anna Cook in the office for the circus will be Edna Antes and Lily Fleming.

Circus Line-Up Given
Circus program shapes up as follows (Continued on page 65)

Georgia State Fair Contracts 'Chemorama'

MACON, Ga. — The Georgia State Fair has closed with the Ohio Fireworks Manufacturing Display Company, Bellaire, O., for its Chemorama pyrotechnic-religious production "Out of the Darkness," Robert Wade, fair manager, announced.

The show, which is produced by Doc Cassidy, will be the night grandstand presentation for the entire run of the fair, October 19-24. Cetlin & Wilson will again provide the midway attractions.

COLORADO CENTENNIAL EXPECTS GOLD STRIKE

DENVER—It looks as tho it will be a good year for most activities scheduled in Colorado.

The State's Centennial celebration, "Rush to the Rockies," may extract as much gold from the pockets of tourists as the pioneers took from the mountains.

The Colorado Business Review, publication of the University of Colorado's Bureau of Business Research, reported in its February issue that the State-wide celebration will produce between \$75 million and \$100 million more tourist revenue than the State received during 1958.

The Review reports that already the January, 1959, tourist trade showed a 20 per cent increase over the January, 1958, level and a 37.8 per cent gain over the January, 1957, mark.

The research group estimated that the 1959 "Rush" will attract 10 to 20 per cent more visitors than last year's record 4,095,000. That puts the figure at somewhere between 4.4 million and 4.9 million. They will spend between \$375 million and \$415 million as compared to the \$303,563,000 rung up on the State's cash registers from last year's tourist trade.

There's No Trick . . .

to finding

GOOD

BUYS

in

Used

Equipment . . .

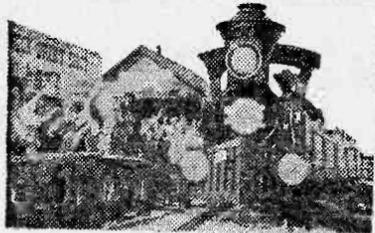
just look over the many ads in the

Classified Section
this issue



New Ideas . . .

draw bigger crowds,
make bigger money



Mine Trains • Antique Cars
Dark Cars • Streamline Trains

Be sure to get information on
Arrow unusual rides. Special at-
tention to custom requirements.

ARROW DEVELOPMENT CO.

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PROFITS!
SMITH & SMITH
RIDES

- ADULT FERRIS WHEEL
- KIDDIE SPACE PLANE
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- KIDDIE CHAIR PLANE
- SPEED BOAT RIDE
- ATOMIC JET FIGHTER

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SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

VARIUS JERMAIN, SPRINGVILLE, N. Y., SAYS:

"I have sold my No. 5 BIG ELI Wheel. The new owner expects to operate in a Park this summer. Parting with my Wheel is like losing an old friend. I wish to continue receiving BIG ELI NEWS, and thank the ELI people for all nice things in the past."

Thank you, Mr. Jermain, for your statements about BIG ELI service. Satisfied customer friends are our best advertisement.

You can be a satisfied owner of a profit-earning BIG ELI Wheel. Write for information, including Price List A-73, TODAY.

ELI BRIDGE COMPANY
Builders of Profit-Earning Riding Devices Since 1900
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- 42 Ft. Ferris Wheel
- 36 Ft. Ferris Wheel
- 20 Ft. Chair Swing
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- FLYING SAUCER
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Everyday

- Rock-o-Plane
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- Octopus
- Midge-o-Racer
- Bully the Whale

FOR SALE

8 10 ft. Fiberglass Boats with Briggs-Straton Motors, 1 Pinto Kiddie Fire Engine Ride, 1 19 ft. Kiddie Carousel, 1 Dark Ride Cars, 25 Scooter Cars, 1 Mangle Kiddie Buggy Ride.

Make Offer All or Part.
TONY GARTO
2075 Shore Parkway, Brooklyn, N. Y.
ESplanade 2-5306

**CALIF. COTTON CARNIVAL
CROSSES 'COUPLE' COUNTRIES**

CALEXICO, Calif.—The third annual Calexico-Mexicali Cotton Carnival will be held here for three days starting April 23, Charles (Cap) Provost, event chairman, announced last week. Carnival each year honors the \$100 million cotton industry of the Imperial and Mexicali Valleys, and is held on both sides of the U. S. and Mexican border.

Provost said that features of the 1959 Cotton Carnival will include a Cotton Ball in Mexicali, a carnival dance in the Calexico Armory, a sew-it with cotton contest, and a show fashion tea, at which the contest entries will be shown. A cotton fashion show and the Calexico-Mexicali cotton parade are also features this year.

Publicity for the event is being handled by George Bucklin and Hap Navarro.

**Waterloo, Ia., Event
Inks Johnson, Foley**

Pencils in Frankie Avalon, Diamonds;
Hikes Gate Admission to 75 Cents

WATERLOO, Ia. — The National Dairy Cattle Congress has again signed a bill of name attractions headed by Betty Johnson and Red Foley and has hiked its outside gate charge, Norbert Kash, secretary, announced.

The fair, which went to a TV and record name policy last year for the first time, has split its Hippodrome show into three segments this year.

For the first three days it will present Miss Johnson and Somethin' Smith and the Redheads plus a line-up of supporting talent. Red Foley's show will come in for two days, the Tuesday and Wednesday of the run. Frankie Avalon and the Diamonds are penciled in for the final three days, Thursday thru Saturday, with the Harmonicats definitely set for that program.

On Saturday morning another innovation will be tried. A kids' show, featuring Marshall Jay, who

has a daily TV segment for youngsters on WNT; Cedar Rapids, will be offered. Youngsters will see a 90-minute show for a 50-cent tab. Jay, who is popular with Waterloo area moppets, plans to start a course on rope spinning a month ahead of the fair and will hold a contest on the Saturday.

Ups Admission

The outside gate tab for adults will be 75 cents this year, a quarter hike over '58. All kids under 12 will be admitted free thruout the nine-day run which is October 3-10.

Another innovation this year is the bringing in of an organized carnival, the Art B. Thomas Shows. Heretofore, a Kiddieland, which operated all season on the grounds, was augmented by booked rides as the fun zone.

Kash also said that plans for holding a foreign car show were being mulled, but no definite plans had materialized. He, accompanied by Mrs. Kash, went to Chicago last week to visit the Modern Living Exposition Home & Flower Show to get ideas for the Cattle Congress' annual flower exhibit.

**New Promoters
Set Debut in
Islip, N. Y.**

ISLIP, N. Y. — New promoters Yale Garber and Larry Mendelsohn open Islip Speedway on March 29 when NASCAR stock car drivers are invited for practice runs in anticipation of the April 12 season opener. No admission will be charged on "Tuneup Day."

Opening show's purse is \$1,250 guaranteed. A rounded schedule of events, many of them not allied with racing, is planned during the warm-weather months. It is a fifth-mile track with capacity of close to 6,000.

**N. Y. C. Bingos
Award 187G
In 1st Month**

NEW YORK — Brooklyn and Queens bingo games awarded \$187,756 in prizes during January, the first month under the State's new bingo law. Edward Doyle, deputy license commissioner, termed the total surprisingly high.

Sponsoring organizations are being permitted to take out 60-day temporary licenses. Compared with 57 regular licenses issued from January 2 thru February 19, there were 25 of the 60-day ones issued in the week ending Friday (27).

The temporary plan permits organizations to have a 60-day period, during which they can operate, in which they can meet requirements of a regular public assembly permit for bingo gatherings. There had been a bottleneck in public assembly approvals of the building department.

**Lake Charles
Rodeo Draws
Big Crowds**

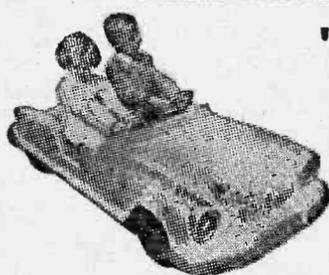
LAKE CHARLES, La.—A recap on the Tommy Steiner Rodeo here featuring TV performer Dale Robertson, showed that all tickets for all five performances were sold before the first one was over. Rodeo was here February 26-March 1.

A total of 219 male and female contestants participated in the six events. Acts included Clark Brothers and Warren Antley, clowns, and the Rossi trick riding and roping turn.

Steiner stock moved from here to Shreveport, La., to appear under auspices of the Louisiana State Fair, April 1-5.

**Wilmington, Del.,
Ups License Fees**

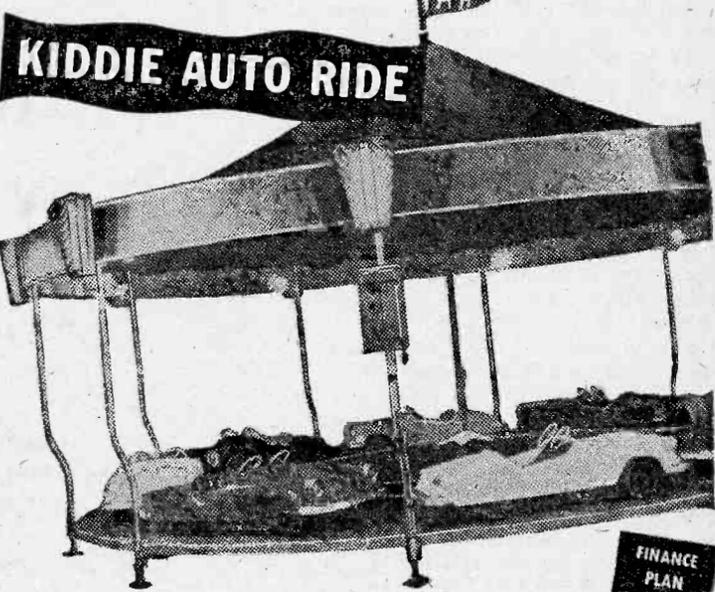
WILMINGTON, Del. — The city council has passed a license fee law setting charges at \$500 per day for circuses and \$25 per day for carnivals for operations within city limits. The ruling was passed 11 to 1 over the mayor's veto.



**"Finest Auto Cars
in the
Industry"**

This fine endorsement of the Allan Herschell Auto Ride comes from F. E. Gooding, president of Gooding Amusements Co., Columbus, O., owning 100 rides in 8 traveling units. Mr. Gooding likes this ride so well he uses two.

Up-to-the-minute styling of the cars. Wide, roomy seat easily holds two youngsters. Each seat has two steering wheels and each wheel has its own horn button operating an electric horn. The AH Auto Ride is light, easily portable. Equipped with fluid drive and timer.

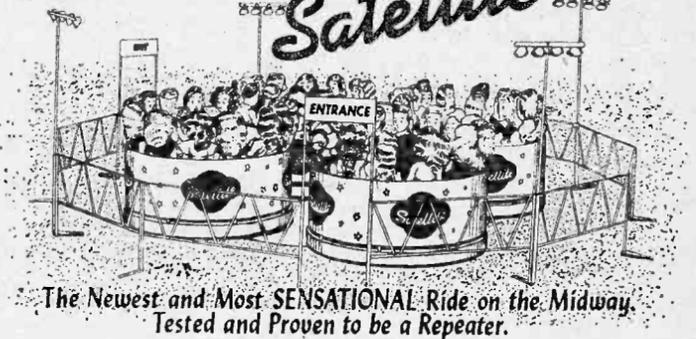


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COMPANY, INC.**

"World's largest manufacturer of amusement rides"
104 OLIVER STREET PHONE: LUDLOW 4300
NORTH TONAWANDA, NEW YORK

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Satellite FOR '59**



The Newest and Most SENSATIONAL Ride on the Midway.
Tested and Proven to be a Repeater.

Manufactured By PLACE YOUR ORDER NOW FOR EARLY SPRING DELIVERY.
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Write today for complete catalog
EASY TERMS: 25% down, three seasons on the balance.

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UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER
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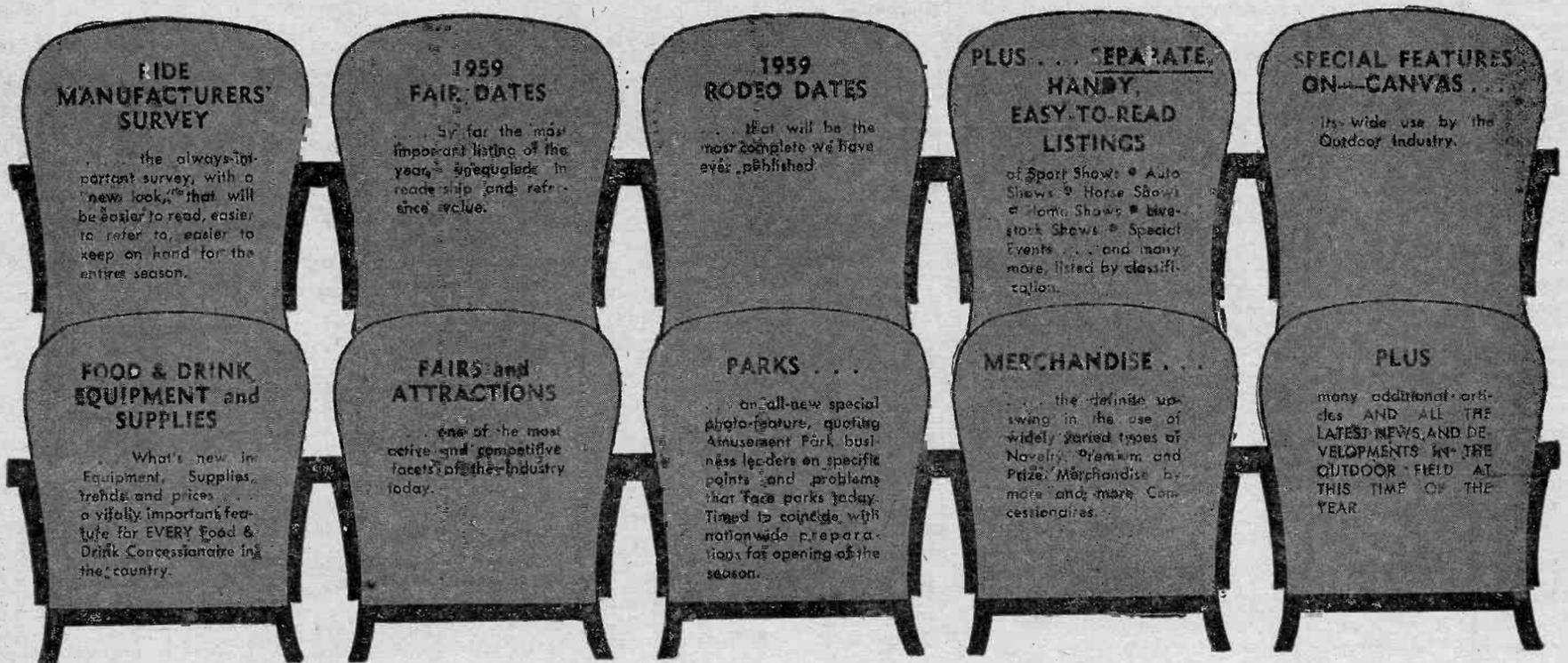
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**PUMP-IT
HANDCAR
RIDE**
PROVEN
FINEST IN
ITS FIELD

OTTAWAY-AMUSEMENT COMPANY • 3045 N. ST. FRANCIS • WICHITA, KANSAS



THE FIRST BIG SPECIAL OF
THE YEAR . . . THE ISSUE THAT
GIVES THOUSANDS OF OUTDOOR
SHOWMEN WHAT THEY WANT,
NEED AND CAN'T GET ANYWHERE
ELSE. THE READERSHIP AND
LONG-TIME REFERENCE VALUE
OF THE SPRING SPECIAL ASSURES
YOU UNMATCHED VALUE AS
AN ADVERTISING BUY.

Here are just some of the reasons why **EVERY** Outdoor Showman will buy, read and keep the **SPRING SPECIAL**



The **SPRING SPECIAL** is traditionally the Big Issue that thousands of readers look forward to receiving **EVERY YEAR**. But, to make sure **EVERYONE** is alerted to the date and distribution of this Special, we will also complete—

A tremendous subscription drive, consisting of hundreds of thousands of direct mail pieces, primarily based on the value and importance of this special to everyone even remotely concerned with outdoor showbusiness.

This is readership and advertising value at its greatest!

Here is your chance to **SELL BIG**, any type of **EQUIPMENT, SUPPLIES OR SERVICES . . .** If it's used by the Outdoor Showman . . . it can be **SOLD** thru the advertising columns of the **1959 SPRING SPECIAL**, so . . .

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Central 6-9818

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812 Olive St.
Chestnut 1-0443

HOLLYWOOD 28, CALIF.
1520 N. Gower
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Pronto Pups

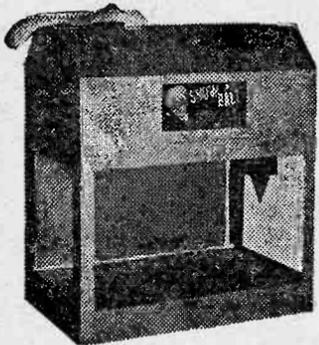


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"Hot Dog
on a Stick"

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Food Concessionaires...
Sell PRONTO PUPS
Big Profits—Big Volume
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SNOW BALL Ice Shaver



A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

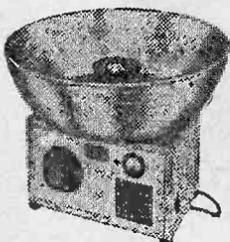
BIG MONEY In POPCORN

CONCESCO one-pound popper fits into any type operation. Capacity possible for sales to \$50.00 hourly. Uses natural or bottle gas. Starts electrically.



PRICE . . . \$240.00.

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\$200
A DAY
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Our NEW PERFECTION has EVERYTHING; write for literature.
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CONCESSION TRAILERS

New catalog just out showing many new models. Finest possible workmanship and new modern designs. Sold factory direct to you at the lowest possible prices. Terms arranged.

KING AMUSEMENT CO., INC.
Mt. Clemens, Mich.



WITH THIS SILENT SALESMAN
HOT PEANUTS IN THE SHELL ARE
BIG SELLERS AND PROFITS ARE BIG
Merchandise beautifully lettered in three colors (red, Brown and Tan), over cream background, all four sides. Made of Steel, will last a lifetime. Guaranteed against defective workmanship and materials for one year. Holds 144 10¢ bags. 12" wide, 11" deep and 22" high. Equipped with toggle switch, 9 ft. extension Cord, ready to plug in and start selling.
Merchandise, \$29.00
Shipping Weight, 12 lbs.

We will furnish you top quality nuts, bagged, ready to sell. 2 oz., your cost, 5¢; selling price, 10¢; your markup 100%.
Order Today!
3% Discount, Cash with Order, or 25% with Order. Balance C.O.D., Net.
O. G. PACK CO.
8642 Natural Bridge Rd., St. Louis 21, Mo.
SALESMEN WANTED

ARENAS & AUDITORIUMS

Advance-Design Buildings Get Magazine Spotlighting

By TOM PARKINSON

CURRENT ISSUE OF *Horizons* magazine carries an article about advanced architecture and comments about new exhibition buildings at Paris; Turin, Italy, and the proposed building for the University of Illinois. Meanwhile, the U. of I. structure got a set-back when bids were opened and proved to be \$1,500,000 above the anticipated \$6,000,000. Changes and new bids probably will be sought.

National Ballet of Canada is touring arenas-auditoriums and will be at San Antonio Municipal Auditorium March 27.... Ringling-Barnum circus opened its new season at Charlotte Coliseum and now is playing Winston-Salem Memorial Coliseum, Greenville Memorial Auditorium, Reynolds Coliseum at Raleigh and then Madison Square Garden, New York.... One of the contractors for the new Greensboro, N. C., Auditorium-Coliseum, William Sullivan, discusses the project in a feature article for a plumbing-heating and air conditioning trade paper.

LOUISVILLE ARMORY is just closing its Home Show and schedules public skating this week.... Lansing Civic Center will be a keystone in the plans for the city's centennial celebration this month.... Bud Purdy's Montana State College Field House at Bozeman, is typical of scores of buildings this month—enthusied and busy with basketball tournaments.

At Mayo Civic Auditorium, Rochester, Minn., the Chamber of Commerce Home Fair, managed by Jim Faber, opens Thursday (19) and expects to draw 20,000 people. There are 90 exhibits and an area talent search with \$1,000 in prizes.

Milwaukee Auditorium-Arena is scheduling a six-months observance of its 50th anniversary. Meanwhile, Elmer Krahn, manager, reports a \$85,500 gross for January, with the record run of "Holiday on Ice" accounting for about \$50,000 of it.

LOYAL M. KELLY has the tenth annual Canadian National Sportsmen's Show scheduled for the Coliseum at Toronto for April 12-21 and has a waiting list for exhibitors.... Indianapolis still is troubled with its problems about legal authorization to issue bonds for a city-country auditorium. In the State Legislature the clarifying act was expected to be passed, but it was amended so that it would not just clear up the law but add that a referendum would be required to okay the whole project. If that plan goes ahead, observers think the building would be delayed another two years.

Pose New Hall For Hartford

HARTFORD, Conn.—A 5,000-seat convention hall, to be used for city functions as well as convention and amusement activity, is being discussed as part of downtown Hartford redevelopment plans.

Archild Rogers of architectural firm of Rogers, Taliaferro and Lamb, said a municipal auditorium to accommodate sporting events, exhibits, conventions and other shows is best suitable west of Trumbull Street, as it would "serve as a seed" to draw further development in that particular section.

Knoxville Coliseum Gets \$3,192,837 Bid

KNOXVILLE — An apparent low bid of \$3,192,837 was submitted by Johnson & Gaylon, this city, for construction of the proposed city auditorium-coliseum.

The \$4 million voted in revenue bonds must cover the actual construction and equipment for the structures. Mayor Jack Dance said he is confident the \$4 million will be enough, "altho a proposed ice arena may have to be scuttled."

Boardwalk Hall Has 88G Drop

ATLANTIC CITY, N. J.—Convention Hall showed a loss of \$87, 678 for the nine-month period ending September 30, according to an audit filed last week. The report lists \$49,861 in bad debts and \$11,917 paid out on improvement funds.

Still remaining on the books is \$13,009 in accounts receivable, including money due for staging three Garden State Home Shows and \$2,200 remaining from the 1957 American Legion national convention.

Dallas Boat Show Fills Memorial Aud

DALLAS—The Southwest Boat Show opened to record-breaking crowds Tuesday (3) at Dallas Memorial Auditorium. When the run closed Sunday (8), officials predicted a larger total attendance than the 77,000 persons who visited the exposition last year. The Dallas Times-Herald and the North Texas Marine Trade Association are co-sponsors of the three-year-old annual.

Entertainment features included George Liberace, Emmett Kelly, singer-diver Mary Meade French, the (5) Dancing Mermaids and organist Bert Noyd. Over 250 boat models were on display with aquatic sports equipment.

Fire Razes Arena

FERNIE, B. C.—Construction of a new arena will begin as soon as possible to replace the 1,200 seater destroyed by a \$200,000 fire Tuesday (2), city council here has decided.

A 19-year-old hockey player died in the blaze and two other persons were injured. Cause of the fire is being investigated.



L'ECLAIR (THE FLASH)

Biggest Money Maker at the Brussels Fair

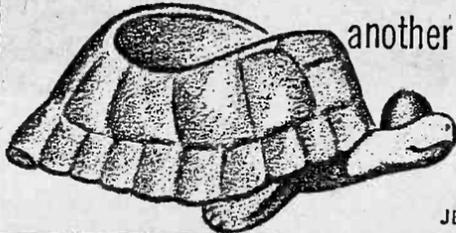
Revolutionary New Coaster Ride—The most sensational new ride from the World's Fair in Brussels.

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A TON OF FUN with Tommy Turtle another new ARC ride

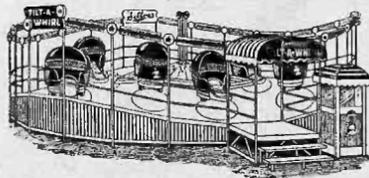


SPORT CAR BOAT
MERRY-GO-ROUND
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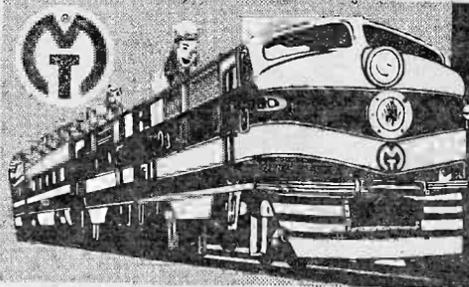
Lots of Flash for Your Midway Thrills that make it a Repeater. Simple Operation, Lasting Value and Year after Year a Consistent Top Money Ride.

Write, Wire or Phone Us

P. O. Box 306
Phone: Edison 4-5584

SELLNER MFG. CO.

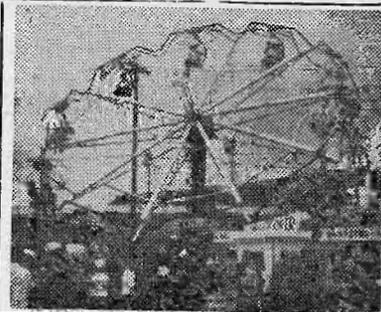
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MINIATURE TRAINS

5 models with capacities from 14 children to 240 adults

Write for FREE details
MINIATURE TRAIN DIV.
ALLAN HERSHELL CO.
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PARATROOPER RIDE

500 PASSENGERS PER HOUR
New version of the traditionally successful Spitfire. Unique seating arrangement. Adaptable to any Spitfire with conversion kit. New, truck-mounted units with built-in handling equipment or standard units for ground installation available. Ground units may be transported on 28-foot semi

FRANK HRUBETZ & CO., INC.
2880 S. 25th St., Salem, Oregon
Phone 4-6847

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

**SAVE MORE MONEY
MAKE MORE MONEY**

Subscribe to *The Billboard* TODAY!

over **67,000 ACTIVE BUYERS** read
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WILD MOUSE

WE WILL SELL AND DELIVER ONE RIDE THIS SPRING!!

DON'T CONFUSE THIS RIDE WITH OTHER RIDES OF A SIMILAR NATURE

This is the ORIGINAL Ride, built in Germany by an established manufacturer. Engineered to proven trouble-free performance.

WE WILL OPERATE FOUR RIDES THIS YEAR!!

They can be seen in operation at Belmont Park, Montreal; Crystal Beach, Frolicland, Western Fairgrounds, London and the Canadian National Exhibition, Toronto.

Also an original Wild Mouse Ride is at Playland, Rye, N. Y., operated by Schauer Amusement Corporation.

RESULTS THAT COUNT

Belmont Park, 1958—16 weeks gross....\$63,405.00 at 25c

Canadian National Exhibition, 1957—14 days gross....\$38,202.85 at 35c
1958—16 days gross....\$44,322.25 at 35c

An average of 7,860 rides per day at the C.N.E. for 30 days!!
As high as 12,512 rides in one day!!

We would be interested in booking an original Wild Mouse Ride at established Amusement Parks in Canada and the U.S.A. Would also consider proposition from State or Class A Fairs in U.S.A. and Canada for independent bookings.

**J. W. Conklin
FUN CARS LIMITED**

P. O. Box 31

Brantford, Ontario, Canada

Phone: PLaza 32619

COMING EVENTS

- Arkansas**
Des Arc—Prairie Co. Livestock Show, April 17. B. E. Wray.
Walnut Ridge—Lawrence Co. Fair, April 2. M. J. Moseley.
- Arizona**
Phoenix—Maricopa Co. Fair Asen. March 25-29. Harvey M. Johnson.
Phoenix—Flower Show, March 21-22.
- California**
Chowchilla—Chowchilla Team Roping & Calf Roping Contest, March 27-29.
Clovis—Clovis Rodeo, April 25-28.
Los Angeles—Calif. Intl. Trade Fair (Great Western Exhibit Center), April 1-12. Fred Imhof.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 2-12. H. Werner Buck.
Los Angeles—Calif. Intl. Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
Napa—Napa Valley Horse Show, May 3. E. N. Munk.
Oakdale—Oakdale Rodeo, April 11-12. Connie Buckman.
Oakland—Spring Garden and Home Show, April 18-26. John L. Hennessy.
Red Bluff—Red Bluff Rodeo, April 18-19.
San Francisco—Custom Rod and Antique Auto Show (Brooks Hall), April 16-19. Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.
San Bernardino—National Orange Show, April 23-May 3. G. Walter Glass.
San Francisco—Grand Nat'l Jr. Livestock Expo. March 21-25. Nye Wilson.
Santa Monica—Garden and Home Show (Civic Aud.), May 6-10.
- Colorado**
Denver—Denver Auto Show, April 6-11, 1959.
- District of Columbia**
Washington—National Capital Flower & Garden Show (Armory), March 6-12.
- Florida**
Clearwater—Fun 'n' Sun Rodeo, March 19-21. Owen S. Abritton III.
Daytona Beach—Volusia Co. Home Show (Armory), March 14-18. Mrs. Robbie Jensen, 533 Heineman.
Jacksonville—Foreign & Sports Car Show (Duval Co. Armory), April 10-12.
Plant City—Hillsborough Co. Jr. Agril. Fair, April 9-11. D. A. Storms.
Miami Beach—Miami Beach Sports & Vacation Expo. (Miami Beach Exhibit Hall), March 14-22. Frank Jenkins.
Sarasota—Sarasota Co. Fair, March 18-21. Winter Haven—Fla. Citrus Expo, March 7-14. Robert J. Eastman.
- Illinois**
Chicago—World Flower Show (Intl. Amphitheater) March 14-22. Frank Dubinsky.
Peoria—Peoria Home Show (Exposition Gardens), April 8-12.
- Indiana**
Indianapolis—Indianapolis Sports, Vacation & Boat Show (Fairgrounds) March 13-22. Melvin T. Ross.
- Iowa**
Cedar Rapids—Home Show (Fairgrounds), April 9-12.
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), March 31-April 5. Martin P. Kelly.
- Louisiana**
New Orleans—New Orleans Horse Show April 25-26.
Shreveport—Holiday in Dixie Festival, April 30-May 3. James Griffith.
Shreveport—Shreveport Rodeo, April 1-5. J. T. Monsour.
- Maryland**
Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Sears.
- Massachusetts**
Boston—Herald-Traveler Fishing & Hunting Show (First Corps Cadets Armory) March 19-22. Robert Duffy.
- Michigan**
Bay City—Bay City Better Homes Show (Armory), March 20-24. Jack Davis, Box 12.
Bay City—Bay City Sports & Boat Show (Armory), April 3-5. Jack Davis, Box 12.
Detroit—Detroit Boat Show (Artillery Armory), March 14-22. Jack Ferguson.
Detroit—Detroit Sportsman's Holiday Show (Fairgrounds), April 4-12. Richard Schehr.
Ecorse—Ecorse Celebration, May 22.
Pontiac—Pontiac Boat Sports & Travel Show (Armory), March 26-29. National Sports & Travel Shows, Inc. 15336 West Warren Ave., Dearborn 1, Mich.
- Minnesota**
Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud.), March 27-April 5. F. W. Kahler.
- Mississippi**
Bay Springs—Jasper Co. Fair & Livestock Show, March 24-28. W. C. Jeffcoat.
Canton—Madison Co. Fair & Livestock Show March 19-20. R. L. Smith.
Forest—Southeast Miss. Dist. Livestock Show, March 18-21. Floyd Noblin.
Greenwood—Delta, Miss. Dist. Livestock Show, March 18-21. E. H. Blackstone.
Jackson—State Jr. Round-Up, March 30-April 1.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 23-26. E. C. Newman.
Sardis—Northwest Miss. Dist. Livestock Show, March 16-19. Lee H. Thompson.
Tupelo—Lee Co. Fair & Livestock Show, March 20-21. W. J. Pernel.
West Point—Northeast Miss. Dist. Livestock Show, March 23-26. E. E. Wooten.
- Missouri**
Clinton—Henry Co. 4-H Egg Show, March 21.
Gallatin—Davless Co. Jr. Lamb Show, May 29. George H. Schmitt.
Mountain Grove—Junior Livestock Show, May 8-9. Sherrill DeBusk.
New Madrid—New Madrid Co. 4-H Market Barrow Show, April 4. Bert Robbins.
Joplin—Realtors' Better Home Show (Memorial Hall), March 30-April 4.
- Nebraska**
Lincoln—Centennial, May 2-9.
(Continued on page 86)

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BAXTER—Joe E., 56, veteran outdoor showman, February 28 in Marietta, Ga. Burial in Rome, Ga.

CONLEN—Nellie Wixom, 69, daughter of Russell P. Wixom, concertmaster and Side Show manager for the old Mat Wixom Circus, February 25 in Swartz Creek, Mich. She was a cousin to Clyde Wixom. Burial at Bancroft, Mich., the home and former winter quarters of the Mat Wixom Circus.

LASLEY—Fred, 72, showman, March 6 in Blanchard, Okla.

MAX—William, 78, former vaude comic who with his wife, the former Hattie Buckholz, unicyclist, teamed with the latter's brother to form the Wilhat Trio March 3 in Tomahawk, Wis., where he had operated a grocery since 1948. Besides his widow; a son, Clarence, survive. Services March 6 in Milwaukee and burial in Wisconsin Memorial Park there.

MAY—George E., 69, well known circus fan and owner of the George May Trampolium at Clear Lake, Milton Junction, Wis., March 5 at Rockford, Ill. He had been close friends with many circus greats. He was a native of Rockford and had been an electrical contractor there until retiring in

1953. Survived by his widow, Josephine. Services March 7 in Rockford.

RAETZ—George, 66, advance agent for Clyde Beatty-Cole Bros. Circus, March 5 of burns received in the Gary Hotel fire at Hazelton, Pa. Raetz, one of six to die in the fire, was booking the Beatty show for June 12. Nelson Walton, another Beatty agent, was also in the fire and is hospitalized. Raetz was a resident of Elmira, N. Y. Burial in Horsehead, N. Y.

THROCKMORTON—Barbara Jean, 3, March 12 in an El Paso hospital of burns suffered in a grease fire. Her father, Paul, is on the location staff of Desilu Productions, Hollywood. Services and burial in Hollywood.

WIXOM—Leona May, 60, wife of Clyde Wixom and calliope player with the Mat Wixom Circus, February 25 of a heart attack in Detroit. Survivors include her husband, Clyde; son, Barnum Bailey, and two daughters, Mrs. John Kolcher and Mrs. June Sheridan. Burial in Forest Lawn Cemetery, Detroit.

Rodeo Cowboys Assn. Renames May President

DENVER — Harley May has been named for his third term as president of the Rodeo Cowboys' Association in a record vote. A total of 1,257 ballots were cast in the mail elections to establish a new high from the active membership of 2,884.

In the voting for calf roping director, Lanham Riley, Fort Worth, and Dan Taylor, Dublin, Tex., polled exactly the same number of votes. The tie vote, not covered in the bylaws, may be decided by a run-off.

Jim Shoulders, Henryetta, Okla., was re-elected bull riding director; Jack Buschbom, Cassville, Wis., was elected bareback riding director, and Dale Smith, Central, Ariz., was named team roping director. Not up for election this year were the directors for steer wrestling, saddle bronk riding, steer roping and contract business.

Brockton, Frederick Fairs Awarded to Spencer Pyro

SPENCERPORT, N. Y.—Three major fair dates have been added to the list of Spencer Fireworks Company for a first appearance at each, Joe DeRitis reports. He returned from a Massachusetts visit last week with the contract for the Brockton Fair.

Spencer has also acquired the Orange County Fair, Middletown, N. Y., and Great Frederick (Md.) Fair. As of last week there was a 20 per cent increase in fair bookings over last year, it was claimed. Fairs begin the second week in July and will continue straight thru

until early October, DeRitis added. Five spots are still pending, he said. Biggest summer date will, naturally, be July 4, for which Spencer has 22 separate shows under contract.

Irish Park Man Visits States

NORTH TONAWANDA, N. Y.—George W. Perks, of Pleasure Beach Park, Youghal, Ireland, recently completed a tour of park, Kiddieland and carnival operations in the United States, Canada and Mexico which included a stop at the Allan Herschell factory here.

Besides operating over a dozen rides in the permanent park, Perks and his brother rotate 10 additional rides thruout Southern Ireland.

Perks plans to try the central ticket box idea which has been successful in this country. Tickets are not used in Ireland, all transactions being handled with individual operators on a cash basis. Kiddie rides are rare in Ireland and most of the existing equipment has been imported from England. The Auto Scooter is the most popular ride in Ireland, according to Perks.

There are five other amusement parks and 20 traveling ride operators in Southern Ireland. Present import licensing restrictions make it impossible to import new equipment into Ireland, so Perks has made several of his own rides.

Col. Henson Rodeo Sets Ohio Opener

ANCHORVILLE, Mich.—Laurretta, of Fund Raising Counselors here, reports that a full schedule of dates in Illinois and Ohio for May and June has been booked for Colonel Henson's Silver Dollar Rodeo.

Opening date in Ohio will be the Greene County Sheriffs' rodeo at the Xenia fairgrounds, June 6 and 7. Tentative plans for Xenia call for incorporation of a "fast draw" contest, with Tex Wayne, "fastest gun alive," as judge. After June the show moves into Michigan for some repeat dates and fairs.

Circus Routes

Davenport, Orrin: Dayton, O., 16-21; Columbus 30-April 4.
Hamid-Morton: Wilkes-Barre, Pa., 18-21; Baltimore, Md., 28-April 4.
Polack Bros.: Chicago, Ill., 16-22.
Ringling Bros. and Barnum & Bailey: Greenville, S. C., 17-18; Raleigh, N. C., 20-21; New York 27-May 12.

Legitimate Shows

Dark at the Top of the Stairs: (Paramount) Toledo, O., 16-17; (Hartman) Columbus 18-21.
Desert Incident: (Walnut) Philadelphia, Pa., 16-21.
Destry Rides Again: (Shubert) Philadelphia, Pa., 16-21.
Garden District: (Shubert) New Haven, Conn., 16-21.
Gay Felons, The: (Locust) Philadelphia, Pa., 16-21.
Girls in 509, The: (Civic) Chicago, Ill., 16-April 4.
Lil Abner: (Blackstone) Chicago, Ill., 16-28.
Look Back in Anger: (Murad) Indianapolis, Ind., 16-18; (Memorial Aud.) Louisville, Ky., 19-21.
Music Man, The: (Shubert) Chicago, Ill., indefinite run.
My Fair Lady: (Riviera) Detroit, Mich., 16-21; Rochester, N. Y., 23-28.
Two for the Seesaw: (Michael Todd) Chicago, Ill., 16-April 11.
Warm Peninsula: (Erlanger) Chicago, Ill., 16-April 4.

Miscellaneous

McLean, Buck, Six-Gur. Law Show: Miami, Fla. (N. W. 183d St.) 16-22.
Matchstick Cities: Savannah, Ga., 16-21; Charleston, S. C., 23-28.

Ice Shows

Holiday on Ice of 1959: Birmingham, Ala., 17-24; Montgomery 25-28; Miami Beach, Fla., 30-April 5.
Ice Capades, 18th Edition: Bangor, Me., 16-22; Evansville, Ind., 30-April 5.
Ice Capades, 19th Edition: St. Louis, Mo., 16-22; Milwaukee, Wis., 23-31; Omaha, Neb., April 1-8.
Shipstads & Johnson's Ice Follies of 1959: Rochester, N. Y., 17-22; Buffalo 31-April 5.

Palisades Musters

• Continued from page 60
lows: Grand Entry; Three Titos and Three Victors, trampoline; Cloud Swing Aerial over three rings; Farmer Dan's Comedy Pigs and O'Dell's Comedy Mule; Clyde Beatty lions; Bob Topp, aerial skating; clown tiger chase; elephants and ponies in three rings; Golden Whirl aerial over two rings; Galasso, finger stand; Armando, slack wire, Tonito, and the Two Webers, wire acts; webs and ladders with Pinito Del Oro, trapeze; clown balloon chase; Eight Torinos, elephant leaping; Dancing Horse and Capt. James' military ponies; Cubana Duo, aerial; Namidilas, perch, and Mario, trapeze.

Also, Gaonas, comedy casting, and two rings of acrobatics; Flying Palustreis, flying return; Three Amedils, Seven Morroccans and Six Symphonettes, acrobatic; Josephine Berosini, high wire; Hugo Zaccchini, human cannonball. Other acts are pending. The Hamid office will provide four or five acts.

Carnival Routes

American Midway: Cuero, Tex.
Big State: Falfurrias, Tex., 16-29, Kingsville 24-Apr. 6.
Blue Grass: (Fair) Sarasota, Fla.
Burkhardt's: Alexandria, La.; Bos sier City 23-28.
Capell Bros.: Coolidge, Ariz.; Casa Grande 23-28.
Degeller Am. Co.: Jacksonville, Fla.
Degeller Am. Co.: Tallahassee, Fla.
L. & L.: Jackson, Miss., 16-28.
Merchants Jubilee: McGregor, Tex.
Moore's Modern: Del Rio, Tex.
Page Combined: Okeechobee, Fla.
Pan American (Plank Road) Baton Rouge, La.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 16-25.

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Chicago Riverview Builds New Coaster

New Design Cars, Handlebars Featured on Fireball Speeder

CHICAGO — Riverview Park here will spring this season with a new Roller Coaster dubbed the Fireball, equipped with new cars of park President William B. Schmidt's design. He estimated that the project would cost \$175,000 before it is completed.

The Fireball will have a modernistic front, new trackage and a one-time capacity of 32 people.

Capacity, Schmidt said, will be 50 per cent higher than that of the conventional Coaster. This one is on the site formerly occupied by Riverview's Blue Streak Coaster, one of seven coaster-type rides in the park.

Cars are being redesigned by Riverview to form a flexible train that sticks to the track all the time and is strong on safety. One feature will be a big drop from which riders can see nothing ahead but a pile of rocks on the track. At the last minute the train ducks under the rocks and into a half-block tunnel.

Handlebars on the cars are special, Schmidt pointed out. They are to operate automatically, not needing to be closed by either rider or passenger. The safety bars go into position as the train starts to move. Schmidt said they clamp passengers into place and that parts are interchangeable. He said they were evolved from earlier models, with several persons contributing toward the present design form.

Cars are three-quarters complete. Track is in and the loading platform is being built. Schmidt said that more changes are being studied at the park but are not yet detailed.

Helprin Cites Amity, Leaves Willow Grove

Penn. Assn. Head Served 4 Seasons; To Stay in Field

WILLOW GROVE, Pa. — Joseph A. Helprin announced his retirement this week from the management of Willow Grove Park, recently acquired by the Hankin Brothers and Ben Shankin. He had been associated with the operation for four and a half years, and spent his last day there on Wednesday (11).

Helprin, a veteran advertising man and private housing developer made a favorable impact in the parks field since his arrival. Several phases of the operation here drew wide comment, and some duplication elsewhere in the industry.

Both Helprin and his wife are leaving for a vacation and will have plans for the future formulated upon his return. He indicated a desire to remain close to the outdoor field. The couple live at Benson Apartments in Jenkinstown.

Settle on Contract

The announcement said an agreement has been reached about the unexpired portion of Helprin's contract, which runs thru this October. The parting, the former manager said, was on an amicable basis and was decided on as "in the best interests of myself and the park."

Helprin will remain active in the Pennsylvania Amusement Parks Association thru this season, until expiration of his term as president. (Continued on page 88)

Small Business Agency Spells Out Park Policy

WASHINGTON — Amusement parks, kiddie parks, roller rinks, bowling alleys and swimming pools now are eligible for Small Business Administration loans up to \$350,000 under the federal agency's new broadened policy governing loans to establishments in recreation fields.

This was the assurance given John S. Bowman, executive secretary of the National Association of Amusement Parks, Pools and Beaches, by SBA Deputy Administrator Albert C. Kelly in a conference here last week. Kelly, elaborating on an announcement made earlier by Wendell B. Barnes, SBA loan chief, said that these establishments, previously ineligible for such assistance, would be eligible for loans for such things as expansion, purchase of new equipment, additional working capital and modernization.

However, he said that new firms without a record of past earnings and good management are not eligible.

Bowman hailed the ruling as a

"real lift" for the outdoor amusement industry and predicted it will enable "millions of dollars" to be spent in badly needed improvements. Especially helpful, he said, will be the assurance that park operators can use loan money for purchase of new rides such as Roller Coasters and other expensive devices.

The NAAPPB and its affiliate organization, the American Recreational Equipment Association, have long been seeking a relaxing of SBA rules which previously had barred government loans to all firms in the recreational field, with the exception of four-wall theaters.

Kelly said that under the SBA rules, an operator who seeks SBA assistance, in order to be eligible for consideration, must first have been "turned down" by at least two commercial banks. However, he said, once the SBA rules favorably on a location, the actual loan will be made thru one of those banks, with the SBA merely providing government backing. Loans are usually for three to 10 years, with interest at 5.5 per cent.

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Ocean Beach Hikes Prices, Changes Rules

NEW LONDON, Conn.—The Ocean Beach Park Board, which supervises city-owned-and-operated Ocean Beach Park, has adopted a 1959 rate schedule, including three major changes.

General admission ticket books will be valid until used. That is, their validity will not terminate at end of the season. There will be season ticket books for the Olympic Pool, and the season parking decals will cost \$7 for non-residents with privileges of parking on Sundays and holidays. Last year the same tickets cost \$5 for non-residents, without Sunday and holiday parking rights.

The board has boosted the price of adult admission books from \$2.40 to \$2.60 for 40 tickets, and \$1.20 to \$1.30 for 15 tickets. Children's charge remains the same at 50 tickets for \$1, and 20 for 50 cents.

Dallas Funspot Chooses Chief

DALLAS — Pat Whitworth, Houston, has been named manager of Big Town Shopping Center's Lollipop Park here, developed by Gerri Von Frelick. Whitworth will supervise the opening of the children's playland.

Castle towers will flank the park entrance that is fronted by a 60-foot train station.

The diesel train, for both adults and children, is one of nine devices. The youngsters will also find Kiddie Boats, a Ferris Wheel, a Rodeo, Skyfighters, Miniature Racers, Tractors, Hand Cars and a Helicopter ride.

Speakers Set for 33d N. E. Parks Convention

BOSTON—Speakers and other aspects of the coming parks meeting here are outlined by Fred Markey, of the Dodgem Corporation, secretary of the New England Association of Amusement Parks and Beaches. The 33d annual convention will be held Thursday, April 2, in the Parker House.

Registration starts at 10 a.m., followed by lunch at 12:30 p.m., program session starting at 2, cocktails at 5:30 and banquet with entertainment at 7. There will be door and attendance prizes, Markey adds.

Among the speakers will be John Bowman, secretary of the national association, who will narrate films

and slides of the Brussels World's Fair. Thomas Lea Davidson, of Funspot and a professor of marketing at the University of Connecticut, will discuss a New England survey of the amusement business.

John J. Sullivan, loan specialist for the financial division of the New England section, Small Business Administration, will explain the ruling that opens certain operations in the amusement business for federal loans.

Also speaking will be Enrico Cappucci, legislative agent, who will report on pending legislation of concern to the parks industry.

Presiding at the meeting will be Peter T. McLaughlin, of Casco Bay Lines, Portland, Me., association president.

ROLLER RUMBLINGS

Reading Marathon Nets

\$166.24 for March of Dimes . . .

READING, Pa. — A sum of \$166.24 was netted for the March of Dimes at a skating marathon staged at the Sinking Spring Skatarena here, beginning at 7 p.m., February 7, and ending 24 hours later.

In a competitive field of 19 three-man teams hailing from Pennsylvania, Virginia, New York, New Jersey, Maryland, Ohio, Tennessee and Washington, D. C., the team of James Pennypacker, West Lawn, Pa.; Jack Smith, Berkshire Heights, Pa., and Dave Bickel, Memphis, retained the title they won last year, skating 391 miles and one lap during the period. Last year the team won by covering 391 miles and seven laps.

Finishing second with a total distance of 388 miles and three laps was the team of Don Armer, Reading; Ray Pennypacker, West Lawn, and Jim Nolan, Harvey, Ill.

In third place was the team of Cliff Nazzarro, Florham Park, N. J.; Bill McLaughlin, Elizabeth, N. J., and John Esposito, Newark. They skated 384 miles and 11 laps.

To the three teams compiling the most mileage went walnut plaques, with each member of winning squads also receiving a plaque. An incentive award, consisting of a tie and clasp, went to all skaters finishing the 24-hour grind.

Yoder calls the speed event the only one of its kind in the world. Each team must have a skater on the floor during the entire 24 hours. According to Yoder, the skaters average 18 miles an hour at top speed. They travel a mile each 14 laps around the Skatarena course. There are 18 hours of actual skating in the race, with two

three-hour periods during which all teams represented on the floor are credited with a clocking of 15 miles per hour.

When not in action, contestants rest on 40 cots furnished by the Air Force. Each team entered is allotted two cots which are stood on top of each other, bunklike. The skaters are furnished milk, chocolate, coffee, oranges and gum throughout the event by the rink management.

There is no admission to the marathon, but spectators may drop in at any time during the 24 hours and donate as much as they choose.

San Antonio Gets Another Skatery . . .

SAN ANTONIO—The concrete (Continued on page 88)

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INDOOR OR TENTS?

Circus World Marked By Two Main Systems

Two basic systems in circus operation are indicated by the sharp division in the business between the outdoor or under-canvas circuses and the shows that are usually called indoor circuses, altho they now frequently exhibit in front of grandstands of various kinds.

Location is only one of the several ways that these shows differ,

but more important is the fact of their similarities. Both styles are true circuses. Both bring quality entertainment. Both usually play under auspices of local organizations, and each kind has much to offer for the people it does business with.

But sometimes organizations seeking a circus aren't familiar with the features of each kind. Sometimes others also confuse the two.

Advocates of indoor circuses point to the fact that their use of permanent local facilities usually mean they have more comfortable seats, may have other comfort facilities, sometimes have better public transportation services, and in additional ways make it possible for a family to see a circus easier, perhaps more pleasantly.

But for the class approach of the indoor shows, proponents of the traditional tented shows have an answer in the word "participation." The hustle and bustle of an outdoor midway, the novelty of a menagerie and Side Show, the mystery of where it all comes from and how, the treat of watching the tents go up in the morning—all this

CRISTIANI ON NBC TELEVISION

CHICAGO — The next hour-long network TV show about the circus will be on the NBC network May 3.

The show, to be called "Roll Out the Sky," will be made on video tape by a mobile crew of NBC personnel at Sarasota, Fla.

The major production will be made on the Cristiani Bros. Circus and will feature members of the Cristiani family at home, as well as in action on the road.

AUSPICES PLANS

Circuses Offer Various Deals For Sponsoring Organizations

While nearly every circus has a standard auspices plan on which its operation is based, these vary from show to show and some circuses offer several plans.

Most frequent and basic is the set-up under which the circus gives the sponsoring organization a percentage of the profits or of ticket sales. Frequently, costs of the show are paid before either the show or auspices takes its share, and the percentages paid on tickets varies

not only by show but also by what kind of tickets are involved. Advance sale tickets win the greatest share for the auspices, which may not share at all in reserved seat tickets sold inside the circus.

Most circuses bring crews of advance promotional men to conduct ticket sale campaigns which are in addition to the sales made by the members of the sponsoring organization. Some, however, arrange to pay the auspices a percentage of the profits for which the auspices is required to do little more than arrange for the lot or building, plus license and water.

(Continued on page 70)

WINNERS

Hall of Fame Performers On '59 Shows

Circus Hall of Fame, a privately operated attraction in Sarasota, Fla., has established annual awards to outstanding performers and others. Here are those honored with Achievement Awards by the Hall of Fame after last season, together with where they are to be seen this year:

Best wire-walking troupe, the Great Wallendas playing special dates for various producers; best wild animal act, Clyde Beatty, opening March 27 with the Clyde Beatty-Cole Bros. Circus; best circus bandmaster, Merle Evans, currently on the Orrin Davenport Circus; most versatile circus family, the Cristiani Family, featured in their own circus; best wire walker, male, Harold Alzana, currently with Ringling Bros. and Barnum & Bailey Circus, and best wire walker, female, Josephine Berosini, Clyde Beatty Circus.

Best performing clown, Otto Griebing, now with the Ringling show; best producing clown, Paul Jung, also with Ringling; best flying return act, the Flying Malkos, currently with the Hamid-Morton Circus, and best horse act, Charles Mroczkowski, of Ringling Bros. and Barnum & Bailey.

TOP TALENT IN ACTION

Performers Succeed in Efforts For New, Novel Accomplishments

The crowds coming out of today's circus big tops or arenas are talking about some of the most proficient and talented performers—both human and animal—that have ever graced circus presentations.

Possibly no other type of attraction of the road today puts more time and effort on perfecting, updating and enhancing its performances than the thriving American circus.

MILLS TO HOST CIRCUS FANS

Mills Bros. Circus, making its 20th anniversary tour, has been selected by the Circus Fans' Association as the site for its national convention.

CFA members will be with the Mills circus at Clarksburg, W. Va., September 14, third day of the convention. This will be the organization's 28th convention. Last year it met with the Cristiani Bros. Circus at Chicago.

Aerialists, acrobats, animals and all the others active today are accomplishing the rarest and most complicated stunts. Quality of circus artists has lost nothing and gained much over the years, and today's performances are tops.

Currently enjoying a peak of popularity are the human cannonball acts. The big guns now are tagged as "atomic" and they are thrilling another generation of circus-goers. The Zacchini family of cannon performers has been firing its big guns for Ringling, Cristiani, Beatty, Polack and more circuses.

This cannon popularity points up the fact that circus acts have endless and recurring appeal, since other versions of the cannon act have been done earlier.

But circus performers and managers strive always for more and are not content to merely revive an act when it is novel again. Instead they seek new twists and unique turns to make the revivals better than the predecessors.

Animals take the spotlight in acts that mix them in ever more complex and unusual groupings. Hugo Schmitt, of the Ringling show, pre-

sents a trained guanaco-zebra-elephant combination. He also may be singled out for mixing a rare African elephant with Indian elephant.

(Continued on page 71)

CIRCUS OF YEAR: KELLY-MILLER

Al G. Kelly & Miller Bros. Circus has been designated as the Circus of the Year by the Circus Historical Society. The CHS has established this citation to focus attention on circuses that are doing much to improve their operation and add to their entertainment value.

Kelly-Miller circus was designated this year because of its scheduled enlargement to include a better performance with more people, a bigger menagerie separated from the Side Show, and improvement in several other departments.

Last season the CHS Circus of the Year designation went to Cristiani Bros. Circus.

Special

CIRCUS Section

is available only with a tent show.

There are other factors that figure, too. A sponsor must consider what time of year is involved, how many seats he'll need and how long he'll want the show to exhibit. That's a start, and a resume of how

(Continued on page 71)

HEAVY WINNINGS

Circuses Prosper In Changing Field

American circuses are enjoying a period of hefty prosperity. The shows have been doing well generally since the time of World War II, and while the pace slowed down somewhat a couple of years ago, it is rolling in high gear again.

Even that slackening was a time of better business than has some-

times stricken circuses in the distant past. But the circuses' own recession, if that is what it was, was presented to the public unrealistically as a near-disaster and last gasp of the business.

The contrary was true then and it is now.

Things are going great for the more than 30 circuses in the United States and Canada.

The early 1959 engagements played by indoor circuses have been a virtually uninterrupted series of new records. Shows like Polack Bros., Hamid-Morton, Orrin Davenport and Harold Bros. have played to much increased business. The dollar volume is up and the attendance totals are up to give a double increase.

The under-canvas side of circus business is enjoying a period of considerable growth and optimism.

(Continued on page 70)

AFRICA SHORT!

'59 Circuses Feature More Rare Animals

At the very time that zoological authorities from New York to the Belgian Congo are expressing concern over the future of major concentrations of wild animals, circuses in the United States are offering top-grade menagerie displays.

There's no connection between the threatened extinctions in Africa and the superiority of animal exhibits here.

But it is true that authorities believe the big animals are in danger, and it is true that American circuses have put out fantastic amounts of money in the past several seasons to come up with more big exhibits than ever.

Elephant herds are larger now than they used to be. Circuses of a size that once had three elephants might now have six or eight, and there are numerous shows with more.

Hippopotamuses always have been seen with circuses, but until recent years they were to be seen only on the biggest shows. Now beautiful specimens are shown on several circuses. It's the same with rhino, another in the high-priced and rare category.

Giraffes, Too

Showmen and circuses supported zoological interests last year in blocking a bill in Congress that would have prohibited further importation of giraffes and some other animals in the same family.

Meanwhile, the shows are displaying the fragile, high-headed and high-priced animals, already quite difficult to obtain for several seasons.

Menageries are largely in the domain of the tented circuses. Cristiani Bros. Circus has just bought a giraffe, hippo and rhino. Kelly-Miller has the same trio. Beatty-Cole has a hippo, as does the Carson-Barnes show. Famous Cole has a rhino. Toiv Diano Menagerie displays the full set of giraffe, rhino and hippo. Ringling-Barnum also retains some of its principal menagerie animals and exhibits them only in New York.

All of these are animals primarily for exhibition only, and the multitude of trained animal acts are in addition. Nearly every circus has a share of the clever trained animal acts.

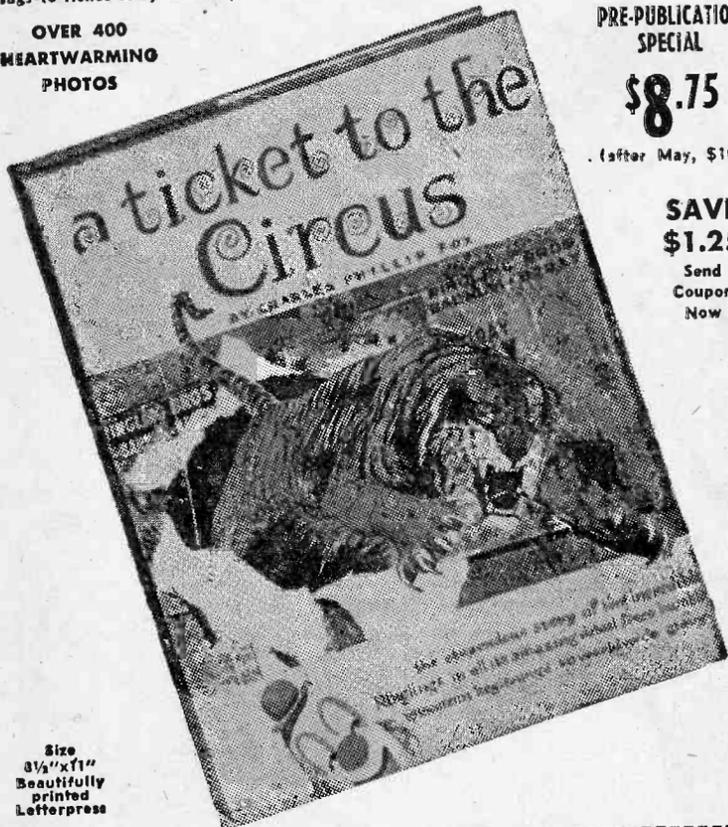
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CIRCUSIANA

3d Museum To Be Open This Summer

Circuses, which have long ago played about every place else, now are firmly entrenched in the museum field. Two cities, one the home of several circuses and the other a former circus home, have extensive circus museums.

Sarasota, Fla., leads off with the Museum of the American Circus, a State institution that is part of Florida's Ringling Art Museums. The circus section has many exhibits, plus a fleet of antique parade wagons, most on loan from the Ringling show. The museum has been seeking State funds with which to expand.

Also in Sarasota is the Circus Hall of Fame, a commercial attraction for tourists. It also has a great volume of circus material to display, and it features the big Two Hemispheres bandwagon as well as frequent performances by circus acts.

Scheduled to open on July 1 is the new Circus World Museum at Baraboo, Wis., birthplace of the Ringling circus. This will be an operation of the State of Wisconsin and will be housed in the several buildings that formerly were the Ringling winter quarters in Baraboo. This museum has about a dozen old parade wagons plus a great quantity of research and display material. A special program of circus features is scheduled for the opening of the museum.

Also important in this new phase of circusdom is the long established circus collection at the San Antonio Public Library, where research has been completed for scores of circus movies, books, broadcasts and other features.

Similarly, there are large and

SHOWS 'WALK' AT BALLPARKS

Baseball parks and football fields, once nearly forbidden territory, now frequently are being used successfully as circus locations.

Circuses on the one hand have learned how to use playing fields without damaging them and how to repair turf and surface.

Ballparks on the other hand have come to realize that modern circuses don't use the cumbersome heavy wagons that used to damage their grounds. Moreover, some leagues and teams are in need of the added income and publicity that a circus gives.

Result is that a whole new class of circuses, tagged ballpark shows, have grown up in recent years. They play at baseball parks, football fields, fairground race tracks and similar places regularly, showing in the open air rather than with tents. Many so-called indoor circuses spend the summer weeks playing ballparks.

useful collections of circus material at such libraries as Library of Congress, New York Public, and universities of Princeton and Harvard. Other sources for circus research are in the hands of private collectors and in lesser museums.

GOOD CHOICE

3 Top Circus Books Appear This Season

Three excellent books about the circus are current or coming to book stores now. For background, publicity uses, research and general reading for fun and interest this is as good an assortment as ever has been available.

Coming out in May and going to press in March is a major book by C. P. Fox, "A Ticket to the Circus." This is the first important biography of the Ringling brothers since Al Ringling's own suppressed volume in 1900. The Fox Ringling book will have more than 300 previously unpublished photographs. Superior Publishing Company, Seattle, is going to extra production efforts on it, with such features as rare old type faces borrowed from type museums to carry out the circus spirit. Advance sales of the book among circus people and fans is very good, Superior reports.

Bill Ballantine's "Wild Tigers and Tame Fleas" has been selling well since its publication during the past winter. It is a superb collection of animal tales combined with colorful accounts of their trainers. Ballantine has the special knack for capturing circus color and circusmen's conversations. The book is top reading for everyone connected with the circus, either as a trouper, sponsor, booster or customer. It is published by Rhinehart & Company.

Unique among circus books is "A History of the Circus in America," by George L. Chindahl and published early this year by Caxton Printers, Ltd. The late Chindahl was a patent attorney and circus historian, and this book combines the attributes of both. It is a detailed, accurate and concise history of the circus business, and as such it is a fine, fast-reading source for useful information. Not only show people but especially those persons at work on circus publicity, circus movies, circus stories, circus TV series and similar projects will find it invaluable.

Special

CIRCUS Section

RETRACTABLE

Many Outfits Now Using New Seating

Mechanization long has been a key to circus operation, and today's shows are quick to adopt or perfect new ideas to speed or ease their tasks of moving constantly.

Most active field in recent years has been that of improved seating for tented circuses. Giant wagons which unfolded blossom-like to provide comfortable seats were introduced by the then tenting Ringling circus a few years ago. Those wagons have been abandoned, but new designs have been perfected by others. Now such circuses as Clyde-Beatty Cole Bros., Mills Bros., Hunt Bros., Cristiani Bros. and Al G. Kelly & Miller Bros. all have modern retractable seating wagons.

These wagons remove the need for great crews of men and numerous wagons that were required for erecting and hauling the former seating systems.

Modern circus mechanization dates from the mechanical stake driver of some 50 years ago and the last of the draft horses 20 years ago. Shows now have giant spools by which they wind up the heavy canvas; deep-freeze units for groceries and animal feed; complete rolling machine shops capable of virtually rebuilding a truck at the roadside, and easy-to-move folding stage units that simplify the move-in and move-out efforts of indoor circuses.

FAN GROUPS

4 Clubs Based On Interest In Circuses

Four active organizations are built on enthusiasm for the circus, and membership in each is largely non-show people.

Circus Historical Society is made up of a few hundred persons who delve into circus history and collect mementoes of old circuses. It and others issue periodicals.

Circus Fans Association is a group with about 2,000 members who have a general interest in the circus. CFA and CHS have annual conventions, usually with a leading circus as host. There are CFA's in many towns and local organizations in most cities.

Circus Model Builders and Owners Association is a group of persons who have miniature replicas of circus equipment, principally the wagons and trains of a few years ago. Some members have intricate and exact scale models of elaborate parade equipment from circuses of 50 and 60 years ago.

Circus Saints and Sinners is an organization active in a small number of cities, most of them in the East. Many members are celebrities. The club's highly publicized clowning at meetings is paired with club's quiet efforts to assist aged circus people.

Members of all organizations frequently assist shows in making local arrangements.



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48

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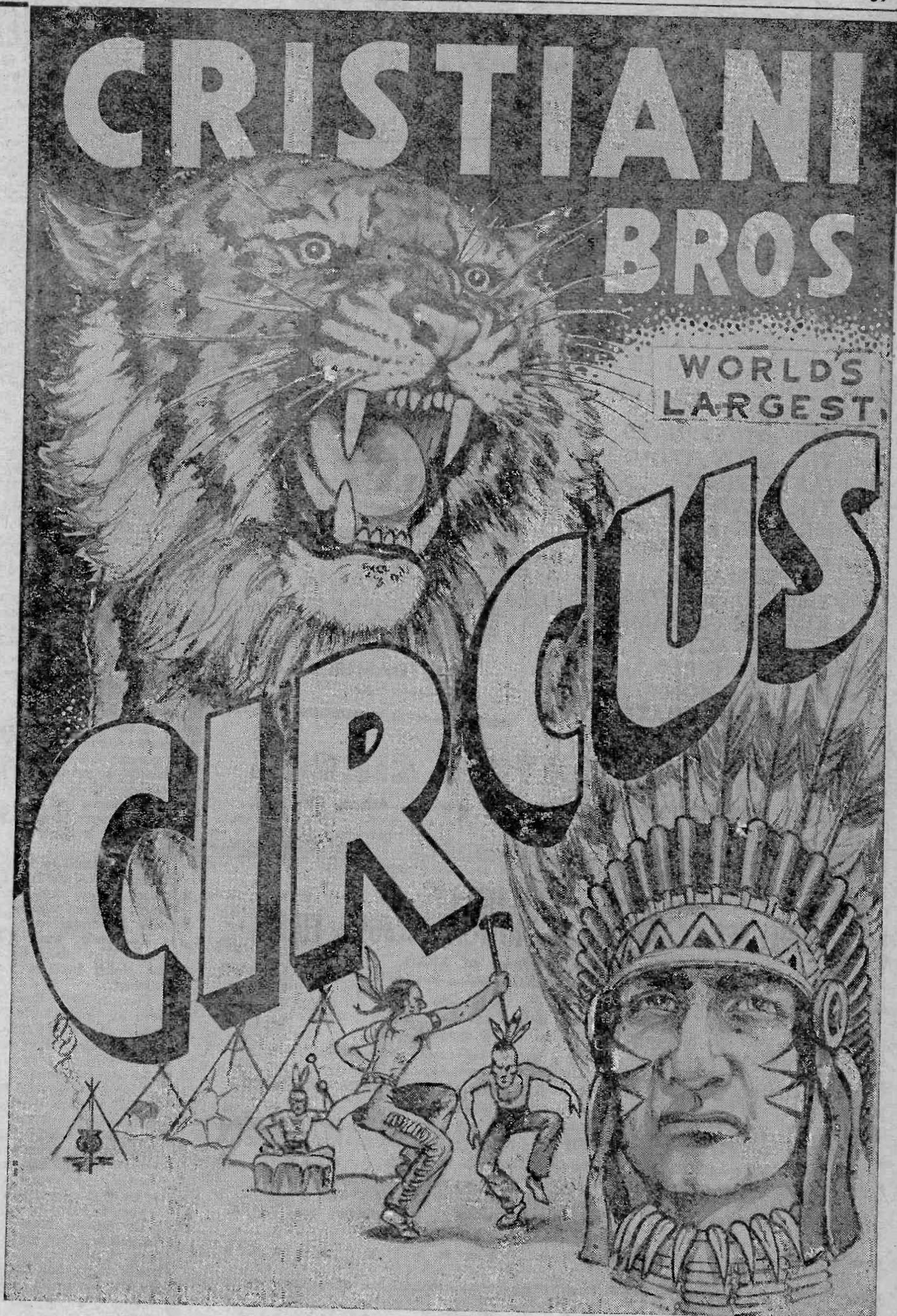
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Prosperity in Changing Field

• Continued from page 67

At this writing the tented shows have not yet started their tours. But they are recalling the big business they did last year and their plans for the coming season reflect 1958 profits in the form of added performers, new equipment, extra features and more animals.

Business Is Good

It all adds up to a refutation of the opinions widely held about circuses in recent seasons, and these points can be stressed:

Circus business is good. There are strong and successful circuses playing under canvas. There are strong and successful circuses playing indoor and ballpark engagements. Sponsors stand to make money with circus auspices arrangements.

Historically, circus business came out of the depression years and the ensuing war period as an almost totally different institution. Most of the old names were dropped and new ones were coming to the fore.

The indoor circuses really moved into their own. Once the off-season orphans of the business, these became some of the strongest business organizations in the field, and their entertainment had strength to match.

Emerging as the strongest of the indoor engagements were those sponsored by the Shrine, with police societies and others coming along as hefty seconds. In many cities winter time became circus time, a reversal of the traditional outlook for most people.

In the same period the under-canvas circuses were turning to the same sort of local sponsors for their one-day engagements. The service luncheon clubs, Junior Chambers of Commerce and dozens of other similar groups became partners in the circus business for stands in their towns.

Today almost all shows operate at least part of the time under auspices of local organizations, and many of them appear under no other circumstances.

Meanwhile, what about business? What about the idea that the circus business was disappearing?

Fundamentally, there has seldom been any radical change in the number of shows on the road in the United States. For decades the circus census has stood at something over 30 shows.

Almost every year for a long time there were business failures among shows, just as there are in any business, but for every failure there has been a newcomer. The over-all total remained little changed, and the public took little notice of the comings and goings.

Then in 1956, the biggest name in the business, Ringling Bros. and Barnum & Bailey, broke into headlines. It quit tenting to become an indoor show, but the public got the idea the whole thing was out of business. Circusdom has been fighting that impression ever since.

In the light of this, the earlier failures of two other circuses were magnified to create the impression that the whole centuries-old business had come to an end. Obviously, the indoor circuses were going right along, and nearly a score of under-canvas shows also went merrily on their way as well.

Normal Ups, Downs

There were the normal year-to-year ups and downs for the 1957 season, and these affected both indoor and outdoor shows. However, the season was most notable for the fact that there were no failures, no shows folded for lack of business. Certainly this reflected a firmer foundation than circusdom had evidenced in decades.

By late 1957, however, the general business recession was felt along circuses. Late fall tours were unprofitable, altho the season as a whole was a winner.

Circuses ventured out with some trepidation in 1958, not for any problems on their own part but for apprehension about the general status of the economy. They found at once that all was well, and the 1958 season was one of the most successful for all kinds of circuses.

Routes Undergo Change

Meanwhile, some other changes were coming about. There were some major shufflings in the routes of the big indoor shows, but the biggest changes of this type were coming in the under-canvas classification.

This, too, came as a result of the Ringling change. Since the 1870's, certain territory and certain cities had come to be regarded as reserved for the biggest show, first Barnum & Bailey and later the Ringling-Barnum combination.

Thru the years, Ringling was rarely challenged in these major spots it reserved for itself. First break in this came with the indoor shows, which with powerful local auspices could draw as well as or better than the Ringling name. That break-thru took years to achieve, since it took place while Ringling was still in business at the old stands.

Then when Ringling itself moved indoors, its established tented dates in a number of key cities were open. A vacuum existed. For the first time since the 1870's, the second-to-Ringling shows found these places open to them. So it suddenly became feasible for them to invest in the added equipment and personnel to enable them to step into these dates.

Tented circuses already were playing to good business generally. The new ways opened to the larger ones added impetus to the whole tented field and by last winter showmen and sponsors began to talk about a new trend.

That trend is toward under-canvas shows. This doesn't mean the indoor shows are threatened with any eclipse. It means only that while the investment of new money and new interest in the past number of years has been generally for indoor shows, there is a similar positive trend of thought again now for the tenters. It all adds up to a healthy circus business for all.

That health is expressed now in great new rivalries and in new names among the leading shows of the nation. The competition has been advantageous to all and an indication that circus profits are big, worth battling for—and for sponsors, worth sharing in.

Auspices Plans

• Continued from page 67

Gaining considerable strength in recent seasons is the plan by which the indoor or outdoor circus sells its performance services to a sponsor for a flat fee and leaves the problems of promotion and perhaps advertising up to that sponsor.

Some indoor circuses play most of their engagements under auspices which conduct advance sales and for which the circus also conducts promotional campaigns. In several important instances the sponsor has its own skilled personnel to operate the advance ticket campaigns and it buys the services of a circus performance for a flat fee or percentage arrangement.

Only a few modern circuses continue to play a majority of their dates without some type of auspices. One of these is the Kelly-Miller show, which usually relies on its own advertising and interest to bring customers. The other is Ringling-Barnum, which contracts with a local promotion man for each of the cities it plays, and that man handles the publicity and advance sale without the aid of a sponsoring organization.

Kinkers Seek the New, Novel

Continued from page 67

phants in an act for the center ring. John Cuneo has an African elephant that does the one-foot stand. This stunt was originated by trainer Mack McDonald with a young elephant performing currently with Polack Bros. Tony Di-ano and the Kelly-Miller Circus also have African elephants. Jack Joyce presents an unusual Liberty act with camels and other animals. Howard Suesz has a similar act of mixed animals.

Cuneo is forming a new act with llamas. He also is framing an aerial polar bear act.

Wild animal acts still enjoy great popularity and youngsters of all ages today are thrilling to such acts as the fighting lions of Pat Anthony, the beauty of the assortment of cats worked by Prof. George J. Keller; the mixed act, that includes bears, of Eddie Kuhns, the saluting lions of Prince El Kigordo, the big fighting act of renowned Clyde Beatty, and Cuneo's spotted leopards, wolfdogs, black panther and zebra.

Today's aerial novelty acts not only perform from soaring helicopters, in the case of the Atterbury, Luvas and Larry Ruhl-Sandy Winters acts, but also employ fire-works and sputtering jet planes in high acts like the Kimris and Celeste. Rietta and Sky Kings present daring sway pole acts, and Bruno, among others, does a breakaway sway-pole act. Other novel riggings are employed by daredevils such as Clay Beckett, who performs on his loop swing.

Horse acts like those of Jack Bushbaum, Alexander Konyot and Rudy Rudynoff are outstanding and have a ready-made audience in the multitudes of horse-lovers. Charles Mroczkowski has Liberty horses performing a number of highly advanced stunts, as do some other acts.

Top high-wire artists include Harold Alzana, Josephine Berosini, the Coronas, and the Wallendas. Some top teeterboard acts like the Staneks and the Amandis perform four-high pyramids. Other star acts

do sensational head-to-head and hand-to-hand balancing. Tight-wire acts are flipping somersaults, both forward and backward. Other acrobats balance their entire weight on one forefinger, a feat unheard of a few years ago.

The George Hanneford Family, the Cristianis, the Zoppes and the Riding Fredericks are among those keeping up the traditional big family bareback riding acts. They somersault from horse to horse and have employed old and devised new comedy and skill features.

Emmet Kelly, today a big name in all show business, will be making several circus appearances again this year. Otto Griebing, Felix Adler, Happy Kellens, Lou Jacobs, Paul Jung and many other clowns are as funny as ever.

The Flying Malkos are attempting and completing the famed triple somersault today that only a handful of aerialists have ever mastered. The Flying Ray-Dells, the Flying Hartzells, and the Alexanders are some other top-drawer flying return thrillers.

Unfortunately, some circus acts recently have disbanded. The mounting costs of traveling and the reluctance of youngsters to learn a trade by serving as apprentices have taken their toll. Also, there are fewer performances playing to more people per show today. Modern transportation makes it possible for families to travel distances unheard of heretofore, to a large municipality that might have an arena seating over 10,000. All these factors add up to a smaller and more select roster of circus acts than ever before.

Posing a bright future for the circuses of tomorrow are such talented and popular juvenile acts as the Whiz Kids of Mel Hall, the Golden Kids of Joannides and the Theron Dollies, all delighting circus audiences. These youngsters are featured in circuses and performing tremendously difficult stunts as a result of the traditional training of the offspring in the particular specialty of the circus parents.

Indoor or Tent Circuses?

Continued from page 67

each kind of show operates draws attention to more.

Indoor System

Indoor circuses play under local auspices and most often they play for a week or more at a single location, altho this is a generality. Dates are contracted months or years ahead of time. Well in advance of the engagement the show's promotion staff arrives to conduct the advance ticket and ad sales.

Auspices of an indoor show usually are expected to sell advance tickets themselves. They also make arrangements for the building or ball park and certain other needs of the show. If an arena is to be used, there is no limit on what time of year the show can be staged, and many indoor shows are now year-round operations.

Indoor shows almost always give night performances, and the schedule of afternoon shows is changeable. Sometimes matinees are given only on weekends. Sometimes more than one matinee is scheduled on a given day, and there are frequently morning shows, with most of these on Saturdays.

Important factors in indoor shows is that the promotion campaigns frequently produce a great volume of sales for children's tickets, and these are normally used in the afternoons. Thus, the matinee schedule often is determined by this sale.

Night shows, on the other hand, can be expected to draw adult and family business, and a final twist is that Sunday night shows now

are usually timed for about 6:30 or 7 p.m., earlier than others.

Under-canvas operation usually provides for a show to appear in a town for only one day. There have been more exceptions to this rule recently, particularly in the case of tented shows playing major cities for extended runs.

It is with an under-canvas circus that one sees not only a big top—or main tent—but also such traditional features as a menagerie and a Side Show. Both of these adjuncts are increasingly popular with tented shows and they are putting more stress back into these departments.

Tented circuses also play under local auspices and send in advance crews for promotion. When sales warrant it, canvas shows, too, can add extra performances. However, this is usually limited, since the stand is usually one day.

Auspices of a tented show frequently are asked to obtain the lot and license. The show usually is fully equipped in all other particulars, however. The show can be expected to provide its own electric power plants, dining departments and other facilities.

How publicity matters are handled varies greatly from show to show as well as between indoor and outdoor shows.

Today's circuses travel almost entirely by motor truck. There are no railroad shows in the traditional sense. Some indoor shows move elephants by railroad baggage cars, but most of them are truck shows, like their under-canvas cousins.



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Hospitaler Show Ends

Annual Circus Reports Turn Away Crowds at Performances

The 23rd annual Hospitaler Circus ended its seven-performance run at the Civic Center on Saturday with three shows which attracted capacity crowds. It was estimated that more than 4,000 were turned away from the 10 a. m., 1:30 and 4 p. m. shows when all standing room and all seats were occupied.

The sellout epidemic actually started on Friday night in spite of adverse weather conditions when the management was forced to call a halt to the selling of tickets. During the night, additional seats were placed on the floor, preparing for sellout conditions which seemed assured for the Saturday shows.

The added seats still were not enough to take care of the thousands storming the auditorium throughout the day on Saturday in an effort to gain admittance. More than 16,000 attended the three shows on Saturday.

According to Fred England, Jr., and Burr Twichell, co chairmen of Lansing Commandery's annual circus, it was by far the most successful circus project of the organization in 23 years. Harold Voise, president and general manager of Harold Brothers' Circus, producers of the show, stated that arrangements already are under way for the return of the show in 1960.

Best in Long Run of Big Top Shows Continues Through Saturday

By HAYDEN R. PALMER, (State Journal City Editor)

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CENSUS OF CIRCUSES

HERE is a representative list of circuses operating in the United States and Canada. While every effort has been made to make the list complete, the line-up of circuses changes frequently and there also is a possibility of unintentional oversight.

Shows are listed according to their most frequent method of operation, and this, too, changes from time to time.

Circus may be contacted during their seasons thru the Circus Routes column of The Billboard each week or by addressing mail to them in care of The Billboard when no direct address is available.

Under-Canvas

ADAMS BROS. & SEILS CIRCUS—William Griffith, co-owner and manager. Approximately big top size: 80 by 200 feet. Seating: Bleachers; chairs. Plays under auspices of local organizations. Second season of operation; first season under canvas. Enlarged from 1958.

CLYDE BEATTY & COLE BROS. CIRCUS—Frank McClosky and Walter Kernan, managers; Floyd King, general agent. Approximate big top size: 130 by 280 feet. Seating: Retractable wagon units; grandstand chairs. Plays under local auspices, mostly for one-day stands and including both large and medium-sized cities. One of the principal tented circuses.

BEERS-BARNES CIRCUS—Charles Beers and Roger Barnes, owner-managers; Gene Christian, agent. Approximate big top size: 80 by 200 feet. Seating: Bleachers, grandstand chairs. Elephants: Two. Plays under local auspices for one-day stands, usually in smaller towns. Long-established family circus.

BENSON BROS. CIRCUS—(See Kelly-Morris Circus.)

CARSON & BARNES CIRCUS—Jack Moore, co-owner and manager; approximate big top size, 90 by 210 feet. Seating: Bleachers and grandstand. Plays both with and without local auspices. One-day stands in small and moderate-sized cities. Making its first tour of the Middle West and East. Features Col. Tim McCoy.

CRISTIANI BROS. CIRCUS—Lucio Cristiani, manager; Paul Cristiani, general agent. Seating: Retractable wagon units; grandstand chairs. Approximate size of big top: 140 by 290. Separate menagerie and side show tents. Plays numerous principal cities for extended engagements plus additional cities for one-day stands, all under local auspices. Enlarged

both this year and last. One of the principal tented circuses.

COLE CIRCUS—See: (1) Famous Cole Circus, (2) Clyde Beatty & Cole Bros. Combined Circus.

FABIAN'S CIRCUS—See listing under Indoor Circuses.

FAMOUS COLE CIRCUS—Herb Walters and Glen J. Jarnes, owners-managers. Approximate big top size: 80 by 200. Seating: Bleachers. Plays one-day stands, most of them under local auspices. Enlarging in some departments this season under altered management. Plays Western territory.

GARDEN BROS. CIRCUS—See listing under Indoor Circuses. Show plays both indoor and under canvas.

HAGEN BROS. CIRCUS—Howard Suesz, owner; Joseph McMahon, general manager and general agent. Approximate big top size: 100 by 220 feet. Plays one-day stands under local auspices. Seating: Bleachers and grandstand chairs. Management altered since last year. Plays Central and Eastern States.

HUNT BROS. CIRCUS—Charles and Harry Hunt, owners-managers. Approximate big top size: 100 by 220. Seating: Retractable wagon units, chairs. Plays one-day stands under local auspices. Stays in the Eastern Seaboard territory.

AL G. KELLY & MILLER BROS. CIRCUS—D. R. Miller, owner; James M. Cole, manager; Arthur Miller, general agent. Approximate big top size: 100 by 250. Menagerie and Side Show separate. Seating: Retractable wagon units, chairs. Plays one-day stands in the Central States, sometimes arranging local auspices. Features animals. Enlarging some departments this season. One of the principal circuses.

KELLY-MORRIS CIRCUS—Operated by Bill Morris. Approximate big top size: 80 by 200 feet. Bleacher seats. Plays one-day stands under auspices.

KING BROS. CIRCUS—Benny Cristiani, manager; Charles Underwood, general agent. Approximate big top size: 80 by 200. Seating: Bleachers and chairs. Plays one-day stands under auspices. New circus organized for the first time this season. Owned by cousins of the management of the Cristiani Bros. Circus and leasing the King title from the former operator of a different show.

MILLS BROS. CIRCUS—Jack and Jake Mills, owners-managers; H. W. Ahrhart and Larry Lawrence, agents. Approximate big top size: 120 by 240 feet. Seating: Retractable wagon units, chairs. Plays one-day stands under local auspices in the Central and East-

ern States, including moderate and larger cities. One of the principal tented circuses.

SELLO BROS. CIRCUS—Roy Bible, owner. Also operated as Famous Barnes Circus at shopping centers. Approximate size of big top: 80 by 160 feet. Plays one-day stands under auspices in Western territory. Seating: Bleachers.

JOHN STRONG CIRCUS—John Strong, owner. Plays small towns, schools and fairs in Southern California, part of the time under canvas.

Indoors, Ball Parks

ALL-AMERICAN CIRCUS—Owned by Byron Gosh; operated thru the South as an indoor and ball park circus.

BAILEY BROS. CIRCUS—Bob Stevens, manager. Plays mostly ball park and grandstand dates under local auspices thru the summer. Expects to play Alaska in mid-summer.

CIRCORAMA—Operated by Gus Bell. Plays fairs, shopping centers and other engagements.

CLYDE BROS. CIRCUS—Howard Suesz, owner. Plays mostly indoor engagements from April thru November in Central States and Eastern Canada under local auspices.

ORRIN DAVENPORT CIRCUS—Orrin Davenport, producer. Plays indoor dates only, in upper Middle Western and Canadian territory under local auspices. Established 1908. One-week stands. November and January thru May.

DOBRITCH CIRCUS—Al Dobritch, producer. Plays mostly indoor engagements under local auspices, mostly in the Central States.

DON FRANCISCO CIRCUS—Don Francisco, manager. Plays sponsored indoor dates in the New York-New Jersey territory in late winter and spring.

GARDEN BROS. CIRCUS—Owned by Bill and Ian Garden and operated in Canada. Playing indoor dates in the spring and fall, plus under-canvas dates during the summer.

FABIAN'S CIRCUS—Operated in California by F. S. Bochlich, principally at fairs.

GIL GRAY CIRCUS—Gil Gray, manager. Plays both indoor dates and ball park-stadium dates in the West Central States, using local auspices. April thru November.

HAMID-MORTON CIRCUS—George A. Hamid, owner-manager. Plays one-week stands for the most part under local auspices, usually indoors and from Kansas eastward to the Coast. January to June in most years.

HAROLD BROS. CIRCUS—Harold Volve, manager; Richard Slayton, agent. March thru October. Usually indoor engagements of a week or more under local auspices in Central and Eastern territory.

GENE HOLTER WILD ANIMAL CIRCUS—Gene Holter, owner-manager. Playing sponsored dates at ball parks, grandstands, etc., plus an extensive late summer route of fairs. Features races by ostriches, elephants, etc., and other animal stunts.

JAMES BROS. CIRCUS—Operated by Sid Kellner as an indoor and ball park circus in California and the Northwest.

POLACK BROS. CIRCUS—Louis Stern, Bessie Polack, owners; Louis Stern, manager; Sam Polack, agent. Plays indoor and ball park engagements under local auspices from coast to coast, January to December.

RINGLING BROS. AND BARNUM & BAILEY CIRCUS—Arthur Concello, general manager; Paul Eagles, general agent. Playing indoor stands most of the year, plus some ball parks and fairgrounds grandstands. Plays under arrangements with local promotion offices, usually without auspices. Coast to coast the year round.

RUDY BROS. CIRCUS—Rudy Jacobi, manager. Plays indoor and ball park stands thruout the West, normally under local auspices, April to November.

TOM PACKS CIRCUS—Tom Packs, owner; Jack Leontini, representative. Plays mostly ball parks and stadiums plus a few indoor dates, all under local auspices. From the Mississippi River eastward.

In addition, there are numerous producers who handle from one to a few or several circus dates annually. Among these are: Frank Wirth, Wilson Storey, Eddie Zaccini, Noel Van Tilburg, Rink Wright, Frank Hildebrand and Terrell & Terrell.

Shopping Centers

DWIGHT BROS. CIRCUS—T. Dwight Pepple, owner. Plays at shopping centers, etc., under auspices of local merchants, using canvas wall, ticket admission, seats, etc., and eliminating games or rides.

L'ANGELUS CIRCUS—R. A. Miller, owner-manager. Uses circus acts and wild animals in a free show along with a midway of amusement rides and games. Appearing under auspices of merchants' associations, shopping centers, etc.

PAUL MILLER SHOWS—Paul Miller, manager. Uses circus acts and wild animals in a free show, along with a midway of rides, side shows and games. Appearing usually at shopping centers.

ANIMALAND, USA—Eddie Bil-

lett, manager. Appears at shopping centers under merchants' auspices. Displays caged animals and operates an "elephant train" of several vehicles pulled by an elephant.

PLUNKETT & McLAUGHLIN SHOW—Operated at shopping centers under auspices of merchants. Displays circus acts, side shows, etc.

RING BROS. CIRCUS—Operated by Ringling Richards. Appears at shopping centers in Western States, using circus acts and animals.

Ring Is Real; No Film for Big Top Acts

In a world where more and more of the entertainment is available only on film or some similar once-removed transmission system, the circus stands out as a principal center of live entertainment, of participation and direct delivery.

Technical progress in transmission of color, sound and even smell are at best only substitutes for the real thing. And no screen is as wide as a real arena.

But living entertainers are the real thing. There is no splicing, no dubbing in, no doubling. When a circus performer does a complicated and difficult trick, his audience knows it has seen the actual accomplishment.

RUSSIAN ACTS, CIRCUS COMING

Seven Russian circus acts or the full Moscow State Circus—and perhaps both—are expected to come to this country some time after mid-summer. Their coming would be part of the cultural exchange program set up by the United States and Russia governments.

Russian circuses have ventured into Western Europe on several occasions in the past couple of years and appeared at London, Paris, Sweden, the Brussels Fair and now Germany.

Coming of Russian acts or circuses to this country would result in publicity focusing much attention on circus activities and benefiting U. S. circus business generally.

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Special

CIRCUS
Section

PIONEERING

Shows Invade New Frontier: Shop Centers

The first transcontinental train carried a circus advance man, and such pioneering and adapting to new conditions has been a characteristic of the circus business.

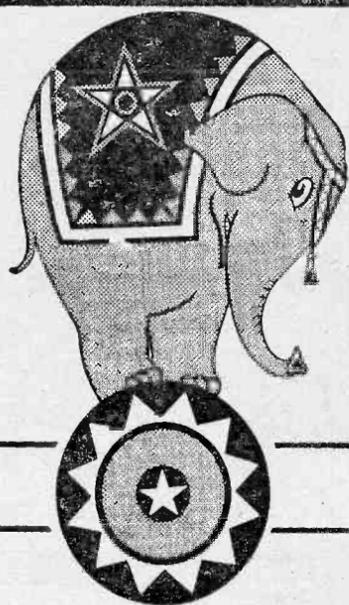
So it is little wonder that circuses have advanced to that new frontier, the shopping center.

Circus men lost little time in perfecting shows equipped to play shopping centers, and today's roster of shows includes several that concentrate on this new business.

They come in great variety. Some provide a circus performance that is given in an enclosure erected on the center's parking lot. Admission is by cash or by sales slip from a shop in the center.

Another kind of show includes amusement rides, which are the traditional province of carnivals and foreign to the usual circus lot. It is counted a circus at shopping centers because it also carries a program of circus acts, usually given free to customers of the center. The center may pay for the program or the show may keep the full receipts of the ride operation.

There are other variations which border on the circus classification. One is a menagerie with the added attraction of a series of vehicles pulled train-style by an elephant and offering rides to kids and adults. It is sold to the shopping center at a standard fee per day.



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1959 Edition

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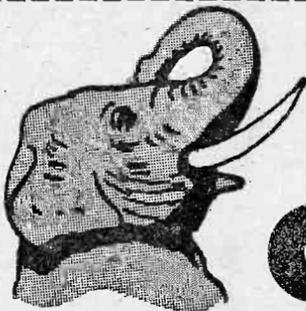
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Menageries to Indoor Dates?

CHICAGO — That powerful youngster of the circus business, the indoor circus, will soon be boasting a menagerie display in addition to a stellar line-up of acts if present indications materialize.

Circus producers have been in contact with independent menageries for animal displays in conjunction with their indoor presentations. The plan would put the animals in the display space in the same building as the circus arena.

If the plan proves successful, the whole circus business will be enhanced, as the animals will help give major towns a more complete circus atmosphere. Ringling has brought a menagerie from Florida to New York for its Madison Square Garden engagement, but it is not currently used elsewhere.

GLOBAL

330 Circuses Tour Nations Around World

Just as circus performers come from all sections of the world, so do circuses themselves spread and settle in each part of the globe.

Great Britain counts 46 circuses, while Germany has about 35 and Scandinavian countries have another 34. France has 20; Italy, Spain and Portugal add another 17, and there are 33 more shows in Switzerland, Belgium, Holland, Austria and Ireland.

Russia claims some 54 circuses and there at least nine more in the satellite countries. Israel has one. There are 5 in South Africa, 3 in Cuba, 10 in Australia, about 4 in India and more in China. Japan has about 15 circuses. In South America there are 10 or more, while Mexico has more than a dozen.

Add to these estimates the more than 30 circuses in the United States, and a conservative world total comes to something in the neighborhood of 350 circuses.

Ringling Still In Business, Making Profit

Status of the show with the most famous name in circus business has been confused in the public mind since widespread press reports two years ago led people to believe the circus was out of business.

But Ringling Bros. and Barnum & Bailey Circus is quite active and prospering once again. At Pittsburgh in 1956, John Ringling North announced he was quitting tents and switching to an indoor circus format. Since then he has spent virtually all his time in Europe.

However, other hands have been working hard to convert "The Greatest Show on Earth" to its new style. It groped thru 1957, making some mistakes, many experiments and little money, but by the end of 1958 the show could claim success. It had settled down to routine operation as an indoor circus, and it had paid off much of its old indebtedness.

For 1959 the show is planning a series of major changes in its routing, and reportedly will trade the traditional schedule of going to winter quarters in the fall for a new plan that will have it idle in "summer quarters" thru the hottest summer months.

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Others Use Word 'Circus'

The word "circus" has been bandied about by many who probably didn't mean what it said, and the word has been diluted by such uses as "circus of value" sales and governmental affairs that opponents declare are "turned into a three-ring circus."

It used to be easy to define just what a circus was—and then judge whether a given attraction was a circus. Today some of those same tests prevail and many shows qualify, of course. They have elephants and clowns, and horses and acrobats and tents.

Numerous indoor shows lack the tents, if not more, and yet they measure up as being among the best of modern circuses. Other outfits augment a series of amusement rides with a ring or stage and a few circus acts and thereby come into the use of the word. Beyond that are events like Boy Scout "circuses," which really are activities demonstrations and far from circuses.

More often today the public confuses circuses with carnivals, overlooking that at a circus customers

Tents Stress Color, Flash

CHICAGO—As the 1959 outdoor circus season blooms into view, a wealth of flash and color graces circus tents of all sizes and description.

The big tops ordered new this spring are being made in both stripes and solid hues of blue, orange, white and other bright colors associated with the circus.

One especially noted top of a major circus, will have an interior plastic trim that may be scrubbed bright to present a more pleasing atmosphere for its patrons. Nearly all circus tops boast interior color trim or fringe.

Circus midways will also be graced by new Side Show banners and better lighting to make the circus doubly appealing.

sit down to see a performance and at a carnival the main event is taking the various amusement rides.

BAILEY GOES TO ALASKA

Bailey Bros. Circus will play Anchorage, June 13-22, for the Anchorage Shrine Club; followed by a stand in Fairbanks for the Farthest North Shrine Club.

To fast-acting groups interested in fund raising and bringing a star-studded circus production to their community, there are a few open days. You may be able to have a highly successful circus day or days to profit your organization.

STRONG PERFORMANCE

Bailey Bros. Circus plans a powerful performance again this season sparked by The Whiz Kids, and their unicycles from the Ed Sullivan TV show; The Montons, daring iron-jaw aerialists; The Kristensens, America's newest and finest bareback riding troupe; Miss Claudia, daring feats on the silver strand; Lew Henderson and his comical chimpanzee, Bongo; The Platons, daring Danish aerial gymnasts from Ringling Bros.; The Ortegos, horizontal bar comedians from Mexico; La Sebra, beautiful and fearless star of the swinging trapeze; The Flying La Forms, famed flying-return trapeze act; Relisto, balancer supreme from Sweden; Ricca, sensational juggler from Mexico; and Jeff Murphee heading up Bailey Bros. Clown Alley. Tony Ridaldo, comedy ladders; Bobbie Hodgins, comedy 1922 Ford.

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It's the most likable book about the circus world I've seen in years.
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Beatty-Cole Ready for Hop To Palisades

DE LAND, Fla.—The Clyde Beatty-Cole Bros. Circus will leave its winter quarters here March 18 for Palisades Park in New Jersey where the show will begin its 1959 season March 27. Rehearsals will begin March 21. The show will move in three units under the direction of Frank Orman, Robert Reynolds and William Cheen.

During the winter an elaborate reconstruction and enlargement program has been carried out. Eight steel seat wagons have been either built entirely new or reconstructed in the shows' shops under the direction of George Werner, superintendent of canvas and seats.

With the exception of several top holdover features, the 1959 program will be almost entirely new and will be the heaviest ever carried by the show. The show menagerie has been enlarged during the winter.

Clyde Beatty is back in winter quarters after a short visit to his home in Hollywood, Calif., following his winter dates. Frank McClosky, general manager, is back in winter quarters after a trip to the West Coast. Walter Kernan, manager, spent several days in the Tampa area the past week.

Floyd King, general agent working out of the Claridge Hotel, New York, was in a huddle last week with Neil Berk, executive agent; Frank Braden, general press representative, and Arthur E. Bitters, manager of the advertising car.

Mrs. Tom Clark, wife of the boss property superintendent, and daughter, who have been visiting her parents in Madrid, Spain, the past month, will rejoin the show at Palisades Park.

Recent visitors to winter quarters were James Burke and wife, Bumpsey Anthony, Specs Groscurth and wife, James H. Drew, Frank Peters and wife, Jack Castro, Jack and Catherine Burslem, Eddie Barrack and Si and Dorothy Rubens.

DISNEY, TOO

Major Movies Of Circuses Coming Soon

Circuses and their sponsors are certain to get a good boost from the motion picture industry in coming months. Hollywood reversed its old stand against circus films when DeMille's "The Greatest Show on Earth" became a money-maker and kicked off a series of pictures on the same subject.

Now a second round of major circus motion pictures is on the way, and the real shows are sure to gain from the added interest created with the public.

"The Big Circus" is well along now and should be in the theaters during most of the coming circus season. It has a cast of major stars and already has been getting extremely wide publicity. By-product here and in other cases will be that real circus performers who appear in the pictures have added appeal to the public and added points of publicity to be used by the circuses and sponsors that employ them.

Another picture to come will be a film biography of P. T. Barnum. Work also has been done on a movie that would tell the dramatic story of circus greats Alfredo Codona and Lillian Lietzel.

Having perhaps the greatest potential of all is a new movie to be made by Walt Disney. This will be "Toby Tyler," an adaptation of the classical children's book of the same name. Disney's organization has been at work on this for some time and now various circus performers are being signed to appear in it.

R. E. Leonard, Junction City, Kan., plans to play shopping centers and outdoor dates with a new three-bear act which includes a Shetland pony that pulls the bears around the ring in a chariot. Gene Whitmore, Lockhart, Tex., needs a photo of a girl playing a piano in the sheet music department of a dime store for a book he's now compiling.

Court Puts Okay On Lease Plan For King Title

MACON, Ga.—Legal hurdles to the use of the King Bros.' Circus title were cleared last week when Trustee Durward B. Mercer, acting on an order entered by Judge E. P. Johnston, U. S. referee in bankruptcy, conveyed the title and trade name to Mrs. Vicki Kernan King, of Macon.

Mrs. King is the wife of Floyd King, who was a partner in the operation of the King show with Arnold F. Maley when the show firm went into bankruptcy in 1956. Mercer is the trustee in the bankruptcy matter.

Mrs. King is negotiating a lease of the title to a group of Sarasota residents, including Benny Cristiani, Remo Cristiani and Adolpho (Tripoli) Cristiani, who are preparing to launch a new circus next month.

City officials have under consideration a petition for the new show to use Central Park for a three-week period starting April 5 to assemble and rehearse the new show. Decision has been delayed due to a large number of race horses now undergoing training at the park and whether sufficient space will be available at that time.

Club Sets Circus Weeks

BERNARDSTON, Mass.—The Clown Club of America, composed of professional and amateur clowns who work for lodges and various organizations, has announced that it will again sponsor and promote National Circus Week, June 1-7, and National Clown Week, August 1-7, according to Raymond L. Bickford, national chairman.

Special

CIRCUS SECTION

UNDER THE MARQUEE

Acts with the L'Angelus Circus for R. A. Miller at the Lockwood Village Shopping Center, Dallas, are Dolly Jacobs' three elephants and seven dogs; Eddie Kuhn, four lions, two leopards; two bears and a puma, and Ernest Engerer with three lions.

Emmett Kelly did two sittings for a portrait by Dmitri Vail while appearing at the Southwest Boat Show at Dallas last week. The full-length oil painting was unveiled the last night of the boat show.

Charles Cox, who has the Side Show on the Coney Island Shows, playing Jamaica, sends photos, including one of himself draping a boa constrictor over the shoulders of the mayor of Montego Bay. Mike Berosini has the high act on the West Indies midway.

Personnel of the Ringling Bros. flying return acts includes Dick Anderson, Juan Rodry, Peggy Anver and Jean Baroni, composing the Comets, and Ray Humphries, Walter Patterson, Eve Nemidi and Billy Ward, the Rockets.

Barbara Autry, rope spinner, follows the Harrisburg, Pa., Sports Show (16-21) with the Frank Wirth Circus in Hempstead, N. Y., opening March 28.

Bill Claus, of Neil E. Shaffner Players, is resting at Quincy, Ill., following surgery and would like to hear from friends.

Bob Good, chairman of the Terrell M. Jacobs Memorial Fund Committee of the Circus Model Builders' Association, infos that a bronze memorial tablet will be elected in Terrell Jacobs' honor in the Museum of the American Circus, Sarasota. Clarence Pfeffer, Johnstown, Pa., collected for the fund. Jacobs was an honorary member of the CMBA. Good has recovered from recent surgery and will visit the Ringling and Beatty circuses soon.

Chuck Burnes, clown, and Al Cattarzi, with his dogs, are working advance television, radio and store promotions for the Ringling show. . . . Jack Niblett writes from England that he caught Bertram Mills at London, Chipperfield's Circus at Birmingham and Belle Vue International Circus in Manchester, among the recent Christmas circuses.

The CFA of Greater Delaware Valley, Pennsylvania, recently elected Henry K. Hayden, president; Lewis Easby, vice-president, and Bill Hall secretary-treasurer and publicity director. Their annual banquet will be held May 16 at Norristown, Pa., allowing members to attend the matinee of Hunt Bros.' Circus beforehand.

Don Marcks will display his miniature circus in Berkeley, Calif., for Pontiac dealers. Howard Greatrex visited with Marcks. Visitors to Ring Bros. Circus in Oakland, Calif., were Bert Hansen, George MacKender, Lloyd Harnis and Marcks.

Tige Hale, Panama City Beach, Fla., made the Tampa Fair and Cristiani winter quarters recently. He also spotted Eddie Frisco and other show folks with R. A. Miller's Shopping Center Circus. Hale reports that they were giving free rides on two elephants and presenting a circus act every 15 minutes.

Count Popo De Bathe visited with Stewart and Edwin Tait in Honolulu before sailing for Los Angeles. He will open at Children's Fairyland, Oakland, Calif., March 18.

Circus Saints and Sinners of Bradford (Pa.) are holding a dinner and Circus Night featuring Eddie Weber and Jerry Bergen Monday (2).

After completing a stand at the Akron Sportsmen's Show, Sonny Moore and His Roustabouts opened March 13 at the Montreal Sportsmen's Show. Also on the bill at Akron was Betty Pasco, sporting a new rigging for her aerial act.

Capt. Ernest Engerer received front-page notices in two Dallas papers last week when residents complained of the roaring of his six lions parked near a shopping center. He had arrived a week early for the shopping center circus.

Guatemala Ousts Mexican Circus in Border Crisis

HARLINGEN, Tex. — Circus Union, one of Mexico's largest circuses, reports extra good business in Guatemala City, but that the scheduled 10-week run was cut to 23 days when diplomatic relations were broken between Guatemala and Mexico. Until forced to leave, the show had given three shows a day, and four and five on Sundays, at about \$2.50 top, according to Jesus Fuentes, owner.

Show has added 10 new stake-bed trucks to its rolling equipment and Fuentes is now in the States buying a light plant and new tractor and trailer. The show has a new horse trailer for a riding act with four horses and 10 people. Fuentes is purchasing animals as well as equipment in the States. He also visited the opening of Hagen Bros. Circus March 7 at Alice, Tex.

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PARKER TAKING CRISTIANI TO CHICAGO, LOS ANGELES

June 25-July 12 for 3 Chi Area Stands

CHICAGO—Tom Parker has arranged to bring Cristiani Bros. Circus into the Chicago area for June 25 thru July 12.

The under-canvas show will play in at least two and probably three suburban locations for a week or more in each. The Parker-Cristiani combination will conduct the same type of advertising and promotional campaigns as last year, making this city-wide engagement rather than lesser suburban runs. Newspaper advertising, for example, will be in Chicago city papers primarily, not suburban neighborhood papers. There will be a downtown ticket sale and other aspects of the big-city date inaugurated last season.

Decision to play on a metropolitan basis was made by Parker because of "difficulty in getting a decisive answer from the Chicago park board for negotiating this year's contract" that was to have put the show back on the lakefront.

The lake lot was first choice of the show and Parker, it was learned. But the date passed after which there was too little time to put on a proper promotional campaign. At this time, Parker bowed out of the lakefront picture and began working on the new angle. The suburban dates are about the same as those Parker had requested from the park board at the lakefront in negotiations that began last September.

Among features contemplated for this year's engagement will be an all-reserved seat policy, Parker said.

Kansas City Up 21% for Hamid; Sets Records

KANSAS CITY, Mo.—The 19th annual Hamid-Morton Police Circus here (2-8) broke all previous records, according to show sources. Gross receipts were pegged at over \$100,000, with box office receipts up 21 per cent.

The last six performances were given to standing-room-only and turnaway crowds. The 1960 dates have been set for March 1-6.

White Plains Grosses Well

PATERSON, N. J.—Pan American Circus' armory date opened to good business here recently following a highly successful weekend in White Plains, N. Y. White Plains County Center produced full houses for all but two of the six shows by Don Francisco's unit.

Sequence of acts was as follows: Prince El Kigordo, lions; Sils Sisters, aerial; clowns; Billy Barton, cloud swing; Roland Tiebor Jr., two seals; clowns; Jack and Jeanette, unicycle juggling; Sensational Kays, high wire; intermission; five Hunt Bros. Circus elephants; Gerda and Pedro, aerial and iron jaw; Cincse Colliers; clowns; Jack and

Clyde Names Staff, Acts, May 8 Opening

OKLAHOMA CITY — Clyde Bros. Circus will debut its spring season May 8 at Sault Ste. Marie, Ont., according to Howard W. Suesz, owner-manager.

Other staff members are Jack LaPearl, general agent; Eddie Akin, superintendent; Alberto Zoppe, equestrian director; Tex Burwell, announcer; Bill Curry, concession manager; David Rutherford, press representative; Bob Hampton, billposter; Fancher

(Continued on page 79)

Long Run Set For August, September

LOS ANGELES — Cristiani Bros. Circus will play Los Angeles from three to four weeks starting either August 27 or September 3, using one or two locations.

Tom Parker, Chicago promotional man, announced last week he was completing a deal by which he will have the circus in Los Angeles for the Saints and Sinners Club of Los Angeles. This is the largest Saints-Sinners group in the nation and the circus will be to benefit its campaign to build a hospital for retarded children. The project is called Little Saints

(Continued on page 79)

Carson Performance Goes 25% Western

Big Show to Have McCoy's Westerners In Coach Raid, 'Hanging'; Hoover Cats Join

HUGO, Okla.—Col. Tim McCoy again will be featured in the enlarged Carson & Barnes Circus, opening its 1959 season April 15. The show will have a new big top, marquee and sidewall. One-fourth of the performance will be devoted to Wild West featuring McCoy, and will be climaxed with a stage coach raid and the hanging of a horse thief, according to Jack Moore, manager.

The enlarged Side Show will be fronted by two 40-foot semi-trailers with 15 wings and raise-ups on top which have the show banners painted on them. When erected, they will form a 110-foot bannerline. The Side Show acts will be joined by minstrels, two semi-trailers of animals, and Josky, the show's biggest elephant. Remaining animals and elephants will be housed in the menagerie.

Capt. David Hoover's mixed wild animals and an aerial number of six ladders and four webs will highlight the program. Trumpet, trombone and drums will augment the organ for live music. Show has doubled the elephant herd to total six.

Floyd Hill and Harry Rawls have made new candy stands. Jack

Harold Signs 4 Aug. Dates

SARASOTA, Fla.—Harold Bros. Circus recently packed Chattanooga, August 10-11; Lexington, Ky., 12-15, and Toledo, 22-24, according to Harold R. Voise, manager. The latter two are repeat dates. All of the stands are Shrine sponsored.

Mabel, juggle; Symphonettes, acrobatics; Narbo, human gorilla; Albanis, aerial motorcycle. A Joe Basile band played, and Jerry Bangs was producing clown.

Promoter Ed Ceccolini eliminated the night shows this year, providing instead two shows prior to supper time. He reported discouragement with night show business in the New York metropolitan area.

Turner has framed a new ape show to operate in addition to his snake show. The Wild West portion of the regular performance and not an aftershow, will feature Tim McCoy and his whip act, rifle shooting, eight-horse rope catch and troupe of Cherokee Indians.

Moore stated that he has been in a series of conferences with a television producer regarding a new circus series for television.

Hagen Bros. Opens in Texas; Details Staff, Vehicles

ALICE, Tex.—Hagen Bros. Circus opened its 1959 season Saturday (7) on the fairgrounds here, where it has been wintering, to good attendance in cloudy and chilly weather. The matinee was a half-house and the night show was estimated at three-fourths full. Fair board was sponsor.

Staff includes Howard Suesz, president; Joe McMahon, general manager; Bob Couls, manager; Maryjo Couls, office; Henry and Sandra Thompson, Side Show; S. I. Douglas, Side Show canvas; Ollie Ingram, menagerie superintendent; Frank Y. gla, 24-hour man; Bob Stevens, concessions; Tex Maynard, equestrian director; Fancher Pierce, bandmaster; Lloyd McNeal, props boss; Enoch Bradford, boss canvasman; Pappy Johnson, assistant boss canvasman; James Kernan, ape pit show; Bob Grubbs, director of ring stock; Bill Brandt, ring stock; Jimmy Shirig, tax box; Morris Horn and Joe Orth, elephant department; Mac Sucher, electrician; Eddy Akin, master of transportation; Bill Curtis, front door, and Al Dean, cookhouse.

Rolling stock lists pole truck, light plant, horse truck, concession truck, two elephant trucks, concession sleeper bus, big top spool truck, Side Show spool truck, workingmen's sleeper, water truck, band truck, seat truck, cage truck, performers' sleeper bus, cookhouse truck and trailer, office wagon, stake driver trailer, cage trailer, wrecker tractor, prop truck, inter bus, popcorn trailer and advance

CIRCUS REVIEW

Harold Bros. Scores With Strong Showing

By JON FRIDAY

LANSING, Mich.—Harold Voise and associates launched the second season of their Harold Bros. Circus here (5-7) with four consecutive straw houses closing the run in the 6,100-seat Civic Center. Thursday (5) opened with a half house for the matinee and around two-thirds for the evening. Friday (6) brought another two-thirds matinee, but that night was a turnaway. Saturday (7) with almost continuous performances at 10 a.m., 1:30 and 4 p.m. piled up as many full houses. At the first afternoon show, firemen were clearing aisles by telling people who didn't have seats to come back for the next show or get their money back.

This show has nothing to distract or slow the performance. That a well knit and co-ordinated program of good circus acts is sufficient to please circus-goers without additional garnishment is evidenced by viewing the crowd's reactions to this production.

The physical equipment of the show makes a good appearance. The lighted ring curb is spotted in the center of the arena and is banked with colored footlights. Each aerial rigging had ample space to remain intact thruout the performance, eliminating much of the hurried and scurried rigging activity often seen with arena shows. Propmen wear white jackets.

Keller Opens Show

The varied and fast-paced performance opens with Prof. George J. Keller putting his black panther, male lion, lioness, tiger, leopard, two cougars and jaguar thru their paces. Highlights include a plank

and a peg walk, and rollovers by the black panther. After the other acts have left, Keller and the black panther do a novel boxing bit for the wind-up.

Jeanine Pivoteau draws attention and makes an unusual ascent up her web, using both feet and hands in a fashion similar to what is seen later in the gorilla parody. She continues on the web for a smooth, graceful routine. Transferring to rings, she maintains poise thru difficult routines. She finishes with a series of one-arm plunges. She swings into an angle each time and holds it for a second or two.

Clown walkaround has George LaSalle, Al Ackerman, John Facer, Larry Benner, Jim Snell, Dick Lewis and Rollo.

Les Blue and Yvette ride a miniature bicycle and a unicycle. The girl is not just an assistant, but takes a turn on the unicycle, juggling clubs. Les skips ropes, balances and flips cups and saucers to his head and finishes by spinning 10 hoops on the one-wheeler.

Kinko, Tiebor, Clayton

Kinko drives his clown car with a tiny trailer containing a dog. He then does contortion tricks with a barrel.

Roland Tiebor and the seal romped thru antics such as playing ball, catching rings, balancing a large ball while she walks on her front flippers and going up and down a pedestal-ladder while blindfolded. After an announced one flipper stand on a revolving piano stool the musical horns are brought out for "America."

The (3) Claytonos were to appear at this point with whips and ropes, but were scratched from this performance, due to the overflow crowd.

The clowns come out for a hunting number that ends with a duck with a parachute, a skunk falling from the ceiling.

Jan Risko and Nina did some fast juggling with sticks and plate spinning on an elastic pole before going into their routine of plate spinning. They let some of the plates break and build up great enthusiasm before they finish with the 10 spinning objects.

The Geraldos close the first half with their double trapeze number which is in a class by itself. Their balancing and catches and drops

(Continued on page 79)

King Bros.' Circus Preps For April Georgia Bow

SARASOTA, Fla.—King Bros. Circus, now being readied for the road here, will move into its new headquarters at Central City Park, Macon, Ga., March 31. The 1959 season will get under way at Hawkinsville, Ga., April 27, according to Benny Cristiani, associate owner and manager.

Newly organized King Bros. Circus is composed, to some extent, of the other branch of the Cristiani family. The owners are Ramo, Tripoli and Benny Cristiani, together with Fred Canestrelli. All except Benny Cristiani are brother-in-laws of the other Cristianis.

New canvas thruout has been built by the U. S. Tent & Awning Company. The big top is 90-foot round end with three 40-foot middle pieces; the menagerie is a 60 with two 30-foot middles. The Side Show is a 50-foot round end with two 30-foot middle pieces.

The show will move on 18 units owned by the show, according to an official. The menagerie will be one of the features, with a varied assortment of wild animals. Fred Canestrelli returned last week from the Los Angeles area with two semi-trailers loaded with elephants, cage animals and lead stock.

Charles R. Underwood began his duties as general agent the first of the year. He is assisted in auspices contracting by John Berk, the past seven years ahead of the Hitler car exhibit. Ora Parks, the general press agent, is making his headquarters at the Central Hotel, Macon. S. B. Warren will be the car manager on the advance with six billposters, lithographers and programmers. A. Lee Hinckley, bandmaster, and Tom Kennedy, manager of concessions, are other department heads.

Harold Bros. Showing Strong

Continued from page 78

are made doubly unusual as they alternate being the bearer. Finish is an ankle to ankle catch without a net.

Opening the second half are Walton and Sina, adagio and perch pole performers. Their first perch pole is supported on the man's knees with a cord running from the top of the pole to his teeth. On a shoulder perch pole, Sina does a split on rings and a foot push-out. For the finish they use a short belt perch pole and make a "helicopter" spin out of an arm flag.

Trude and Pete Luvas perform the stunts they will be doing from a helicopter for outdoor dates later. Pete does a barefoot loop walk. Trude is in a vertical split, shoulder dislocations, to suspension, back balance and a slide from knees to heels on the neck-supported traps.

Bobby Nelson's Four Pigs follow and they do a long-mount, pivot, jump barriers, roll cylinders and see-saw before sliding down their slide.

Dick Lewis, assisted by the rest of the clowns, does a good table-rock number. The tables are four high.

The Three Cycling Theron Dollies were joined by father Guy

Theron in the next number. The older girl spins the front wheel of her bike around. The two-year-old member is top-mounter in a three-high on the circling bike. This act goes into high gear when a perch pole is attached to the bike and a young girl does a foot push-out, dislocation, split on rings and a neck suspension from a cross bar at which time lights go off revealing the circling cycle outlined in colored lights. All the girls ride unicycles and Guy makes a unicycle out of a bicycle by tipping it up on end. The finish is a three-high, this time with Guy on the bottom peddling a miniature bike. This act was alternating with the big family Theron bicycle act on this date.

Norbu, gorilla parody, begins with him being carried into the ring in a bamboo cage. There is a hand walk and then a simian climb up a rope to the ceiling and a drop back to the floor and halfway back up the rope on the shock cord sling. After a romp thru the crowd he emerges with a lady's purse and later carries her off over his shoulder.

Paul Kelly Elephants presented by Dorothy Kelly, present a side mount, Merry-Go-Round swivel and other standard elephant routines for a three-bull act.

The Flying Satellites—George Voise, Rene and Madeline Geraldo and Ralph Oyseth—close the show with a somersault, a pirouette, a one-and-one-half somersault and a passing leap by George and Rene. Outdoor rigging and lighting was used here.

The Roberto de Vasconcellos dressage horse act worked the opening day, but ran into flooring difficulties and was discontinued for the remainder of the run.

Ringling Show Counts 69,350 At Charlotte

CHARLOTTE, N. C. — Ringling Bros. and Barnum & Bailey Circus wound up its five-day stand here (4-8) at the 9,600-seat Coliseum with a total attendance of 69,350 compared to 63,857 last year.

Despite the increase in attendance, the total gross was down about \$900 due to a drop in ducat prices from a \$3.50 top to a \$3 top, according to Paul Buck, Coliseum manager, who also promotes the show's appearance here. The show grossed about \$129,000, according to an estimate.

Wednesday night (4) drew a near-capacity 9,172, including North Carolina's lieutenant governor and 350 legislators and their wives. Thursday (5), also a night show only, drew 7,726.

Friday (6) afternoon had 7,201 and 8:15 brought a strawed 10,003. Saturday (7) matinee was another full 10,009, and the night also packed them in with 9,812. Final Sunday (8) counted 9,815 in the afternoon and 5,612 at night.

Long Run Set

Continued from page 78

Ranch, and a 147-acre site has been bought for it.

The announcement adds another major city to the string being played this season by the Cristiani Bros. Circus, and it opens a new section of the country to the circus.

Parker said that he looked on his system for bringing circuses to major cities as a new trend in the business and that he may add more cities to his schedule in the future.

CIRCUS REVIEW

Polack Performance Wins Its Annual Raves

By TOM PARKINSON

CHICAGO — The circus performance which Polack Bros. has evolved for this season has Chicagoans raving—as they customarily do for a Polack production. This edition comes forth as a more diversified show than last year's, well-balanced and entertaining.

Earlier stands this season saw a changing set of acts, and still there are a few changes being made for specific dates. But now it is basically in its full-season running form, and sure to please. It is true at the same time that this year's planning and production was more cost-conscious.

Prince El Kigordo's ten-lion act opens the show and he features a barrell-roll, lion in a swing, twin high-peg walks and a fire loop. He is spirited and the act comes off adequately.

Senor Cardona takes to the air with his cloud-swing number that startled the audience with a wide assortment of swings and catches. He and his troupe also have their Renoso Trio act here but it was out of the program in Chicago only for timing reasons and is to be seen elsewhere.

Barbette, Tajana

Clowns appear at this point and have already been seen in come-in business.

The Richardos have trampoline accomplishments that click. Good somersaulting and twists are seen, and the closing is a leap from the trampoline over a line of nine people. Clowns come in again.

Barbette has produced "Amerindian Interlude" in which beautifully costumed girls enter for dancing that becomes an introduction for Princess Tajana. This production is fine, more in line with circus needs than some others, and properly timed.

Princess Tajana enters on horseback and goes to aerial rigging for a delightful act. She does a one-heel suspension, neck suspension and a one-foot suspension. Opening is upside-down walking in foot loops. There are both ankle catch and a knees-to-heels catch. Grace, motion, poise and style are the real features of this presentation, however.

Burger's Ken-L-Cade is Janet's Dogs and Ponies with the new feature of performing Afgan hounds. This is consistently the best-groomed act in the business and always pleasing. The Afgans add high stepping, boxing that is reminiscent of the horses on Cole Bros., high jumps, rope jumping and leaps. The other dogs are minimized this year and the act misses them. Clowns follow.

The Georgian Trio is George Hanneford Jr., his wife and his sister in a top flight act. The George Hannefords work as a perch duo first. She does exceptionally well on upside-down loop

Clyde Names

Continued from page 78

Pierce, organist; Herman Littlejohn, boss props; Mac Zurcher, electrician; Velma Harrison, wardrobe, and Bill Hartol, handling the Toronto office.

Performance will include spec, 12-girl web number, two production numbers, Alberto Zoppe Troupe, riding act; Esqueda Troupe (5), cycles; Dwight Moore's Dogs; Craignon and Juanita, aerial perch; Gasca Duo, wire and juggling; Howard's Ponies and Elephants, Helen Siegrist Flyers, Nelson's Pigs, Hungarian Troupe (9), Risley, and grand finale. New costumes are being made here in winter quarters.

walking, and—with a perch trapeze—knee and heel catches plus a high hand stand. George then rolls a globe on stage and his sister, Kay, steps out of it to join in perch that has the two girls in revolves atop it.

MacDonals, Corona

Mac and Peggy MacDonald have the Besalou Elephants in top shape and moving fast as ever. Two go from hindleg stands to twin head stands. There is a front leg walk, barrel roll, military-style and liberty-style routines and a long mount in which the comedian elephant is backwards. And, of course, the act is topped with the best and longest one-foot stand in the field.

Highwire performers of the Corona Troupe (5) are attractive in a nice introduction and pretty wardrobe. Gear-shift business on a motorcycle on the wire adds suspense. Other stunts include a sack walk, three-person walking pyramid and a somersault over three persons on the wire. Intermission follows.

Barbette has a display to open the second half. There are four girls on webs and four more working on rope ladders for a variation on the usual theme.

Konyot Chimps perform leap-stands, a juggler's pose that wins applause, and three chimps on a bike. The act closes with two chimps on a big looping swing.

Halls, Hannefords

Topping the entire program here is the Whiz Kids act, with the children of Mel Hall in outstanding unicycle work. They are not a part of the season's show, but they certainly were strong here. Older boy does nicely. Older girl adds her full share of charm and skill. The younger girl captures the audience with her cute styling as well as cycling—and with the absence of her two front teeth. And the younger boy wows the audience with his foot-tossing of saucers to a head-top stack while he is cycling. The whole act is a standout.

The next display explains why there are circuses. The George Hanneford Family looks the part of aristocrats as they come on for classic bareback riding. Wardrobe is perfect. Tommy handles the comedy thruout, of course, and Kay is pretty as she leaps the ribbons and rides principal. George Jr.'s jockey riding, leap-ups and his somersault from a front horse to back horse are excellent. Ring royalty shows as they perform, and their encore bits are deserved, despite milking this at some performances.

Clowns make many entries and walkarounds and they do get laughs especially from women in the audience.

The Amandis teeterboard troupe are slowed at the start by acrobatics but as soon as they get to the teeterboard all is well. The flips to a chair, the chain-reaction flips to make a three-high, full twister to the shoulder, dual jumps and flips, and a double somersault to a chair are well done. Ground tumbling fits okay at this point and the ground somersault to a two-high is an eye-catcher. For the end, there is a three-high shoulder stunt and a flip that takes one member to a 16-foot chair. Clowns work a comedy army bit.

Finale is the Flying Alexanders. The act has good form and is fresh from movie work. Stunts include a double cutaway to a stick, followed by a try for the triple at each showing. They complete a two-and-a-half and close out with a somersault in a passing leap. It all adds up to a strong finale for an entertaining show.

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Imperial, Calif., Gets Fewer People, Same \$

Tighter Gate Produces Okay Revenue; Total Nine-Day Attendance is 81,344

IMPERIAL, Calif.—Altho attendance at the nine-day California Mid-Winter Fair, which closed here Sunday (8), was 81,344, down 13,021 from 1958, Kenneth F. Hofman, the new manager, said gate revenue for the two years was "about the same" due to tighter control.

Good weather prevailed during the entire run, with both weekends drawing almost equally as well. Hofman said attendance on the first weekend was 27,000 and for the second, 24,000.

Features of the event included again the International Festival of Nations, with the various nations

who pioneered in the rich agricultural valley being honored. Sales at the junior livestock auction, this year limited to an individual with one blue ribboned animal, set a new record of \$78,366, which was \$13,366 above the \$65,000 goal. Beef prices were about 16 cents above market.

Dollar Tab

Hofman, who succeeded D. V. Stewart, who retired after 30 years, used a new gate pricing policy. No charge was made for parking, with the \$1 adult admission bearing a stub for free admission to the horse or vaudeville shows. A 50-cent charge was made for the rodeo the first weekend and the big car races the second one.

Hofman said that more outdoor concession space was sold this year.

Attractions on the fair midway included the Mother Goose Farm, managed by Si Otis; Larry (Bozo the Clown) Valli, and Corky Kellman, former swimming champion who performed in a small plastic pool.

Stage shows were in three segments, booked by George Hunt & Associates of Hollywood. The opening stanza was on a Western theme with the Hollywood Starlets (6), Bob, Karl, Five Carlyles, Ken Card, and Wally Boag. The Hawaiian turn had the Orwins, Rufe Davis, Carlsons and Faipaua. The closing show featured Nancy Long, Jimmy and Mildred Mulca, Volantes and Woo Woo Stevens. Booked for the full nine-day run were Betty and Benny Fox with their high act, Arleen Wells, the Starlets, and the musical trio of Don Ray, Carl Earl and Ken Apperson. It was the 22d year for Hunt to present the shows.

Jimmy Wood debuted his "The Show of Shows" on the midway.

BOY RESTORES HIS FAITH IN MAN—ALMOST

IMPERIAL, Calif. — Ed Lang had his faith in mankind restored—almost—at the California Mid-Winter Fair here last week.

Lang was reading a newspaper while sitting in one of the wheel chairs he rents along with baby strollers, when a four-year-old lad approached him and pressed a penny in his hand.

"This is for you," the moppet said. "You're crippled," he added sympathetically.

Lang was touched; that is, until he learned from the boy's mother that she had given him the copper to present to a monkey.

ADOPTS THEME

PNE Salutes Orient During 14-Day Run

VANCOUVER, B. C.—Pacific National Exhibition will salute the Orient as the theme of its August 22-September 7 run, Joseph F. Brown, fair president, announced.

The adoption of a theme is a radical departure from past years and is based on the premise that fairs came into being as neighborly meetings. PNE officials have invited a dozen south and east Asian countries to participate culturally and sociologically.

Delegates visited Ottawa to establish personal contact with embassies from those countries and to gain endorsement of the theme by the Department of External Affairs.

Brown also disclosed that John G. Diefenbaker, Canada's prime min-

ister, will officially open the exhibition this year. This will mark the third time that the country's top official has performed this ritual.

Lack of Plant Kayos Run At Mesa, Ariz.

MESA, Ariz. — Fire that destroyed the Civic Center and refusal of use of the Arizona State Fairgrounds has caused the cancellation of Maricopa County Fair, scheduled to be held this month, Harvey M. Johnson, manager, announced.

Johnson made two attempts to obtain approval of the Arizona State Fair Commission to hold the fair on its grounds in Phoenix.

Shortly after a decision was made to shift the fair back to Mesa, the Civic Center was destroyed by fire on February 20.

Johnson said that "nothing feasible" had shown up in regard to staging the 1959 event. Two sets of dates, March 18-22, and March 25-29, were under consideration.

A fair will be held in 1960, however, Johnson declared.

Red Foley Slated for Fair Route

NEW YORK — A partial string of fair dates for country music figure Red Foley has been put together, and several additional dates are considered probables.

The Foley unit is set for fairs at Seymour, Wis.; Harrington, Del.; Honesdale, Pa.; Lincoln, Neb.; Atlanta, Ga., and Oshkosh, Marshfield and Elkhorn, all in Wisconsin. Contracts were negotiated thru GAC-Hamid.

Show is billed as "Red Foley and His Jubilee USA Show," tying it in with the star's television program. Supporting acts will vary from fair to fair, with the Promenaders dance team at many of them and a well rounded musical group at all.

COLO. EVENT SKEDS KIDS' HORSE COURSE

LITTLETON, Colo. — As part of its program aimed at making participation in its Little Britches Rodeo easy for all kids in the area, the Arapahoe County Fair Association has set up a course in horsemanship for youngsters.

Scheduled to get under way March 26, the program will be supervised by Mr. and Mrs. John Morrison. Classes will feature all types of horsemanship activities, plus instruction in calf roping and most other events in the kids' rodeo.

Forrest F. Hammes, director of the rodeo, also announced that rodeo clown Bennie Bender will work all six shows, scheduled for August 13-15.

Winter Haven Okay Thanks to Weather

WINTER HAVEN, Fla. — The Florida Citrus Exposition returned to its gate prices of 50 cents for adults and a quarter for kids, for the eight-day engagement which ended Saturday (14). Weather blessed the event, which drew turnouts far in excess of 1958. The fair ran three weeks later than previously.

Robert Eastman, fair manager, cautioned that the result had to be better this year, as it couldn't have been worse than during the previous season when miserable, cold weather dogged the event. The sun beamed last week except for Thursday morning when it

turned threatening for awhile.

The weather change forced the Peter Lind Hayes show indoors to an Orlando studio. It showed outdoors thru Friday for an hour beginning at 11:30 a.m. in the open amphitheater at nearby Lake Silver. On Saturday there was a sports car rally, with the Hayes show having departed for Cypress Gardens.

The fair charged \$1 at the gate last year but didn't stand a chance because of the cold. No plans are in the offing to try it again.

Exhibits were estimated to be better and more numerous than last year, and the weather was also a boon to midway grosses of the James E. Strates Shows.

Carnduff Appoints Mrs. McRae Secretary

CARNDUFF, Sask.—Mrs. R. R. McRae has been named secretary-treasurer of the Carnduff and District Agricultural Society. She succeeds Alex Frith, who had held the office for nine years.

VAUXHALL, Alta.—Officers of the Vauxhall and District Fair are James Reid, president, and John Klassen and Stanley Kanewage, vice-presidents. A surplus on the year's operations was reported at the annual meeting.

Swift Current Gets Colt Event

SWIFT CURRENT, Sask.—Swift Current Agricultural and Exhibition Association has been successful in obtaining the Saskatchewan Colt Futurity, with a purse of \$1,700, for the first day of its harness racing program, June 4. The futurity, featured at only one harness race meet in the province each year, had also been sought by Yorkton, Regina and Weyburn. At present, 29 colts are eligible for the race from stables in the three prairie provinces.

Reading Shuts City Office After 42 Yrs.

READING, Pa. — The Reading Fair office at 522 Court Street is being closed after an occupancy of 42 years, it is announced. In place of the downtown location the fair quarters will be established permanently in the fairground administration building.

John S. Giles, president of the Agricultural and Horticultural Society of Berks County, said the move will be made in April. It will make the new mailing address for the association 2924 North Fifth Street Highway, Reading.

Giles said the switchover will permit "more direct supervision over activities on the grounds."

Also announced at the society meeting last week was the scheduling of the NASCAR-sanctioned 100-mile Grand National race for late model stock sedans, for Sunday, April 26.

Mobile Sets Oct. Dates

MOBILE—The '59 edition of the Greater Gulf State Fair will be held October 19-24 at Ladd Memorial Stadium, Bill Deneke, president, announced. Jim Harrac, business manager of the fair, which is sponsored by the Jaycees, has already opened his sales drive on exhibit space.

A committee, named to co-ordinate international exhibits, includes Marian Zakrzewski, Tom Shelton, Bruce Austin, Joe Killian and Gonzalo Lova-Sevilla.

70 SCHOOLS IN SAGINAW, MICH. PREMIUM BOOK COVER CONTEST

SAGINAW, Mich.—The art departments of 70 junior and senior high schools are participating in the third annual premium book cover art contest being conducted by the Saginaw Fair.

Some 4,000 entry blanks have been mailed to art instructors of Saginaw Valley and Thumb Area schools for distribution to students interested in competing in the contest to create a design for the event's 1959 premium book. The contest is open to any artist under 20 years of age in the State of Washington.

The entries are judged on aptness and originality of design (design must depict some phase of the fair), artistic ability and suitability for reproduction.

In addition to merchandise awards, the winning entry will be exhibited thruout the United States at many fair clinics and conventions.

Brandon Ex Earmarks 50G For Repairs

BRANDON, Man.—A special meeting of Provincial Exhibition shareholders has approved the borrowing of \$50,000 for renovation and repair at the exhibition grounds. Priority will be given washroom repairs, overhaul of electrical facilities and remodeling of the Trade Fair Building. Some government financial assistance is expected.

WINTER FAIRS

- Arizona**
Phoenix—Maricopa Co. Fair Assn. March 23-29. Harvey M. Johnson.
- California**
Los Angeles—Calif. Int'l Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
San Bernardino—National Orange Show. April 23-May 3. G. Walter Glass.
San Francisco—Grand Nat'l Jr. Livestock Expo. March 21-25. Nye Wilson.
- Florida**
Plant City—Hillsborough Co. Jr. Agrl. Fair. April 9-11. D. A. Storms.
Sarasota—Sarasota Co. Fair. March 18-21.

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Conklins to Operate 4 Wild Mouse Rides

Three at Canadian Amusement Parks, One at Canadian National Exhibition

TORONTO — Four of the original German Wild Mouse rides will be operated by the Conklins, Frank and Patty, this season. Three of them will work in amusement parks—Belmont Park, Montreal; Crystal Beach Park, Crystal Beach, Ont., and the new amusement zone at the Western Fairgrounds, London, Ont. The fourth will be operated on the Conklin midway at the Canadian National Exhibition here.

The park at London is a new operation for the Conklins, J. W. (Patty) Conklin pointed out. It will be operated this season on a one-year trial basis, with opening set for May 15 and closing schedule for August 15. The Conklins will have at least eight major rides, including the Wild Mouse; nine kiddie rides, an Arcade, a Funhouse, Crystal Maze, modern soft drink stand, four games and a bingo at the spot.

J. George Loos Inks Laredo Cele Thru '64

LAREDO, Tex. — J. George Loos, owner of the show bearing his name, announced that he has signed to furnish midway attractions for the Laredo Washington Birthday Celebration thru 1964 by unanimous consent of the board of directors. Loos has played the February event for over 40 years.

Gooding Preps Office Wagon

DELPHOS, O. — A new office wagon which is expected to be one of the finest in the country is being custom-built for the Gooding Amusement Company's No. 1 unit at the Weaver Truck & Trailer Company plant here.

To be built on a 34-foot semi-trailer, the wagon will have three sections, with windows of the secretary-treasurer's office at one end. Exterior will be of aluminum. Windows will slide, front to rear, and be similar to those used on long distance, de luxe buses. Interior will be paneled in mahogany. Some sections will have wall-to-wall carpeting. The wagon will be air-conditioned and equipped for running water.

Golden Gate Bows April 8

PLEASANTON, Calif. — Golden Gate Shows will open its 1959 season April 8 with 22 celebrations and fairs to follow, C. F. Albright, owner, said.

Following the opener, the show will be featured at the Red Bluff Rodeo. California fairs booked include those at Red Bluff, Quincy, Susanville, Concord; Gridley, Oregon, and the Lodi Grape and Wine Festival. Whitey Wanish is general manager. Ted Levitt is business manager.

Olson Milwaukee Date Opens July 20

MILWAUKEE — Stand of the Olson Shows here opens July 20 and will extend thru August 1. Dates were inadvertently given as 13 days, starting July 13 in a recent story.

Show of Shows Debuts New Title, Flash

IMPERIAL, Calif. — The Show of Shows, the new title for Pan American Amusement Corporation, debuted here at the California Mid-Winter Fair and made a flashy appearance on the lot in its new dress of gold and white.

The organization carries the identification of "A Jimmie Wood Production," and it is one with its new color scheme. Frank Chicarello is president; Pat Graham, manager, and Ova Thornton, treasurer.

The ride complement for the date included 15 major and 14 kid rides. There were four shows, which included Pete Kortess' Side Show, Jenny and Bob Perry's Monkeydrome, Clyde Rawlings' Motordrome, and Harry Bryant's Arcade. There were 54 concessions. A featured attraction of the run was the Jungleland Circus with

(Continued on page 83)

Strates Rolls Up Strong Gross at Winter Haven Expo

28 Rides, Other Units Crowd Midway; Weather Helps; Steel Diner Acquired

WINTER HAVEN, Fla. — The James E. Strates Shows returned to winter quarters in Orlando following the successful Florida Citrus Exposition held last week. By all standards, the show came out of the spot in healthier shape than in past years.

Reasons were twofold. The weather, which virtually froze out the event in 1958, was balmy practically all week, and crowds were able to spend comfortable hours on the grounds. In 1958, bitter cold made the place unfit for human habitation and this, coupled with an outside gate price which was experimentally doubled to \$1, killed business all week.

The fair returned to its half-

dollar gate this season and pulled ideal weather, except for a touch of rain Thursday morning (12). In addition, the Strates show jammed 28 rides and other units onto the grounds, more, in fact than ever before. It was a tight, packed pay-out.

Among the rides were the Dowis Sky Wheel, the show's new Schiff Wild Mouse, Paratrooper, the Flying Coaster of Rod Link and Bud Davis, and two of the office's Ferris Wheels. Some of the back end units were the Broadway to Hollywood Revue managed by Jack Norman; Rock 'n' Roll minstrel revue, Lewis Scott; Warren's Wild Life, Slim Kelly and Whitey Sutton's Side Show and Snake Show; Motordrome, Russell Pelquin; Happy Jenny Fat Show; William Brownell's Life Show and Pygmy Horse Show; Great Lester, illusion; Arcade, Bertha McDaniels; and the office's Fun House and Dark Ride. There were about 60 concessions

laid out. Fifteen kiddie rides and other units, such as the Merry-Go-Round, custard, etc., open in Savannah, Ga., on March 27 for a children's date and will be picked up by the main show en route north for the spring opening in Washington, D. C., on April 16.

Business at the Central Florida Fair in Orlando, the show's winter quarters city, was termed satisfactory despite four days of rain. Recent winter quarters work includes renovating the newly acquired, tile floored, all-steel dining car, in service thru Christmas week on the Richmond, Fredericksburg and Potomac Railroad.

Page Bros. Sets Opening, Names Staff

ATHENS, Ala. — Page Bros.' Shows will open the middle of April with 10 rides, 6 shows and 40 concessions, according to Owner-Manager W. E. Page.

Staff includes Mac House, business manager; Mrs. W. E. Page, secretary-treasurer; Norman Littlefield, concession manager; Stanley Johnson, superintendent; Jim Brooks, electrician, and Dale Moore, billposter and special agent.

Recent visitors to winter quarters were John Reed, Volunteer Shows; C. R. Leonard, L & L Shows; Loyd Black, Ring Bros.' Circus; Mr. and Mrs. Byron Gosh, All American Circus, and Leo (Buttermilk) McLom, Bill Hames Shows.

Drew Signs Five Fairs

AUGUSTA, Ga. — The James H. Drew World's Fair Shows will furnish the midway at the 1959 Porter County Fair, Valparaiso, Ind., for the 11th year, according to Owner James H. Drew Jr. Other fairs pacted include Wilson County Fair, Lebanon, Tenn.; Washington County Fair, Johnson City, Tenn.; Blount County Fair, Maryville, Tenn., and Bartow County Fair, Cartersville, Ga., a new one to the Drew route.

39TH YEAR

Kansas City Fem Party Pulls Crowd

KANSAS CITY, Mo. — A capacity turnout was on hand for the 39th annual anniversary dinner of the Ladies' Auxiliary, Heart of America Showman's Club here Friday night (27). The event was held in the Roof Garden of the Aladdin Hotel.

Highlight of the dinner was a huge birthday cake. A large bouquet of flowers was received from the men's club and after the party was sent to Mae Warfield, who was confined.

Ruth Gordon served as femsee and read a number of congratulatory wires from members and other clubs. Hattie Howk and Bird Brainerd were honored as the only members who have not missed attending an anniversary party since 1920.

May Wilson, club historian, read a history of the organization, and Babe Rogers, president, called on each member to say a few words.

Ellanora Price headed the committee in charge of arrangements.

PRICHARD, Ala. — Peppers All State Shows opened its regular season here Tuesday (10).

The first few weeks of the '59 season will see the show in Northern Florida. Peppers has been playing a small ride unit at Mobile supermarkets since the Mardi Gras.

Midway Group Seeks Minn. Electric Code

ST. PAUL — A bill, now before the Minnesota Legislature, would authorize the governor to name a three-member board which would formulate an electrical code applicable to carnivals and circuses that play in the State.

Introduced as a result of efforts of the Outdoor Portable Amusement Association, an organization of carnivals, circuses and others who engage in outdoor amusements

Ed Dietz Adds Firemen Celes

BUTLER, Pa. — Eddie Dietz, back from a booking trip, reported signing the Western Firemen's Convention at Brookville, Pa., August 10-15, and the Volunteer Firemen's Celebration, Kane, Pa., July 27-August 1.

SHOPPING CENTERS

Deggeller Fla. Biz OK Despite Recent Rains

ST. PETERSBURG, Fla. — The Deggeller Amusement Company closed a 12-day stand Sunday (8) at the new Tyrone Shopping Center on the West Side, playing to fair business but hampered by four days of rain. The show was open both afternoons and evenings in this location, doing about 60 per cent of its business in the evenings. Patronage was almost entirely from local residents rather than tourists.

Deggeller, which regularly operates two units, was organized about three years ago with winter quarters and headquarters at Shelbyville, Ind. During the past season they played Indiana, Michigan, Ohio, Tennessee, West Virginia, Georgia and Florida dates, and remain on the road 12 months. The show is a three-way family partnership, owned by two Deggeller

brothers—Irvin, general manager; Allen, manager, and the former's father-in-law, John Leedy, general agent.

Prior to coming to the Sunshine City here this unit played Monroe County Fair, Marathon, Fla., doing "good business for a winter fair," according to Irvin Deggeller.

This unit moved to Venice, Fla., for a week's stand sponsored by a group of local businessmen's organizations and will then move to Jacksonville to play the Arlington Shopping Center. A second unit, which carries nine rides, a Funhouse, and two concessions, popcorn and basketball, is currently playing shopping centers in Jacksonville.

Both units move into Georgia in mid-April and play about the same route thru the Northern States as last year, including fairs in Ohio and Indiana.

All rides and shows are show-owned. Three new units are scheduled to join shortly—probably at Jacksonville—a Glass House, Whirley Bird and a new dark ride.

Roster of the two shows includes Gaylord Otterbacher, general representative; Robert Granger, advertising; Cessil Steffey, artist and painter; Robert Brown and Louis Miller, electricians and searchlight operators; Carolyn Leedy, special events and agent for The Billboard; Helen Leedy and Erma Lee (Toby) Leedy, office; Evelyn Deggeller, secretary; Henry Deggeller, designer.

Ridemen—Byron Clapp, Helicopter; John Coleman and John Hamm, kiddie units; Earl Edmond, Octopus; Gene Evans and John Lacy, Ferris Wheel; Norman Finch, Merry-Go-Round; William Gant, Tilt-a-Whirl; Carl Jones, Dodgem; George Miller, Fly-o-Plane; George Grossbeck, Rollo-plane; Mickey Pates, Ferris Wheel; Doug Price, kiddie rides; Ray Przywitowski, Funhouse; Frank Thomas Jr., Merry-Go-Round, and William Hefner, Whirley Bird.

Rose Miller, basketball concessionaire; Gaylord Otterbacher, popcorn; George (Cotton) Schreiber, agent; Agnes Pates and Sue Hefner, tickets.

in Minnesota, the bill is intended to result in an electrical code which would provide safety to outdoor amusement patrons and at the same time be practical in its application from the standpoint of operators.

The bill specifies that the governor name as members of the board one representative from Minnesota's Electrical Inspectors, Board of Underwriters and the outdoor amusement industry.

William T. Collins, owner-operator of the Minneapolis-based carnival bearing his name, who is chairman of the legislation committee of the Outdoor Portable Amusement Association, in discussing the bill said that the organization is asking for a sound electrical code.

"The National Electrical Code," Collins said, "was not framed with the outdoor industry in mind. As a result, there is much confusion and many conflicting rulings and orders, all of which works hardships upon operators."

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

**WANT FOR 1959 SEASON, INCLUDING 14 BONA FIDE FAIRS!
OPEN MAY 18 IN MUNICIPAL STADIUM, GOLDSBORO, N. C.—AIR BASE PAYDAY!**

CONCESSIONS: Age & Scale, Photo, Palmistry, Novelties, Hanky Panks, Ball Games, Jewelry, Cigarette Laydown, Toy Laydown, Long and Short Range Shooting Galleries, Long Range Buckets, Cat Rack.

RIDES: Scrambler, Helicopter, Dark Ride, Paratrooper. Can use Live Pony Ride and two more Kiddie Rides not conflicting.

SHOWS: Girl Revue, Snake Show, Wildlife, Illusion, Pit Shows.
HELP: Want Show Electrician to take care of Diesels. Want Mechanic with own tools for fleet of International trucks. Want good Show Carpenter and Builder. Want Show Painter and Artist. Ride Help in all departments—semi-tractor drivers preferred; must be reliable and sober. Salary plus bonus! All answer:

SAM PRELL
216 Custer Avenue, Newark, New Jersey Waverly 3-0436

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

Opening Friday, April 10, Greer, S. C.
—NOW BOOKING—

CONCESSIONS—Popcorn, Candy Apples, Candy Floss, Custard, Ball Games, Jewelry, Bear Pitch, Scales, Fish Pond, Cork Guns, Short Range, Penny Pitch, Nickel Roll, Mitt Camp, Clothes Pins, Roll Down, Razzle, any kind Hanky Pank.
RIDES—Rock-o-Plane, Tilt, Roll-o-Plane, Kid Train or any Kid Rides. (Smith & Smith Chairplane for sale.)
SHOWS—Snakes, Illusion, Fat Girl, Midgets, Mechanical Show, Ape Show.
HELP—Merry-Go-Round Foreman, Octopus Foreman and Second Men, all must drive. "Shorty" Brown wants Agents for Grind Stores.

Buck Denby Ben Wolfs Ernie Sylvester
Legal Adjuster —Owner— Sec.

LANDRUM, S. C., BOX 447 PHONE: GL. 7-4565

WANTED
CONCESSIONS and RIDES
ANNUAL SHRINE CIRCUS
Cincinnati Gardens
Cincinnati, Ohio
March 27 thru April 5

All kinds of Hanky Panks, Glass Pitch, Photos, Bear Pitch, Jewelry. SHOWS wanted.

H. REED
P. O. Box 83, Newport, Ky.
WRITE NOW, experienced hustlers to sell in building during circus.

ISLAND MANOR SHOWS, INC.
WANTS FOR LONG ISLAND, N. Y.

GRAB JOINT! Must be clean, no cook house on show; an opportunity for reliable, ambitious party.

Foremen for Eli Wheel, Octopus, Rollo-plane, Coaster, Merry and Kid Rides. Will book a few more Grind Stores.

Lawrence Tamargo, Pres.
11295 Biscayne Blvd., Miami, Fla.

BURKHART SHOWS

The most outstanding route of the South. Get with the Show that knows where to go.

Alexandria, La., Big Soldiers Payday, March 16-22; Bossier City Shopping Center, March 23-April 4. Texarkana to follow.

Want Concessions of all kinds—High Striker, Ball Games, Roman Targets, Pronto Pups, Scales, Jewelry, Short Range and anything working for stock.

Blackie Whittingham, get in touch with Al. Mr. and Mrs. Cecil Eddington, Clown Team, get in touch immediately.

WANT

For all year's work. Shopping Centers exclusively. This is our 50th shopping center. Carnival and circus combined. SHOWS: Acts, High Wire Act or High Pole Act willing to work all year.

Want Agents for Color Dart, Push Up Coke, Hoop-La, Age and Weight, Coke Pitch, Jewelry Engraver. Must follow orders. Contact

DICK LEWIS
#38 Grande Motel
Telephone Whitehall 6-5144
Dallas, Texas

FOR SALE
COOKHOUSE
COMPLETE WITH TRANSPORTATION.
Priced very reasonable.

ARNOLD GRIFFITH and HELZER,
TAKE NOTICE. CONTACT:
FLOYD SHANKLE
2120 N. Beckley, Dallas, Tex.

FOR SALE

One Electro Freeze Custard Machine, single phase motor, Bruner compressor, air cooled; one General Equipment Custard Machine, water-cooled compressor, self-dispensing.

A. BELLANTONI
41 Woodbine Ave. Newark 6, N. J.
Essex 3-3161

RIDE MEN

Need Men for Wheel, Rollo, Kid Rides, Tilt. Will be in Jacksonville, March 15-28. (Arlington Shopping Center, Arlington, Fla.)

DEGGELLER AMUSEMENT CO.

CLUB ACTIVITIES

Showmen's League of America Ladies' Auxiliary

The regular business meeting was called to order by the president, Mrs. William Carsky. Seated with her at the speaker's table were Mrs. Andy Wadoz, first vice-president; Jeannette Martindale, second vice-president; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was read by Lillian Lawrence, chaplain pro-tem.

The sick list included Mae Taylor, Illinois Masonic Hospital; Mae Smith, leg injuries from a fall on the ice; Hattie Wagner, Provident Hospital, Mobile, Ala., and Caroline Schultz, recovering at home from a heart attack. Viola Parker will have eye surgery next month. Others reported ill were Mrs. Hannah Foreman, Bella Lazar, Margaret Hock, Josephine Haywood and Grace Weiner, who is recovering from an operation.

Back after absences were Viola Parker, Carmelita Horan and Dorothy Kennedy. The board of governors voted Melvina Wilson to membership. Awards, donated by Margaret Hock and Ida Chase, were taken by Anna Filipini and Evelyn Hock.

A card and bunco party will be held Thursday (19) in the Hotel Sherman. Lillian Lawrence, Jeannette Martindale and Mrs. Ralph Glick will be hostesses.

Additional plans were reported for the Saturday (14) party which was to have a St. Patrick's theme. Considerable time was devoted to a discussion of legalized bingo and its application to the NSA.

Show Folks of America

SAN FRANCISCO — Humor was the theme of the regular meeting Monday (2) called to order by Harry Myers, president. Officers present included Earl Leonard, Leona Stevens, Al Rodin, Joe Richards, Charlotte Porter, Lola Cox and Bonnie Townsend. Invited to the rostrum were Harry Golub, Barney Stevens and Lester Hart.

Earl Leonard, Hi-Jinks chairman, reported preparations well along and that fried chicken and corned beef and cabbage dinners will be served.

Will turn my three Kiddie Rides over to reliable ride man who has Merry-Go-Round or Coaster. Booked solid until October around Washington, D. C. Will book or buy Octopus, short arm. For Sale: Light Plants, two G.M. Diesel 60 kw., in perfect shape, steel semi, opens all around, special built for plants; would take small Merry-Go-Round, 32 ft., or Coaster in trade; no junk. Want Wheel Foreman; sober; wife can work Concession or Pop Corn; top salary and percentage. Man to up Concessions and Men for K. Rides. Book a few Hanky Panks, Fish Pond, Pitch, etc. Show opens May 1. Contact **MANAGER, MARYLAND BAZAAR CO.**, Potomac Park Motor Court, until April 1. Phone: Sterling 3-1993 between 5 and 7 p.m. only. Ask for Manager of Carnival after April 1, Leonardtown, Md.

National Showmen's Association

NEW YORK — One of the winter's largest turnouts attended the March 11 meeting, at which accountant Herbert Levens reported on the financial condition of the club in his annual audit. President Al McKee presided, and other officers present included Max

PATAGONIA FIRE CO. HOME COMING
JUNE 22 THRU JUNE 27
Would like to book Rides and Concessions.
Vernon A. Yeager
2186 N. Water Ave. Sharon, Pa.

AGENTS, ATTENTION

Opening April 6 at Suffolk, Va. Can place capable and sober Help for Buckets, Cat Rack, and beautifully flashed Hankies. Excellent opportunity for Short Range Gallery Agents. (One of Cracker White's Galleries.) Also need Gunners and Roughies. Out until November and have good route of state and county fairs. Contact

BILL MCCOY
Phone: Tampa 403693, no collect, or write Box 146-A, Limona, Fla.

TILT FOREMAN

New '59 Tilt, Chev. Tractors and 30-ft. Trailers, Electric Lift for loading. Prefer married man with car and trailer. Wife on Concession or Tickets. Second Men for Tilt, Scrambler, Coaster.

FORREST C. SWISHER PARADA SHOWS
Caney, Kansas, till March 23; then Joplin, Mo.

FOR SALE

1958 A. H. Merry-Go-Round, 3 abreast, with organ; 1958 A. H. Merry-Go-Round, 3 abreast, with organ; 1953 No. 5 Eli Wheel; 1953 No. 12 Eli Wheel; 1958 Tubs of Fun Ride, with or without transportation.

CARL PULINE
532 Nevada Dr., Erie, Pa. Phone: 64-529.

WANT AGENTS

For early Celebrations starting March 30, Joplin, Mo., downtown streets; Carthage, Mo.; Pryor, Okla., to follow. Six Cat, Buckets, Hanky Panks. Man and Wife for Confection Trailer.

FORREST C. SWISHER PARADA SHOWS
Caney, Kansas, till March 23; then Joplin, Mo.

L. & L. SHOWS

Jackson, Miss. Maywood Mart Shopping Center, March 16-28.

Place any Hanky Panks not conflicting. Especially want Bear Pitch, Age and Weight, and Cork Gallery. Will book Tilt, Octopus and Coaster. Contact

C. R. LEONARD
c/o Western Union, Jackson, Miss.

WILL "RABBIT" FRANK BIE
call your Attorney,
DANNY CRACCHIOLO
by phone, number AL 8-8591
Phoenix, Arizona.
Very Important. Everything will be O.K.

PAN AMERICAN SHOWS

Plank Road and Airline, Baton Rouge, La.; followed by Easter celebration, Lafayette, La., opening March 25. CONCESSIONS: Can place Hanky Panks of all kinds, including Age and Weight, High-Striker, Bear Pitch, Basket Ball, Glass Pitch, Watch-La, Pitch-Tilt-You-Win, Long Range Gallery, Bowling Alleys and Penny Arcade. Want Bingo, Novelties and Custard. (Mrs. Alice Billingsly, get in touch.) HELP: Want Man and Wife to operate Cookhouse. Agents for Pea Pool and Buckets. Walt Berfert wants Agents for Buckets, 6-Cats and Bumper. Place Ride Men who drive and stay sober. (Dan Tomlin, get in touch.) Want experienced Ride Superintendent and Mechanic with tools. Must be sober; good proposition. Want Foremen for Kid Rides. Tilt-a-Whirl and Wheel. Salary every week plus bonus. SHOWS: Will book any non-conflicting Family Type Show with own equipment. Reply **CARL ANSTAD**, Istrouma Hotel, after 11 P.M., or before 10 A.M., Baton Rouge, La.

BUFF HOTTLE SHOWS

Want Ride Help for all rides. Need several Foremen, especially Ferris Wheel and Rock-o-Plane Foremen. Also need Second Men who drive, on other Rides. Opening 2 units March 28. (Edgar Melton, Fred Hudak, Curley Hohn, Bud Piercy and Hal Dillon, contact.)

Quarters now open, Livingston, La., Fairgrounds.

CARROLL GREATER SHOWS WANT

Opening May 11 suburbs of Minneapolis, Minn., with a route of good bona fide fairs and celebrations to follow.

Concessions open; Pitches—Bear, Bird, Dish and Glass, Photos. Long and Short Range, Novelties, Ball Games, Scales and Age, Basket Ball, Ice Cream or what have you, Ride Help: Need Foremen for 25 Wheel, Octopus and Tilt. Also Second Men on all Rides. Top wages and bonus; must have chauffeur's license and be able to drive. Winterquarters open April 1. Will book 4 to 6 Kiddie Rides. Must be in good shape.

Contact: **CHAS. CARROLL**, 10754 Central Ave., N. E., Minneapolis, Minn.

GOODING WANTS RIDE FOREMEN

Tilt, Scrambler, Octopus, Wheel, Mouse, Flying Scooter and Paratrooper. Must drive semi; must have ability. Top salary, good equipment, pleasant working conditions. Drunks, chasers and floaters, stay away. No collect wires or transportation to join. If you can qualify address:

GOODING AMUSEMENT CO.
1300 Norton Ave. AXminster 4-3717 Columbus 8, Ohio

PEPPERS ALL STATES SHOWS

OPENING MARCH 28 THRU APRIL 4, WARRINGTON, FLA. BIG NAVAL PAYDAY. Playing Industrial Cities until Fair Time. Have GIGANTIC 4th OF JULY CELEBRATION. WANT CONCESSION AGENTS—For Cork Gallery, Pan Game, Swinger, Penny Pitch, Glass Pitch, Age and Scales. Want young Couple, Husband for Hoop-La and Wife for Ball Game.

WANT RIDE HELP—Middle age Man for Kid Rides, who can drive. Can use Top Man for Ferris Wheel, must drive. (George Flannagan, Red wants you.)

WANT TO BOOK—Roll-o-Plane, also Fun House and Monkey Show. Have good proposition for Minstrel Show with own outfit.

Route includes Northern Florida, Georgia tobacco markets, Alabama and Mississippi Falls. (If you drink on the job, we can't use you.)

ADDRESS: **FRANK W. PEPPERS**, P. O. Box 337, Mobile, Ala.
(Phone: Greenwood 7-6122). No collect calls.

HETH SHOWS

Ride Unit Opens April 3 in Birmingham, Ala.

HELP WANTED

TWIN WHEELS FOREMAN: If you can cut it and are sober, have a wonderful proposition. Must drive and must be able to come into winter quarters at once.

KIDDIE RIDE FOREMAN: Capable of handling five Kiddie Rides in kiddie area. Must be strictly sober, drive semi and know how to get up and down fast. Jesse Pagett, please reply at once. URGENT.

RIDE HELP ON ALL RIDES: Must drive semis. Winter quarters now open—come on in, good treatment. Caterpillar Moore, Grigsby, that worked for me last year, reply.

AL KUNZ, Owner, P. O. Box 5515, North Birmingham, Ala. Phone: ALPINE 2-4232.

WILSON FAMOUS SHOWS

WANT WANT WANT
OPENING LATTER PART OF MAY

Concessions: Hanky Pank Prize-Every-Time Games, Novelties and Cook House. Rides: Will book any major Ride not conflicting, also one or two Kid Rides. Will also book, buy or lease Round-Up.

Shows: Can use nice Fun House or any good family-type Show. Can use Foreman and Second Men who have license to drive.

RAY WILSON, Mgr. — Astoria, Illinois — R. D. REID, Asst. Mgr.

MIGHTY INTERSTATE SHOWS

Due to inclement weather, postponed opening until March 21—Opening Fitzgerald, Ga., March 21-22—Two Saturdays. CONCESSIONS: Will book Bingo for season. Hanky Panks of all kinds, Jewelry, Diggers, Novelties, Short & Long Range Galleries, Age & Weight, High Striker, Pitches of all kinds. SHOWS: Will book Sideshow, Wild Life, Illusion, Fun House Penny Arcade, any worthwhile Grind Shows. Want Manager with at least 3 Girls, Wardrobe & P.A. Set, for 65 ft wagon, front office owned Girl Show. RIDE HELP: Foreman & Second Men on all Rides, must drive. HELP: Due to disappointment want Man & Wife to take charge of Cookhouse. Want sober, capable Mechanic with tools to join on wire. Lot will be laid out Friday, March 20.

Replies to: **H. B. ROSEN**, GENERAL DELIVERY, GEORGETOWN, GEORGIA. WIRES TO C/O WESTERN UNION, EUFAULA, ALA.

STOCK TICKETS		Cash With Order Price		Double Coupon
1 Roll	\$ 1.50	SPECIAL PRINTED		
5 Rolls	4.50	2,000	6.90	
10 Rolls	8.25	4,000	7.80	
25 Rolls	18.75	6,000	8.70	
50 Rolls	24.00	8,000	9.60	
100 Rolls	44.00	10,000	10.50	
Rolls 2,000 EACH		30,000	15.20	
Double Coupons		100,000	33.00	
Double Prices		500,000	133.00	
No C.O.D. Orders		1,000,000	258.00	
Size: Single Tkt., 1x2				

TICKETS
of every description.
Wheel tickets carried in
Stock for immediate ship-
ment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio
"Allied Trades Union Label
used"

**FOR THE FIRST TIME IN 35 YEARS
IT'S NEW
ALUMINUM 6 CATS!**

No gunner—no g-rail, works perfect every time. This is the first announcement! We have already sold 24 of these to the big 6 Cat operators before this announcement. Everyone will have to wait on orders, no guarantee of immediate shipment. This is going like a house on fire.
Price \$35.00 Each

RAY OAKES & SONS
P. O. Box 4344 Tampa 7, Florida
Phone: REDwood 6-9774
Night: REDwood 6-5467

ATLAS AMUSEMENTS
Opening early April in Northern New Jersey. Want the following:
CONCESSIONS—Hanky Panks, High Striker.
RIDES—Will book any Rides not conflicting.
HELP on all Rides.
For Sale—Complete Penny Arcade Machines. All replies:
AUGUST LONGO
ANTHONY PERROTTA
260 McBride Ave., Paterson, N. J.

**WANT
ARCADE MECHANIC**
Top salary
B. & M. ARCADE
Palisades Amusement Park
Palisades, N. J.

Georgia Amusement Co.
Will book Stock Concessions of all kind. Sell ex. on Glass Pitch, Scale and Age, Custard, Ride Help, come on to quarters if you know how to work. No car babies needed, gas is too high.
H. H. SCOTT
Rt. 4, Toccoa, Ga. Phone: Tucker 6-5748
P.S.: Gene Bain, come on; yes, I will buy trailer. Laymon Morgan, call Pat Brady.

**AVAILABLE
ROAD SECRETARY**
For Carnival. Male, 39, single, bondable, experienced.
BOX D-90
c/o The Billboard, Cincinnati 22, Ohio

WANT ELECTRICIAN
Must be sober and with living trailer. Prefer man with wife who can work Popcorn for office. Steady work with full bookings for season around Washington, D. C.; move every two weeks.
Call or write
LACHMAN AMUSEMENT CO.
Taylor 9-6443
4321 Blair Road, N.W., Washington, D. C.
No collect calls accepted.

FOR SALE
16 SKOOTER CARS
1952 Model Lusse Skooter Cars, \$300.00 each. Also HI-BALL RIDE. All can be seen at
PLAYLAND PARK
9201 E. Main St. Houston, Texas

WANT RIDE HELP
Foremen and Second Men on all Rides.
FRED NOLAN
Route 2 So. Zanesville, Ohio

FOR SALE
12 Sky Fighter Machines mounted on 16 ft. steel tandem axle trailer, electric brakes, good rubber, canvas awning. Will pass Minnesota wiring code. Priced to sell.
R. E. LAUGHLIN
Route #1 Buffalo, Missouri

MAJOR RIDES
Wanted for KANKAKEE COUNTY FAIR, Aug. 8-13. Also FUN HOUSE, GLASS HOUSE, ATHLETIC SHOW and all clean Family Shows and Concessions. Roller Coaster for sale.
Contact:
PAUL DISPENSA
Terrace 2-7763
1 South 151, Route 83, Elmhurst, Ill.

WANTED
Cookhouse, on account of sickness, to join March 28 for Winterquarters, Excelsior Springs, Mo., and open there April 23. Wire or airmail:
Sunset Amusement Co.
Box 10245, Wilton Manors, Ft. Lauderdale, Fla., until Sunday, March 22; after that Danville, Ill.

Show of Shows
• Continued from page 81
Jo and Sliver Madisons' elephants and George Frazier and his cub lions. Jerry Stansfield announced the free show.
The ride line-up included Round Up, Scrambler, Roller Coaster, and Paratrooper, owned by Charles L. Cooper and managed by Bill McMurtrey.

Other show folk included Ruby Cook, personnel; Jim Fay, Herb Skinner, Eddie Eddy, advance; Arnold Lichti, electrician; Glenn Felix, ride superintendent; Leonard Senate, artist; Andy Whitz, cook-house; Darwin Glenn, concessions; Tex Scarborough, popcorn and candy floss; Bob Glabreath; Reuben Olvera, canvas, and Raymond Maxwell, transportation and purchasing.

Following the close of the nine-day fair on Sunday (8), the show returned to winterquarters in Thousand Oaks with the next date scheduled for Reseda during Easter week.

**ATTENTION
CONCESSIONAIRES
and SHOW OWNERS**

Now is the time to order for spring delivery the new game that you want before the opening rush. Six Cats, four various styles; Punks, 11" and 13"; Pitch-Till-You-Win Blocks or complete frames; Penny Pitch Boards; Pop-In Buckets; Under 11—Over 30 Roll-downs; Aluminum Huckle-Bucks; Hoop-La, boxes or blocks; Hi-Striker, wood, 20, 24 and 28 feet. Also see our new all-aluminum Hi-Striker. Medium Range Gunner Bucket and Picture Frames; Sputnik underhand Ball Games and Gammaline underhand Ring-the-Bell. Gaucho Pull-Up Slap Punks or complete Racks; Add-Em Up Dart Boards; Sponge Rubber; Add-A-Ball Counter Game; One Ball Aluminum Milk Bottles, 3-6 lbs. 3-Ball Aluminum Milk Bottles, 1 1/2-3 lbs. Bottle Stands, Dam Family Ball Games; Spot Boards; Swinger Ball & Pin; Jewelry Spindles; Pan Games, complete; Number Wheels made to order. Write for free catalog.

RAY OAKES & SONS
P. O. Box 4344 Tampa 7, Fla.
Phone: REDwood 6-9774;
Nights: REDwood 6-5467

FOR SALE

Hoon's Smalltown, the old-fashioned town and complete Circus in miniature. Display is 6x28 ft., built to 2 1/2" scale and is mechanical and educational. New 40 by 40 ft. black top with khaki side walls.
Trailer to handle complete show. This outfit is complete, ready to put on a midway with nothing more to buy.
For complete information write

M. M. HOON
3115 Tuscarwas St., W., Canton 8, Ohio

WANT
Hanky Pank Agents for office owned concessions, especially Long Range Shooting Gallery. Want Operator for Funhouse on trailer. Want Geek Show. (Sandy West, answer.) For Sale: Cook-house, ready to operate, on 30 ft. trailer with 3 deep freezers, \$1,250. 12 ft. Pop-corn Trailer with Big Star Popper and Candy Apple outfit, complete, \$750. 32 ft. Office Living Trailer, \$1,100. Have some shopping centers.
MERCHANTS JUBILEE SHOWS
McGregor, Tex, this week.

SHORT RANGE AGENTS

ATTENTION
Will place capable and reliable Agents for outstanding route of fairs and still dates. (Cracker White's Gallery). Excellent proposition for right person. Dutch Garland contact.
PAT WHITE
Route 4, Box 836-B, Tampa, Fla.
Phone: WEBster 4-7773 prepaid.

FOR SALE

Chevrolet Tractor with 34-ft. van trailer and 6 concessions. All new canvas last July. Also Trunk and Merchandise. No reasonable offer refused.
WALTER J. STEINFELDT
1015 E. Beach Biloxi, Miss.
Phone: IDlewood 6-9404

FOR SALE

Merry-Go-Round, Allan Herschell 2 abreast, 32-ft. with van trailer; #5 Wheel with van trailer, rack; 7-Tub Tilt-a-Whirl, perfect condition, no transportation. Can be seen in operation.

BOB HAMMOND
4115 Gold St. Houston, Tex.
Phone: OX 4-8647

**Thank You
JOHNNY MILLER**
Concessionaire & Ride Owner
World of Mirth Shows
for your new Wells Cargo
Trailer purchase.
"Save Money With Johnny"
JOHNNY CANOLE
8861 N.W. 18th Ave., Miami, Fla.
Phone: Plaza 1-0206

CONKLIN SHOWS

**OFFER FOR SALE
KIDDIE RIDES**

ALLAN HERSCHELL G-16 TRAIN, comprising of engine and three coaches with approximately 2,500 ft. track.

ADVENTURE RIDE, manufactured by Norman Bartlett, with eight cars.

ALLAN HERSCHELL KIDDIE ROLLER COASTER.

TURNPIKE RIDE with six cars and 600 ft. of track. This track manufactured at our own plant.

MAJOR RIDES

SUPER ROLL-O-PLANE

FLY-O-PLANE

HI-BALL

16 CAR OCTOPUS

Complete, portable Crystal Maze with 6 distortion mirrors. This Maze operated at Belmont Park, Montreal, for the past nine years; all ready to operate.

We also have a full set of Horses and Animals for a three-abreast Dentzel Merry-Go-Round.

Our reason for selling this equipment, importing new Rides from Europe.

CONKLIN SHOWS

P.O. Box 31 Brantford, Ontario, Canada Phone: Plaza 32619



GLADSTONE EXPO SHOWS

Opening May 4, Humboldt, Tenn., Strawberry Festival

14 FAIRS 5 CELEBRATIONS 14 FAIRS

Including Fond du Lac, Oshkosh, Tomah, Wis.; Wapello, Iowa; Carthage, Ill., Free Fair; Palmyra, Mo., on the streets; Griggsville, Ill., Fair and 4th of July Celebration combined; Fordyce, Ark.; Cleveland, Miss., etc. Celebrations include Rockport, Ill., Business Men's Celebration; Benld, Ill., Italian-American Celebration; Roodhouse, Ill., Annual Celebration; Humboldt, Tenn., 21st Annual Strawberry Festival.

WANT CONCESSIONS: Hanky Panks, Prize Every Time, also Age and Scale, Hi-Striker, Photos, Custard, Ice Cream, Novelties, Ball Games, Pan Game. No flats, no gypsies.

WANT RIDES: Due to disappointment want nice set of factory built Kid Rides, 3 or more, also will book, Round-Up, Scrambler, Dipper, Scooter, Looper, or other Ride not conflicting.

WANT SHOWS: Fun House, Wildlife, Monkey, Big Snake, Side Show, Fat, Mechanical, Illusion, etc.

RIDE HELP on all Rides, also Agents for Office Joints. Winter quarters now open. Contact

F. O. POOLE, Box 1184, Jackson, Miss. Phone: EM 2-3217—EM 2-1003.
J. O. GREEN, Box 42, Webb City, Mo. Phone: 1565.

ROSS MANNING SHOWS

OPENING MARCH 28-APRIL 4 (2 SATURDAYS), GAINESVILLE, GA.

CONCESSIONS: Want Hankies, Penny Arcade, High-Striker, Short Range, Basket Ball, Custard, Diggers, Photos, Scales and Age, Novelties and Balloon Darts.

SHOWS: Can place Grind Shows. LeOla can place for Sideshow, Working Acts.

RIDES: Can place complete set of Kiddie Rides, Caterpillar, Fly-o-Plane, Scooter, Rock-o-Plane and Dark Ride.

Nelson Wilkins can place Help for Popcorn, French Fries and Agents for Ball Games.

Bernie Feldman can use Agents for Picture Frames, Buckets, Swinger, Count and Peek Stores. Also Up-and-Down Help, Drivers. Good treatment to those deserving same. Write 7810 N.E. 10th Court, Miami, Fla., or phone Plaza 4-8594.

Winter quarters open March 20, Marianna, Fla., Fairgrounds. Write or wire.
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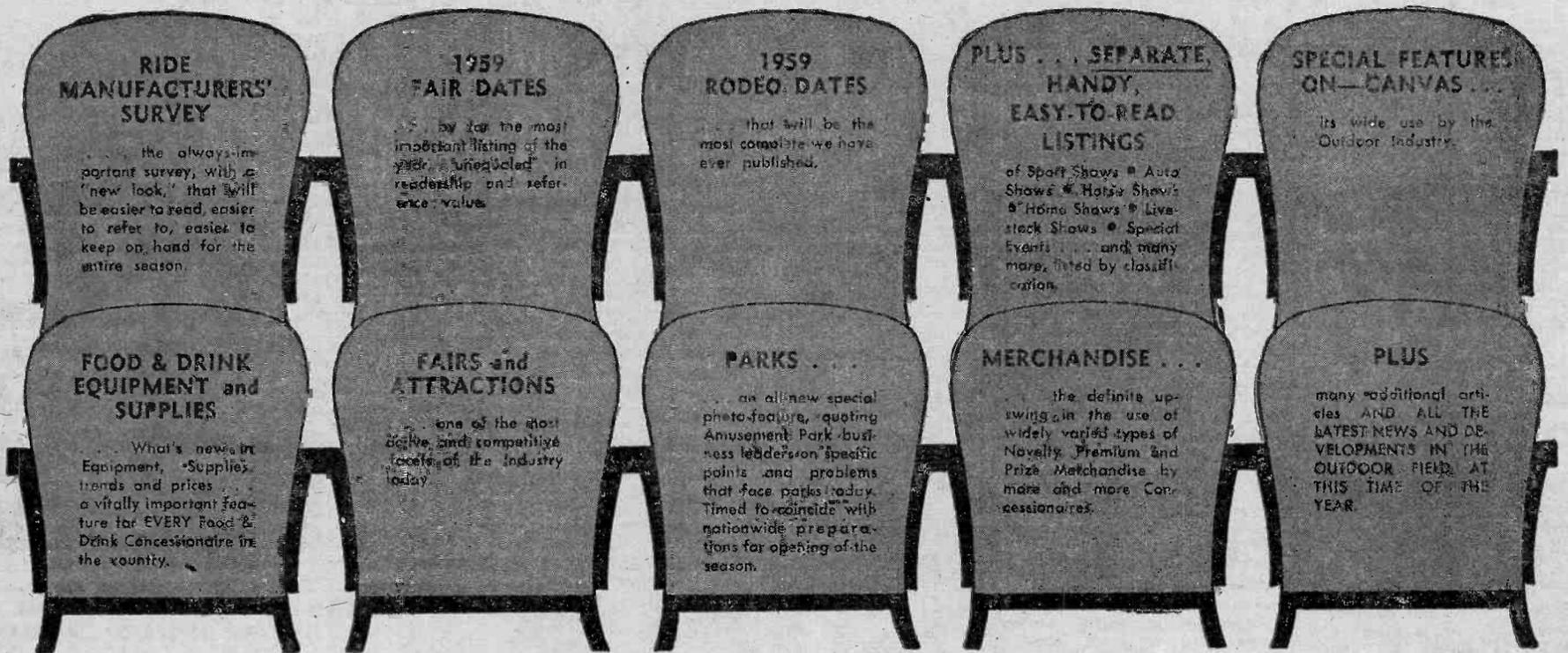
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442 EXHIBITORS

N. Y. Show Plans Big '60 Expansion

By IRWIN KIRBY

THERE was a tremendous difference, all of it in the way of improvement, between the Variety Toy and Merchandise Fairs of 1958 and 1959. This year's event, held in New York's Trade Show Building, housed 442 exhibitors on four of the building's floors. This total virtually doubled the previous number of firms taking display space, and resulted in a decision to expand even more in 1960.

A decision made early last week by the sponsoring office, Arthur Tarshis Associates, was to take all six floors of the big building next year, rather than the four levels occupied this time. The 1960 show will open March 6, but while this is also a Sunday there will be earlier action next season. Most exhibitors waxed enthusiastic about the big turnout on opening day, Sunday (8), and the management confirmed that 2,700 visitors were clocked past the registration desk on that day. A 10 a.m. opening was decided on for the next show edition rather than noontime, since there was a crush of visitors as soon as the show got rolling.

This was the 21st annual version of the trade show, and visitors representing jobbers, retailers, carnival and park concessionaires turned out in numbers gratifying to exhibitors. For the 1960 show there will be space for 560 of this display clan, many of whom were reserving space early last week.

AS IS TYPICAL of the merchandise business, the claims of sales and contacts varied from sublimation to miserable. For every few satisfied exhibitors there was one whose pre-show hopes had perhaps been elevated a little too high, but generally speaking, satisfaction reigned.

A good reception was noted for solidly-cartoned earthenware dishes and ashtray sets in several assortments. The boxes are of very heavy cardboard and have display case lids festooned with artistic scrollwork and attractive retail prices. Outside surfaces are also nicely decorated with drawings, descriptions and prices. Dishware runs \$3.88, \$8.13 and \$15.35 for sets of 16, 32 or 53 pieces, respectively, less discount. The same firm also has three-piece modernistic ashtray sets in earthenware, in a wide variety of shapes, colors and patterns. The pieces are round, square, triangular and other shapes.

SEVERAL OUTFITS displayed a fairly recent item which, like others in the low-cost merchandise field, is becoming subject to price footballing after bursting onto the market. This is the woman's little purse attached to a keychain. Called Key Cutie and other names, it comes in brocades, metallic mesh, velvets, clear plastic and other finishes. And inside each snap-open purse is a plastic rain cape. This is a nice little gimmick which is not too bulky and has ample room for silver and keys, as well as the head cover. Retailing for about a dollar, it is available at around \$4.20 and \$4.75 for a carded dozen, depending on the finish.

ALSO DRAWING attention was an item which has won favor on midways throught the Midwest but is yet to appear in quantity in the East. A good prize number in the plush family, it is a lifelike seal with spreadeagled flippers and upturned head. It comes in black back and white chest and bottom, with tufted nose and plastic belt choker. All-cotton felt stuffed, it is available in three sizes. The biggest, 19 inches high and 17 inches long, sells for \$25.20 a dozen.

REFERENCES TO products shown at the exhibit will be made from time to time. Several exhibitors, especially those with Providence home offices, will be among those present at the coming United Jewelry Show in May. Probably the biggest low-priced jewelry assemblage, it will be held May 2-10 at the Sheriton Biltmore Hotel in Providence. Hotel space has been at a premium for months, due both to the limited accommodation capacity of that city and its dominance in the novelty jewelry, accessory, ring, necklace and bracelet trade.

WATCH VALUES



BULOVA ELGIN!
BENRUS! GRUEN! WALTHAM!

Choice Lot 6 for \$49
Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned - Guaranteed like NEW! (Sample, \$9.95)

10 for \$69
Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new! (Sample, \$8.95)

25% Cash With Order, Bal. C.O.D.

NEW Sensation
Packed with "SELL" Priced for PROFIT!

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\$5.90 Set

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Same set as above with

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Min. order 6. 25% cash, bal. C.O.D.

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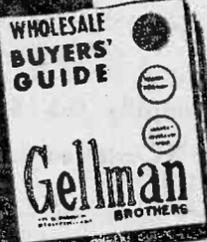
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PIPES FOR PITCHMEN

THE LATCH STRING . . .

is always out for boys passing thru Albuquerque, N. M., at Wayne Marcy's photo studio at 222 Gold S. W. "Pitchmen en route thru town can always work at the drug-store at Second and Central S. W.," says Marcy. Bill Tarter had the concessions at the recent automobile show in Albuquerque's new Tinley Coliseum. Also there were Mr. and Mrs. Swede Blair, candy floss and snow cones, and Slugger and his wife, working an eating stand. Concessionaires wintering in Albuquerque have been busy in recent weeks in preparing their stands for an early opening with shows wintering there. Dope Bess recently went into Albuquerque's Presbyterian Hospital for surgery, according to Marcy.

AN OUTDOOR . . .

barbecue and gabfest for pitch folks was held Sunday (8) at the Englewood, Fla., ranch of Frosty and Kay Allen, gadget pitcher-oo of note, writes Ev Gruenberg, who with her husband, Mel, attended the affair. The Allens' ranch ad-joins the property of Al and Eva Powers, of Powers cleaning pad note. The party was prompted by the visit to Englewood of Betty and John Brennan, for many years Ohio pitch folks, and Cowboy Harry Flory and his wife, Mary, who are vacationing in Englewood. Also on hand to partake of the Allens' hospitality and cut up jack-pots were Dick and Mae Spillman with their children, Sandy and BeePee; Vince Brennan and his wife, Pam, and Mr. and Mrs. Howard Miller. The Gruenbergs express the hope that other pitchmen will drop into Englewood, describing it as a friendly little spot that offers wonderful fishing and a beautiful beach.

COMING EVENTS

Continued from page 64

- New York**
New York—Intl. Automobile Show (Coliseum), April 4-13.
Westbury — Fashions and Living Show (Roosevelt Raceway) April 18-26.
Westbury—World Cars '59 (Roosevelt Raceway), May 8-16.
- North Carolina**
Raleigh—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Reynolds Coliseum), March 30-April 4. H. F. Van Horn.
- Ohio**
Cincinnati—Cincinnati Home Show (Gardens), April 11-19. Robert G. Sand.
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 13-22. A. W. Newman.
Dayton—Sport, Boat and Outdoor Living Show (Fairgrounds Coliseum), April 2-5. Ward Colopy, 133 Warren St.
- Oklahoma**
Tulsa—Tulsa Horse Show, May 26-30.
- Oregon**
Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 15-19. Duane Hennessy.
- Pennsylvania**
Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 16-21.
- Tennessee**
Erwin—Unicoi Co. Ham Show, April 8-10. Wayne Scott.
Humboldt—West Tenn. Strawberry Festival, May 7-9. Mrs. Paul Ross.
Johnson City—Tri-City Sports Show (Big Burley Tobacco Warehouse), April 14-18. W. Claude Fox.
Knoxville—Tennessee Valley Sport Show (Ohillwee Park Expo. Bldg.), March 25-29. W. Claude Fox.
Humboldt—Strawberry Festival, May 4-9.
Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 16-22. Amon C. Evans.
- Texas**
BaIRD—BaIRD Rodeo, April 30-May 2.
Beaumont—Charity Horse Show, April 20-June 2.
Corpus Christi—Buccaneer Days Celebration, May 1-10. Bob Pinks.
Cuero—S. Tex. Livestock Show, March 19-20.
Dallas—Southwest Sports Boat & Vacation Show (Fair Park), April 11-19. Martin P. Kelly.
El Paso—El Paso Flower Show, April 18-19.
El Paso—El Paso Home Show, May 6-10. Home Builders' Assn.
Lubbock—ABC Rodeo, March 18-21. W. L. Pittman.
Mercedes—Mercedes Rodeo, March 18-23.
San Antonio—Battle of Flowers, April 20-25.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 6-12. Irving Wayne.
Shamrock—St. Patrick Day Celebration, March 17. Bob Roach.
- Virginia**
Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 17-22. John R. Raine.
Suffolk — Negro Jubilee (Negro Fairgrounds), April 6-11.
Winchester — Shenandoah Apple Blossom Festival, April 30-May 1.
- Washington**
Tacoma—Tacoma Home Show (Winthrop Hotel), March 17-22.
- Wisconsin**
Green Bay—Northern Wis. Sports Show (Veterans' Arena), April 15-19.
La Crosse—Sports and Vacation Show (Sawyer Aud.), March 20-22. Raymond E. Plamadore.
Madison—Wisconsin Sports & Home Show (Fairgrounds), April 8-12. Ben Berger Enterprises, 1328 Morrison St.
Milwaukee—Sentinel Sports Show & Great Lakes Boat Show (Aud. and Arena), March 14-22. Charles D. Collins.
Waikeshia—Waikeshia Dairy Show, March 18-21. W. D. Rogan.

- CANADA**
Ontario
Toronto—Canadian National Sportsmen's Show (Coliseum), March 13-21. Loyal M. Kelly.
- Saskatchewan**
Saskatoon—Fat Stock Show & Sale, May 29-30.
Saskatoon—Light Horse Show, April 6-11.
Saskatoon — Bred Sow Show & Sale, April 14.
Saskatoon — Shorthorn Futurity Show, April 15.
Saskatoon — Bull Show & Sale, April 15-18.

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24" Med. HEART OR ROUND NECK. Gr. 15.00
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Plush Bubble Monkey
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36 asst. to box. Ask for special quantity prices. Send for illustrated catalogue of 250 other fast selling Costume Jewelry items.
25% Deposit on volume sales. Priced for \$3.00 per doz.
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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, Asst., \$3.75 & \$6.00 Dz. Cultured Pearl Tie Slides, carded, \$2.00 Dz. Broken Jewelry, Min. 3 lbs., \$3.00 Lb. Cameo Neck & Earrings, Boxed, \$3.00 Dz. Send for descriptive Nylons, packed cello bags, \$3 dozen. Prompt shipment and terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1826 Westminister St. Providence, R. I.

HAND LACED BILLFOLDS — BOXED, shipped prepaid. Dozen, \$12; single sample, one dollar. These should sell for more. Jack Eastwood, Route 6, Box 29A, Portsmouth, Ohio.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn.

JEWELRY, BANKRUPT, STERLING SILVER and turquoise, authentic Indian Handicraft only. Send two fifty or more. Will send money's worth or guarantee refund. Give size or age. Bracelets, Rings, Silver Guards, Earrings, etc. A. Paula, 423 N. Norton, Tucson, Ariz.

NEW "X11" SIGNS—COMEDY, RELIGIOUS, general, 7c; retail, 50c. Catalog free. 15 samples. S. Lowy, 812 Broadway, Dept. 101, New York 3.

NEWEST GERMAN IMPORT — HI-POWER combination Folding Opera and Field Glasses, Reading Glass, Magnifier, Microscope, Telescope, Compass, Stereoscope, Eye-Mirror, Compass. Precision ground lenses. Volume \$2 value. Gross, \$90; dozen, \$8.50; sample, \$1. Federal Trading Co., 176 Federal St., Boston, Mass.

PERFUME NEVER BEFORE OFFERED TO agents, plus best hair preparation on the market. Brownel, 311 W. 87 St., Los Angeles, California.

"SAFRIM"

NOW! WORLD'S SUCCESSFUL HOME HAIRCUTTING INVENTION. VOLUME SALES, VOLUME PROFITS—ON SIGHT, EVERYWHERE! Yes, an entirely new, tested, proven way to cut hair professionally with confidence. Really as safe or simple as combing hair. The savings alone makes it your newest, biggest money-maker in years! Write for complete free details and send \$2.00 for one "SAFRIM" or handsome Display Box of 12 for only \$2.00. PAUL G. WALLACE, 3743 E. S. Wabash, Chicago 83, Ill.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. 21.00
E3—Stone Earrings, Asst. Gr. 12.00
O1—Odd Lot Neck & Brace Gr. 15.00
W1—Men's 6-Piece Watch Set... 5.15
W2—Ladies' 5-Piece Watch Set... 6.25
R3—Gent's Stone Rings, Asst. Dz. 2.50
L2—Ronson Type Lighter, Dz. Cd 4.50
S20—Snapshot Camera, Boxed Dz. 14.40
R164—Relig. Medallions, Bxd. Dz. 5.75
2256—3 Piece Pearl Set, Bxd. Dz. 7.20
2357—Hunting Knife & Sheath, Dz. 7.20
9967—2 Hunt Knives & Sheaths, Dz. 12.00
1165—Tri-Color Flashlites, Bxd. Dz. 4.00
3110—8" Girl's Doll Handbag, Dz. 3.75
9474—8" Push Stud's Fed Bear, Dz. 5.40
C01—E-R & Neck Set, Bxd. Dz. 6.00
C02—24 pc of Jewel & Novelties 10.00
PD1—Stone Pendants, Bxd. Dz. 3.50
C1 or T4—Cuff or Ties, Carded, Dz. 1.25
25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS

stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog.

GENERAL PRODUCTS

Dept. BB-63, 198 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per copy 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.

SUN-VISORS — DIRECT FROM MANUFACTURER. Add your own profits 30 to 50%. Imprinting included. Free samples. Sarie Printing, 4614 New Utrecht Ave., Brooklyn 19, New York.

WILSON GOLF BALLS

K-28 \$9.00 doz.

SNEAD AUTOGRAPH \$5.50 doz.

New Stock—F.O.B. Def.—Gross Lots.

S. B. PRODUCTS CO. 16281 Hamilton Detroit, Michigan

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 8.

Animals, Birds, Snakes

ALWAYS THE FASTEST SERVICE. BEST quality and more for your money. Live arrival guaranteed. Snake Assortments, \$10 up; Alligators, \$1 each; Chameleons. To avoid disappointment, order from the old reliable. Phone 5411. C. C. McClung, owner; M. K. Crow, manager, Snake Farms, Laplace, La.

BEAR—COLLAR BROKE, GENTLE, LEADS, handles easily. Yearling black, A-1 condition. Light cage included. P. O. Box 63, Leitchfield, Ky.

BURROS IN RARE PAINTS AND WHITE colors. Male or female, young and gentle. \$175. Box 128, Tel. LI. 2-4325, Brownsville, Texas.

CALIFORNIA SEA LIONS — PRINCIPAL supplier roos and cubs throughout world past 12 years. Marine Enterprises, Inc., Box 2636, Ocean Park, Calif.

CHIMPANZEE — 60 POUNDS, FEMALE, supertame, perfect all respects, some tricks, \$300; Black Leopards, \$500; baby Jaguar, \$400; Kinkajous, \$50; Tavra, \$45; Giant Pigtail Macaque, \$150; young adult Ocelot, \$50; male Kangaroo, \$350; hundreds more. Send for list. Rare Bird Farm, P. O. Box 100, Kendall, Fla.

CHOICE BLACK BEAR CUB—8 MONTHS, \$40. Health certificate furnished, no duty. N. P. Lewchuk, Canora, Sask., Canada.

Business Opportunities

ALL ELECTRIC PEANUT ROASTERS AND Popcorn machines. Counter models, also portable machines. Free Catalog. Bartholomew, Mfr., Dept. B, Vineland, N. J.

BE AN IMPORTER—MAKE UP TO 1000% profits importing by mail. No stock investments. Get the new Importer's Guide and Directory of Foreign Manufacturers. Your complete guide and short cut to tremendous profits. Order yours now—only \$2 postpaid. Satisfaction guaranteed. Samuel Glenn (Publications), Box 507, Jacksonville, North Carolina.

BUY WHOLESALE — SHOES, SHIRTS, clothing, sportswear, linens, household furnishings, etc. Complete catalog and plan. Bostonian, 14-R Dock Square, Boston, Massachusetts.

COMING SOON SPRING SPECIAL

Watch for it!!!

DISTRIBUTOR WANTED

Man or organization with capital and vision to handle an amazing new product, which is fast selling, repeat item, direct from manufacturer. Better than \$30,000 year potential. Tested and proven. Now being sold to Army, Navy, Marine, Air Force, Schools, Colleges, Chains, Independent Stores. For full details write

T&B RESEARCH & DEVELOPMENT CORP. 486 Greenwood Ave. N.E., Atlanta 6, Georgia

FAST SELLING PIN-UPS, WHOLESALE. Four 4x5 inch glossies, 40¢. Twelve wallet sized prints, 60¢. Cowling, B-172, New Egypt, New Jersey.

JAPAN DIRECTORY. 145 JAPANESE MANUFACTURING exporters, Japan trade journal information, Asia opportunities. Just \$1 today. Nippon Annual, Box 6286-A, Spokane 28, Washington.

NEW 40' X 100' PORTABLE SKATING RINK complete, \$5,000. P. A. System, Lighting System. Roller Bowl, 1102 Temple Terrace, Tampa, Fla.

REMAILING SERVICE — YOUR LETTERS remailed with Phila. postmark. 25¢ each. Falken Service, 820 Chestnut St., Phila. 7, Pennsylvania.

PUBLIC AUCTION

SATURDAY, MARCH 21, 1959 9:30 A.M.

AIRPORT PARK CHARLOTTE, N. C.

COMPLETE CARNIVAL & ZOO—Rides of all kinds, Office Equipment, Lighting Equipment, Shop Equipment, Refreshment Stands complete w/Equipment, Ponies and Ride Equipment, one Office Trailer—40 ft., 1,000 Chairs. ZOO INCLUDING "VICKI THE ELEPHANT," Lions, Ostrich, Bob Cats, Wolf, Alligator and many, many other Animals and Birds. To be sold by

GODLEY AUCTION CO. MT. HOLLY RD. CHARLOTTE, N. C. Day Ph.: Ex 9-9756 Nite Ph.: Ex 9-7609

RIDES AND CONCESSIONS

WANTED FOR AMUSEMENT PARK or KIDDELAND LOCATION City of 225,000 Excellent traffic streets Plenty of space Adjacent to heavy population BUILDERS, INC. 951 Parklane Wichita, Kan.

SCENIC AMUSEMENT PARK 3 MILES South of Nauvoo, Ill., on scenic route 96. 8 Kiddie Rides, 50 Picnic Tables, Miniature Golf, Jungle Cruise, Eating Stand, Souvenir Stand, Gross, \$20,000. \$75,000. \$25,000 down. Contact Frank Winke, Jr., 3704 Ave. L, Fort Madison, Iowa.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion.

18 HOLE MINIATURE GOLF COURSE

Equipment complete. Pipe rebound rails. Clubhouse with neon and fluorescent, register, full set hazards, clubs, balls, overhead and underground lighting, 200 feet x fencing, new playing surface material. Used Puritas Park 2 years. \$4,500.00 on your truck. Contact Hayden Fouts, 522-48th St., Sandusky, Ohio, Phone Main 6-2474 or Main 5-4561.

\$5,000-\$10,000! INCOME UNLIMITED, Operating successful Collection Agency. Offices needed everywhere. Complete instructions, small cost. Investigate! Collections, Box 1346-BB, Denver 1, Colo. mh23

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. ep20

For Sale—Secondhand Show Property

BARGAIN — ROCKET RIDE SWING, SIX rockets, 12 passenger. A-1 condition, awning top, free snapshot, \$895 F.O.B. Corona, Calif. C. B. Harlin, 401 El Cerrito Rd.

BRILL'S TESTED KIDDIE RIDE PLANS: Umbrella Airplane, Railroad, Spinning Top, Roundabout, Cage Ferris Wheel, \$10 each. Free 96 page plan catalog. Brill, Box 875, Peoria, Ill.

COMING SOON SPRING SPECIAL

Watch for it!!!

M1 #5 FERRIS WHEEL, A. H. LITTLE Beauty, 32 ft. Merry-Go-Round, Mangels Boat Ride. All in excellent working condition. First \$6,500 takes all three pieces. Land of Fun, Farmingdale, N. J.

FOR SALE — ARCADE CONSISTING OF AutoPhoto, Rifles, Pistols, Baseball, about 85 pieces complete Arcade. Cliff Aust, Box 306, Mansfield, Ohio.

FOR SALE OR TRADE — SALT WATER Taffy Concession, ideal for couple, money maker, works year round. Now working shopping centers Dallas. Will teach. Late model wrapper and puller, mounted on glassed-in truck, all A-1 shape. Trade for Funhouse, Ride or Show Property of equal value. Picture or request Edw. Felske, 5501 Military Dr., Dallas, Tex. mh23

FOR SALE—6X6 TOP AND FRAME, NASHville Floss Machine, Apple Kettle and Butane Burner, \$250; new 12x18 blue Top only, with rings all around for awnings and walls. \$75; 6x10 Grab Star Griddle, Hot Dog Steamer, Coffee Urn, Drink Box, 12 ft. Deep Freeze, 1 1/2 ton Ford Vanette with House Trailer Hitch, \$600 or will sell separate. This equipment is not junk. We are framing a new trailer. Lee R. Larsen, P. O. Box 136, Batesville, Ark.

FOR SALE—USED KIDDIE RIDES, VARIOUS makes and models, also Cotton Candy and Popcorn Machine, reasonable for quick sale, all A-1 condition. Write, phone Caruso Amusement Co., 4436 Grove Ave., Cincinnati 11, Ohio. HUmboldt 1-1523. ch

FOR SALE—ELI WHEEL #5, TOWERS, bronze bushed. Drive plinon roller bearings. 10 h.p. electric motor, just rewound. Wood seats newly upholstered. First \$3,000 takes away. R. E. Matheson, Belmont Park, Mission Beach, Calif.

FOR SALE—EVANS LONG RANGE SHOOTING Gallery, 12 foot, with rifles. Write Jerry Hines, Dixon, Calif.

KIDDIE RIDES—SMITH AIRPLANE, MAN-fels Boat with transportation, 300 ft. x 26 Wire, \$3,000. Small 8 Horse Merry, \$450. Floss, Apple, Corn Trailer. Phone VO 6-0861, Norwalk, Conn. mh23

KIDDELAND GOING OUT — BOAT RIDE, cyclone fence, ticket booth, etc. Make offer. Bob Schneider, 618 Prospect Ave., Oakland, Calif. GL. 1-1886.

KRON PLATFORM SCALE, \$50; SINGER Embroidering Machine with table, \$150; Jewelry Concession Trailer with living quarters, \$500. Mike Sauro, 3821 Brumbaugh Blvd., Dayton 16, Ohio. CR 4-1827. mh23

MECHANICAL SAWMILL WALK THRU Show. Took 3 yrs. to build. Ready to operate in 20 min. On truck with sleeping quarters in front. Bargain. Frances (Rhodes) Coleman, Macks Creek, Mo. mh23

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

NEW PLASTIC KIDDIE KAR FOR AUTO Rides, \$45; acw Steel Fence, \$10 per section; 6 used Roto Whirl Tubs, good condition; 5 used Kings Fiber-Glass Boats, good condition; 1957 Allan Herschell Rodeo, like new. Burkhardt Amusement Enterprise, Oswego, Illinois. mh16

ONE ROCKET TRAIN, ADULT SIZE: ONE Merry-Go-Round, like new, less than four months' use; Cotton Candy Trailer, equipped; one large Tent. Hickory 4-2965, Columbus, Ohio.

PACIFIC TYPE MINIATURE STEAM Locomotive, 13 1/2" gauge with 2-passenger cars, 1 reefer, 1 tank, 1 caboose. Oil burning, 160 lb. operating pressure. For particulars write L. H. Brown, RFD 1, Morrow, Ohio.

PORTABLE DODGEM. 10 CARS; 3 KIDDIE Rides. Accept Rock-o-Plane, Skyfighter, Biry, Whip, Tilt in trade. F. Sbafer, Washington, Ind.

SELL OR TRADE—G12 TRAIN WITH 4 cars and 250 feet track, \$1,000; 10-car Race Car Ride, \$850. Wanted, Spittire, c/o Box 751, Packers Station, Kansas City, Kansas.

SHOOTING GALLERY—18 FEET WIDE, 10 months old. Complete with steel walls and ceiling, lights, counter, signs, etc. Operating now or can move. Bernard Levin, 1334 Farrington Rd., Phila. 31, Pa.

TWO STAR COUNTER MODELS POP CORN Machines, one Salt Water Taffy Wrapper. Brendle Enterprises, Middletown, Pa.

USED BATTING RANGE EQUIPMENT. Everything needed for complete range. Good condition. Wm. Jumer, 20169 Fairway, Grosse Pointe Woods, Mich.

Help Wanted

MUSICIANS—ALL CHAIRS, PIANO, BRASS, reeds. Established traveling commercial band, steady, salary, no lusher or heaps, cut or no notice. Sammy Stevens, 1611 City Natl. Bank Bldg., Omaha, Neb. mh23

PIANO MAN—COMMERCIAL ONLY, FOR well established trio playing locations. Must be reliable with no habits. Orchestra Leader, Tropical Motel, 4302 Ave. C, Corpus Christi, Tex.

WANTED — GIRL SPANISH GUITARIST. Girls for exotic rock and roll. Good treatment, good salary. Wire collect. Leslie Klester, Rochester, Minn.

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Relsch Auction School, Mason City 18, Iowa. mh30

Locations Wanted

NEED SPOTS FOR POPCORN, COTTON Candy, Sno-Kone Trailer. Within 75 miles Chicago; picnics, etc. Box C-458, c/o Billboard, Cincinnati, Ohio.

Magical Supplies

BLUEPRINTS MINDREADING LECTURES. Escalate Formulas, books Hypnotism. Hug professional list, 50c. Genoves, 160 E. 44th St., New York 17, N. Y. mh23

FREE MAGIC TRICK GIVEN WITH 160-page giant surprise Catalog. Over 600 illustrated tricks, jokes, magic. Rush 25¢. Vick Lawston, 202 N.W., Pinewood, Trumbull, Conn.

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog \$1 with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. ap6

Miscellaneous

CASH MAIL ORDER NAMES — NEATLY typed on gummed labels. \$8 per thousand. All have made cash purchases from us recently. You can buy cheaper but you can't buy better! Emerson Trading Co., Pompton Plains 11, N. J.

COLUMBUS GAME, NEW NAUTICAL, FOR resorts, parks, playlands, concessions. Write for information to Mac's Hobby Ranch, Box 14, Dallastown, Pa. ap6

EXCELLENT 32' LAPSTRAKE CRUISER, twin motors, sleeps 4, flying bridge, outriggers, etc. Now in service, \$6,600. Write Capt. Wm. Lewis (B), Tampa 9, Fla.

IT'S IMPOSSIBLE—BUT HERE IT IS. Return this ad with only 25¢ and a 4¢ stamp and receive sample copy of an international magazine with many pictures and free a 50¢ unusual surprise gift. Gordon Publications, Pompton Plains 11, N. J.

Personal

BOB MOCK OF WASHINGTON AND DEERfield. Would like to hear from you. Bebe and Edna. Box C-457, c/o The Billboard, Cincinnati 22, Ohio.

OWN YOUR OWN RANCH IN TEXAS OR Arizona! You receive actual title to one square inch of land! Little ranch but big brag. Send (print) name, address, \$1 ranch preference to Ranches, Box 2244-R, Tucson, Ariz. mh23

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

START THE SEASON RIGHT. GET THE best. The Victor Portable Direct Positive Camera. Benson Camera, 168 Bowers, New York, N. Y. mh16

Printing

ALWAYS FASTEST SERVICE — QUALITY nonbonding posters! 14x22 size 3-color window cards up to 500 cards copy, \$9 hundred; 17x26 size, \$13.50 hundred. Day-to auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 159, Earl Park, Ind. mh30

NEARGRAVURE EMBOSSO LETTERHEADS! Sparkling Dynamic Special Engravings, layouts in gold and colors; Circuses, Carnivals, Parks, Kiddielands, etc. Samples 10¢. Be surprised. Solidays Colorprint, Knox, Indiana. mh23

200—8 1/2 X 11 LETTERHEADS, 100 #10 ENvelopes, both for \$4.25. Black or blue ink. Mallo Press, 6468-B, Clovis Ave., Flushing, Michigan.

500 GUMMED LABELS PRINTED WITH any name and address, 35¢. Plastic Gift Box included free. Scheetz, 98 Branch, Sellersville, Pa.

200 LETTERHEADS, 200 ENVELOPES, \$3.95; 500 Letterheads, 500 Envelopes, \$8.95. Allen Press, Dept. B, 95 Furnace, Little Falls, New York.

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-225, Chicago 32.

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics; nylon, dacron. Exclusive styles, top quality big cash income now, real future. Equipment free. Hoover, Dept. C-109, New York 11, N. Y. ch

ASSOCIATE

Will finance permanent business. No selling. Small cash bond, returnable, only investment.

H. RACKOV

2646 Spaulding St. Long Beach 4, Calif.

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 12B, 307 North Michigan, Chicago 1, Illinois.

IF YOU'RE INTERESTED IN MAKING money in selling see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill.

SALESMEN - BIG MONEY EVERY DAY showing nationally known drain cleaner. No chemicals. Nothing like it. Minute demonstration. Commission paid daily. Sample furnished. Campbell Co. (Est. 1928), Rochelle 603, Ill.

Tattooing Supplies

FREE ILLUSTRATED CATALOG OF THE most modern tattooing equipment on the market today. Spaulding & Rogers, Court St., Jacksonville, N. C.

WHEREVER MEN WALK THE EARTH OR sail the seven seas you will find them wearing Zeis Tattoo Designs. Special this month, 8 sheets for only \$4. Zeis, 728-A Leslie, Rockford, Ill.

Wanted to Buy

GRIND SHOW TRAILER OR TRUCK, ANY place South or Midwest. Send photo. Harry Swank, 2323 Haslett St., Dallas, Tex. mh23

STEAM CALLOPE WANTED, LESS BOILER. Whistle assembly, valves, and board required. Geo Hubbell, 1200 S. Milford Rd., Milford, Mich.

WANTED-FERRIS WHEEL, ELI NO. 5, also small Merry-Go-Round. Keith Toles, 7834 Pearl Rd., Cleveland 30, Ohio.

COIN MACHINES

Used Equipment

FOR SALE-GOOD BUYS 6-Gun A. B. T. Shooting Gallery, excellent condition. Includes 6 guns plus 1 spare, tent, compressor, targets, loading equipment, B.B.'s, cartridges, spare hoses, parts, etc. Entire Setup \$450.00 Williams Jet Fighter 75.00 Williams Sidewalk Engineer 75.00 Silver Bullets 50.00 Poker Tables ea. 10.00 I need 5 Philadelphia Green-Ball Alleys in good condition. WALTER KREE-BALL 8108 Davidson Ave. Bronx 53, N. Y. Cypress 5-6553

FOR SALE--\$35 EACH--MANHATTAN, Tropics, Hibl, Yacht Clubs, Beach Clubs. Ruginis Novelty Company, Mount Carmel, Pennsylvania.

SCALES - PRICES SLASHED. WATLING 500 Guessers, \$30 ea.; Watling 600 Fortunes, \$35 ea.; Watling Tom Thumb Fortunes, \$32.50 ea.; A.B.T. Kirk Hiboy Guessers, \$30 ea.; used inside only, renewed, reconditioned. Send deposit and shipping instructions, balance eight draft. Gaycoinc Distributors, 4886 Woodward Ave., Detroit 1, Michigan.

SACRIFICE-LIKE NEW BALL POINT PEN Vendors, \$8.75. Also Stamp and Bulk Machines. Rasborg Enterprises, 810 W. 18th, Erie, Pa.

3 MIDGET MOVIES, QUIZZER, PITCHING Pete Baseball Pitching Machine, sale or trade for late model Drivemobile and Williams Ten Strike. Waldman, 1322 Addington, Toledo, Ohio.

60 ARCADE MACHINES INCLUDING DE Luxe Photomatic, Record Recorder, Standard Metal Typewriter Signs, cash registers etc. A complete Arcade at reduced price, or will sell separately. What do you need? J. W. Nilles, 147 S. Negley Ave., Pittsburgh 6, Pa. Hilland 1-9750.

Wanted to Buy

FLOOR MODEL MERCURY GRIPPERS, crank type Mutoscope Flip Picture Machines, light weight. M. & M. Venders, Box 90, Canton, N. C.

GOOD, USED JUMBO, HOCKEY, SPOOK Gun, Kicker and Catcher. I. A. Gregory, 1245 Fifth Ave., S.E., Cedar Rapids, Iowa.

POSTAGE STAMP MACHINES REGARD- less of age or condition! Ship in, will pay what they're worth. USP Co., 100 Grand Waterbury 2, Conn.



RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

EXP. TRUMPET PLAYER FOR CLOWN Band and bits. Have School Bus Transportation. Open to any offer. Sam Bianco, 1424 N. LaSalle St., Chicago. mh16

FEMALE IMPERSONATION ACT OPEN FOR night club booking. Rhumba, exotic. Will join AGVA. Literature sent on your club or agent letter head. S. Burgess Jr., 52 W. 58th St., New York 19, N. Y.

FEMALE IMPERSONATOR - GORGEOUS wardrobe. Sing, dance, piano; open for engagements. Photos available. Best act in show business. Answer all. Box C-456, c/o The Billboard, Cincinnati 22, Ohio. mh23

PROFESSOR WRIGHT'S TALENTED 5- person Variety Stage Show. Casey, Ill. mh30

SCENIC ARTIST, DESIGNER, PAINTER. Expert on signs, member N. S. A., at Liberty. Fred Wardle, 14 W. 69th St., Apt. 11, New York City. Phone TR 4-8526.

Musicians

AT LIBERTY-EXPERIENCED HAMMOND Organist and Pianist. Write Marjorie Keadahl, 212 Forest Ave., Jamestown, N. Y.

SOCIETY MUSICIAN - SING. (FREDDY Martin, tenor), alto, clarinet (Latin flute), concert. Now at Arizona Biltmore Hotel. At Liberty April 27. Chet Chastain, WH. 5-5518, 7028 E. McDonald Dr., Scottsdale, Arizona.

STRING BASSIST WITH NAME BACK- ground seeking change. All-round requisites, big sound, appearance, reliability; 802. Musician, P. O. Box 32, Richmond Hill Station, New York.

TRUMPET - ALL AROUND EXP. READ, fake, jazz, show wise, sober, neat. Lew Gautreaux, 915 Wilson Ave., Chicago, Ill. Lo. 1-3500. mh30

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. mh30

HIGH DIVING EXTRAORDINARY-A ONE time movie feature. Now available as an outdoor thriller. Rigging illuminated, visible for miles. Mac Productions, 456 Lamphier, Warren, Ohio. Phone: EX 9-1479. mh23

HYPNOTIST-"RONDO" WORLD'S GREAT- est mass hypnotist. (No plants or shells.) Home Shows, Fairs, Theaters, Conventions. For further information write Rondo, 2312 Date St., Louisville, Ky.

LANDRUS - MAGICIAN, VENTRILOQUIST open this season, will join Med Show, Dramatic Show, Park Attractions or Dependable Side Show. Managers, best weekly offer. Landrus, P. O. Box 496, Elmira, N. Y.

PROFESSIONAL CLOWN WITH CALLOPE for all celebrations. Corbin's Callope, Barnesville, Ohio. mh16

RAY'S CIRCUS REVUE - DOG, PONY, Monkey Show, Bozo the Clown. Further information: Mrs. H. R. Ray, Route #1, Magnolia, Ohio. mh30

Roller Rumbings

Continued from page 66 slab was poured recently for North Gate Rollerade. The new rink will be ready for opening May 1, according to builders Fred Clark and Lt. Col. Jerome A. McDavitt.

The building, one of the largest rinks in the South, will cover 22,000 square feet and will incorporate modernistic designs and the latest in equipment. Acoustic material will be employed in providing a cloud effect ceiling. There will be an outdoor party area and six private party rooms. A high-fidelity music and sound system has been secured. A snack bar will be incorporated in the building and a miniature golf course will be built on adjoining land. The parking area will accommodate 200 cars.

McDavitt and Clark have employed as their manager Ralph E. Barker, identified with rinks for 17 years, the last six with North St. Mary's Rink here.

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.

Adams, Raymond; Abbott, Claude L.; Alberts, Arleen; Alford, Robert J.; Alney, A. Marvin; Anderson, Sonny; Asher, Chas.; Ashley, Frank; Babcock, Phil; Bagwell, T.; Barry, Michael T.; Bays, Dick; Beckwith, Mrs. Gerry; Billingsley, James; Bennett, Jack; Blanton, Kenneth; Blume, Bob; Boatright, Whitey; Bodin, Johnnie C/o; Boggs, John A.; Bomar, Louis; Boude, Mrs. Helen; Bowling, Billie; Bracy, Mrs. Anna; Brady, James; Broeffle, Mrs. Barbara; Broeffle, Sonny; Brooks, Verie; Broome, Yvonne; Brown, Chas.; Brown, Johnny Mack; Burke, Jim & Eva; Burnette, Thomas; Burrett, Chas.; Butler, Michael; Calder, James; Calk, Tommy; Campbell, Ralph A.; Canale, David; Caplinger, Virgil; Cardinal, James F.; Caruso, John; Chandler, Edward; Chase, George; Choquette, Conrad; Church, Chris; Craig, Buddy; Clark, Charles; Cleveger, William; Cole, Leroy; Collins, Bob; Conley, Raymond; Connell, Ray or Roy; Cooper, Shorty; Cortes, Rita; Costello, James; Cotton, Clement C.; Crawford, Harry; Crawford, Lee; Crow, Charles; Crver, Lee; Cullivan, Phil; Dalton, Warren R.; Daniels, Wesley; Dart, James Harold; Davis, Gordon; Davis, Koke; Davis, Louis E.; Delano, George; Dellis, Wm.; Detsch Jr., Wm. A.; DuFour, Lou; Edwards, Oscar; Elliott, William A.; Elliott, Curtis P.; Embody, Roy; Exoger, Robert; Ewen, Ralph; Farmer, J. D.; Farris, Vickie; Feldman, Bernard; Ferguson, Danny; Ferkins, Jack; Finstneteno, Anthony; Flannigan, Wally; Flower, Dottie; Fontanes, Mrs. Rafaela; Franz, Veronica; Freeman, Frank; French, P. E.; Griffin, John A.; Gable, Joseph; Gallagher, John J.; Galluppo, Peg; Gamble, Oliver Clark; Garcia, Paulino; Gary, Bill; George, Phil; Gillespie, George L.; Gilliam, E. H.; Golden, Don; Goodwin, Lloyd; Graff, Charles L.; Gray, Mrs. C.; Green, Gilbert; Green, Johnny; Gregg, Charles; Griffin, John A.; Groves, Woodrow; Guynes, Harvey D.; Hackett, Edward J.; Halcomb, Blackie; Hancock, Wm. Wheel; Hart, Oscar; Hattersley, R. G.; Hays, Tom; Hazewood, Howard; Head, Henry Marjorie; Heck, Robert Allen; Henderson, Thomas; Herman, Howard M.; Hickok, John; Hilburn, Dickey; Hill, Tom; Hinkle, William; Hittl, John (Blackie); Hockman, M. J.; Honcell, James T.; Honcell, Rosa Pedig; Hoover, Rudolph; House, Pete; Housner, Mrs. Ruth; Howells, John (Red); Hudak, Frederick; Ikert, R. K. (C/o H. J. Rumorough); Irig, William A.; Jacks, United Shows; Jackson, Kelly; Jamison, W. E.; Johnson, Ted; Jones, Maynard; Jordan, Orin; Judd, Mrs. Rosemary; Katz, Kazanna; Keaton, Chas. F.; Keller Jr., Leo; Franz;

Troyer, Dewey R.; Tucker, Ben Russell; Tycroil, Clifton P.; Vanneerten, Richard; Vaughn, A. G.; Vaughn, Harold; Villemarie, Joseph R.; Vogt, Robert; Vogt, Wm. D.; Vonderheid, George; Walker, Baldwin; Wald, Frank; Walters, Dallas K.; Ward, William; Weatherman, Jack; Webster, Charles C.; West, Henry; Whitire, Otto; Williams, Bradley; Williams, Jean Ellen; Willis, Polly; Wilson, Basil H.; Wilson, George E.; Wrenn, C. B. or; Adams, Frank; Arrwood, James; Cannon, Harry; Cobuccio, Joseph; Dutton, C.; Fraker, Russell; Gayton, F. M.; Gattis, Clendon; Gates, D.; Hankinson, Jim; Hannagan, Jack; Hill, O. H.; Lee, Ed; Levy, Stanley; Loebl, Elliot; Lorraine, Blanche; McGarraugh, Cathy; Martin, F. W.; Michelson, H. E.; Milanese, Giuseppe; Motola, Joe (Spotale); Nixon, Larr; O'Brien, Thomas; Oembarsky, John; Patti, Billy; Potter, Dean; Poplin, Clarence; Seelig, Irvin; Sealo; Sprengle, Raymond; Stolar, Irving; Wambach, Pete; Allison, Jimmy; Britton, Ginger; Chief Thunder Sky; Bonta, W. H.; Kirkland, Ted; Kocabaker, Robert; Lancaster, L.; Lee, J.; Londe, Russell; Lynch, Jerry F.; Platt, William A.; Schutz, Ida; Smith, Paul; Stack, Mrs. J. Lee; Wittman, Silver Doll; Wood, Henry J.; Young, Mrs. Jack; Lipsey, Morris; Luras, Peter; Loney, Duke; McCrary, W. H. (Tex); Matoney, William J.; Matthews, Harry D.; Meade, A. A.; Medlin, James; Moore, Joe; O'Malley, Rick; O'Neil, Edward; Paso, Rosemarie; Parsons, Carl; Platt, Billy; Poole, Bill; Poole, John A.; Rice, G. L.; Robinson, Frederick; Romero, Ricky J.; Smith, Ann; Smith, Henry; Norman; Smith, Mr. & Mrs. Jack; Snook, Albert; Stallman, Arthur; Stewart, Raymond; Swank, Ruth; Thoms, Kathleen V.; Towers, Tom; West, Mrs. Edna; White, Charles; Wideman, Ed; Wilson, C. (Jack); Youell, Harold;

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Adams, Frank; Arrwood, James; Cannon, Harry; Cobuccio, Joseph; Dutton, C.; Fraker, Russell; Gayton, F. M.; Gattis, Clendon; Gates, D.; Hankinson, Jim; Hannagan, Jack; Hill, O. H.; Lee, Ed; Levy, Stanley; Loebl, Elliot; Lorraine, Blanche; McGarraugh, Cathy; Martin, F. W.; Michelson, H. E.; Milanese, Giuseppe; Motola, Joe (Spotale); Nixon, Larr; O'Brien, Thomas; Oembarsky, John; Patti, Billy; Potter, Dean; Poplin, Clarence; Seelig, Irvin; Sealo; Sprengle, Raymond; Stolar, Irving; Wambach, Pete; Allison, Jimmy; Britton, Ginger; Chief Thunder Sky; Bonta, W. H.; Kirkland, Ted; Kocabaker, Robert; Lancaster, L.; Lee, J.; Londe, Russell; Lynch, Jerry F.; Platt, William A.; Schutz, Ida; Smith, Paul; Stack, Mrs. J. Lee; Wittman, Silver Doll; Wood, Henry J.; Young, Mrs. Jack; Lipsey, Morris; Luras, Peter; Loney, Duke; McCrary, W. H. (Tex); Matoney, William J.; Matthews, Harry D.; Meade, A. A.; Medlin, James; Moore, Joe; O'Malley, Rick; O'Neil, Edward; Paso, Rosemarie; Parsons, Carl; Platt, Billy; Poole, Bill; Poole, John A.; Rice, G. L.; Robinson, Frederick; Romero, Ricky J.; Smith, Ann; Smith, Henry; Norman; Smith, Mr. & Mrs. Jack; Snook, Albert; Stallman, Arthur; Stewart, Raymond; Swank, Ruth; Thoms, Kathleen V.; Towers, Tom; West, Mrs. Edna; White, Charles; Wideman, Ed; Wilson, C. (Jack); Youell, Harold;

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Adams, Frank; Arrwood, James; Cannon, Harry; Cobuccio, Joseph; Dutton, C.; Fraker, Russell; Gayton, F. M.; Gattis, Clendon; Gates, D.; Hankinson, Jim; Hannagan, Jack; Hill, O. H.; Lee, Ed; Levy, Stanley; Loebl, Elliot; Lorraine, Blanche; McGarraugh, Cathy; Martin, F. W.; Michelson, H. E.; Milanese, Giuseppe; Motola, Joe (Spotale); Nixon, Larr; O'Brien, Thomas; Oembarsky, John; Patti, Billy; Potter, Dean; Poplin, Clarence; Seelig, Irvin; Sealo; Sprengle, Raymond; Stolar, Irving; Wambach, Pete; Allison, Jimmy; Britton, Ginger; Chief Thunder Sky; Bonta, W. H.; Kirkland, Ted; Kocabaker, Robert; Lancaster, L.; Lee, J.; Londe, Russell; Lynch, Jerry F.; Platt, William A.; Schutz, Ida; Smith, Paul; Stack, Mrs. J. Lee; Wittman, Silver Doll; Wood, Henry J.; Young, Mrs. Jack; Lipsey, Morris; Luras, Peter; Loney, Duke; McCrary, W. H. (Tex); Matoney, William J.; Matthews, Harry D.; Meade, A. A.; Medlin, James; Moore, Joe; O'Malley, Rick; O'Neil, Edward; Paso, Rosemarie; Parsons, Carl; Platt, Billy; Poole, Bill; Poole, John A.; Rice, G. L.; Robinson, Frederick; Romero, Ricky J.; Smith, Ann; Smith, Henry; Norman; Smith, Mr. & Mrs. Jack; Snook, Albert; Stallman, Arthur; Stewart, Raymond; Swank, Ruth; Thoms, Kathleen V.; Towers, Tom; West, Mrs. Edna; White, Charles; Wideman, Ed; Wilson, C. (Jack); Youell, Harold;

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Adams, Mr. & Mrs. W. J. (Candy); Albert, E. J.; Bailey, St. Cloud; Bain, John; Banta, W. H.; Boudreaux, Pete; Bouillon, Frenchy; Calder, James B.; Camel, Jerry; Carpenter, K. L.; Clements, Betty Jean; Collins, Bob; Collins, Mrs. Fern; Cox, Francis X.; Crystal Rides; Cunningham, B. C.; Davis, Mrs. Ruth; Denison, Robert; Diaz, Isabelle; Drake, Joe; Eddington, Mrs. Cecil; Everhart, Clarence; Formier, Frances; Ganett, Mrs. Lucky; Gentry, Mrs. Bill; Gordon, Jean; Grute, Jim; Haddix, Irene; Hager, J. R.; Hilliard, Martin B.; Hollenbeck, H. C.; Ishikawa, Johann; Johnson, Peter; Johnson, Anne; Jones, Owen; Jurden, Don; Lavigne, Bud; Lee, Bob J.; Lipsky, Morris; Luras, Peter; Loney, Duke; McCrary, W. H. (Tex); Matoney, William J.; Matthews, Harry D.; Meade, A. A.; Medlin, James; Moore, Joe; O'Malley, Rick; O'Neil, Edward; Paso, Rosemarie; Parsons, Carl; Platt, Billy; Poole, Bill; Poole, John A.; Rice, G. L.; Robinson, Frederick; Romero, Ricky J.; Smith, Ann; Smith, Henry; Norman; Smith, Mr. & Mrs. Jack; Snook, Albert; Stallman, Arthur; Stewart, Raymond; Swank, Ruth; Thoms, Kathleen V.; Towers, Tom; West, Mrs. Edna; White, Charles; Wideman, Ed; Wilson, C. (Jack); Youell, Harold;

Helprin Cites

Continued from page 66

Included will be the annual summer meeting, for which a location is to be chosen.

Several parts of the operation in which he played a prominent part included the ticket set-up, expanded vending, general improvements, hiring of a commercial protective organization, and the \$175,000 conversion from DC to AC current. Worked out with Globe, the ticket arrangement comprised central mechanical ticket dispenser using universal tickets, and fool-proof locked canisters for stub deposits at the rides.

Willow Grove Park recently became a property of brothers Mo Henry, Dr. Samuel, Max and Perch Hankin, and a brother-in-law, Ben Shankin. A recent project embarked on was the demolition of the ancient Music Pavilion structure, which had been unused, and the clearing of its location. The group has already chosen a successor to Helprin, it was indicated, but the name has not been disclosed.

WASHINGTON - The Securities and Exchange Commission has suspended for five years the regulation exemption granted to Sports Arenas, Great Neck, N. Y.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agencies, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale-Secondhand Goods
For Sale-Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films-Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment-Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

- 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 _____ CITY _____ STATE _____ I enclose remittance of \$ _____

N. Y. Coinmen to Inform Press On Good Deeds

NEW YORK—Committee members of the United Jewish Appeal's coin machine division have embarked on a campaign to inform the consumer press of the charitable work being done in this industry and to counterbalance the generalizations made about the industry as a result of the recent McClellan committee hearings.

Meeting at the Hotel Astor last week, committee members were promised support of the United Jewish Appeal in their efforts. Guest speaker at the meeting was Judah Richards, authority on Near Eastern affairs. He discussed the immigration of Jews from Roumania to Israel and the problems encountered in getting refugees out of Iron Curtain countries.

Attending the meeting were Senator Al Bodkin and Mrs. Bodkin, Lou Boorstein, Lou Wolberg, Irv Kempner, Morris Rood, Harry Koeppl, Mike Munves, Claire Morano, Perry Lowengrub, Al Simon and Mrs. Simon, Nash Gordon, Carl Pavesi, Joe Connors and Aaron Sternfield.

Boorstein Talk

Highlight of the evening was a talk by this year's guest of honor, Lou Boorstein, who moved the committee members with a story of his personal stake in getting refugees out of Roumania.

Senator Bodkin, the 1959 chairman for the affair, also delivered a stirring talk.

Wurlitzer To Expand Defense Sales

CHICAGO — The Wurlitzer Company has announced it will expand its electronics and defense business.

Reuben C. Roling, president, announced that the firm expects net sales of defense products this year will hit \$4 million, up from the \$2.5 million the firm did in this line last year.

The defense products department was made a permanent operation and was renamed the electronics and defense products department because of the department's "deeper involvement in the field of electronics," Roling said.

The firm has completed plans calling for expansion in both electronics and defense products, he said.

Roy Waltemade, vice-president and manager of the firm's North (Continued on page 102)

MOA INSURANCE ENROLL PERIOD OPEN APRIL 5-12

CHICAGO — MOA members have taken out \$6,500,000 in life insurance thru the association's plan with the California Life Insurance Company.

George Miller, MOA president, told The Billboard last week that he had checked with the insuring company Thursday (12) and was astonished himself at the total.

He said that a specially-arranged enrollment period has been set up from April 5 thru 12, during which members can apply for insurance thru the program at the convention in Chicago without guarantee of insurability or a medical examination.

All members, their business associates and their employees are eligible under the plan for a \$10,000 life insurance policy up to the age of 61; those over 61 are eligible for a \$5,000 policy. Premiums are \$10.50 a month and \$5.50 a month respectively, payable on a quarterly basis. The plan went into effect when MOA obtained the necessary quota January 1.

S. D. Ops Name New Officers At 2-Day Meet

SIOUX FALLS, S. D.—Ron Manolis, Huron, was elected president of the South Dakota Automatic Phonograph Operators' Association at the quarterly meeting held here March 8 and 9.

The annual election of officers was the primary business of this meet, which included a business discussion meeting and a banquet, and was attended by 63 persons, including nearly all the State's operators and State and local dignitaries.

Highlight of the meet: Announcing that the proposed State bill for a \$100 per machine tax was defeated in committee (see separate story).

Sioux Falls Mayor Fay Weeldon made a brief address in which he paid tribute to the State's juke box operators and its association. He made reference to the fact that getting together "all three commissioners" of the cry, whose schedules are exceptionally busy at this time of year was a major undertaking, and that Norm Gefke, host operator for the meet, "has done a job" in accomplishing it.

Besides Manolis, other officers elected are Elmer Cummings, (Continued on page 91)

N. Y. State Operators Lobby to Stop Passage of \$10 Tax Bill

Local Associations Pool Efforts; Send Delegation to Albany to Plead Case

NEW YORK — Empire State operators were lobbying frantically at presstime to halt passage of a bill which would place a \$10 levy on at least 90 per cent of the coin operated machines in the State and which would make it extremely difficult for an operator to move equipment from one location to another (The Billboard, March 9).

A confederation of local coin machine associations, in co-operation with the New York State Coin Machine Association, sent delegates to the State Legislature in Albany Tuesday (10) and Friday (13) to meet with legislative leaders and plead their case.

Among the coin machine representatives appearing before the legislators were Al Denver, Joe Connors and Joe Godman of the Music Operators of New York; Tom Freco of the NYSCMA; Jack Wilson, Lou Werner and Millie McCarthy of the New York State Operators Guild; Phil Benevento of the Onondaga County Coin Machine Operators Association; Leo Weiskopf and Harry Alexander of the Amusement Arcade Owners Association of Greater New York, and Carl Pavesi and Max Klein of the Westchester Operators Association.

The operators groups has retained Stretch Hanofee, NYSCMA

public relations man, as legislative representative, and Hanofee spent the week setting up appointments with various key legislators and representatives of the coin machine industry.

At least three of the organizations—MONY, the Arcade Association, and the kiddie ride group—have released statements which were presented to Walter Mahoney, State Senate majority leader, and Joseph Carlino, State Assembly majority leader.

The MONY statement, released on behalf of some 140 juke box operators with about 8,000 machines on location, pointed out that because of adverse business conditions, membership has fallen from 180 operators with 10,000 machines. It pointed out that about 130 of the 140 operators in the group have an average of about 30 machines, thus indicating that it is small business.

\$300 a Year

The statement pointed out that the \$10-per-machine tax would mean \$300 a year to these operators at a time when the prospects of their paying royalty fees of \$25 per year per machine to ASCAP loom strong.

The argument, signed jointly by Al Denver, president, and Joe Godman, counsel, maintains that "Any (Continued on page 102)

MOA Confab Plans Center on Forums

10 Record Artists So Far Confirmed; Exhibit Space Virtually Sold Out

CHICAGO—Plans for the 1959 Music Operators of America convention are set—three weeks before the curtain rolls up on the show at the Morrison Hotel April 6.

Discussion forums dominate this year's streamlined business meetings. Just one general meeting is scheduled.

Forty-two exhibitors have reserved space with space virtually sold out; at press time, there were just two booths available for record companies in the Grand Ballroom, two for amusement devices or vending in the Constitution room. As of Thursday (12) there were 400 tickets available for the banquet and floorshow to be held Wednesday evening, April 8, with more than 800 already sold.

Ten record artists had been confirmed by record firms at press time. So far confirmed for the now-famous banquet entertainment

are: Red Foley and the Promenaders; Mills Brothers, Dot; Tommy Edwards, MGM; The Diamonds, Mercury; Donna Hightower, Capitol; The Kirby Stone Four, Columbia; Freddie Ticken and the Rockers, Hit; Sonny James, Capitol; Jackie Wilson, Brunswick, and the Five Strangers, Christy. Still to be confirmed are artists from RCA Victor, Decca, Coral and Todd.

Discussion forums and times are:

Monday, April 6. 9:30 a.m.: Stereophonic music and the 100-selection versus the 200-selection machine. 10:30 a.m.: Percentages, depreciation, tax forms and the MOA fiscal and tax service and its advantages. 7:00 p.m.: Diversified operations, their necessity and their financial benefits.

Tuesday, April 7. 7:00 p.m.:

(Continued on page 101)

Miller Slates Hearings View For Convention

CHICAGO—George A. Miller, president of Music Operators of America, will make a statement on the Senate hearings into juke box racketeering at the convention April 6-8.

Miller announced last week that it had been his intention to do so at the convention from the beginning. He decided to wait until then to make a statement for two reasons.

He feels what he says should reflect the feelings of the members of the board of directors of MOA.

He has also felt that Sen. John McClellan, chairman of the Senate rackets committee, has already made clear that the juke box industry is a legitimate one and that the racketeering element which has infiltrated it is wholly unrepresentative of the vast majority of industry members.

Runyon to Hold Service School

NEW YORK — Runyon Sales, local AMI distributor, holds an AMI service school at the company's New York showroom at 6:30 p.m., Tuesday (24).

On hand to assist operators and mechanics with service problems will be Art Daddis, AMI district sales manager; Gerard Vadeboncoeur, AMI service engineer, and Martin Dumoff and Gene Daddis, Runyon service engineers.

Operators from New York, New Jersey and Connecticut are invited to attend. Refreshments will be served.

CATSKILL JAMBOREE

N. Y. State Ops Set Weekend Affair

NEW YORK—The New York State Operators' Guild, an association of Hudson River Valley juke box and game operators, will incorporate its seventh annual dinner-dance with a weekend in the country.

The affair is set for June 20 at the new Homowack Lodge in the Catskill Mountain village of Spring Glen. Activities will get under way on June 19, and the festivities are due to wind up June 21.

The schedule calls for a cocktail party, banquet, a four-act floorshow with special entertainment for operators and their families set for midnight at the banquet, as well as outdoor activities.

Facilities include indoor and outdoor swimming pools, an ice skating rink and a golf course. The Monticello Race Track is also near by.

The juke box and game operators (Continued on page 96)

Use The Billboard SERVICENTER at the M.O.A. Convention

FREE LOCAL PHONE SERVICE AND YOUR EMERGENCY CONTACT PHONE IN CHICAGO

Your Convention Management and The Billboard have joined together to provide you with an Information Booth. Before you leave your home, provide this number (or those handy coupons) to those who may have to contact you while you're in Chicago. A paging system in the halls and directories of room numbers will locate you quickly. House phones, transportation and other information will be available for you also.

Leave This Coupon at Home DURING THE M.O.A. CONVENTION, APRIL 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO

Financial 6-5768

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

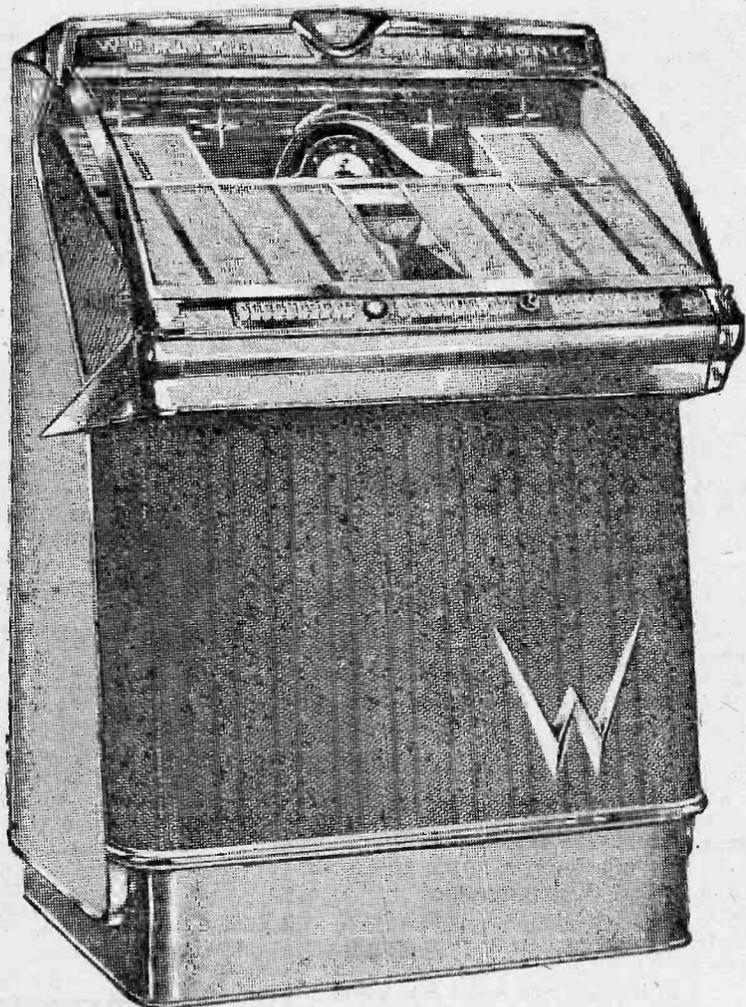
Leave This Coupon at Office DURING THE M.O.A. CONVENTION, APRIL 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO

Financial 6-5768

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.



WURLITZER *Stereophonic* MUSIC



Treat your ears to TRUE stereophonic sound — WURLITZER Stereophonic Music. There is a tremendous difference. You can prove it by ear. You can prove it by phonograph earnings. Wherever installed the patrons are enthralled. So are Wurlitzer Operators when they count up their collections. This is great music, geared for greater earnings — and producing them all over the country.

WURLITZER
Stereophonic-High Fidelity

MUSIC SYSTEMS

WITH A COMPLETELY FLEXIBLE LINE OF
FLOOR, CORNER AND WALL SPEAKERS

104 AND 200-SELECTION MODELS

THE WURLITZER COMPANY
• NORTH TONAWANDA, N. Y. • Established 1858

48 SIDES AVAILABLE

Kapp Woos Juke Ops With Stereo EP Line

NEW YORK — Kapp Records, in a bid to reach the stereo juke box market, has released 48 EP stereo sides, including recent pop hits and standards.

Jay H. Lasker, Kapp sales manager, said that a list of these releases has been sent to coin machine manufacturers and distributors throughout the nation, as well as to all Kapp distributors and salesmen. The release reads:

"We at Kapp Records are pleased to contribute our part in the developing of the stereo juke box. We can think of no greater contribution than placing a mighty right arm in the form of great artists and standards on records made especially for stereo juke boxes.

"One glance at the attached release notice will serve as specific evidence that Roger Williams, Jane Morgan, David Rose and other greats are ready to go to work in building the importance of stereo juke box locations."

Roger Williams disks in the line are "Near You," "September Song," "St. Louis Blues," "Volare," "Till," "Oh, My Papa," "Arriverderci Roma," "The High and the Mighty," "Magic Moments," "Tico Tico," "Sunrise Serenade," "Glow Worm," "Holiday for Strings," "Buttons and Bows," and "Peg O' My Heart." "Anniversary Song."

The four Vic Schoen sides are "Delicado," "Third Man Theme," and "Poor People of Paris." "Moritai."

Jane Morgan contributes: "The Day the Rains Came," "Everybody Loves a Lover," "It's All in the Game," "Wrap Your Troubles in Dreams," "You'll Never Walk Alone," "Dancing in the Dark," and

"Catch a Falling Star," "Melodie D'Amour."

The two Marty Gold records are "Moments to Remember," "Scarlet Ribbons," and "Clementine." John Gart records are "Gay Ranchero," "Mexican Hat Dance," and "Chiapaneecas." "South of the Border."

David Rose has four sides: "Peanut Vendor," "Red Sails in the Sunset," "Beyond the Blue Horizon," "The Continental," "Around the World," "Tales From the Vienna Woods," and "Fascination." "Cruising Down the River."

Completing the line are two records by The Guys and The Gals: "In the Evening by the Moonlight," "Marie," and "Oh You Can't Get to Heaven." "Down by the Old Mill Stream."

To Hold 2-Day Stereo School In Milwaukee

MILWAUKEE — Invitations have been mailed to local and up-state operators to attend a stereo school at United, Inc. Reid Whipple, Wurlitzer factory service engineer, will conduct the two evening sessions planned for Monday and Tuesday, March 16 and 17.

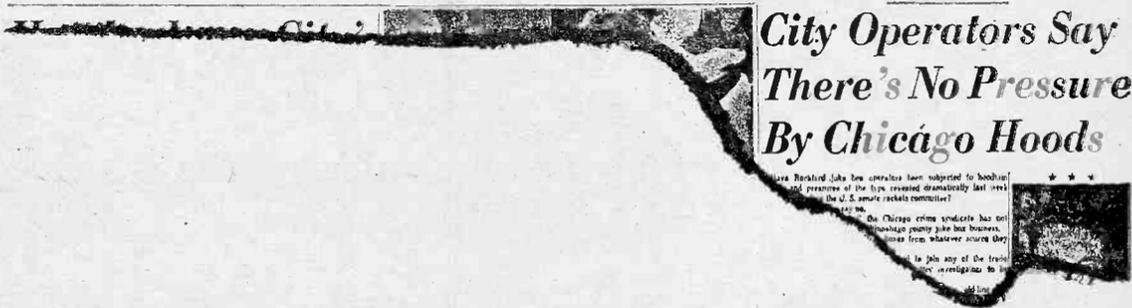
According to United, Inc., President Harry Jacobs Jr., the operators attending will be given a demonstration of Wurlitzer stereo and will be shown various installation pointers. Refreshments will follow each class period.

Rockford Register-Republic

VOL. 106—No. 7—105th Year. ROCKFORD, ILLINOIS, MONDAY, FEBRUARY 23, 1959. 28 PAGES. 10 CENTS

Casola: 'They Haven't Been Able to Get to Our Officials'

The Rockford Juke Box Story



Intro Tenn. Bill to Up Tax to \$15

NASHVILLE—A bill was introduced in the Legislature last week by Rep. Robert Carson, of Vonore, which seeks to increase the State privilege tax on juke boxes.

The bill proposes to increase the State tax to \$15. If this were done, the usual procedure is for counties and cities to do likewise and increase the tax a like amount.

Present tax is State, \$10; county, \$10; city, \$10, and federal, \$10, for a total of \$40. In addition, the operator pays the county clerk's 50-cent fee and the city clerk's 25-cent fee.

The present law calls for a lower tax on juke boxes with 5-cent plays, half that of the above listed tax, which is for phonographs with 10-cent play.

Rep. Carson's bill calls for a \$15 annual tax on all phonographs where play is 5 cents or 10 cents.

The bill also proposes display regulation of licenses on juke boxes and seeks to increase the fine on violation of the act from \$100 to \$1,000. Operators who do not abide by the act could also have their machines confiscated.

Several operators took legislators aside and listed their operating costs, income and convinced many of the lawmakers that the juke box industry should not be saddled with a burden that would be discriminatory.

Other operators wrote their senators and representatives, and some contacted them in person when they were home from Nashville for the weekend and spoke strongly against the proposed bill. Operators believe generally that the bill will not pass.

MOC Chief: More Service!

HARTFORD, Conn. — Paul Rechtschafer, newly elected president of the burgeoning Music Operators of Connecticut, contends that the coin machine industry should pay more than mere lip service to the term service.

"I think we should put the idea of service over that of sales promotion, and when a customer calls for service we should see to it that he gets same and not just a lot of poor, lamely phrased excuses."

Rechtschafer, owner and general manager of the Reliable Coin Machine Company, Hartford, succeeds James Tolisano, general manager, Superior Music Company, Hartford, who had headed MOC for the past five years.

State-wide membership in the organization now stands at 85, believed to be an all-time high, and Rechtschafer is anticipating even greater increase. "We want everybody associated with this industry to be affiliated with the trade organization," he told The Bill-

INTERVIEWS CLICK

Rockford Op Story Told on Page One

ROCKFORD, Ill.—The 33,322 subscribers of the Rockford Register-Republic on the evening of February 23 read "The Rockford Juke Box Story," a nine-column banner headline heralding a page one story on the business in this city told by operators (see cont.).

Lou Casola, head of Mid-West Distributing Company, one of the nation's top operating firms and president of the Illinois Amusement Association, a local group, was interviewed in a three-column story, along with two other operators. The story begins with this question and answer:

"Have Rockford juke box operators been subjected to hoodlum threats and pressures of the type revealed dramatically last week in hearings before the U. S. Senate rackets committee?"

"Rockford operators say no."

The story goes on to point out that operators explain that 'gangs never can move in unless there's some official corruption' and there is none in Winnebago County. Operators were quoted as speaking with a unanimous voice that "In Winnebago County the juke box

board. "Only thru definite trade-co-ordinated activity can we actually envision more prosperity for individual members as well as increased public relations with Connecticut's growing population."

Continuing in like vein, Rechtschafer believes that all industry spokesmen, when contacting the public, should never "talk down" the trade. "If business is bad, we shouldn't necessarily admit it in public; we should acknowledge diminishing return and, at the same time, put forth the contention that business is always promising."

business is a legitimate industry, and we are as interested as anyone else in keeping the hoodlums out."

Casola expressed the hope that the Senate investigators would "clean up this whole thing." In the interview published in the paper, Casola explained that operators in Rockford do not belong to unions, and that the business is operated legitimately. He answered a number of specific questions relating to the hearings testimony centering on Chicago, in each instance explaining that they did not affect operations in Winnebago.

Two other operators — Ronald Meline, a vice-president of the local association, and John Demico, a local operator—were also interviewed in question-and-answer sequence in the story.

Upshot of the story, according to Casola, was that the bad publicity resulting from the hearings into racketeering was offset to a large extent. Casola explained that they had had "many compliments" on the story.

S. D. Ops Name

Continued from page 89
Brookings, vice-president, and Earl Porter, Mitchell, secretary. Directors elected are John Trucano, Deadwood; Lloyd Morgan, Rapid City; Burrell Brown, Moberge, and Gefke.

Besides Mayor Weelaon, other distinguished guests included State Senators Don Haggar and Elton Johnson; Harold Schuler, assistant to U. S. Sen Francis Case; Don Caldwell, secretary-manager of the South Dakota Retailers' Association; city commissioners John Browning and Dick Dalthrop and City Attorney Jack Burke.

THE BILLBOARD'S M.O.A. CONVENTION ISSUE Will be dated April 6 IT'S LOADED

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- WITH SALES POWER
- TO GET FAST ACTION
- TO SELL EQUIPMENT AND SERVICES

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This important issue can and will produce results. Your advertising message will reach more than 7,500 key operators who buy 95% of all records, juke boxes, amusement games and accessories.

You get more for your money when you use The Billboard . . . get maximum results from every advertising dollar you spend . . . especially in this big M.O.A. issue geared to be of special interest to every reader . . . when he will be anxious to see and read about new and current products.

Manufacturers, distributors and supply firms take advantage of this opportunity to get your important selling story seen and read by every one of your important prospects.

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- St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling
- Chicago 1, Ill. 188 W. Randolph St. Central 6-9818 Dick Ford, Jack Sloan, Nick Biro
- New York 36, N. Y. 1564 Broadway Plaza 7-2800 Dick Wilson

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD! Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

Musical Sales sells to you as a REGULAR DISTRIBUTOR WHOLESALE! Nothing over, with free title strips and in one prompt postage saving shipment. Remember, nobody beats Musical Sales prices and nobody beats Musical Sales service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution. Call, write or wire your order today.



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By now you've had a chance to look over all the 1959 phonographs. They are all on the market, bright and shiny, their individual features open to full examination. So now you can decide...

What You Should Have in Phonographs!

In 1959 we know that some operators will end up buying other brands. We accept this fact. If, however, you are in the market for the most dependable, service-free phonograph designed for location attraction, then we are talking to you.

Let's Consider Styling.

How a phonograph looks is an important consideration. But as there are differences in taste, some are attracted by one quality, others by another. So we will only say this about ROCK-OLA styling, the industry likes it. We think this is quite a tribute.

About Operation.

You would think any phonograph would be about as easy to operate as another. After all, they have cabinets and mechanisms. But there is a big difference, particularly this year. Frankly, some 1959 phonographs are known to be a little difficult to service. This isn't intentional, of course, but in trying to design a phonograph of proper size and styling, it just worked out that way. This is not true of the ROCK-OLA because it was designed around the needs of the location with the service man in mind.

Plus Features.

There is almost no end to the wonderful convenient features you get in a 1959 ROCK-OLA. Just to name a few: either Stereophonic Hi-Fidelity or the finest in

Monaural Hi-Fidelity sound. Complete flexibility of location installation with no sound coming from the phonograph itself, thus the ROCK-OLA can be placed in the most profitable spot on location, assuring maximum earnings. Focal-point programming. Engineering excellence. Complete service accessibility. Small and compact in size. 50¢ Play—a standard feature. All new popularity meter. These are all available at no extra cost.

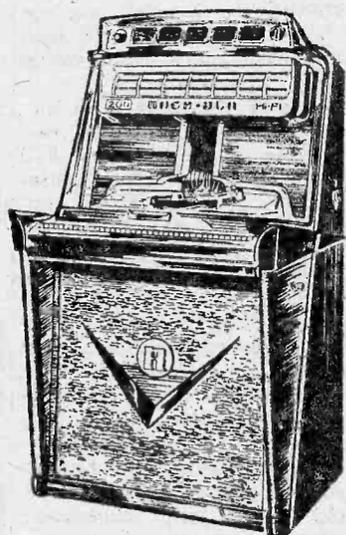
What About Quality, Performance and Price.

These are things that are hard to measure. What do we mean by quality? What constitutes good performance? What is a good price? We would sum up all questions for a ROCK-OLA in this manner. It is a phonograph that is well engineered and well built to give years of satisfied operation. It will more than match up with other competitive phonographs in the performance department. It is, we honestly believe, an extremely good buy for the money.

Are We Prejudiced? Of course!

We will admit we are prejudiced about all 1959 ROCK-OLAs. We think they are great and since phonographs are in your plans for 1959, we would like the opportunity to convince you of this. Why not give us a chance to show you this year's ROCK-OLA, to point out its many exclusive advantages so that you can draw your own conclusions. We are ready any time you are. Why not make it soon?

Visit Your Near-by ROCK-OLA Distributor Today!



ROCK-OLA *tempo*

available in Stereophonic Hi-Fidelity or Monaural Hi-Fidelity in both 120 and 200 Selection Models.

ROCK-OLA Manufacturing Corporation

800 North Kedzie Avenue, Chicago 51, Illinois

FTC Charges Minn. Firm With Fraud

WASHINGTON — Federal Trade Commission charged Midwest Industrial Supply, Inc., distributor of coffee and cigarette vending machines and tube testing machines in St. Paul, with using deceptive offers of employment, exaggerated earnings claims and other misrepresentation to sell the machines.

Also alleged to have violated the FTC act are the company officials, James and Helen Knudsen and Gordon Bjurback. Parties are charged with misleading the public in newspaper advertisements and thru their salesmen.

For example, the FTC's complaint alleges, the purpose of their advertising is to get customers and not, as implied, to offer employment. Nor is it necessary for a purchaser to have a car or furnish background material. The only requirement is the purchase price, the complaint says.

Actual net profits in the great majority of cases are much less than the claimed "\$275 monthly" and "\$400 a month," the complaint continues, and the machines are by no means adequate security for the purchaser's investment (ranging from \$975 to \$2,900).

Contrary to other claims, Midwest does not give customers exclusive territory or establish sales routes for them before the machines are purchased, the complaint states. It adds that the company makes no surveys to determine profitable locations or any other kind of survey, and such locations as it may obtain generally are unsatisfactory and unprofitable.

Midwest does not relocate machines for purchasers or repurchase them from those dissatisfied, as promised, and customers frequently find that the delivered machines

S. Jersey Cig Ops to Hold Annual Fete

HADDONFIELD, N. J.—The Cigarette Merchandisers of South Jersey will hold its third annual cocktail party, dinner-dance and show May 9 at the Cherry Hill Inn here.

The 32-member organization is composed of cigarette vending machine operators banded together to promote equipment modernization and to combat legislative proposals which would be harmful to the industry.

Representatives of the following firms are on the committee for arrangements: Majestic Novelty, chairman; D. C. Angelo, Vineland, N. J.; Gold Star Vending and Terminal Vending, both of Camden, N. J.; Keystone Vending and Variety Vending, both of Philadelphia; Automatic Vending and M&R Vending, both of Chester, Pa.; Jon-Ray Vending, Riverside, N. J.; and John M. Murphy and Jacoby Tobacco, both of Atlantic City.

Eppy Bows Series Of West'n Charms

NEW YORK—Samuel Eppy & Company, local charm manufacturer, is cashing in on the current popularity of Western shows on television by offering a nine-charm Western mix.

The items include gun and holster, saddle, arrowhead, six-shooter, horse head, one-piece and two-piece bullets, horseshoe lucky charm and binoculars.

have a different structural design and much smaller capacity than represented by the company, concludes the complaint.

The respondents are granted 30 days in which to file answer to the complaint. Hearing is scheduled April 30 in St. Paul before an FTC hearing examiner.

N. Y. Auto Retailers Name Cole as Head

NEW YORK — The New York Automatic Retailers Association, organized to fight the proposed \$10 per-machine annual State tax on vending units and New York City's effort to tax automatic merchandisers at \$10, \$15 and \$25 per machine per year (based on machine type), this week elected Charles Cole of Colemat as its first president.

Other officers are John Collins, New York Automatic Canteen, vice-president; Paul Weingarten, Quick-Snack, secretary, and Harold Folz, Folz Vending, treasurer.

The board consists of the officers and William Brady, Brady Foods; Jim Crosby, Nik-I-Lock; Arnold Fink, General Vending; Herb Greenberg, Rowe; Morton Holland, Holland Vending; Frank Murray, New York Coca-Cola; Benjamin Sherman, ABC Vending, and Morris Strassman, American News.

Weintraub Named
Morris Weintraub, who also serves as executive director of the Cigarette Merchandisers Association, was elected executive secretary.

Committee heads are John Collins, legislative; William Brady, sanitation and health, and Morton Holland, membership.

The organization started off with a \$12,000 budget. Dues scale is: Operators with less than 11 employees, \$25 and \$5 per employee; with 11-20 employees, \$50

and \$5 per employee; with 21-50 employees, \$75 and \$5 per employee, and with 51-100 employees, \$100 and \$5 per employee.

Maximum dues for any firm is \$500 a year, while manufacturers and supplier dues for associate membership are \$100 a year.

Tactical Moves

At a meeting last week, Herb Beitel, legislative counsel for the National Automatic Merchandising Association, advised the New York operators to inform their employees to tell their State legislators that if the tax bills go thru, machines will be pulled off locations and their jobs may be in jeopardy. He urged them to work with labor unions (who will lose membership if the tax bills pass), and to enlist the support of locations who will lose revenue if State and city taxes are levied on vending machines.

Beitel said that the pressure for the vending tax bills comes not primarily as a result of the McClellan Committee hearings, but from storekeepers who feel they are being hurt by vending machine competition. He disclosed that the State had recently completed a two-year study of the industry.

Meanwhile, support for the stand of the vending industry came from the New York State Chamber of Commerce and the Queens Chamber of Commerce.

The latter group advised the

NVA Happy Over Exhibitor Count, Planning Progress

And Confab Might Witness Further Solution of Industry Problems

CHICAGO—Thus far there are 23 exhibitors signed up for the National Vendors Association convention to be held here April 16-19 said convention secretary Jane Mason last week. This count includes three that did not exhibit last year. More are expected to sign up shortly, Mason continued.

Business meetings will be kept short and held in the afternoon, she also said. The intent is to insure lively interest and maximum attendance. There will be three key speeches and a movie on vending shown, said Mason.

It is likely, however, that this will be only half the convention. Ever since last year's convention in Miami Beach, there have been encouraging signs of progress and co-operation within the industry itself. Almost everyone of importance in bulk vending will be in attendance. It will be an ideal time for factual discussion in cloakrooms, over coffee, in entertainment suites late at night. This discussion could very easily be one further step in a solution of intra-industry problems that will be a gradual one.

What are the problems? Winner balls. Charm distribution. Distributor-sponsored forums.

Winner or prize balls are one of

the touchiest problems in bulk vending. Almost every operator uses them to some extent. He may use a straight winner ball machine; he may merely toss in a handful of "winners" as incentives. The practice is within federal law as long as the high taxes are paid. But almost invariably winner balls are in direct violation of local or State gambling ordinances. Particularly at this time, when the American public is irate over gambling and "syndicates," operators using winner balls are jeopardizing the entire industry.

What form will discussion take, then? There are many reasonable men in bulk vending. In cloakroom discussion, they may point out that a well-dressed ball gum-charm machine, nickel nuts in proper locations, and judicious use of multiple vending will give the same or higher gross receipts.

Greatest Difficulty

The greatest difficulty would probably come from operators in the deep South. Winner balls are like S & H Green Stamps in that part of the country.

Charm distribution is also a delicate problem. People involved can hardly be blamed. There are charm manufacturers who say they tried to work with distributors in

the past and got their fingers burnt. Any reluctance on their part to try again can hardly be surprising. One charm manufacturer said quite earnestly that he gave distributors price protection only to find that they undersold his factory prices. Could extreme caution on his part be blamed?

Fundamental Problem

But the fundamental problem concerns charm manufacturers themselves. It's too easy to go bankrupt in a novelty business.

It's likely that an effective method for the quick delivery of charms to any operator anywhere would do wonders for bulk vending.

(Continued on page 94)

N. Y. Bulk Operators Map Tax Strategy

Penny Ops to Meet With Legislators to Explain Why \$10 Tax Is Confiscatory

NEW YORK — The New York Bulk Vending Association, faced with taxation problems which could well force its members out of business, met Wednesday evening (11) in the French Roumanian Restaurant here to discuss means of stopping the proposed \$10-per-machine State tax and the \$10-per-machine tax requested by New York City.

Harold Folz, chairman of the meeting, explained both measures (see separate story) and advised NYBVA members to write, phone and, if possible, visit their local State senators and assemblymen to explain why these measures would put them out of business.

The consensus among operators was that a license to operate might be acceptable, but that any per-machine tax could put them out of business.

Constant Threat

Folz also warned that even if the current tax measures are defeated in this session of the Legislature, they will probably be introduced in different form in the next session.

Sam Eppy, local charm manufacturer, advised operators in their talks with legislators to point out that the proposed per-machine tax is confiscatory, and that it would result in machines being taken off location, thereby disappointing youngsters, removing a source of revenue from the small storekeeper and throwing people at the manufacturing, supplying and operating levels out of work.

The organization prepared a profit analysis of bulk vending for presentation to legislators. The survey, based on studies by The

Billboard and Vend Magazine as well as the experience of penny vending operators in New York, showed that the average penny bulk machine grossed \$42 a year, with commission to the location of \$12.60 for net sales of \$29.40. Cost of ingredients was \$14, leaving a gross profit of \$15.40.

\$1.75 Profit

The breakdown of other operating expenses totaled \$12.39, leaving a net profit before taxes of \$3.01 per machine per year. The 3 per cent New York City sales tax brought the figure down to \$1.75 before State and federal taxes.

The survey pointed out that if an operator services his own machine and fails to charge for his own labor, the average machine would net him \$7.21 a year.

Actually, if the State taxes machines at the rate of \$10 a year, the passage of the proposed \$10 city tax will be of little consequence to the bulk vending operators here. Any one of the two taxes could make them fold up.

Present at the meeting were Harold Folz, Folz Vending; Lou Ellis; Sam Eppy, Samuel Eppy & Company; Irving Schilsky; Lou Teller, Supreme Vending; Fred Wastell, Nathan Gordon; John Caruso; Dick Goldstein, Plastic Processes; Mike Goldberg, A&G Vending; Arthur Bianco; Sid Mollengarten, Star Vending; Lou Rosen, Harold Crane; Jack Schoenbach, Brooklyn distributor; Peter Irving; Paul Price, charm manufacturer; Moe Mandell, Northwestern Sales; Sid Gollin, Roanoke Vending, and Bob Guggenheim, Karl Guggenheim, Inc.



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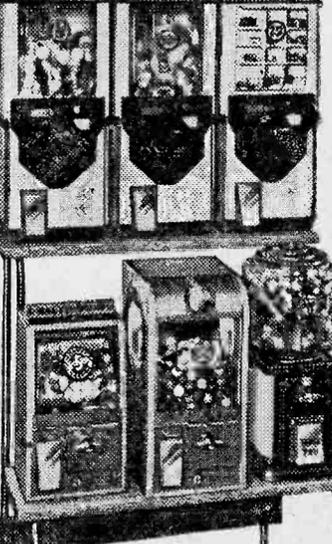
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1/3 Deposit on All Orders

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Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

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ABT Gum 1¢	30.00
Mills 1¢ Tab Gum	12.00

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Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.59
Hershey-ets	.47
Rain-Bio Gum, 60 ct.	.30
Malt-ette, 100 ct., per 100	.32
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain-Bio Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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Priced in 5,000 lots & up, per item. SPRING, SUMMER and FALL are your Seasonal Months.

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BIG SAVINGS

Buy Star Mixed Capsules

Star Mix #1	\$20.00 per M
Star Mix #2	18.00 per M
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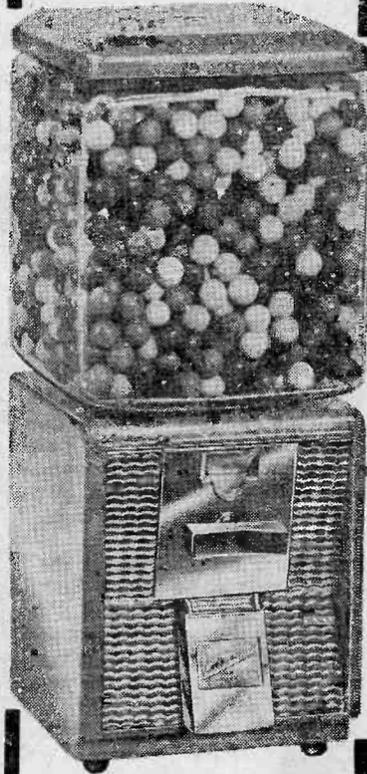
Salt & Pepper Shaker Capsule One Dollar less per M
Write for quantity price on merchandise.

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IMMEDIATE DELIVERY ON THE NEW NORTHWESTERN GOLDEN 59



Wire, Write or Phone Your Distributor Or

THE NORTHWESTERN CORPORATION

2393 Armstrong St.
Morris, Illinois

Exhibitor Count

Continued from page 93

ing and everyone would make more money.

Distrib Forums

Distributor-sponsored forums could be a godsend for bulk vending. Operators plainly need current information on ways of conducting their bulk vending businesses. They also would like to know their distributor as well as their competitors. But distributors are no more prepared to throw money to the winds than operators are. A way would have to be found for distributors to feel reasonably confident that they would also come out ahead in the long run. Everett Graff has made the first move. He has shown that it can be done. That it would have to be done in different way in other parts of the country is a matter that could probably be worked out with intelligent discussion.



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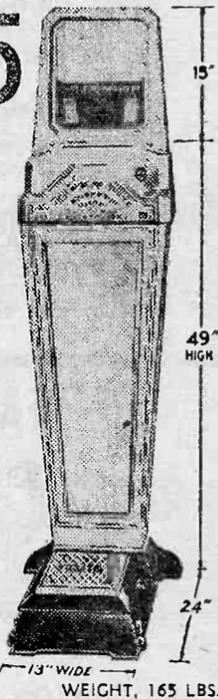
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PLUS!... all the other things you must know to properly conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar... THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description... these advertisements are in turn read by Bulk Vending Operators who buy the lions share of your products.

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The NVA Convention will be held in Chicago, April 16-17-18-19
THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 13!!!
ADVERTISING DEADLINE APRIL 8!!!

You Can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue... which will be distributed free to all who attend the Convention in Chicago.

You Can Promote YOUR Convention by using advertising in The Billboard's Issues prior to the Convention... by having your ad copy offer complete information about your National Convention... and encourage your operator's attendance at the Convention!

In 1959 the members of the N.V.A. have the best opportunity they have ever had to promote their Association and increase their membership. The increase will come... only by each and every member becoming Convention conscious... and by advertising in The Billboard... cause your operator customers in turn to become Convention Conscious!

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struction more dur-
able than is gener-
ally found in scales.
Finish is black
crinkle. Carrying case is made of
string black fibre to meet the hard
and constant use that it is sub-
jected to.



\$19.00

Scale and
Carrying Case

ORDER TODAY

1/3 Dep. Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.

J. SCHOENBACH

Distributors of Advance Vending
Machines
715 Lincoln Place, Brooklyn 16, N. Y.
Resident 2-2900

**What's Bulk Boon?
Rings, Says Kelly**

Margaret Kelly, manager of
Penny King Company, charm
manufacturer, made this state-
ment to The Billboard last
week on the importance of
rings in bulk vending machine
fills. It is hoped that other
people in the industry will ex-
press their opinion as well.

"To the outsider, the constant
need for new charms for vending
machines is incomprehensible.
However, members of our own in-
dustry do understand it is as im-
perative to have new items con-
stantly as it is to have fresh news
in your morning newspaper. This
pressing demand is the reason for
keeping 18 special employees in the
mold shop of Penny King's factory
in Puerto Rico, whose chief func-
tion is to produce new charms with
new angles to appeal to children.

"In looking back thru the years,
it is sad, but true, that youngsters
tire quickly of even the most in-
genious action toys. Yesterday's
smash hit is today's history! There
is only one type charm which never
grows old and for which there is a
constant demand . . . rings, rings
and more rings. Eight years ago
Penny King produced its first ring.
Since then they have introduced 30
rings in both de luxe and economy
series.

"In its own operation of thou-
sands of machines in the States and
Puerto Rico, Penny King believes
it has proved that it pays to have
at least 100 rings in each filling of
a machine. With the great vari-
ety available, it is possible to
change the type ring used at each
servicing. This is based on the
theory that there are 40 million
children in the United States, each
of whom has 10 fingers on which
to wear rings."

STANDARD OF QUALITY THE WORLD OVER



**BALL
GUM**

Contact your distributor
for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.

VENDING MACHINES - Parts, Sup-
plies; Ball Gum, all sizes; 1¢ Tab
Gum, 5¢ Package Gum, Spanish Nuts,
Virginia's Red Skins, small Cashews,
small Almonds, Mixed Nuts, all in
vacuum pack or bulk; Panned Can-
dies; 1 Hersheys, 320 count and 520
count Candy Coated Baby Chicks;
Leaflets, Coin Wrappers, Stamp Fold-
ers, Sanitary Napkins, Route Cards,
Charms, Capsules, Cast Iron Stands,
Wall Brackets, Retractable Ball Point
Pens, new and used Venders. Write
for prices and order blank. KING
& CO., Northwestern Distributors,
2700 West Lake St., Chicago 12, Ill.

**CUT DOWN
OVERHEAD COSTS**

We seek operators in different parts
of the U. S. to call on national chains
that we service through the mail. You
will be asked to call upon stores in your
normal service areas only. A fee will
be paid for each call. For more infor-
mation Write Billboard

BOX 951

188 W. Randolph, Chicago, Ill.

**VACUUM PLATED
MAGIC
LETTERS**

\$6.25 per M

Free Labels

at your distributor or . . .
Write, wire, phone

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

SWEETHEART

RING



Brilliantly Silver and
Gold Vacuum Plated. Ast'd.

THE HOTTEST YET

Priced Right **\$8.75** per M

Everyone will want to wear one.
Just squeeze the center and they
will kiss. Delivery immediately.

**paul a
PRICE CO. INC.**

55 Leonard St., N.Y. 13, N.Y. COllandgt 7-5147-8

OAK MFG. CO.

WELCOMES

H. B. HUTCHINSON CO.

FORMERLY R. R. WHITEHEAD

AS EXCLUSIVE DISTRIBUTORS

FOR THE STATES OF
GEORGIA—TENNESSEE
MISSISSIPPI—ALABAMA
SOUTH CAROLINA

H. B. HUTCHINSON CO.

1784 N. DECATUR RD., N. E.
ATLANTA, GEORGIA

REWARD!



The revolutionary new
oak vending machine
GIVES A REWARD*

SEE IT AT THE SHOW!

OAK MANUFACTURING CO. INC., 11411 Knightsbridge Ave., Culver City, Calif

**WANT TO BUY
Vending Machines**

Acorns, 1c and 5c Silver King Counter Games
Atlas, 1c and 5c Model Vs Sanitary Vendors
Northwestern Toppers Stamp Machines
(Models 49 & 39 & 33 nut) (3-col. Shipman)
You Name It, We Want It! All Makes and Models
Send your List of All Machines. We pay top dollar.

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St. WALnut 5-2676 Philadelphia 23, Penna.



**WE HAVE
oak's
"GOLD MINE"**

SOUTHERN ACORN SALES
526-30 Bruns Ave.
P. O. Box 8146
Charlotte 8, North Carolina

JOBBER WANTED

with sales organizations

—to sell our new 1959 model Baby Grand
cigarette vendors. Must be in position to
arrange to finance the machines you sell, when
necessary, altho most machines are sold for
cash. Beautiful manually operated machines;
many color combinations; low wholesale prices!
Also 6-column candy bar vendors, postage stamp,
pen and others. Write at once!

SHIPMAN MFG. CO.

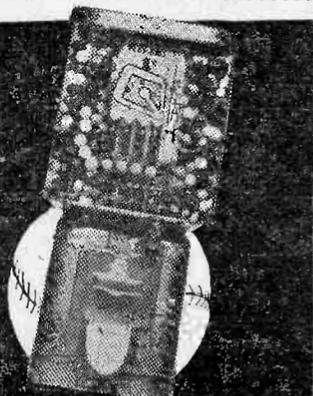
1326 SO. LORENA, LOS ANGELES 23, CALIF.

**WE HAVE
oak's**

"LI'L LEAGUER"

STAR VENDING SUPPLY CO.

6327 Calhoun Road
Houston 21, Texas
Mission 4-4281



AMUSEMENT MACHINES

96 THE BILLBOARD Communications to 188 W. Randolph St., Chicago 1, Ill. MARCH 16, 1959

CATSKILL JAMBOREE

N. Y. State Ops Set Weekend Affair

• Continued from page 89

and their guests will have a private lounge and dining room. The special three-day rate, open to all members of the industry who purchase banquet tickets, is \$52 a couple. The tickets sell for \$15 each. All rooms are private and air-conditioned.

Persons interested in attending may make reservations by writing the resort or by phoning Ellenville 750 and 751. The special rate is in effect only if the guest is notified that the guest is attending the NYSOG banquet. Banquet tickets may be obtained by writing Tom Greco at Sangerties, N. Y.

Wms. Baseball Preems Fresh Play Features

CHICAGO — Pinch-hitting is the key to new play features on Williams Manufacturing Company's baseball game, aptly named, Pinch-Hitter. The game went out to distributors last week.

Basically a standard-type baseball, with players pressing buttons to pitch, and moving a lever to bat balls at target holes and "over the fence," the game adds a special "pinch-hitter" feature which adds interest to the play.

At any time when there are two outs and bases are loaded, the pinch-hitter goes into action. Back-glass lights up to show that pinch-hitter is up, and shows player that he can now score a home run and a replay by making any kind of a hit. If he makes an out, of course, the opportunity is lost.

Another new feature is a curve pitcher. The curve ball actually curves away from plate at the last moment, so that player must swing a bit early to connect. If he swings late or too soon, he misses the ball.

With two players competing in the game, pitching player can use the curve pitch as a change-of-pace to trick batter into swinging too early or too late. Three strikes score an out, and three outs, of course, retire the batting player. Outs are also made when ball lands in either of two out holes on playfield.

Miniature base-runners automatically move around bases when hits are made, and score runs. New-type plastic light-up ramps catapult balls hit at them "over-the-fence" in background, for home runs. Whole playfield is designed to give an attractive light-up appearance in a darkened room.

Playfield slopes in same degree as the Williams 1957 Deluxe Baseball machine. The 1958 Williams baseball model was differently designed in this respect.

Pinch-Hitter has a Formica playfield and front, twin coin chutes for dime or quarter operation. It offers replays for pinch-hits made, for beating previous high score, and it has a carry-over light-up-the-name feature and match play, also earning replays.

Pinch-Hitter assembles and disassembles like a pin game, making it easier to load and unload, and it can be moved in a car or pick-up truck.

On the committee for the affair are President Jack Wilson, Mike Mulqueen, Tom Greco, Joe Reich, Murray Cohen and Max Cohen.

Ark. Anti-Pin Bill Dies in Committee

LITTLE ROCK—A bill which proposed to outlaw pinballs in Arkansas was killed last week when the House steering committee failed to place it on the floor calendar.

The bill, introduced by Rep. Wilson Bethea, of Calhoun County, proposed to make it illegal for anyone to possess a pin game. Violation of the act, the bill said, would subject the person, on conviction, to a jail sentence of from 30 days to one year and fine of from \$500 to \$1,000, or both.

The bill came up in committee last week and failed to carry majority vote which would place it on the House calendar for vote.

When the bill was introduced it drew immediate and loud criticism from game operators over the State as being not only discriminatory but un-American and an effort to

(Continued on page 98)

12TH SEASON OF BASEBALL

CHICAGO — Pinch-Hitter, the new Williams baseball game, is the 12th such game made by the firm, and marks the 12th year in a row that the company has bowed a baseball game, according to Sam Lewis, director of sales.

The latest number, said Lewis, is "the best baseball we've ever built, and has more play features than any of our previous baseball games."

Bally Ships Heavy Hitter Baseball Game

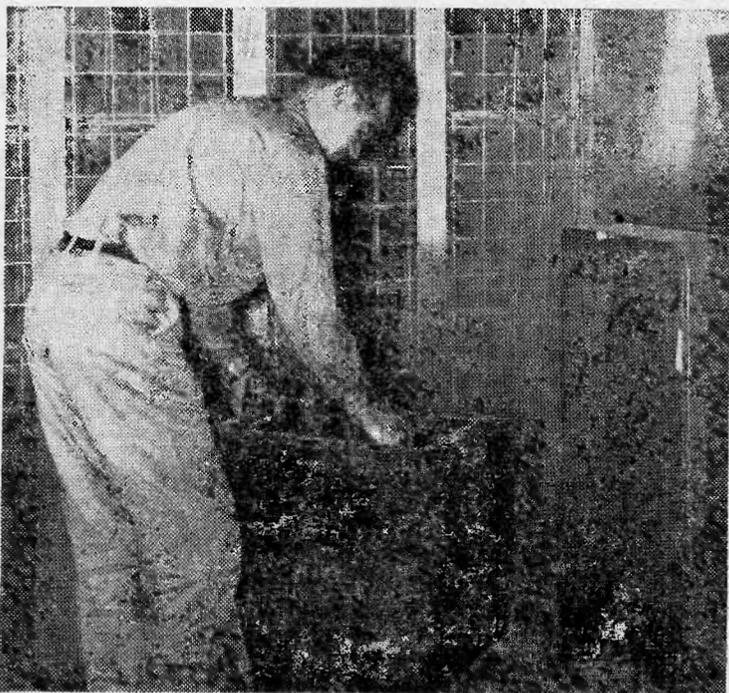
CHICAGO — Heavy Hitter, a new baseball game featuring a moving target light, was shipped to distributors last week by Bally Manufacturing Company.

Heavy Hitter is a fast, three-inning game with three outs per inning. It may be played by one or two players and is available in two models, standard or replay.

The standard model is equipped with dime chute only, set for a dime a player per game. Replay model has two coin chutes, one at a dime a game, another at three for a quarter.

The moving target light provides for constant change-of-pace bat-

(Continued on page 98)



Op Spray Booth Eases Shop Refinishing Job

ALBUQUERQUE, N. M.—Installation of a modern, self-contained spray booth in the shop has simplified coin machine refinishing operations for Border Sunshine Novelty Company here.

The booth, as shown, is a six by eight-foot all-metal enclosure at the rear of the shop, equipped with rotating tables for revolving work being painted. A variety of platforms for achieving convenient heights in refinishing small or large machines are included. At the rear is a series of "work pads" and a powerful exhaust fan which whirls away pigmented paint spray, dust and moisture. The operation delivers a smooth, even covering.

Operating 500 cigarette vending

machines, almost as many games and upwards of 300 juke boxes, Border Sunshine has perhaps the heaviest appearance reconditioning load of any coin machine organization in New Mexico, according to Al Mlynarski, office manager.

Even tho so large a variety of machines is involved, it has been found possible to standardize on a charcoal fleck paint. This gives the effect of bits of ground stone mixed in the paint. It not only is easy to apply, but provides an extremely hard, damage-resistant finish. The charcoal finish used on most machines has a tinge of chocolate brown, getting away from the somberness of black, and provides an easily identifiable color for Border Sunshine equipment.

THE BILLBOARD WEEKLY

Coin Machine

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MUSIC MACHINES				PINBALL GAMES			
	High	Low	Mean		High	Low	Mean
AMI				GOTTIEB			
Model C-40	\$ 150	\$ 150	\$ 150	Arabian Knights (11-53)	\$ 100	\$ 100	\$ 100
Model D-30 (51) 40 sel., 78 RPM	265	189	295	Auto Race (9-56)	175	125	170
Model E-40 (53) 40 sel., 78 RPM	225	225	225	Chinatown (10-52)	50	50	50
Model E-80 (53) 80 sel., 45 RPM	325	265	295	Cinderella (3-48)	25	25	25
Model E-120 (53) 120 sel., 45 RPM	325	120	295	Classy Bowler (7-56)	145	125	140
Model F-80 (54) 80 sel., 45 RPM	365	365	365	College Daze (8-49)	135	135	135
Model F-120 (54) 120 sel., 45 RPM	495	...	475	Coronation (11-52)	25	25	25
				Cyclone (4-51)	25	25	25
				Daisy Mae (7-54)	110	110	110
				Derby Day (4-56)	149	110	135
				Diamond Lil (12-54)	89	85	85
				Dragonette (6-54)	85	85	85
				Dueite (3-55)	140	125	140
				Dueite Deluxe (4-55)	139	129	137
				Flying High (2-53)	65	34	39
				Four Belles (10-54)	125	125	125
				Four Stars (6-52)	65	50	50
				Frontiersman (11-25)	115	115	115
				Gold Star (8-54)	75	75	75
				Grand Slam (4-53)	50	50	50
				Green Pastures (1-54)	50	50	50
				Guys & Dolls (5-53)	50	50	50
				Gypsy Queen (2-55)	95	95	95
				Harbor Lites	195	115	135
				Hawaiian Beauty (5-24)	50	50	50
				Jockey Club (4-54)	75	75	75
				Jubilee (5-55)	225	219	215
				Jumbo (10-54)	225	225	225
				Lady Luck (9-54)	85	85	85
				Lovely Lucy (2-54)	125	59	65
				Marathon (10-55)	175	149	169
				Marble Queen (6-53)	69	69	69
				Mystic Marvel (3-54)	10	120	120
				Niagra (12-51)	35	35	35
				Pin Wheel (10-53)	60	40	60
				Poker Race (8-53)	50	50	50
				Quartette (2-52)	95	95	95
				Queen of Hearts (12-52)	65	65	65
				Rose Bowl (10-51)	50	50	50
				Score-Board (3-56)	175	124	145
				Sea-Bells (8-56)	195	95	185
				Shindig (9-53)	90	90	90
				Skill Pool (8-52)	50	50	50
				Sluggin' Champ (4-55)	125	125	125
				Sluggin' Champ Deluxe (4-55)	175	175	175
				Southern Belle (6-55)	154	95	154
				Spot Bowler (10-50)	30	30	30
				Stage Coach (11-54)	100	85	100
				Sweet Add-a-Line (7-55)	145	115	125
				Toreador (6-56)	175	150	164
				Tournament (8-55)	169	149	150
				Twin Bill (1-55)	100	100	100
				Wishing Well (9-55)	125	125	125
				UNITED			
				Cabana (3-53)	45	45	45
				Caravan (1-56)	195	50	105
				Circus (8-52)	335	335	335
				Havana (2-54)	45	45	45
				Hawaii (6-54)	50	50	50
				Manhattan (4-55)	70	70	70
				Mexico (3-54)	65	65	65
				Nevada (8-54)	65	65	65
				Pixie (9-55)	95	60	75
				Rio (11-53)	30	30	30
				Singapore (10-54)	75	75	75
				Stardust (4-56)	115	95	110
				Starlet (11-55)	95	85	95
				Stars (6-52)	35	35	35
				Tahiti (8-53)	30	30	30
				Triple Play (8-55)	85	85	85
				Tropicana (1-55)	60	60	60
				Tropics (7-55)	85	35	45
				WILLIAMS			
				Army & Navy (10-55)	35	35	35
				Big Ben (9-54)	65	65	65
				C.O.D. (9-53)	50	34	49
				Colors (11-54)	135	135	135
				Daffy Derby (8-54)	75	75	75
				Dealer '21 (2-54)	34	34	34
				Deluxe Baseball	85	85	85
				Disk Jockey (11-52)	40	40	40
				Dreamy (2-50)	135	110	135
				Eight Ball (1-52)	35	35	35
				Four Corners (11-52)	35	35	35
				Grand Champion (8-53)	50	50	50
				Gun Club (11-53)	425	395	425
				Hayburner (6-51)	65	65	65
				Hong Kong (10-52)	55	55	55
				Jalopy (8-51)	65	65	65
				King of Swat	145	125	135
				Lazy Q (2-54)	35	85	35
				Lu Lu (12-54)	125	125	125
				Nine Sisters (1-54)	75	75	75
				Peter Pan (4-55)	115	115	115
				Quarterback (10-49)	85	85	85
				Race the Clock (1-55)	165	165	165
				Rag Mop 5 Ball (11-50)	49	49	49
				Rainbow 5 Ball (11-48)	175	115	145
				Regetta (10-55)	125	125	125
				GENCO			
				1520 Golden Nugget (2-53)	35	35	35
				Invader (3-54)	75	75	75

Price Index

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 9, 1959)

Machine	High	Low	Mean Avg	Machine	High	Low	Mean Avg	Machine	High	Low	Mean Avg
Screamo (4-54)	\$ 210	\$ 210	\$ 210	Rocket (B) (8-54)	\$ 95	\$ 95	\$ 95	Flash Hockey (Coinex) (9-54)	\$ 99	\$ 75	\$ 99
Sea Jockeys (11-51)	225	225	225	Royal (U) (8-54)	190	75	110	Flying Saucer (M) (6-50)	150	95	150
Silver Skates (2-53)	50	50	50	Score-a-Line (CC) (9-55)	245	245	245	Football (M)	175	175	175
Singapore (10-54)	50	50	50	Shuffle Alley Deluxe 6 Player (U) (10-51)	85	30	60	Goalie (CC) (1-46)	95	95	95
Sky Way (9-54)	245	85	85	Shuffle Alley 6 Player (K)	85	45	55	Gun Patrol (Ex) (5-51)	110	110	110
Spark Plug (10-51)	65	65	65	Shuffle Alley 10 Player (K)	95	50	60	Gypsy Fortune Teller	10	10	10
Spitfire (2-55)	75	49	49	Shuffle Alley Deluxe 11th Frame	335	150	195	Harvard Metal Typer	195	195	195
Star Pool (10-54)	75	75	75	Shuffle Alley Deluxe 11th Frame (U)	325	175	255	Heavy Hitter (B)	65	65	65
Struggle Buggie (12-53)	55	55	55	Shuffle Pool (Ge) (11-53)	50	50	50	Hi Ball (Ex) (2-38)	65	65	65
Stugfest (3-52)	45	45	45	Six Player (CC)	50	45	45	Hockey (CC)	75	75	75
Twenty Grand (12-52)	30	30	30	Six Player Deluxe (K)	65	40	45	Home Run, 6 Player (CC) (3-54)	95	95	95
Times Square (4-53)	45	45	45	Six Player Deluxe (U)	65	40	45	Hot Rods (Meteor) (6-53)	485	485	485
Thunderbird (5-54)	95	95	95	Six Player 10th Frame (U)	75	55	70	Jack Rabbit (Amusematic) ('46)	125	125	125
Three Deuces (8-55)	125	85	85	Speedlane Bowler (K)	185	185	185	Jeff (B)	110	110	110
Super World Series (4-51)	50	50	50	Speedy (U) (8-54)	135	135	135	Jet Gun (Ex) (12-51)	110	110	110
Wonderland (5-55)	75	70	70	Star, 5 Player (U) (7-52)	95	34	45	Jet Fighter (W) (10-54)	155	125	150
				Star, 10th Frame (U) (9-52)	65	65	65	Jumping Jack (G) (11-52)	85	35	75
				Starlite (CC) (5-54)	99	85	99	Jungle Gun (U) (7-54)	295	295	295
				Super Bonus Deluxe (U)	225	225	225	Kicker & Catchers	20	20	20
				Super Frame (CC) (5-54)	125	125	125	K. O. Fighter	150	150	150
				Super Match Bowler (CC) (10-52)	75	50	55	Lite League (W) (2-54)	125	125	125
				Super Six (U) (3-52)	100	29	75	Lord's Prayer (M) (6-56)	195	150	195
				Targette (U)	85	85	85	Lovemeter (Ex)	25	25	25
				Targette Deluxe (U) (8-54)	320	95	195	Mauser Pistol (Ex)	89	89	89
				Team Bowler (U) (1-54)	95	95	95	Mercury Counter Gripper	25	25	25
				Team Bowler (K) (10-52)	75	49	50	Midget Movies (CC)	125	125	125
				Tenth Frame (K)	75	35	50	Midget Racer (B) (11-56)	75	75	75
				Tenth Frame Bowler (CC)	95	40	60	Midget Skee-ball (CC)	125	125	125
				Thunderbolt (CC)	200	200	200	Mills Scales	65	35	50
				Triple Score Bowler (CC) (6-53)	65	65	65	Panoram (Mills)	325	325	325
				Triple Strike Bowler (CC)	200	200	200	Pennant Baseball (W)	100	100	100
				Venus Bowler	145	145	145	Periscope (CC)	95	95	95
				Venus Deluxe (U) (3-55)	350	225	275	Photomatic (M) (1-50)	350	325	350
				Victory Bowler (B) (5-54)	295	145	195	Photomatic Deluxe (M) (3-36)	245	245	245
				Yankees (U)	145	145	145	Pistol (CC) (1-49)	75	75	75
								Pistol Pete (CC)	99	45	75
								Pistol Target Skill	15	15	15
								Pitch'm & Bat'm (S)	195	195	195
								Polar Hunt (W)	169	169	169
								Pop Up	18	18	18
								Quarterbacks (G) (9-55)	125	125	125
								Ranger (K)	195	195	195
								Rifle Gallery (G) (6-54)	175	145	145
								Rocket Ship	275	225	255
								Round the World Trainer (CC) (10-53)	350	350	350
								Royal Mustang Horse	275	275	275
								Scientific Boat	250	250	250
								Set Shot Basketball (Munves) (6-52)	225	225	225
								Shoe Brush Up	95	95	95
								Shoot the Bear (S)	120	120	120
								Shooting Gallery (Ex) (6-54)	150	50	150
								Sidewalk Engineer (W) (5-55)	150	150	150
								Silver Bullets (Ex) (11-49)	175	175	175
								Silver Gloves (M)	175	175	175
								Six Shooter (Ex)	95	95	95
								Skee Ball (W) (8-36)	245	245	245
								Sky Fighter (M) (9-53)	110	110	110
								Sky Gunner (G) (9-53)	125	75	75
								Sky Rocket (G) (5-51)	195	150	195
								Space Gun (Ex)	110	49	110
								Space Ranger (Deco)	225	225	225
								Space Ship	295	295	295
								Speed Boat (B) (7-53)	325	275	325
								Sportland (Ex) (11-51)	75	75	75
								Sportsman (K) (11-54)	195	110	145
								Standard Metal Typer, F. S.	275	275	275
								Star Series (W) (4-49)	85	85	85
								Star Shooting Gallery (Ex) (9-54)	75	75	75
								Steeple Chase	395	395	395
								Strike-a-Lite (ABT)	195	195	195
								Submarine (K) (1-42)	125	125	125
								Super Home Run (CC) (3-54)	125	125	125
								Super Jet (CC) (4-53)	250	225	250
								Super Jet (CC) (8-53)	225	225	225
								Super Pennant (W)	75	75	75
								Super Slugger (U) (7-55)	275	145	275
								Telegiz (1-49) (T)	65	65	65
								Ten Strike (E) (46)	174	174	174
								3-D Theater (M) (12-53)	150	150	150
								Three-of-a-Kind	20	20	20
								Three Way Gripper (Gb)	25	25	25
								Treasure Cove (Ex) (6-55)	225	195	225
								Trigger Horse (Ex) (7-53)	395	395	395
								Underseas Raider (2-46)	125	125	125
								Voice-o-Graph (M) (4-46)	325	325	325
								Wild West (G) (2-55)	175	175	175
								Wizard Whiz	25	18	20
								Zingo (1-51) (U)	65	65	65

SHUFFLE GAMES

ARCADE EQUIPMENT

CODE: AP—Auto Photo, B—Bally, CC—Chicago Coin, EV—Evans, Ex—Exhibit, G—Genco, Gb—Gottlieb, K—Keeney, M—Int'l Mutoscope, R—Roovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoin, U—United, W—Williams, Wa—Watling.

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1 United Manhattan 65

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4 Bally ABC Bowling Lanes, 14' (3-pc. late models) 325
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1 United Bowling Alley, 14' 295
1 United Midget Alley, 6' 220
1 Bally Big Inning Baseball 325
2 Bally Big Inning Baseball (Free Play 10, 3/25) 370
3 Bally Skill Roll (new) 115
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COIN MACHINE EXPORTS

December, 1958

Country	New Phonographs No.	New Phonographs Value	Used Phonographs No.	Used Phonographs Value	Amusement Games No.	Amusement Games Value	Total No.	Total Value
W. Germany	583	\$ 384,574	128	\$ 82,265	260	\$ 83,090	971	\$ 531,929
Belgium	269	184,409	397	133,532	639	98,395	1,305	414,336
Venezuela	218	175,559	49	13,843	267	189,402
Mexico	25	22,245	9	4,960	731	87,980	785	115,165
Canada	64	44,034	15	2,380	139	43,099	218	89,513
Switzerland	48	42,204	1	850	117	39,838	166	82,892
Cuba	21	15,781	35	23,161	231	22,497	287	61,439
Netherlands	37	22,375	75	24,593	32	6,025	144	52,993
Austria	20	14,843	35	27,370	2	573	57	42,786
Sweden	16	12,035	51	15,520	67	27,555
Panama	30	27,474	30	27,474
Ecuador	25	18,320	1	725	26	19,045
Morocco	3	1,140	100	18,740	103	17,880
Honduras	14	10,389	14	10,389
Italy	10	10,008	10	10,008
Other Countries	83	56,008	58	9,611	449	91,588	590	157,207
Totals	1,463	\$1,040,258	757	\$310,587	2,820	\$499,168	5,040	\$1,850,013

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- 2 AMI D40-45 165.00
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- RAINBOW 145
- TOURNAMENT 150
- GLADIATOR 150
- WORLD CHAMP 155
- SEA BELLES 185
- CONTINENTAL CAFE 195
- STRAIGHT FLUSH 195
- ROCKET SHIP 235
- ROTO POOL 265
- SUPER CIRCUS 275
- WHIRLWIND 275
- BRIGHT STAR 285
- GONDOLIER 315

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8 Buckingham 1-8211

Dec. Exports Up; '58 Total at \$21 Mil

WASHINGTON — Exports of U. S. coin games and juke boxes totaled \$21,377,931 in 1958, final figures from the U. S. Department of Commerce showed last week. This compares to a near \$25 million total in 1957, with the 1959 totals expected to fall somewhat behind last year's.

The December figures, released by the Commerce Department last week, total \$1,850,013 in games and juke boxes, an above-average monthly run when compared to most earlier months of 1958. Juke box shipments, new and used, picked up from the relatively low November level, while games dropped off.

December new phonograph ship-

ments hit \$1,040,258 on 1,463 units, compared to \$928,240 on 1,307 units in November. Used phonographs made \$310,587 on 757 units, compared to \$224,686 on 708 units the previous month.

Games slid to a \$499,168 volume on 5,040 units in December from a November level of \$559,464 on 3,478 machines.

West Germany led the markets in total dollar volume in December, taking 971 machines at \$531,929, a relatively heavy order for one country. Germany also topped the new juke box category, with a \$384,574 run on 583 machines.

Belgium trailed Germany in total volume, hitting a highly respectable \$414,336 on 1,305 units. Belgium topped the used juke box category, taking 397 at \$133,532, far above all other markets. Games were also capped by Belgium, with a \$96,395 order on 639 units, a relatively low quota for the top market. Belgium was trailed closely in game orders by Mexico (\$87,960) and West Germany (\$65,090).

Venezuela ranked third among the markets in December, posting a \$189,402 total, mainly on strength of new juke box volume. Mexico, an on-again, off-again type market, hit a hefty volume of \$115,165 in December, mainly on game imports, and notched into the No. 4 spot.

No other markets made better than \$100,000, with Canada and Switzerland, both usually topping that figure, below \$90,000 (see chart this section).

Vending machine shipments (not shown on chart) hit \$220,916 on 2,290 units in December.

Milw. Op Bd. Okays Decals

MILWAUKEE—A plan to provide members of the Milwaukee Coin Machine Association with identification decals for their machines was okayed February 25 at the board of directors' meeting. Members' dues are assessed at a 10-cents-per-machine-per-month basis. The decal proposal will be taken up for a final vote at the next membership meeting March 9 at the Ambassador Hotel.

In another action at the directors' meeting, Arnold Jost, Arnold's Coin Machine Service, was approved as the group's sergeant at arms.

Secretary-Treasurer Jerome (Red) Jacomet, Red's Novelty Company, was instructed to send out membership applications to all coin machine operators in the Milwaukee area. The charter member drive was completed last month. Membership in the association from now on, according to President Sam Hastings, Hastings Distributing Company, will depend on favorable action on applications submitted by operators.

Ark. Bill Dies

curtail a legitimate free enterprise operation.

J. Earl Gill, owner of Gill Amusement Company, Hot Springs, led a fight against it for operators over the State. Other operators also called on State representatives.

Another leading contingent of game operators was headed by Harold Dunaway, partner in Twin City Amusement Company, and Cecil Hill, his partner, who also owns Hill Amusement Company. They are the largest game operators in Little Rock and possibly the State.

Bally Ships

All targets are lighted with white light except for one target lighted with red. The red target scores the indicated value of the target, i.e., single, double, triple or home run, plus four extra runs.

After each base hit, the red light shifts to another target on a mystery basis, keeping the player constantly alert to select the tip-scoring target.

Depending on the number and position of men on base, red double, for example, may be preferred to white home run.

Animated backglass shows flash-action players running bases, and the light-up playfield indicates position of base runners during entire game.

Other features include a new lightweight fast ball and new high-speed rotary totalizers. Cabinet is pinball size, 24 inches by 57 inches. Balls are pitched and hit as players press appropriate buttons.

NEW(S) BEAT Dailies Cover Juke Success In Hungary

CHICAGO—A story of how the juke box has been accepted in Soviet bloc countries—one previously told by The Billboard—is getting a big play in newspapers thruout the country.

At least three major news services—Associated Press, United Press International and Reuters—have done stories on the success the juke box is having in Hungary.

A recent one, by Reuters, appeared in the March 5 issue of the Chicago Daily Tribune. It begins, "American juke boxes, once the symbol of Western 'decadence' in a communist country, have become an accepted part of the Hungarian way of life and now are officially acclaimed 'very popular and successful'—a far cry from the days of Stalin."

According to the Reuters article, there are only 13 juke boxes in Hungary now, but the "catering industry could easily absorb another 100," according to Vilmos Benedek, a senior official in the State import-export trading concern known as Electroimpex. Half the machines

(Continued on page 101)

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- 1650 AF Wurlitzer 295

MUSIC

- KD 200 \$675
- AMI C 45
- 1438 Rock-Ola 295

BINGOS

- Nite Club \$195
- Beach Beauty 145
- Big Time 110
- Gayety 85
- Variety 75
- Starlite 85
- Bally Beauty 45
- Bally Follies 25

MISC.

- C.C. Classic Bowler \$445
- Arrowhead 165
- C.C. Rocket Shuffle 315
- Lady Luck 85
- Circus Wagon 95
- Star Pool 75
- Stage Coach 85
- Scoreboard 115
- Gladiator 165
- Keeney 22-Col. Cig. Machine 175
- 6-Pocket Slate Top Pool Table, used 150
- Exh. Shooting Gallery 65
- Telequiz 65

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300 Attend MOC 2d Annual Banquet

By ALLEN M. WIDEM

HARTFORD, Conn.—The Connecticut music machine industry, 300 strong, attended the Music Operators of Connecticut second annual banquet and dance in the Capitol Ballroom of the Statler-Hilton Hotel here March 7.

A well integrated floorshow (produced and directed by New York promotion man Buddy Basch, repeating his 1958 assignment) following the dinner was accorded hearty applause by the guests, representing all key Connecticut cities, plus Boston, New York and other points north and south on the Atlantic Seaboard. The attendance figure was slightly lower than 1958's, a turn of events attributed by some observers to selection of a Saturday night for the function.

James Tolisano, owner of Superior Music Company, a past president of MOC and current Music Operators of America executive committee member, urged operators to attend the upcoming MOA national convention in Chicago. "If there ever was a time for this wonderful industry of ours to appear united," he said via public address system in front of the Al Jarvis bandstand, "that time is now. I can't urge too strongly a sizable Connecticut delegation to show our fellow music operators and allied men across the country that this State is backing the MOA fight as never before."

Ben Gordon, ebullient business manager of MOC, reminded the guests: "The success of any organization depends upon the willingness and co-operation of its members. Perhaps at no other time in the history of the industry is there greater need for unity and whole-hearted interest in the future than at the present time."

"The members of the Music Operators of Connecticut can be proud of its reputation as an association that has never been affiliated with undesirable elements."

"In 1959," he continued, "let us show a genuine interest in the future growth of our organization by attending meetings where we can openly discuss the problems confronting us, exchange ideas and offer any suggestions that will help to improve the operation of our business generally."

Greetings were also extended by Paul Rechtschafer, president; Jerry Lambert, vice-president; Frank Marks, secretary; Anthony Wilkas, treasurer, and Charles D'Alessandro; sergeant at arms. The present-

day MOC board of directors consists of Rechtschafer, chairman; Abe Fish, William Lengyel, Anothy Degutis, Byron Athenian, Marty Rosa, Nat Lesser, Pat Montano and Isadore Resnick, with Gordon as business manager; Emilio Daddario and Joseph Burns, counsel.

Rechtschafer observed: "Now more than ever before, our industry is in dire need of strong leadership and organization. The industry for years has been the victim of adverse publicity resulting from weak organization and leadership."

"A well organized industry would not have to sit back and take blow after blow. It would have a spokesman available to defend it from unfair attacks. It would adopt farsighted and beneficial policies."

Rechtschafer concluded: "It would have a public relations department that would be consistent in pointing out to one and all that a few bad apples do not make an entire industry rotten."

"Without organization and leadership our industry will continue to stagger around, the victim of anyone and everyone seeking to take advantage of its weak position. All segments must work together to produce a strong organization and leaders who are willing to work to place this industry on a higher level. There is no reason why this cannot be achieved. We must unite and face up to our problems."

Al Jarvis conducted a nine-piece orchestra for dinner music, floor show and dancing. Performers included Don Rondo, Jubilee Records; Gene Bua, Warner Bros.; Lou Monte, RCA Victor; Al Kasha, Warner Bros.; Eileen Rodgers, Columbia; the Cineramas, Champ Records; Marge Cameron, emcee; Candy Anderson, Warner Bros., and the Jewel-Tones, Meriden, Conn., teen-age threesome.

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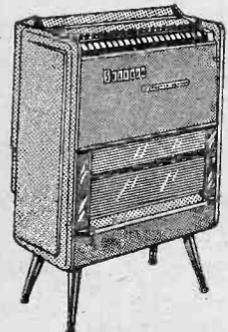
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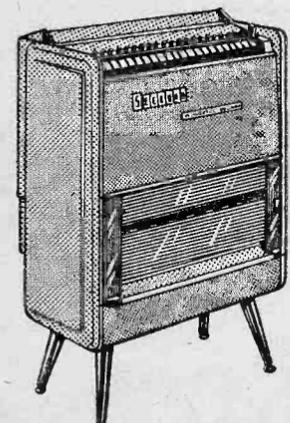
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SEEBURG HF100G	475
SEEBURG 100W	450
SEEBURG M100C	375
AMI H200	695
AMI H120	650
AMI G200	449

Parts Sales Pay

Continued from page 99

limited. Leonard points to the supermarkets as having a system that could well be used in the coin machine industry. Impulse buying, he adds, accounts for a large percentage of parts sales. These may be increased by displaying items attractively.

Need Display

"Tools, supplies, cleaners, testing equipment—anything that makes for an easier and more successful operation may be sold this way," Leonard advises. "I know of one distributor who sells more than three expensive coin counters each month simply by displaying them where operators may see and work them. There is hardly an operator who comes into a parts department who can withstand the temptation to fiddle with a new item: When he sees how easily an item like a coin-counter works and thinks of it in connection with his operation, he has to have one, even if it means stretching his budget some \$200."

Leonard says, too, that the immediate delivery of parts is imperative to win friends and build business. Badger makes shipments the same day orders are received, and uses a parcel service for adjacent areas. If the area is not so well covered by a service, Leonard urges that the shipment be sent special delivery and even airmail if the latter will help.

"If an operator has a machine that is capable of earning \$25 a day and it is out of order, he wants to get it back on the route as soon as possible," Leonard advises.

Leonard also suggests that distributors installing parts departments staff them with competent and experienced people.

4242 W. Fillmore St.
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Williams

HERCULES

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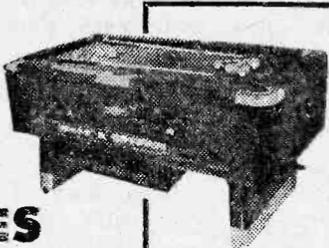
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MOA Confab

Continued from page 89

Future copyright legislation, public relations and national publicity.

Wednesday, April 8. 9:30 a.m.: Personal property taxes discriminatory city, county and State licenses. 11:00 a.m.: Sales, location relationships and loans, location leases and their advantages.

All discussion forums and the general meeting are to be held in the Venetian room on the second floor of the Morrison.

The single general meeting session will be held at 9:30 a.m. Door prizes are to be awarded at this meeting. They include a television set, portable radios and record players, transistor radios, government bonds.

Speakers at the meeting will include popular Dr. G. Herbert True, assistant professor of Notre Dame, who appeared two years ago to talk on creative salesmanship. Other speakers have not yet been confirmed.

Exhibitors so far signed include: Rock-Ola, AMI, Seeburg, United, Wurlitzer, National Vendors, National Coin Rejectors, Solon Super Lock, Auto Photo, Valley Manufacturing, Logan Distributors, Chicago Coin, Bally Manufacturing, Irving Kaye Company, Wico, Edolite, Capitol Projector, Fischer, American Shuffleboard.

Stereophonic Automation, Mal-lard Pressing, Star Title Strip, BMI, ASCAP, Paul Bennett, Pay-dun Enterprises, Vendomatic Sales. Record manufacturers include Capitol, Columbia, Christy, MCM, Mercury, Dot, RCA Victor and Decca. Other exhibitors are A.M.I. Home Music Center, California Life Insurance Company, The Bill-board.

Milwaukee Ops

Continued from page 99

shakedown of the type being uncovered in Washington, according to Glenn Geadtke, simply do not exist here. "I've seen nothing of it in the 26 years that we've been in the business."

Otto Hadrian, operator of a moderate sized music route, is convinced that racketeering in the business can only be checked thru local controls. "There is no solution on a national level," he says. "The racketeers can only exist when the local authorities look the other way."

Name Cole Head

Continued from page 93

State Legislature against enacting "ill-advised and dangerous" tax legislation against the vending machine industry, with the comment by Arthur McCauley, chairman of the Chamber's legislative committee, that "if the Legislature, in complete disregard for the economic well-being of the State, wants to kill the vending machine industry, I know of no faster way to accomplish it than by such legislation."

He pointed out that the vending machines themselves are made in New York State and that such taxes "would curtail employment in manufacturing as well as distribution services."

New(s) Beat

Continued from page 98

are American-made and half West German, according to the article. "The sharper business men in the catering trade soon saw that profits jumped with their (juke box) assistance," it explains. Customers are not allowed to operate the machine. The State-run catering organization provides women to sit next to the machines and play the selections chosen by customers.

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Bally 11' TROPHY	595	Bally 14' A.B.C.	295
Bally 14' STRIKE	495	United 14' BOWLING ALLEY	295
Bally 11' STRIKE	475	Chi. Coin 14' BOWLING LEAGUE	310
United 13' BONUS	625	Chi. Coin 11' BOWLING LEAGUE	295
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SHUFFLE ALLEYS

Bally SUPER DLX. A.B.C.	447	United SUPER BONUS	245
Bally DLX. CONGRESS	325	United CLIPPER	195
Bally CONGRESS	295	United LIGHTNING	175
United HANDICAP	310	United REGULATION	295
United REGULATION	295	Chi. Coin HOLLYWOOD	175

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Ex. Vitalizer	95
Ex. Ringer Roll	195
Gen. 2 Pl. Basketball	175
Gen. Gypsy Grandma	295
Gen. Motorama	295
Mills Panoram	325
Cap. Panoram	295
Flying Saucer	95
Mut. Photomatic	325
Silver Gloves	175
Volce-O-Graph	325
Drive Mobile	195
Quizzer	95
Lord's Prayer	195
Big Shot Basketball	225
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Kay's Team Hockey	250
Wilcox Gay Recordio	150
Tungo	125
Sidewalk Engineer	150
Wms. Crane	150
Wms. Peppy	195
Wms. Ten Strike	250
Bally All Star Bowler	250

Wms. Midget Alley	\$275
Min. Golf	85
Min. Football	85
Stand. Metal Typer	250
Harv. Metal Typer	195
Jack Rabbit	125
Ideal Ft. Vibr.	125
Hole in One	295
Rapid Fire	125
Undersea Raider	125
Bull's Eye Shoot's Gal.	195
Ex. Sportand Gallery	150
Ex. Dale Gun	60
Ex. Gun Patrol	110
Ex. Space Gun	110
Ex. Silver Bullet	175
Ex. Six Shooter	95
Ex. Shooting Gallery	150
Ex. Circus	150
Ex. Pop Gun Circus	295
Gen. Sky Gunner	125
Gen. Nite Filter	125
Gen. Rifle Gallery	165
Gen. State Fair	275
Keeney Air Raider	250
Keeney Sub. Gun	150
Keeney Sportsman	195
Squirt Water Gun	495
Coon Hunt	125
Balloon-O-Mat	195
Un. Midget Alley	275
Un. Sky Raider	Write
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Popcorn Vendors	65
Miami Shuffles	65
Shuffle Alleys	95
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Ex. Pony Express	\$195
Ex. Big Bronco	350
Bally Champion	425
Bally Space Ship	295
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Miss America	295
Boaf	295
Donald Duck	250
Elsie the Cow	250
Round the World	325
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Model T Ford	495
Lancer Horse	295
Lane's Fire	395
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Palomino Horse	275
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- Keeney DLX. BIG TENT
- Keeney TWIN BIG TENT
- United DUAL SH. ALLEY
- United DUPLEX BOWLER
- Valley 6-POCKET POOL
- Williams HERCULES

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- Genco FOOTBALL ... 140
- Williams CRANE ... 115
- Wms. ALL STAR BASEBALL ... 125
- Genco HIFLY BASE BALL ... 150
- C. C. STEAM SHOVEL ... 115
- Bally ALL STAR BOWLER ... 175
- Genco MOTORAMA ... 295
- Mutoscope 3-D ARTS ... 295
- C. C. TWIN HOCKEY ... 215
- Williams TEN PIN ... 225

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N. Y. State Operators Lobby

Continued from page 89

additional tax in any amount will prove confiscatory," and that "there is a limit to the tax burden any industry can stand."

It points out that a new phonograph costs \$1,500 and is generally bought on time, that locations demand and get loans and bonuses in addition to commissions, and that members of Local 1690 R. C. I. A., AFL-CIO (who service the machines) have just been granted a 10 per cent wage increase.

5-Cent Play

Despite the fact that operating costs have mushroomed, the report said, some phonographs are still operating for five cents as they were in the early part of the century, and those now at 10 cents are still not meeting the increased costs of doing business.

The new tax bill would drive the part-time operators out of the business, the statement said, and it would also force the larger operators to discharge some of their employees.

The effect on storekeepers would be to deprive them of revenue, as operators would be forced to remove machines from marginal locations.

Little Revenue

Furthermore, the report said, the cost of administering the law would also be so great that the revenue finally realized by the State would be unimportant.

Finally, the statement offered to make available to the legislators verified accountant statements and tax returns of individual operators to prove that they receive a small return on their investment.

The Arcade Association, in a statement released by Harry Alexander, counsel, pointed out that Arcade owners currently pay a federal excise tax of \$10 on each

machine as well as license charges of from \$250 to \$450 a year to New York City for their machines, and a \$50 annual common show license.

Sales Tax

In addition, Arcade owners pay the 3 per cent New York City sales tax on gross sales. The statement pointed out that any additional taxation could cause some Arcades to go out of business and throw people out of work.

To buttress his argument, Alexander presented a breakdown of existing license fees, equipment and labor costs, and other operating expenses, with 1947 figures in one column and 1959 figures in another column.

The statement on behalf of the kiddie ride industry pointed out that rides cost from \$400 to \$800 each and yield the operator an average weekly gross of \$4 and a net weekly income of \$1.40 per machine after servicing costs and existing license fees.

The additional tax, the statement said, "would practically amount to a liquidation of the kiddie ride business."

Wurlitzer

Continued from page 89

Tonawanda division, pointed out that the department is now prepared to produce "an increasing volume and variety of highly complex electronic components for commercial application."

Sandia Corporation, Albuquerque, N. M., which designs the electronic and mechanical parts of nuclear weapons for the Atomic Energy Commission, is one of Wurlitzer's biggest customers for defense products.



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- ★ Three targets light corresponding colored pop-bumpers for high score
- ★ 4 flippers for "relay" skill target shots
 - ★ Holdover feature on lighted spots
 - ★ Adjustable 3-4 or 5 plays for 25c
 - ★ Double number match feature
 - ★ Cross-board cyclonic kickers
 - ★ 3 or 5 ball play

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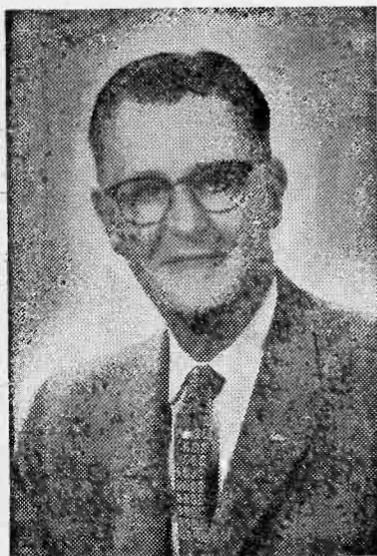
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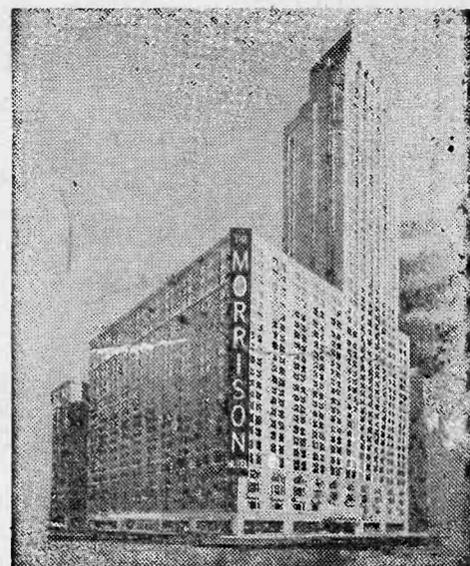
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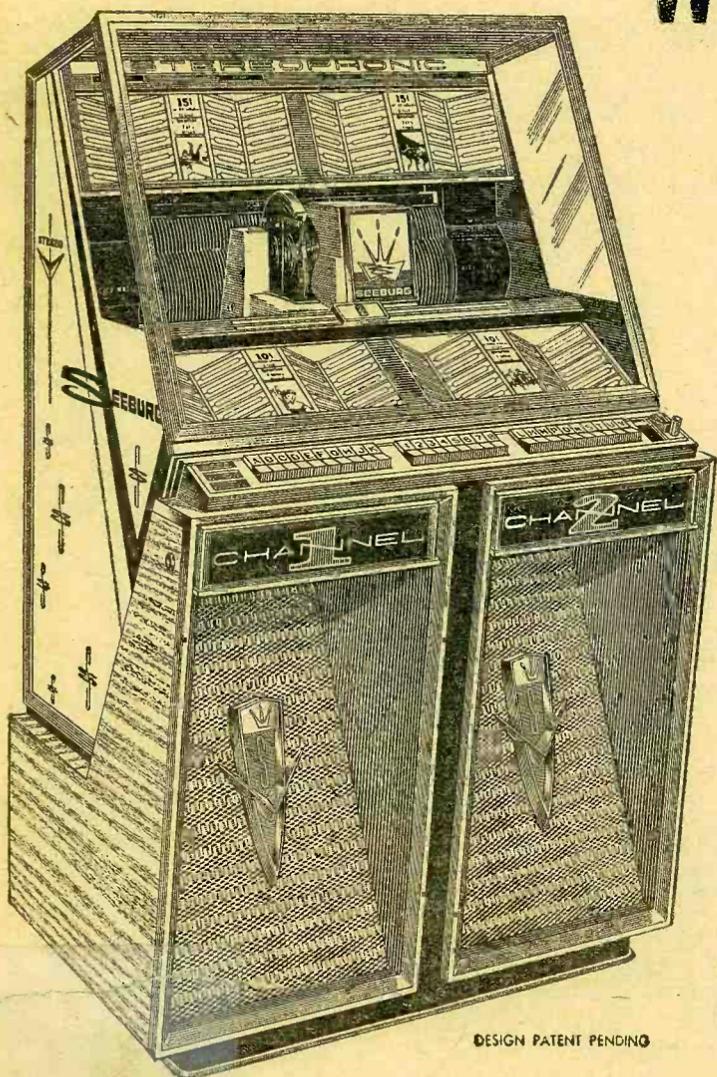
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